

Stetson Hats!



Here they are—the top notch selections from the Hat makers who know how.

Popular shades in tune with Spring—blending bands that are a joy to behold.

You'll feel better wearing a New Spring Hat by Stetson—

\$8.00

—other grades in fancy bands, and snap brims—\$5.00.



Chas. W. Spence Dies at Lincoln; Burial Tomorrow

Former Well Known Louisville Man Will Be Laid to Rest at the Old Home.

The death of Charles W. Spence, for many years a well known resident of Louisville and Cass county occurred yesterday at Lincoln where Mr. Spence has been quite poorly for the past few weeks and where his family have been making their home for the past few years at Havelock, a suburb of the capital city.

Mr. Spence was a member of one of the well known families of this part of Cass county and has a large number of relatives living in and near Louisville at this time.

While a resident of Louisville Mr. Spence was for some years engaged as city marshal of that place and was a fearless and strict law officer and made a very pleasing reputation in this line of work in the years that he was so engaged.

The deceased was also engaged in business in Louisville and after disposing of his interests there removed with his family to Havelock where they have since resided.

HOLD FINE MEETING

From Wednesday's Daily—The Women's Benefit Association met last evening in their regular session at the lodge rooms in the M. W. A. hall and with a very pleasing number of the members in attendance.

The ladies were fortunate in having with them on this occasion Mrs. Della M. Hall, state commander of

the order and also Dr. Abbott, the district deputy, who gave interesting talks on the order and the points that are to be brought out in the 1927 year of activities.

Mrs. Hall talked on the work of the order and also gave many interesting points in the degree work of the order and the work of the drill team, giving this part of the lodge proceedings particular stress.

Dr. Abbott, who is one of the leaders in the work of the lodge in the state gave many interesting points for the good of the order and which was enjoyed by the utmost by all of the ladies in attendance at the meeting.

It was voted to hold the regular meetings on the second Tuesday of each month in the future and the next meeting of the order will be held on March 8.

At the conclusion of the evening refreshments were served by Mrs. Elsie McClintock and Mrs. Ida Cotner that added to the pleasures of the event.

ST. MARY'S GUILD MEETS

From Wednesday's Daily—Yesterday afternoon the ladies of the St. Mary's guild were very pleasantly entertained at the home of Mrs. R. A. Bates on North 7th street and with a very pleasing number of the ladies of the church in attendance. There were a number of matters of importance to come before the meeting and among these was the matter of holding monthly bake and food sales and it was voted to hold these sales on the last Saturday of each month, the first of which will be on February 26th.

At the close of the afternoon a very dainty and delicious luncheon was served by the hostess.

Have you anything to sell? Tell the world about it through the Journal's Want Ad department.

Cows and Milk Production Possibilities are Great

Industrial Committee of Chamber of Commerce Gets Some Real Figures.

Sam Moye, eggs, poultry & cream, stopped in to chin a bit yesterday and signed up a membership in this crowd. Fine to be a booster, yes?

Noticing some figures for 1925 for state highways expenditures for various states, here are a few of them: Alabama \$10,917,204 Arkansas 11,200,000 Florida 8,433,752 Georgia 7,902,428 Nebraska 5,563,752 Missouri 31,593,937

Coming from Nebraska City yesterday it was a "fright" to hit the mud holes just at the south city limits. Gives a fellow a dark brown taste in his mouth for Plattsmouth and the whole community to hit a spot like that right at our south front door. Called Mr. Douglas' attention to this last night and am sure something will be done to improve it.

Called on Horrow's Hatchery yesterday to see the little Anconas and Eared Plymouth Rocks bursting out of their shells. Never saw chicks with so much pep!

Some good Legion Boy, we think left a pair of gloves in this office. If not called for soon will wear 'em myself.

Editor Mayfield called yesterday to talk over road matters. Their Commercial Club meets tonight at which time this subject will receive their attention. There is a little delay in plans due to the fact that they want to see the outcome of the bill now in the legislature to make that highway a state road.

No matter how small a town paper might be, or how small the place, we owe it to our friends, our societies, our churches, to subscribe for our local paper. Of course we owe it to the paper too—did you ever live in a place too small to have its own daily or weekly? Deliver me! A newspaper in a community is as essential to that community as coffee or Postum is to your breakfast. The Plattsmouth Daily Journal with its large county circulation, should have at least 2,500 Plattsmouth city subscribers; makes better advertising, stimulates sales, creates an interest in the community that can be brought about no other way. Think it over.

