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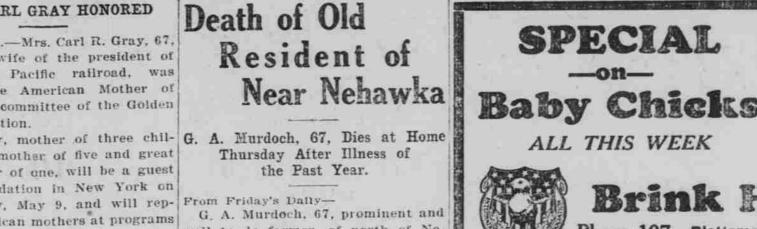
## PLATTSMOUTH SEMI . WEEKLY JOURNAL

MONDAY, APRIL 26, 1937.

Day Old, each

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Black & White wednesday Specials maha Family Soap, 10 bars. 29¢ hredded Wheat, 2 pkgs. for. 25¢ Wheaties, with Cereal Bowl, 2 for. 25¢ Ailk, tall cans, 2 for. 15¢ Colled Oats, Blue Bell, large size. 18¢ Oog Food, Pard or Tally-Ho, 3 1-15. tins. 25¢ Comatoes, No. 2 cans, 3 for. 25¢ Cimeline, reg. 10c size, 3 for. 19¢ hurfine Tomato Soup, 2 cans. 15¢ axon Dill Pickles, full quart. 15¢ Graut, Smith's, No. 2½ cans, each. 12¢ Dineapple Juice, No. 2 tin. 15¢ Corn Starch, 1-15. pkg., 2 for. 15¢ differen or Wax Beans, Eureka, No. 1, 3 for. 25¢ olden Grain or Old North State, 7-oz. pkg. 23¢ hurfine Gelatine, all flavors, 4 for. 19¢ hurfine Cake Flour, large size pkg. 21¢ ineapple, Dole's Broken Sliced, No. 2½ tin. 9¢ hurfine Salad Dressing, quart jar. 39¢ Hard Maple Salad Set Free unt's Whole Apricots, No. 2½ tin. 19¢	THE POCKETBOOK Authorities on safety are finding important parallels between present day efforts to stop traffic casualities and the accident problem which faced industry a quarter century ago. It is history that in the begin- ning, management was reluctant to support the industrial safety move- ment on any but humanitarian grounds. Executives feared that the acceptance of safety standards and procedures, the use of machine guards and other such devices would slow up production. For industry, this reasoning has long since gone into discard. Oddly enough, however, a large part of society seems to hold the same fatalistic attitude toward the traf- fic accident problem. Speaking on the subject recently, Albert W. Whit- ney, who is in charge of safety ac- tivities for the National Bureau of Casualty and Surety Underwitters, struck sharply at the validity of such beliefs in a modern world. "This reasoning and this psychol- ogy are utterly wrong," Mr. Whitney said. "Accidents are certainly not a price we must pay either for in- dustrial progress or for the use of the automobile. Far from slowing up production, safety actually quickens it by increasing efficiency. It is com- mon knowledge today that the causes which produce industrial accidents are also the causes of inefficiency in production. Industry knows that a high accident frequency is a symp- it. What happened in the industrial field will happen with the automo- bie, Not only can we solve the traffic problem, but in so doing we shall	New York.—Mrs. Carl R. Gray, 67, of Omaha, wife of the president of the Union Pacific railroad, was chosen "The American Mother of 1937" by a committee of the Golden Rule foundation. Mrs. Gray, mother of three chil- dren, grandmother of five and great grandmother of one, will be a guest of the foundation in New York on Mothers day, May 9, and will rep- resent American mothers at programs in the city. The committee of the foundation voted on three candidates chosen from a list of entrants submitted from all over the country. The other two in the final selection were Mrs. Esta Graham of Mitchell, S. D., 