PLATTSMOUTH SEMI - WEEKLY JOURNAL Two Score Dead, MARKET DAY, April 25th, is "Your" Day! Greenwood V Department! Nearly 100,000 Made Homeless -We're pointing the way to regular Savings!-Prepared in the Interest of the People of Greenwood and Surrounding Vicinity Bulgarians Numb with Despair and Store Open in the Evening! Fear as Temblors Continue-

Death Toll Uncertain.

population numb with despair and

ing earthquake within a week. Al-

are shelterless and more than two

Their homes are in ruins, their

whole hills moved and their contours

Sofia, Bulgarian, April 19 .- A

Rayon Undergarments!

Step-in Chemise - Bloomers - French Panties Banded Bloomers - Bloomer Chemise Bloomerettes

> Only high grade rayon garments are featured in this sale, all at this very low, extreme value-giving price!

This includes "Carter's" Full Cut Bloomers-all sizes

It's the Small Things that Count

and Here are Saving Values

Coats' Sewing Thread, per dozen spools\$.45
Best quality Needles, Snaps, Safety Pins, 2 pkgs. for	.15
Bloomer Elastic, 2 yards for	.05
brassicies, rayon surped, cach	.25
Women's Muslin Slips, white or pink	.49
	.49
	.15
	.10
	.05
	.15

Beautiful Printed Cotton Fabrics

"I've never seen prettier prints than these," remarked a friend the other day, and they are pretty. Beautifully blended colors on batistes, dimities, organdies, soisettes, suitings, sateens-in fact every fabric that is favorably considered. All guaranteed fast colors. These goods are priced at-

39c to **85c** per yard

Here's an Unusual Silk Value

Fast color Tub Silks, in plain or pretty printed patterns. Very much in demand for children's as well as women's dresses. Priced at-

\$1 per yard

MONDAY, APRIL 23, 1928

Chic New House Dresses

"Nelly Don," "Home" and "Sunny Sue" constitute the family that represent best

W. E. Pailing was called to the L. V. Schaffer, the Olson Brothers, who is becoming a member of this county seat for a day or so during Albert Besel, W. E. Waldwin, Meyer excellent order. The boys of the the past week to look after some Brothers, R. E. Coleman and Dotty three like friendship, love and truth, Buskirk shelled and delievered corn and a long list of more of such exbusiness matters.

of the Farmers State bank of Green- the past week. wood, was a visitor in Greenwood for a short time last week.

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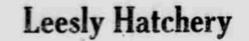
orchard.

Rex Peters departed on last Wednesday afternoon for Kansas City, Dealers association which was meeting there at that time.

L. B. Appleman from near Alvo was a visitor in Greenwood for a short time on Wednesday of last week, where he was looking after some business and visiting with his friends

BABY CHICKS tertained their husbands and other members of the order at a supper on WE HAVE THEM

All kinds hatching every week. They are going fast. Better get your order in so as to be sure of getting them when you very much. The most pleasant after the most plea of getting them when you very much. The most pleasant after-want them. Prices are right! noon was spent and the ladies did much good work. The afternoon was



the Louisville road.

to Carry the

mouth Will be Held on Next

Monday and Tuesday.

Many Trains

W. C. Emelund, former president at the Greenwood elecators during cellent principles, are quite active at fear was pictured tonight in reports this time in their work which is from the Philippopolis district, visit-C. O. Swanson and Ed Brunkow bearing good results by the adding ed last night by the second shatterwere spending last week in Platts- of excellent men in their order. On Wednesday of last week Fred most one hundred thousand persons Wm. Whitlach was assisting in mouth where they went as peace

blowing stumps on a farm over to- makers, or otherwise jurymen, and Goodfellow loaded his good mor Merwards Murdock last Wednesday, where they were assisting in settling rimam, where he will move, and score are known to have lost their where the manw as clearing out an the things which the parties them- make his home about twelve miles lives. selves were not able to do. southeast of that place. Mr. Goodfel-

possessions gone, their highways At the Rebekah Kensington which low goes with the Journal a visitor broken. Bridges have been destroyed was given during the past week the in his home, and says he will like and railway tracks twisted away on where he went to attend the Grain entertainment was given under the the new home as he has already spent right of ways that have sunk six direction of the hostesses, Mesdames twelve years there and likes the feet in spots. The changing face of nature shows