China is slowly coming into its own. The centuries of ignorance, and slavery to customs and superstition certainly have been on that country. However, fundamentally the Chinaman is honest; his civilization will be strictly national, with respect and deference ever shown other nationalities. The Chinaman looks with scorn and disgust on the so called Western Civilization. In that country are to be found the highest types of civilization yet produced, along with the most filthy dregs of ignorance and poverty.

The Minneapolis Journal claims it is not safe to talk back to your pastor in Texas.

The Macon News cries "Drink to me with thine eyes, for after drinking you may have no eyes!"

The Wall Street Journal claims women hold their chins while thinking, so as not to interrupt themselves! Dare you to tell that to your better seven-eighths?

The Helena Independent, while admitting the state may stop the teaching of evolution, but it is their hope judging from the present state of man, nothing will stop the onward work of evolution itself!

Henry Ford advises putting wives on wages! They get all we get anyhow, so "wasthouse."

Senator Bruce claims all the honest-to-goodness personally dry senators could be put into one taxigolly, what a bunch of classy cellars our senators must have, that being true?

Will Maupin is quite a statistician, but here are some figures gleaned around Plattsmouth by our Industrial committee—looks good to "fathaw!"

Cows in city limits 275 Milk cows in Plattsmouth pct. 377 Milk cows in Rockbluff pct. 542 Milk cows in Eight Mile Grove 352 Milk cows in Mt. Pleasant pct. 354

TOTAL 1903 Cream shipped out of Platts-mouth, freight and truck per week 613 Milk sold in stores, weekly Gals. 252

Have you written or wired Morehead and Norris relative to the bridge yet DO IT TODAY!

W. G. DAVIS, Secretary.

Radio Stations Joining to Cut Peddling Talks

Leading Stations to Cut Direct Selling Talks Over the Air and Aid Radio Listeners.

Following the decision of Earl E. May, owner of radio station KMA at Shenandoah, Ia., to abolish direct advertising and sales talks from all of KMA's evening programs, commencing Monday night, owners and operators of the three principal Omaha stations, WOW, KOIL and WAAW announced their plans along that line.

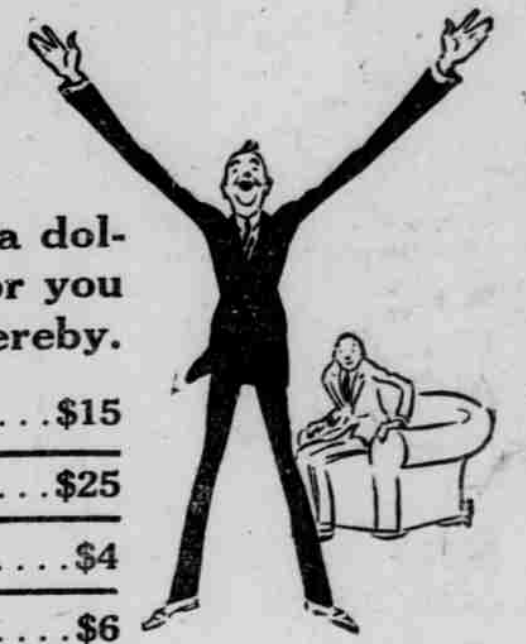
Mr. May, in a statement to the Iowa Listeners' league, said he would sacrifice the profits he has realized by his direct methods of selling and advertising, and in the future on all programs after 7 o'clock, observe the type of advertising known as indirect.

May's chief competitor, the Henry Field Seed company, which was among the first to depart from the "indirect" advertising rule of the air, has not announced it will adopt May's plan.

In a statement to The World-Herald, Mr. May said he felt that due to the limited range of the station in the daytime, direct advertising and sales talks would not be offensive. He said he felt that if all stations on the air at night would abolish direct ads and sales talks, much of the chaos in the air would be eliminated. He said he believed the "popular station contest" being conducted by The World-Herald was a fine thing for the stations to get a line on themselves and that starting Monday he would boost it over his station "in an effort to find out just what the fans think of KMA."