62, and Mrs. Willis P. Miner, 75, of Mountain Lakes, N. J. Standards on which the selection was made were: Character and record as a mother, 25 percent each; public speaking ability, health, personality and hu- man appeal, 10 percent each. <b>JURY HAS VACATION</b> From Friday's Daily The members of the petit jury for the April term of the district court were excused this noon by Judge W. W. Wilson until next Monday when they will return to start in on the remaining cases on the docket. Judge Wilson will be at Nebraska City Saturday to clear up several small matters pending in the dis- trict court at that place. <b>NEBRASKA COUNCIL OF FEDERATED CHURCH WOMEN</b>	<b>Rear Nehawka</b> G. A. Murdoch, 67, Dies at Home Thursday After Illness of the Past Year. From Friday's Dally— G. A. Murdoch, 67, prominent and well to do farmer, of north of Ne- hawka, passed away Thursday at the family home after an illness that he has suffered for the past year, suffer- ing a stroke a year ago. Mr. Murdoch is a member of one of the old families of that community and where his parents spent many years on the farm home and where the son has successfully conducted farming for his lifetime. The deceased is survived by the widow and seven children, Mrs. Guy Stokes, Plattsmouth; Earl, Weeping Water; Guy, Troy and Mrs. W. H. Kruger, Nehawka; Rev. Albert Mur- doch of Crab Orchard and Miss Bes- sie at home. There is also surviving one brother and three sisters, John W. Murdoch, Nehawka; Mrs. Scott Norris, Murdock; Mrs. Hugh War- den, Union and Mrs. Ruth Thomas of Lincoin. Mr. Murdoch was a very devout member of the United Brethren church and the last services will be held on Saturday afternoon at 2 o'clock at the Otterbein church. The burial will be at the Mt. Pleasant cemetery. <b>TO BUILD ALUMINUM LINE</b>
ineapple, Dole's Broken Sliced, No. 2½ tin	are also the causes of inefficiency in production. Industry knows that a high accident frequency is a symp- tom of waste. "What happened in the industrial field will happen with the automo- bile. Not only can we solve the traffic	City Saturday to clear up several small matters pending in the dis- trict court at that place. NEBRASKA COUNCIL OF FEDERATED CHURCH WOMEN	church and the last services will be held on Saturday afternoon at 2 o'clock at the Otterbein church. The burial will be at the Mt. Pleasant cemetery.
Heavy Syrup Pack Meat Department WHERE QUALITY PREVAILS orn fed Shoulder Beef Steak, lb	very largely solve the traffic effi- ciency problem. Communities that are cutting down their accidents suc- cessfully are just those communities that are moving their traffic more	Nebraska Council of Federated Church Women will be held at Om- aha on Wednesday, April 28th. It will be a meeting for the women of all churches and who are invited to attend the sessions. The place of	Valley high tension line of the Loup River public power district. Direc- tors voted to accept the bid of the Aluminum Company of America for 457,000 pounds of aluminum con- ductor and accessories, for \$113,563. The aluminum bid was about \$24,-
	traffic economy, the incentive to do		000 under the best offer made by

