Hartford (Conn.) Times, says:

cal outlets and service for national

for every community.

every family in the community.

Newspaper advertising is

up his advertising competitor.

CEREMONY AT PIERCE DAM

cheapest of all mediums.

Newspaper advertising builds up

to think

GREENWOOD

better at this time.

den of the Rebekah lodge visited Millard Anderson was taken to by rain and wind during the time of Mrs. June Kyles Friday afternoon. the University hospital in Omaha filling out, time.

week end in Omaha, visiting at the home. home of his sister, Mrs. E. L. James and husband.

an operation for gall stones.

to Valparaiso Sunday afternoon to at this time. attend the funeral of an old time

Iowa spent Sunday with Mrs. Wm. middle west these days. Renwanz, Sr.

at Shenandoah last Sunday, and say calls for two more. He delivered two it was very hot there. They noticed of those sold one day and the other that crops were very good over that one the following day. That certain-

Lincoln last Wednesday afternoon, equipment. Let the good work go on, capital city in his car. Junior Coleman returned home on

Tuesday evening from Underwood. Iowa, where he had been visiting his aunt and uncle, Mr. and Mrs. John Schrestr and son, Harry.

the L. D. Lee home at Murdock on

E. L. McDonald and Pearley Clymer were at Weeping Water last with County Agent Wainscott.

Mr. and Mrs. Dewey Headley and son, Jack, and Mr. and Mrs. J. S Cribble and sons, went to Lincoln Sunday evening where the men atwomen attended a show.

Mr. and Mrs. C. D. Allen and famcoln were dinner guests at the White and Bucknell homes on Sunday. The occasion was to celebrate the birth- the girls. Winifred Lambert, Vedah light spread, such as our good friend

of Lincoln were looking after some senting the club at Camp Bewster at insurance business in Elmwood last Tuesday, driving over from Greenwood and meeting a number of the representative citizens of the neigh-

Glen Peters and wife were in Om- ing along the highway had the misaha last Sunday, where they visited fortune to strike a wagon and hay at the home of her parents, Mr. and rack driven by Henry Eikerman, re-Mrs. W. E. Gumbel, and when they sulting in considerable damage to the returned home, provided means for car and the wagon and rack. Luckily,

visiting there.

Mr. and Mrs. A. E. Leesley and Mr. and Mrs. Elmer Mathis accompanied Dorothy and Vedah Leesley. joyed a few days camping.

the first fo last week but is reported and Mrs. James Strahan of Waverly other portions dropped away down Lloyd Jeffreys and Wayne Landon where Mrs. Kyles as district deputy yield thirty bushels. That's not a bad have purchased new farm wagons president of this district, and Mrs. figure for a field of that size in any Strahan as the installing marshal, in- ordinary year, and certainly good for Mrs. Hazel Miller, Assembly War- stalled the new officers at that place. this year, when wheat was damaged

John S. Gribble was called to Lin- the first of last week where he uncoln last Wednesday to look after derwent an operation for appendisome business matters for a short citis on Tuesday. At the latest report he was recovering nicely and Norman Peters was spending the would soon be able to be brought

Rev. W. E. Goings, former pastor of the Greenwood Christian church, Mrs. Marion Dimmitt was taken to has been visiting during the past the Swedish Lutheran hospital in week at the home of his friend, Oscar Omaha recently where she underwent Hall, who formerly resided in Greenwood, but some time since moved to Mr. and Mrs. John Lambert drove Ulysses, where he is making his home

Mr. and Mrs. W. G. Holt, who spent some two weeks in the Ozark A party was held at the L. C. Mar- country of Missouri, returned home vin home last Saturday evening at the fore part of last week, enthusiaswhich time the engagement of Heien tic over that part of the "Show Me" Marvin to Lee Knolle was announced. state, and willing to admit they had Mr. and Mrs. Chris Kupke and been shown some wonderful sights. family of near Murdock and Mr. They found it plenty hot there, howand Mrs. Earl Jardine of Sioux City, ever, the same as elsewhere over the grow crops of any kind are constant-

Rex Peters reports the sale of three Marcie Hise and son, Billie, were threshing machines last week and had stroy or reduce their return. ly indicates an improved condition in

Auxiliary Entertained.