Clyde Newkirk, L. C. Marvin and country. His neighbors were assist-Misses Nystrum and Kent, and all ing him in the moving to the staagree that the event was one of the tion and also extending the very altered. In places underground resermost pleasant and worthwhile. best wishes for this gentleman and voirs have broken through and are The Rebekah Assembly of Green- the family in their home in the

wood or rather the F. L. T. of that northwest. order, were holding a meeting on last Wednesday afternoon, and again en-

Wins the Prize. Friday evening of last week, when week by the enterprising firm of tions and the organization of local

made the more pleasant by the de- tires. There was enough to require

Household Goods! Newspaper is

made the more pleasant by the de-lightful luncheon which was served some four trucks to cart it away. Miss Thelma Birdsall proved to be the parts of the city are habitable. The by the hostess. At the regular meeting of the won by some thirty million votes.

FOR SALE

one organ, \$5.00; one \$50 Exten-

\$10.00; three other good Extension

Tables, \$7.50 to \$12.50; one \$65 Wal-

nut China Cabinet, \$25.00; one Solid

Beauty Winners One \$450.00 Mahogany Case Up-right Piano, in A-1 condition, \$100;

Galveston, Tex., April 18 .- Grief Mahogany Library Table, \$15.00;

2 miles East of Greenwood on Odd Fellows of Greenwood this even- The prize being \$100 in gold and ing they will confer the first degree which was most highly appreciated sections there have been tremors on of Oddfellowship on Mr. D. E. Grady by this popular young lady.

Strongest Adver-

Way to Get Maximum Results

-Necessary as Rent.

spouting water and sand-like miniature geysers. City Devastated. The dead are uncounted because The sale which was put on last of the interruptions to communica-

they surely did make a merry time White & Bucknell, notwithstanding governments. But in Philippopolis for all present and with some of the the condition of the weather and the there are more than 20 dead and 60 not too good roads was a success, of the more than 100 injured there

In Philippopolis only the higher

other sections were crashed into ruin.

And the quakes continue. In some an average of a half-dozen a hour. Each fresh shock has been echoed by falling walls or chimneys or witnessed by fresh cracks in the sturdy structures which resisted the earlier attacks upon their stability. At Regular Intervals.

The shocks have been felt regularly at Tchirpan, center of the heavy tising Medium quake of last Saturday, but the de-vastation there has not been increased materially. Local Contest to Pick Miss Platts- new, seats 16 people, \$25.00; Buffet. Docherty Tells Realtors This is the

People throughout the stricken districts are in a state of deplorable destitution. Many have gone insane. Government and charitable agencies are trying to bring order out of the

"The strongest advertising medium chaos. King Boris is in the field in is piling up for the poor train dis-

is piling up for the poor train dis-patchers as scores of excursions are being planned into Galveston June 2 to 5 for the Third International Pa-geant of Pulchritude and Ninth An-BASIS OF THE TRAFFIC Mr. B. E. Gray of the West Virginia State Road Commission, made an important statement when he said recently: "A highway system is analogous to a railroad system in that it is purely a means of furnishing transportation service. The various lines of a railroad are improved according to the traffic which they are called upon to bear, and there is no reason why a highway should be improved on any other basis than that of making it adequate for the traffic which will come upon it. Accordingly, whereever it is possible to use local mamake surfaces which will give adea type certainly should be used, rather than arbitrarily selecting some high type purely for reasons read the little book which tells how There are actually tens of thouto write the copy for a classified adsands of miles of gravel and vertisement. Very often there is a macadam roads in this country which tendency in real estate classified ads can be made suitable for the modern to make technical statements which traffic which they are called upon other realestate men would under- to bear, at a moderate expense, by surfacing them with a waterproof derstood at all by the general pub- material such such as asphaltic constudied, just as railroads salvage old equipment for use on lines and in setions to which it is suited.

