



Lewis J. Raemon, business manager of the Anniston (Ala.) Star, says:

"Any newspaper man will tell you that printing names of people, especially the names of your neighbors and friends, makes a paper rich with human interest. Perhaps next of interest to reading about people we know is reading about things which we own and use or wish to own."

"Advertising brings us news of familiar articles we all employ or hope to obtain. It entitles pleasant sensations as we pause to admire the pictured smart lines of an automobile even though priced beyond our means. As we read an advertisement relating the superior shaving qualities of the very same kind of a razor which we used this morning, our own good judgment is confirmed for selecting that particular razor. What could be more intimate, more personal or concern us more vitally?"

"If anyone doubts the fact that interest is aroused by advertising, a simple experiment will demonstrate otherwise. Into the hands of the doubter place a magazine printed in a foreign language unknown to him. Let him therein see the picture or trade-mark of an article or product frequently advertised in our own American publications—it will rise out of the printed page and catch his eye like an old familiar land-mary. Ask any doughty who saw American cigarettes advertised in a French paper if this isn't true."

BOAT FOUND IN GALLAPAGOS

Los Angeles.—Finding of the 32 foot ketch Svaap in Tagus cove, Gallapagos archipelago, destroyed what was expected to be another clue to the mysterious vanishing of the strange Charles Island "empress" and her mate in the equatorial Marchena death tragedy, Capt. G. Allan Hancock, said.

Captain Hancock, Los Angeles patron of science, reported from his exploration cruiser Veiero III, that he found the smallest boat that ever circumnavigated the globe just as it had been left eight months ago.

William Albert Robinson, intrepid explorer of Cambridge, Mass., and Chicago, and his heiress bride, Florence Crane Robinson, left it at anchor there when an American naval destroyer carried the couple back to Panama for removal of the explorer's burst appendix.

This was one of the few craft known to be in the islands, and it had been conjectured that possibly the Baroness Eloise Bonsquet De Wagner and her mate, Robert Philipson, might have used it in their strange disappearance last July that Captain Hancock links with the cast-aways deaths of Alfred Ducold Lorenz, one of her companions, and Trygve Nuggrud, Norwegian sailor.

CONSERVATIONISTS GATHER

Omaha.—J. M. Merritt, superintendent of the state fish hatchery at Gretna, and Lee Huddleson, state conservation officer, were in Omaha Tuesday to organize a save the birds campaign. They declared pheasants and quail were so weak from hunger that they fail to fly from danger.

The situation was described as especially acute in the counties north of the Platte river as far west as Lexington. Most of the grains and forage were gathered for livestock and deep snow covers what weeds and stubble remain, they said.

Omaha sportsmen will be urged to "fatten their own 1935 game bags" by contributing to a fund to spread feed thruout the area where birds face starvation.

CAROL'S SON LIKES LUPESCU

Eucharest, Rumania.—Crown Prince Mihai apparently shares King Carol's admiration for that glamorous lady of the Balkans, Mme. Magda Lupescu. The 12 year old heir to the throne of Rumania sent his father's friend a large photograph of himself, framed in silver, inscribed: "To my beloved friend from Mihai, grand duke of Alba-Julia."

Earlier this year Mihai sent Mme. Lupescu, for whom Carol once fore-wore his rights to the throne only to reconsider and return dramatically from exile four years ago, a large Easter egg bearing an inscription of hearty friendship.

Advertising expense yields a far bigger dividend than any form of investment.

UNION ITEMS.

County Commissioner E. B. Chapman was meeting with the board of commissioners on last Thursday and Friday.

Fred Baker was in town last Monday with a load of poultry, which he sold to H. W. Griffin, receiving top price for same.

The W. C. T. U. were well pleased at being able to have Rev. Kunkel at their meeting and appreciated the excellent address he made.

Vance Harris was looking after some business matters in Nebraska on Monday of this week, driving over to the neighboring city.

John Chize and niece, of South Omaha, were visiting in Union last Friday, being guests at the home of Frank and Anna Bauer while here.

While C. L. Greene has been kept at home with a case of mumps, he is getting along all right and is hopeful of being able to return to work in the near future.

Lesae Dye was shelling and delivering corn to the Stites elevator Tuesday. Many are now shelling and delivering their corn as it is bringing a very good price.

Mary Becker, who is employed in Omaha, was a visitor over the week end at the home of her parents, Mr. and Mrs. A. L. Becker and also visited with her many friends here.

Miss Helen Warden, who is employed in Lincoln, was a visitor at the home of her parents, Mr. and Mrs. Hugh Warden last Sunday, returning to her work early Monday morning.

Harriett Leach, who is a student at the Peru state normal school, visited over the week end at the home of her parents, Mr. and Mrs. E. E. Leach, returning to resume her studies on Monday.