The American Legion Auxiliary

Happy Little Cooks Meet.

The Happy Little Cooks club met tended the night ball games and the at the home of Margaret Schroeder July 19. All the members were present and three visitors. Winifred Lamily and Mr. Henry Larsen all of Lin- bert gave a demonstration of canning days of Mr. Allen and Mrs. Bucknell. and Dorothy Leesley and Eilene Ma- George and his family undoubtedly Dwight Talcott and K. D. Willowby this and Maxine Hurlbut are repre- are doing. Omaha. At the close of the afternoon lovely refreshments were ser-

Ran Into a Farm Wagon

Mrs. Marie Bogenrief, while driv-

the return of Norman, who was also however, none of the occupants were injured beyond a good shaking up.

Made Good Average Yield Art Newshal, upon completing the Eileene Mathis, Winifred Lambert threshing of his 65 acre field of wheat Mrs. Lulu Hurlbut and son, Earl, and Maxine Hurlbut to Camp Brew- found it had yielded an average of of Louisville were callers in Alvo ster near Omaha where the girls en- thirty bushels to the acre, although there were some portions that made Harry Leesley is reported quite ill Mr. and Mrs. Joe Kyles and Mr. upwards of 35 bushels per acre, while drove to Plattsmouth Friday evening from that figure, making the average

Suffered a Heavy Loss Arthur Stewart was playing in ex- turer, dealer and consumer: ceptionally hard luck, the late heavy rain having flooded his truck garden cost of living by providing volume of to a depth of some ten feet, with six consumption. or seven feet of water standing on it for a sufficient time to destroy the ering prices as demand increases. fine crops he had under cultivation. He estimates his loss at \$250, which stabilizes prices by keeping the marsum had been counted upon to contribute to their living expenses during the coming winter. And the and international products. worst part of the matter is that it is now too late to plant any of the crop local markets that keep expenditures again. When a man has worked as promised to be a splendid yield, it is for trade that the metropolis offers. discouraging to see the fruits of his labors washed away. However, life ly gambling with weather, markets, means of selling. Plans, prices and and other handicaps that seek to de-

Best the Yellow Jackets

The baseball team of Greenwood, one of the up and coming teams of W. F. Laughlin was a visitor in farming lines with such a demand for this part of the state, in a game at paid for by the non-advertiser whose Dawson, Buffalo and Hall counties corps area, referring to that agreethe local park last Sunday, had as business and volume is lost to build having some business matters to look and maybe almost before we know it, their opponents the Yellow Jackets, after there. He made the trip to the we will find prosperity has returned. a colored team from Lincoln that also had in its lineup some real ball this. The yare big users of news- until December before a complete tested, the Greenwood team winning was pleasantly entertained on last by a score of 6 to 4. It was a mighty would be no repeat. Some other liams' prediction that there will be has employed tactics which are neith-Wednesday afternoon by Mrs. Roy hot day, one of those sweltering kind medium would be substituted." Comstock and Mrs. Ray McNurlin at that sap the energy of ball teams and Clayton Sanborn of Council Bluffs, the Comstock home. There were ten both sides gave their level best to Mrs. P. A. Sanborn. She accompanied During the business session Mrs. H. on their opponents. As for that, the Earl Stradley and Greenwood team always gives a good dam will be dedicated formally Sun-

Out Amidst Cooling Breezes

27. The rest of the time was spent left Wednesday morning for an outsocially during which time lovely re- ing in the west, their first stop to be Gilman park and has been taken ess. The next meeting will be Aug- parents of Mr. Bucknell reside, toust 21 with Mrs. George Trunken- gether with a number of other relabolz and Mrs. Henry Wilkens as tives. After a short visit there, they in Nebraska. expected to go on to Colorado Springs, Estes Park on their way home. They at this point for the new dam found issue to the country. planned to spend some ten days in and enjoying a respite from the extremely hot weather that is gripping this part of the country. It would sleep tonight under a blanket or than \$5,000 for materials.