geant of Pulchritude and Ninth Anof Mexico.

state entries from virtually half the larger cities.

and Minnesota, with more in pros- i tioned. pect

Each of these excursions will bring state entries for the international Sixth street pageant, together with hundreds of their backers. Coaches will bear Telephone 645. streamer signs advertising to the world the delegations they are carry-

ing and will be otherwise decorated. Three of these all-expense tours will be over the Missouri Pacific and two over the Rock Island. The former will include one from Omaha bearing Miss Nebraska and her retinue; another from St. Louis with Miss St. Louis and Miss Missouri and the third |

The Rock Island will have specials respectively, the feted honorees.

Sofia, Bulgaria, April 18 .- A vio-The elimination contest for Platts- lent earthquake shook Sofia at 8:25 ing replaced by shorter advertisemouth and vicinity will be held on o'clock tonight. It was followed by a ments with more direct appeal. Monday, April 23rd and Tuesday, the general panic. The streets were New entries are received daily, crowded with people who rushed your advertising," he asserted. 2448. but the management of the Parmele from the buildings as soon as the remember once, when I wanted to ate today, warning that the people theatre have not as yet decided to movement started. The first quake buy a house, I was attracted by an but for the president, the cabinet a chance for a small number of young tensity. First indications were that home in a particular section of the ladies to compete for the \$5,000.00 the center was in the southern enin prizes if they will act quickly. virons of the city.

To the Farmers of Cass

The Farmers Mutual Fire and Live Stock In-

surance Company was organized 34 years ago

in Cass county, for the protection of Cass

county farmers. During this time we have

paid our losses promptly and the rate we have

charged has been pleasing to all our Policy

holders. . . . If you are not a member of

our company, see one of our Directors or

write to J. P. FALTER, Secretary, at Platts-

mouth, Nebr., and we will be glad to give you

Farmers Mutual Fire and Live Stock

Insurance Company

full information regarding rates, etc.

County, Neb.---

rection.

nual Bathing Girl Revue, which will \$2.50 to \$9.50; Chiffonier, \$7.50; The speaker declared there is no bring hundreds of thousands of visi-tors to this island resort on the Gulf Dresser and Bench, \$19.50; one fin-ichel Dresser and Bench, \$19.50; one fin-advertising, but there are methods ished Breakfast Set, \$19.50; unfinish- in its use which get maximum re-Never before have railroads plan- ed Breakfast Sets, \$11.50 and up; sults.

ned such extensive accommodations two new \$45 Kitchen Cabinets at "Advertising is a very necessary for visitors to Galveston's superspec- \$29.75 each; one used Cabinet, \$3.50; part of your business and mine," he tacle which this year will attract for- slightly used Porcelain Top Table, said. "It is as necessary as the rent eign entries from fifteen countries, \$3.95; one Dexter Electric Washer, you pay, because you would not need \$25.00; new Mattresses, \$6.95 up to a place of business if you had no cusstates in the country and individual \$19.50; one hand power Washer, tomers, and you won't have customers entries from a score or more of the \$5.00; Lloyd Baby Buggy, \$5.00; a if you don't advertise.

\$9 Baby Crib, like new, \$4.75; Sani- "You can't try advertising. This year will see more all-expense 'tary Cots, \$2.50 to \$4.50; Army Cots, must be kept up consistently and pertours than ever before, excursions of \$1.50 to \$4.50; six Refrigerators at sistently. When I began business in this type, in which the participants \$7.50 to \$20.00; Oil Stoves, \$5.00 to a small way, I put advertising on my will sleep aboard their special Pull-Window Shades, Curtain Rods, Kit-Now, with few salesmen, my com-make surfaces which will give adeure Island, having been planned from chen Stools, Congoleum, Oil Stove pany covers Nebraska and Iowa and adequate service at a low cost, such Nebraska, Missouri, Arkansas, Iowa Ovens, etc. Many articles not men- reaches out to cities in all parts of the country.