David E. Eaton, who has been serving on the jury at Plattsmouth for some time, was over to the county seat, but returned home as the Judge dismissed the case which was being tried before it came to the jury.

George Trunkenholz of Eagle and Lincoln, president of the Trunkenholz Oil company, which operates the Union filling station and a number of others in this part of the country, was looking after some business matters here Tuesday.

Frank Bauer, who had some business matters to look after at Papillion, drove over there last Sunday, being accompanied by Elmer Withrow. They came back the same way this time, so as not to get lost in the wilds of Sarpy county.

George Lindsay, who so severely injured his arm last week, when he slipped and fell on the ice, while endeavoring to save some coal oil which he was carrying in a jug, is getting along fairly well at this writing, although his arm is still very sore. Uncle George says he does not want any more of that kind of experience.

The Frans Lumber company received a car load of coal last Monday and was delivering it as rapidly as the draymen and farmers were able to haul it from the car. The snappy weather of the past ten days has stimulated the sale of coal and a large amount has been delivered in a comparatively short time, keeping homes warm.

Miss Martha Upton, who is attending school at Lincoln, and Miss Sarah Upton, who is teaching at Beaver Crossing, were both expecting to visit over the week end at the home of their parents, Mr. and Mrs. L. R. Upton, but both had a touch of the flu and neither one was able to come. They are getting along very well and will try it again at some later date.

Some Close Competition.
The Union Women's Christian Temperance Union held a contest on last Saturday night at the home of Mr. and Mrs. R. E. Foster. There were five contestants, four girls and a boy, they being Misses Betty Cadwell, Mary McCarroll, Maggie Burton and Emma Duck and Wardell Britten.

The medal was for one alone, although there were five competing. The judges were Supt. Stinbert, of the Nebraska schools, Mrs. J. M. Stone and Miss Melvin Sturm, and they had a most difficult time deciding on who was the winner, but the rules did not allow any one but the winner to receive favorable mention. It speaks well for the intelligence of our young people when they can engage in competition with the result so close as in this particular instance.

Keeping Corn Here
Lon Meade was shelling his corn last Monday and delivering the same to the Union elevator. However, the grain is not being shipped away as the demand is too great in Union and the surrounding country. W. B. Banning took a portion of the cereal to be used for feeding some stock which he purchased recently.

Visiting with Friends Here

Luther J. Hall, Jr., of Snohomish, Washington, was called to Illinois last week on business, he having some twenty-five head of horses that he took to Galesburg and disposed of and on his return to his home in the west stopped here and at Nehawka and Nebraska City to visit with relatives and friends. Saturday night his friends, Mr. and Mrs. George Stites had Mr. Hall for supper and with a large fat turkey also invited in some twenty-five other mutual friends to help do justice to the sumptuous meal.

In this manner, Mr. Hall was able to meet many of his old friends during his short stay here. Sunday he went to Nebraska City, where he visited with relatives. He also visited at Nehawka and paid a short call to old friends at Syracuse, before continuing on to his home in the west.

Repairing Their Dragline

The Tobin company, which is engaged in operating quarries in this vicinity and which recently suffered the loss of their dragline equipment

in a fire that destroyed parts of the same, is now having the apparatus put in the best of condition so it will be ready for use in the spring. The dragline is used for stripping dirt from the rock formation and enabling getting at it with the least possible effort. It handles a large amount of dirt in a day, equal to that which could be moved by many men and teams working with scrapers.

James T. Frans Dies.

James Frans, of St. Joseph, Mo., who is a second cousin of D. Ray Frans of Union and a son of Uncle Ben Frans, whom the older people of Union knew, died at his home there Sunday morning, the funeral being held on Tuesday. No one from this vicinity was able to attend the funeral. The wife of the deceased passed away last summer.

Conducted Excellent Services

A gospel team of the Baptist church at Nebraska City was in Union last Sunday morning and took up the regular morning worship hour with

the presentation of a fine service, which consisted of an address with readings, songs and other music. All were pleased with the excellence of the service and are looking for their return at some not far distant date.

Union Women's Club Supper

The president of the Woman's club, Mrs. D. Ray Frans, was hostess to the club on Wednesday evening of last week, when an attractively arranged two-course supper was served at 6 p. m., to which the husbands were invited. Other guests were Mrs. J. R. Pierson, Auburn; Mrs. Eugene Roddy, Paul Davis, Union, and Dr. and Mrs. G. H. Gilmore, of Lincoln, the Doctor being the guest speaker of the evening.

In the seating of the guests at supper, the large table in the dining room was supplemented by several small tables placed in the living rooms, each tastefully decorated to carry out the Christmas holiday spirit. Mrs. Lawrence Meisinger, as leader for this meeting, passed cleverly decorated cards, which were

numbered, and when drawn by the guests all were instructed to search for their tables and partners.