Had Enjoyable Trip to Denver

Mrs. Elsie Peters, who made a trip to Denver recently with her brother, Garfield Dunning, after some two weeks there, returned home last week and was accompanied back here by her brother, who made the trip expressly to bring her home, later returning to his home in the Mile-High city of the west. He left here Wednesday morning, expecting to make some fast time on the return journey. Mrs. Peters tells of having a fine time change in the calibre of the agent while she was away and was much pleased with the considerate attention she received at the hands of her

Business Looking Up

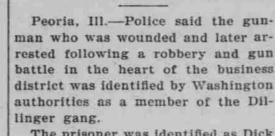
was calling that indicated the trend of a profession. His first step is to of business is upward. The implement inquire into a client's individual salesman told of selling thirteen bind- status and requirements, and to draw ers during the past week. This with up a comprehensive insurance prothe tractors, new cars and other gram accordingly. He know that a things which have been purchased program that fits John Jones to a certainly indicate we are not living nicety may be fundamentally wrong is said to be on the upgrade and the hope is held out that it will continue

DUCE'S MEN FACE

Mogadiscio, Italian Somaliland prices for water from Port Sudan.

half pint of wine a week and a small

DILLINGER GUNMAN CAUGHT



The prisoner was identified as Dick Ray, 52, recently released from the John F. Rolfe, publisher of the Michigan City, Ind., penitentiary after serving a term for a holdup in "The average community news-Terre Haute, Ind.

paper must sell its advertising to the same merchants day after day, year after year. Unless it consistently ton, to local police said that aRy Paul directed at Brigadier General brought returns your newspaper would disappear from your community. Some reasons why newspaper linger, he was the only one of the with whom he is in competition for advertising is profitable to manufac-Newspaper advertising reduces the

was wounded when he attempted to souri, Kansas and Arkancas, a post Newspaper advertising puts lux- avert the robbery of a payroll being recently left vacant by the retirement uries into the necessity class by low- brought to Peoria tavern from the of General Charles Martin. He said Commercial Merchants' National Thomas' tactics were neither digni-Newspaper advertising levels and bank, was near death, physicians fied nor military. said, with '0 to 35 hotgun slugs in "I've stayed quiet on this thing Newspaper advertising creates lo- his body.

EMPLOY 2,000 ON PROJECT

goal of the \$7,500,000 Platte Valley is today. Three years ago I step-Newspaper advertising gives your hard as Art did and produced what home town folks the same weapon public works and irrigation district ped aside and let him have his has been achieved prior to the ten- brigadier general's job." Newspaper advertising is read and acted upon as the buying barometer tative deadline of Aug. 1, according to Harry Williams, president of the the governors of Nebraska, Missouri ington, the appointment made by the Newspaper advertising is the most project district. Employment on the and Arkansas for the post, said that huge project already has passed the under an agreement arrived at by campaigns can be made or cancelled 2,000 mark, Williams said.

Newspaper advertising is reliable, five county district who really wants appointment. truthful, censored and so tested by work now is able to find it on the Platte Valley project," he said.

Newspaper advertising is actually trict, comprised of Keith, Lincoln, Frank Boles, new head of the 7th Newspaper advertising makes sales quickly. Department stores prove The work here is expected to last should revert to me," said Paul. immediately. Unless it paid, there

SEES END IN SEPTEMBER

Pierce, Neb .- The new Pierce city Mrs. H. G. Wilkens were appointed account of itself on the ball diamond. day. The dam, within the city limits, white house office for one of the few structed by the late Steve Gilman to hill, Senator Norris (r., Neb.) fore-George Bucknell, wife and children operate a flour mill in 1881. Land cast that congress would end its said, "has 20 years—chiefly with the wrong." surrounding the lake has been named labors sometime after Sept. 1.