Located just south of Telephone "Some of your newspaper advertis-Building, Plattsmouth, at 122-124 N. ing is very good, and some is very of sentiment or beacuse of public bad. 7 wonder how many of you have clamor."

F. C. GHRIST.

EARTH SHOCKS RECORDED

stand, but which would not be un-Washington, April 18 .- The uni- lic. It may be only one word, and crete. Instead of tearing up roads versity seismograph began register- yet that one word sometimes makes which have a well compated foundaing earthquake shocks at 2:34 p. m., an advertisement ambiguous, or tion, salvaging methods should be today and at 4:45 p. m. the instru- makes it lose its appeal to the perment was still recording. Father son it should attract. Classified adfrom Little Rock, with that city's Tondorf said that the tremors reach-vertisements must necessarily be ed the greatest intensity between brief, and choice of words is very im-3:04 and 3:10 p. m. He estimated portant. Every advertisement must

from Des Moines and from St. Paul, the distance to be about 4,200 miles convey a message, for advertising is in a southerly or southwesternly di- printed salesmanship."

Mr. Docherty said the old style of "reason why" advertising copy is be-"You must sell your salesman on advertisement which mentioned a and for congress. city. It was the location that at-

had shown us the house, he took us to a far distant part of the city, determined to sell us another house. The speaker commended the board

paign, and declared it gives the individual dealer a background.

COMMANDER TO WICHITA

American Legion commander, was yourselves." the guest of Alliance today. He arrived here by airplane from Billings, Mont., at noon and will take off

Friday morning for Wichita, Kas. Severeal hundred visiting legionnaires from over the state, Colorado, Wyoming and South Dakota, greet-

ed the commander upon his arrival. night.

of Colorado, flew here today.

The sun and the standing of the Red Sox both rise early at the beginning of the big league season.

PROHIBITION IS BLAMED

Washington, April 18 .- "Common people" of the country are getting "sick and tired" of congress telling "sick and tired" of congress telling them what to do, what to eat and Craig Wants what to drink. Senator Blease, dem-"I ocrat, South Carolina, told the sen-

Enactment of prohibitory laws was tracted me. But when the salesman which he declared was leading to anarchy. He complained of the prohibition law but was speaking against the migratory bird bill.

"These people are getting sick and for its newspaper advertising cam- tired of being ham-stringed and hogtied," he said. "When I was a boy little time off to run for the repub- didates the section is a dead letter on we thought the president was some-

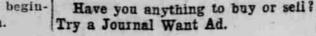
thing. But they don't think so now. field of eight candidates. As one of quire congressional candidates to re-We thought members of the cabinet the defeated number, he has filed a port campaign expenses to federal auwere comparable to the apostles. But Alliance, Neb., April 19.-Edward not now. Nor do they think any- expenses. His itemized statement de- and that the state in fact has no E. Spafford of New York, national thing of congress today. Don't fool

REUNITED TO HIS FAMILY of exemptions allowed by the state publications for advertising, amounts MAN MISSING THIRTY YEARS

Tabor, Ia., April 19 .- Thirty years tion 2293, which stands unrepealed or item is one of \$98.75 for 5,000 postafter he dropped from sight out of amended, candidates for congress ers, 23,000 stickers and 1,2000 show ed the commander upon his arrival. remorse for having lost \$40 which a nust file a complete statement of window cards. A dinner in his honor was held to- brother had loaned him in a poker campaign expenses. So he has set a

game, Frank Aberly, member of a precedent by including all expendi-The trip from Billings was ne-gotiated in three hours and fifteen gene by the members of his family. minutes with Capt. D. Breen, an When he was taken sick Sunday, Ab-army pilot, operating the machine. erly revealed his family connection John W Earl Ewing, state legion commander after spending several years in his youthful environs without resorting

to an alias.



values in dresses of merit as well as style. Short or long sleeves

\$1.95 each

Men's Clothing -- Shoe Dept.