"We feel that we owe an apology to the whole world for some of the advertising that went out over our

Bargain Wednesday, February 16th, 1927



Bargain Wednesday has saved you many a dollar in months past—it will do the same for you this month. Read these prices and profit thereby.

- Men's and Young Men's 3-piece Suits \$15
- Men's high grade English Back Overcoats, each \$25
- Men's English Corduroy Pants, guaranteed. Per pair \$4
- Men's odd Dress Coats, well made, full lined, each \$6
- Young Men's Overcoats, stylish make, sizes 14 to 20 \$10
- Boys' Overcoats, big variety colors and materials. Ages 4 to 8 \$4
- Youths' Overcoats in brown and grays. D. B. Ages 9 to 13 \$6
- Men's Xtra Quality Fast Color Blue Overalls and Jackets. All sizes at \$1
- Men's Jersey Sport Sweaters. V neck, coat front. Each \$2
- Boys' good Wool Faced Coat Sweaters, assorted colors. Each \$1
- Men's good heavy Winter Union Suits specially priced at only \$1
- Children's Novelty Suits—Corduroy, Jersey and Wool \$3
- Men's Dutchess Trousers. \$1 a rip; 10c a button. Good dress grays, pair \$3
- Men's 36-inch Sheep Lined Coats. Fur collar. Double breasted. Only \$7
- Men's Wool Flannel Shirts—Best make. Regular sizes. Each \$2
- Boys' Knicker Suits—Double or single breasted. Real bargains at \$3
- Boys' Jersey Lumber Jacks—Rib bottom and cuff. Each \$1
- Boys' Flannel Shirts or Waists—Very good quality, color, brown. Each \$1
- Boys' warm Rib or Fleece Union Suits specially priced at 75c
- Boys' fast color Blue Bib Overalls. Sizes to 14, priced special at 98c
- Men's all wool Black Rib Pull-Over Sweaters. Very warm. Each \$2

Wescott's

One Price
And No Monkey Business

station one night last week," said Frank Manchester, chairman of the radio committee of the Omaha Grain exchange station, WAAW, referring to use of that broadcaster by a patent medicine concern.

Mr. Manchester explained that the owners of the station several months ago contracted with James Thompson of the Radio Advertising company, to produce advertising contracts for

the station, subject to approval by the exchange board but that the patent medicine advertising was sent out without such approval.

New Policy for WAAW Mr. Manchester said he felt that the Grain Exchange station had never gone into direct advertising over the air and in the future would continue to follow the policy now adopted by KMA.

Don Searle, manager of the Mon-Motor Oil station, KOIL in Council Bluffs, said officials of that station have long realized that use of direct advertising would make radio unpopular. "We feel that we're doing less advertising over the air than anybody in this vicinity, and hope that congress in the new radio law will cut out all advertising. Of course, we like to get the money as well as anybody else but in the past several months we've turned down ten offers of contracts to one that we've accepted. For our own products we give only six-minute talks each week which we feel is of general interest and then we never mention prices or solicit orders."

Two Sides, Says Stiles. Orson Stiles, in charge of the Woodmen of the World's radio station WOW said he did not think the major part of the publicity over the air from the Woodmen station was objectionable.

"Suppose we would refuse anybody else the courtesy of our station—we would be creating a monopoly," said Mr. Stiles. "There are therefore two sides to the question but we realize as well as anybody that too much advertising would kill our station's popularity." So we've gradually gotten away from direct sales talk, etc. In the future we're going to try to have our publicity matter as inoffensive to the listener as possible.

WOW last week cancelled an afternoon period which had been leased by a patent medicine company.

HARRY LEOSIS TO HOSPITAL

From Wednesday's Daily—This afternoon Harry Leosis, proprietor of the Royal cafe, was taken to Omaha where he will enter the Immanuel hospital for an operation for appendicitis. Mr. Leosis was taken sick yesterday and at first the cause of his illness could not be determined but today the case became more acute and was decided upon as appendicitis. He will be operated on at once to give him relief from his suffering.

FOR SALE

Single comb Rhode Island Red cockrels. \$1.50 each.—L. E. Sack, Murray phone 2005. j31-4tw

GOES TO KEARNEY

From Tuesday's Daily—This morning Sheriff Bert Reed departed for Kearney, taking with him Anton Hack, who is to be placed in the state industrial school at that place to receive training and where he will remain for the remainder of his time until reaching twenty-one years of age. Mr. Hack is the young man who made away with the car of Frank Blotzer a week ago and drew the term in the state school as the result of his rash act.