> over by the city for park purposes. dent Roosevelt and said he felt the Construction of the dam was one of executive put the utility and tax the largest FERA projects of its type bills at the top of congressional jobs Workmen in changing the course abolition be defeated, the Nebraskan Denver and Longmont, stopping in of the north fork of the Elkhorn river said the president could carry the

huge timbers installed fifty-four years As for the rest of his luncheon this cool vacationland, sightseeing ago by Gilman were still in good con- chat with Mr. Roosevelt, the 74 year dition. Work on the dam started old veteran smiled: "We just had a promotions among Kansas officers of is the home of both women. about a year ago and the FERA pro- general talk about many things, but the national guard. vided most of the labor. The city of about nothing in particular. Somecertainly seem nice to lay down to pierce and citizens contributed more times it is well for friends to talk

MILLS PAY NO BILLS

structed out to deep water. Prominent state and FERA officials have ment should make midget money, you won't be allowed to pay bills crican Legion, was a violation of been invited to attend the dedication ceremony. Fishing, swimming and with a carload of coins that make regulations of the veterans' organdiving contests will follow the cere- 10 to the cent. The treasury said ization. mony. Boat races also have been arranged by Mayor D. J. Malone, chairtender only to the amount of three ican Legion, will demand that the injured while playing in the street cents, while the new half cent piece Omaha executive committee retract near his home. Struck by a car would be legal to the amount of only this endorsement as contrary to le- driven by Lester McCarty, he was

Journal ads bring you news of timely bargains. Read them!

War Blazing on National Guard Front

Adjutant General Paul Denounces Tactics of Opponent as Undignified.

War raged Friday within the official ranks of the Nebraska Nation-A telegram from the federal bu- al Guard. It began with a plast of reau of investigation at Washing- artillery are from Adjutant General formerly was connected with the Thomas of Omaha commanding of-Maruding gang of the late John Dil- ficer of the 69th infantry brigade, four men who participated in the the position of commandant of the daylight robbery who was captured. 35th National Guard division, which George Backes, payroll guard who includes regiments in Nebraska, Mis-

long enough." General Paul said. "I've tried to handle the whole situation in a dignified and military manner but I'm going to talk now. Gothenburg, Neb .- The 2,000 job Why, I made Thomas everything he

Paul, who has the nomination of governors of the states comprising "Every able bodied man in the the division, he was to receive the

"I have letters from Maj. Gen. George Leach, commander of the na- an endorsed consolidation of the army Re-employment director of the dis- tional guard, and from Maj. Gen are finding difficulty in filling new ment and apparently concurring in jobs opened up on the development. the belief that the appointment

"I have consistently remained clear and assure peace for this country. players. The battle was closely con- paper space. Returns from week-end shutdown is forced by winter weath- of any statements in regard to the "Our army and navy," he said, "are advertising are known and checked er. Progress was emphasized by Wil- matter. But since General Thomas among the biggest buyers and spendwater in the big reservoir by Christ- er dignified nor military in seeking of our government are spending the post, I feel that in justice to about a billion dollars of your money myself, I should describe the true during the next twelve months and

Paul pointed out that his record "To build up an army and navy hows 25 years of military service

military police."

Paul, however, said that no such an agreement was feasible, since they will certainly revert to a Ne- his way to Norton, and Mrs. Jansen braskan should it be vacated by presumably did not see the train in Thomas' advancement.

committee of Omaha post No. 1, Am- doing well.

"Fred Winter, commander of the Nebraska department of the Amer- son of Mr. and Mrs. T. C. Boyce, was gion regulations," he said.

spite a barrage of pressure in tele- trial has been set for Aug. 3.

New Fall Tailoring Samples ARE HERE!

THEY'RE BEAUTIES JUST RECEIVED

Men's All Wool **Bathing Trunks** Built-In Supporter \$1.50

graph message, telephone conversations and personal calls in behalf of

"I made no request for the recommendation," said Paul, "But Cochran, after investigating the situation, believed that In view of comparative experience and the previous agreement among the various governors, I was entitled to the position."