WORK SOCKS-Men's durable every day genuine Rockfords. No seams to hurt the toes. Knit from mixed color fine cotton yarns, with long elastic top. Sizes 10 to 111/2. Per dozen pair

DRESS SOCKS-Men's and boys' fine dress socks. Rayon and mercerized yarns. New combination colored stripes and patterns. They give added wear right price. Per pair_____25c

WORK SHIRTS - Men's plain blue chambra shirts, made extra roomy, triple stitched, two pocket front, continuous shirt value. Sizes 15 to 171/2--- 89c

totals \$585.07. Mr. Craig said he or United States senators.

Candidates to

of Their Expenditures in the

Race for Congress.

WOMEN'S COMFORT SLIPPERS-Restful shoes for around the home. Made of all solid kid leather. One strap, roomy lasts, rubber tipped \$1.95 low heels. Sizes 3 to 8____

MEN'S WORK SHOES-You will enjoy the comfort of these solid leather plain toe work shoes. Brass nailed and sewed oak soles. Blucher style, pull strap back, rubber tipped heel. \$3.45 Sizes 6 to 11. Per pair____

BOYS' BLOUSES-Nicely tailored, made of high count percale and madras materials. Many of these fine sample blouses were made to sell for \$1. Most all sizes in the lot. Your 59c

choice, each _____

The H.M. Soennichsen Co.

The Store of Big Values

and telephone and newspaper adver- HOWELL DECLINES TO MEET ing, he reported with these items excluded by law, he did not spend anything. Mr. Craig contends that the section under which Mr. Wiltse filed Howell today sent the following lethis account does not apply to candidates for congress or senator or any ter to Richard L. Metcalfe in reply

Come 'Clean' office not established by the state constitution or laws of the state, but that Section 2293 plainly applies to Would Have Opponents Also List All congressional candidates and requires them to report all items of expense. This Mr. Craig has done.

to Metcalfe's letter to the senator: "My Dear Mr. Metcalfe: Your letter of the fourteenth instant is on hand, and I thank you for the suggestion contained therein. However, I have other Others contend that while Section

connection with my nomination are indeed appreciated, and you may be assured I heartily reciprocate.

yours, I am sincerely, "ROBERT B. HOWELL."

METCALE IN JOINT DEBATE

Washington, April 18 .- Senator

Richard L. Metcalfe, Nebraska's democratic nominee for United States senator, in a letter to Senator Howell ed, nothing being omitted on account specifies the amount paid to various on April 14, invited the latter, as law applying to iandidates for state paid to workers distributing cards republican nominee for the same oflaw applying to landidates for state part to part to state part of state and posters and stickers. The largest the state in a series of meetings to the state in a series of meetings to

start as soon after July 4 as would suit Howell's convenience. Mr. Metcalfe suggested that in this manner the two could best present the real The hanging of Birger will do good state with a minimum expense and

ing element in Williamson and Mr. Metcalfe, when advised of the John Wiltse, of Falls City, who John Wiltse, of Fails City, who also ran, filed a statement under analso ran, filed a statement under an-other section of the state law, Sec-nois. They know that from now on letter itself. tion 2291. As this section does not justice will be meted out to them. require candidates to report personal expenses, the cost of circulars, pos-ters, letters or stationery, telegraph

Governor Smith is to establish headquarters in Kansas City.

plans for the campaign. "Your congratulations in Jesse V. Craig, of Lincoln, chief of 2293 was intended to apply to camhe state blue sky department took a paign expenses of congressional canlican nomination for congress with a account of federal statutes which re-

"With best wishes for you and

statement of his primary campaign thorities instead of to state officials posited with the secretary of state control over candidates for congress. included every piece of money expend-| Mr. Craig's itemized statement