Santa Claus puzzles were also placed on the tables for the guests to solve while awaiting the second course, which consisted of a delicious dessert prepared by the hostess, with each individual serving topped by a sun-dried miniature Christmas tree formed of cookies with colorful candles imbedded therein, they representing the culinary skill and artistry of Mrs. W. B. Banning.

The ever-willing and efficient "Martine" assisting the hostess in serving were Mesdames Kunkel, Toda and Upton and Miss Robb.

After all had eaten to satiety, presto, the tables vanished and all repaired to the living room where they awaited the instructive treat of the evening, the talk on Indian lore to be given by Dr. Gilmore. Preceding his talk, Mrs. Eikenbary read a poem of her own composition, stimulating a radio broadcast honoring each husband in turn, and bringing out in humorous vein some peculiar

traits most evident to his friends, and closing with a limerick introducing the speaker.

Dr. Gilmore, in responding, told something of the very early history of the Indians of South America and this country, displaying many Indian relics secured in the excavations made by himself and his associates over a number of years in the vicinity of Rock Bluffs, Nehawka and Weeping Water, which are fruitful ground for these relics.

All were then given the privilege of viewing at close range the drawings and relics he had brought with him and asking questions, which closed informally the instructive lectures.

Mrs. Meisinger then tested the knowledge and quick thinking of all in some guessing contests in which the guest speaker and Mrs. Neils Madson carried off the prizes.

A pleasurable closing of the evening's entertainment was the singing of a group of songs with Mrs. Frans at the piano, after which with much friendly farewell chatter, all departed for their homes.



May We Suggest --

- Mesh Bags \$2.50 to \$5.00
- Ladies Hand Tooled Bags at REDUCED PRICES
- Ladies Hand Bags \$1.00 to \$2.95
- Ladies Crystal Necklaces, Ear Rings to match, \$1.50 to \$2.50
- Goblets and Sherbets, set of 6 . . \$2 and \$3
- Table Covers and Radio Scarfs 85c to \$3.00
- Candles, finest quality 10c to 25c for Tables and Windows for Christmas

Wreaths
10c to \$1.25

Men's Bill Folds
Black and Brown Hand tooled. Some with zippers. Prices run from .50c to \$2. Bill Folds and Key Case Sets \$1 to \$5 Each
Brush and Comb Sets 75c to \$1.65

She Will Appreciate These

- Nail Polish Sets 25c to \$2.00 Genuine Lady Lillian
- Vantine's Nail Polish Sets 85c
- Manicure Sets, special \$1.65 Blues, Reds and Greens
- Toilet Sets \$1.25 to \$10.50 Blue, Red, Green, Black or Ivory
- Vantine's Bath Powder \$1.00
- Vantine's Toilet Water \$1.00
- Fancy Compacts 50c to \$2.00

Pens and Pencils

- Fountain Pen Desk Sets \$5.00
- Fountain Pen and Pencil Sets 50c to \$11.50
- Fountain Pens 25c to \$3.00
- Box Stationery A Complete Line 25c to \$1.00
- Pictures - Mottoes with Mirror Backs Two Special Prices 50c and 65c

Incense Burners 10c to \$3.50

Book Ends 49c to \$5

- Belt and Tie Clasp \$1
- Collar and Tie Holder 50c
- Cloth Brush and Sheoplisher 50c to \$1
- Boys' Watches Good Timekeepers, only \$1

John G. Woodward's Box Candy
In One-Half and One Pound Boxes

Cigars - Cigarettes
In Christmas Packages
Tobacco and Cigarette Humidor, Special 49c

Gent's Smoking Stands 98c to \$5

Cigar Lighters at Bargain Price 39c

ASH TRAYS
Going at Reduced Prices

CIGARETTE AND CIGAR CASES

A Complete Line of **Christmas Package Dressings**
Improve Appearance of Gift Parcels

Christmas Wreaths for Graves
Priced from 15c to \$1.25

Banjoes and Ukeleles at Reduced Prices

Playing Cards
Full Line, Single and Double Decks 40c to \$1.50

New Testaments for Children
Prices range from 25c to \$1

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Wide Assortment 65c to \$5.50

WE TAKE SUBSCRIPTIONS FOR ALL MAGAZINES
These make very acceptable Christmas Gifts that last the year through.

VISIT OUR CHILDREN'S BOOK DEPARTMENT

Table Lamps

- Radio Lamps \$1.00 to \$5.50
- Dressing Table Lamps \$1.00 to \$2.50
- Bed Lamps, Pink, Blue and Green \$1.50
- Library Table Lamps \$2.50 to \$4.75

Christmas Tree Light Sets 50c and 85c per Set

Globes for Tree Light Sets
Closing out come at 2 for 5c
High grade Lamps 2 for 15c or 4 for 25c

Bates Book & Stationery Store
Corner 5th and Main Streets Plattsmouth, Nebr.