Final recommendation for the appointment will be made at Omaha by Maj. Gen. Frank Boles, commander of the Seventh corps area. The recommendation then is forwarded to Maj. Gen. Frank Leach at Washsecretary of war, and confirmed by

FAVORS ARMY-NAVY UNION

and navy into one national defense department as a measure of important governmental economy.

In an address Stefan expressed hope congressmen would "break down the over-grown menace of war lords"

that won't be enough.

beyond reasonable proportions at the

STAMFORD WOMAN IS KILLED

sen, about 35, was killed outright and Mrs. Katherine T. Sporing, 30. was injured, probably not seriously, that the post of brigadier general in when Mrs. Jansen drove her car into a Burlington motor train at a grade

The car was traveling at high time to avoid the collision, altho she Paul said that an endorsement of swerved her car. Mrs. Sporing was Thomas' candidacy by the executive reported by hospital attendants to be

BOY HIT BY CAE

North Platte.-Charles M. Boyce badly shaken and suffered internal Paul said he was given the en- injuries. McCarty was arrested on dorsement of Governor Cochran de- the complaint of the boy's father and

Mid-Year Bargain Days

JULY 31, AUGUST 1-2-3

PICTURE FRAMES Silver and Green, Silver and Black and Silver and Ivory-Extra Special \$1 each

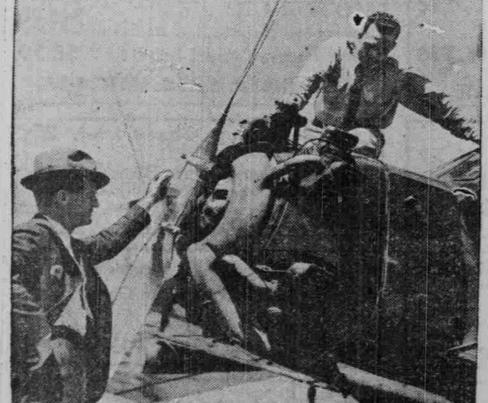
Folding Fans, each 5¢ Japanese Parasols, each . 50¢ Desk Lamps, each

WASTE BASKETS Sturdy Metal in Assorted Colors-An Extra Special Value his Week at 69¢ each

Cigarette Humidor 49¢ Metal Cigarette Holder ... 33¢ Boys' Airplane Kits . 25 and 35

A Reduction in Price on Table Lamps, Radio Lamps, Bed Lamps and Desk Lamps. Savings that will interest you even on a hot day.

Bates Book Stationery Store



Seek New Endurance Air Record

Acting as technical advisor, Kenneth Hunter, left, former co-holder of the world endurance flight record, is aiding Ken Ringel, right, and his partner, Ellis Friedrich, in their plans for a try at a new endurand record at the Mt. Hawley sirport at Peoria, Ill.

WATER SHORTAGE

July 26 .- Fascist Italy is confronted by a serious problem-water for her African troopers. Reports are circulating here that Italian authorities have been paying fantastic

Steps have been taken to build aqueducts, and artesian wells are being sunk. Soldiers are all given a

SECURITY FOR THE FUTURE

The large lake provides boating

and fishing facilities for this section

of the state and a pier has been con-

One of the outstanding developments in life insurance during the past decade or two has been the

man of the program committee.

Not so long ago, the life insurance agent was a salesman and nothing more. His business was to sell policies as fast as he could. He didn't bother with analyzing the needs of his clients, so that they could obtain the utmost in investment and pro-

Today the average underwriter has raised his calling to the dignity for Richard Smith who works at the next desk. He realizes that the kind of insurance a man carries is as important, and perhaps more important than the amount.

As a result, the American citizen is better and more soundly insured oday than ever before. He gets more for each dollar he spends. And his own future and that of his dependents is consequently more secure.

quantity of brandy to keep them pepped up. They received a little over a half pound of meat a day, two ounces of sugar and a pound and a

Journal Want-Ads cost little