CARD OF THANKS

We the children of Mrs. Leonard Born, wish to express our appreciation for the kindness of the friends and neighbors, who so kindly tendered services during the last illness and at the time of the death and the funeral of our beloved mother. Also for the floral tokens, for the cars furnished at the funeral and to those who sang at the funeral.—The Children and Grandchildren of Mrs. Leonard Born.

Journal Want Ads bring results.

Farm Loans RATES

were raised last week by several companies. I still have

5%

MONEY!

Get in your application at once.

—SEE—
Searl S. Davis

Farm Loans Insurance Investments Real Estate

Special Bargain Wednesday

FIG BARS

New Fresh Stock

Pure, fresh fig filling. Fine for kiddies Per Pound

10c

Not One Day, but 'Everyday Cash Prices' at Our February

CLEAN SWEEP SALE

If you haven't been taking advantage of our low everyday prices, start now to reap the benefit of cash buying. We save you money on every purchase.

Special Bargain Wednesday

Butternut Pancake Flour

Standard 40c item, often sold at 45c. 4-Lb. Pkg.

31c

- Otoe Lima Beans—No. 2 size cans, each 13c
- Canned Milk—Choice of any brand, can 9c
- Oil Sardines—Fine American oil, per can 6c
- Gallon Apples—Fine for pies. Per can 39c
- Alaska Red Salmon. 1-lb. tall can 29c
- Sardines—Tomato or Mustard pack 10c
- Curfew Peaches—Lg. No. 2 1/2 size can 25c
- Pitted Red Cherries. Gal. can \$1.18
- Gallon Peaches—Fine quality. Per gallon 69c
- Oleo—Cream of Nut or Nucoa. Per lb. 25c
- Wisconsin Maid brand Oleo, per lb. only 22c

- Syrups**
- Corn Syrup—Large gallon can for 1/2 Gallon, 23c 45c
- White Table Syrup. Gallon can for 1/2 Gallon, 27c 52c
- Maple Syrup—Farrell's, 65c can for 55c
- Relishes, Etc.**
- Ketchup—Large bottle, all brands, each Small size, 13c 20c
- Quart Jars Mustard for only 21c
- Chile Sauce—Beech-nut brand. Lg. bottle 24c
- Richelieu Dressings, 45c value, only 38c

- Cleaners**
- Lewis Lye—Reg. 15c cans for 12c
- Creole Oil Toilet Soap, 3 10c bars 22c
- Pearl White or Electric Spark, 10 bars 33c
- Olive Oil Toilet Soap—Six bars for 25c
- FLOUR**
- PAGE'S BEST—Per 48-lb. bag \$1.95
- Made from Turkey Wheat Every Sack Guaranteed
- SUN KIST—Per 48-lb. bag \$1.95
- OMAR FLOUR—Per 48-lb. bag \$2.19

- Dried Fruits**
- Thompson's Seedless Raisins, bulk, per lb. 25-lb. box, \$2.55 11c
- Prunes—Large 40-50 Santa Claras, lb. 25-lb. box, \$3.15 14c
- Peaches—Very fancy, semi-peeled, per lb. 3 lbs. for 65c 23c
- Apricots—Fancy new crop, per lb. 29c
- White Cooking Figs, fancy, 2 lbs. for 25c
- Toilet Paper**
- Toilet Paper—Fine Northern Tissue, roll 9c
- Quality Toilet Paper. 4 large rolls for 25c

- Blue Rose Rice—Fancy. 5 lbs. for 43c
- Swansdown Cake Flour, per pkg. 35c
- Monarch Strawberry Preserves, large jar 25c
- Navy Beans—Hand picked. 10 lbs. for 69c
- Morton's Salt—Plain or Iodized. Per can 11c
- Apple Butter—Large quart jar for 25c
- Brooms—Fine 4-tie Parlor quality, each 37c
- Graham Crackers—2-lb. caddy for 34c
- Matches—Blue Tips. Carton of 6 boxes 20c
- Sugar—Best granulated, 10 lbs. for 69c
- Golden Rod Rolled Oats, large pkg. 20c

Open Till 9 Bargain Wednesday—Many Values We Can't List!

H. M. SOENNICHSEN