where quality prevails orn fed Shoulder Beef Steak, lb	cessfully are just those that are moving their quickly and more easily. If America can com that by controlling tr and injuries it can like traffic economy, the ind both should not be la and more we realize tha which produce traffic a cause us to speed more t sary for gasoline, oil, and insurance delay us
Fresh Pork Liver Fresh Calf Hearts Fresh Pork Brains	



well to do farmer, of north of Ne-Phone 107 Plattsmouth, Nebr 333 Main St. littee of the foundation hawka, passed away Thursday at the hree candidates chosen family home after an illness that he of entrants submitted has suffered for the past year, sufferthe country. The other ing a stroke a year ago.

Villis P. Miner, 75, of and where his parents spent many ikes, N. J. Standards on years on the farm home and where From Thursday's Dailylection was made were: the son has successfully conducted Roy Knorr and Fred Busch were Mrs. W. A. Robertson and daugh-

id record as a mother, farming for his lifetime, each; public speaking The deceased is survived by the Dr. and Mrs. E. D. Cummins of ness today. th, personality and hu- widow and seven children, Mrs. Guy Lincoln were in Plattsmouth for a Word has been received that the Stokes, Plattsmouth; Earl, Weeping short visit with friends today. Glenwood band, under the direction Water; Guy, Troy and Mrs. W. H. Miss Kathryn Waddick, who has of G. M. Duncan, will be in Platts-Kruger, Nehawka; Rev. Albert Mur- been visiting friends in Plattsmouth, mouth to give a concert at the Ma-

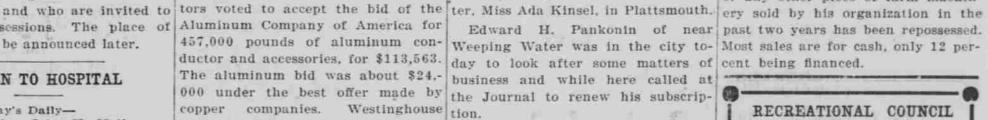
sie at home. There is also surviving Wednesday. ers of the petit jury for one brother and three sisters, John Mrs. A. C. Davis of Falls City, ar- Nebraska City were Plattsmouth visim of the district court, W. Murdoch, Nehawka; Mrs. Scott rived here this afternoon to remain tors last evening. They called upon d this noon by Judge Norris, Murdock; Mrs. Hugh War- here for the funeral of Mr. W. E. Miss Evelyn Lec. Miss Lee and Mrs. on until next Monday den, Union and Mrs. Ruth Thomas of Rosencrans Friday morning.

J. J. Adams of Sheridan, Wyoming, g cases on the docket. Mr. Murdoch was a very devout was here a short time yesterday visitson will be at Nebraska member of the United Brethren ing with his aunt, Mrs. Habiddle at y to clear up several church and the last services will be the Masonic Home. He also visited Omaha .- A rosy picture of farm

> o'clock at the Otterbein church. The fore returning to Sheridan. From Friday's Daily-

TO BUILD ALUMINUM LINE Columbus, Neb .- Aluminum has Thursday.

en will be held at Om- been decided on for the Columbus- Miss Margery Kinsel returned to Nebraska and southwestern Iowa, nesday, April 28th. It Valley high tension line of the Loup her home in Omaha last evening said not one tractor, harvester, plow,



last evening to visit John Hallstrom who is in the hospital there. They report that he is getting along very Tell.

Frem Saturday's Dally-

**Brink** Hatchery

Omaha business visitors today. ter, Rachel, were in Omaha on busi-

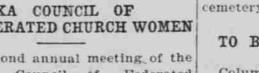
doch of Crab Orchard and Miss Bes- returned to her home in Euclid, Ohio sonic Home in June.

Mr. and Mrs. Vernon Gibson of Gibson were roommates last year.

RUSH TO BUY IMPLEMENTS

s pending in the dis- held on Saturday afternoon at 2 relatives at Fremont and Lincoln be- conditions in this section of the corn belt was painted by distributors of farm machinery. Altho last year was a banner year in the volume of farm Miss Edith Solomon of the Ne- machinery sold in this territory, Ombraska state employment office at- aha distributors said demand this tended a staff meeting in Lincoln year has exceeded that in 1936. One distributor, whose territory covers all

> RECREATIONAL COUNCIL SPONSORING **BENEFIT DANCE**



eting for the women of River public power district. Direc- after spending the week with her sis- or any other plece of farm machinbe announced later.

## N TO HOSPITAL

cking. More From Thursday's Daily-

at the causes This morning John H. Hallstrom, Electric & Supply company's bid of Mrs. Berniece M. Blacker of Wichccidents also one of the long time residents of \$22,470 for air dried cross arms and ita, Kansas, was here to visit Mrs. than is neces- the community, was taken to Omaha General Electric's bid of \$32,292 for E. A. Rosen and baby Tuesday afterwhere he entered the Methodist hos- protector tubes were also accepted. noon. Mrs. Blacker and Mrs. Rosen tires, upkeep pital. Mr. Hallstrom has not been Both are Omaha companies. Bids for

copper companies. Westinghouse tion.

