

'You Write the Ticket'; Mary Ann Fisher Does

Part of the lure of jobs in travel may be that they're somehow close to the highs of living. However tedious a large part of the itinerary planning, ticketing and booking reservations may be in itself, you keep close to the gala—to people, to junketing, honeymooning, vacationing, anniversary-celebrating, hitting their personal high notes.

These were lines written by Verna Small in the January issue of Mademoiselle magazine in which Mary Ann Fisher, of Denver, Colo., daughter of Dr. and Mrs. F. J. Fisher, of O'Neill, was featured in connection with the founding and growth of the Mary Ann Fisher Travel Agency. Mary Ann started her agency in Denver on a shoe string, now sends happy clients everywhere with advice.

On Friday Mary Ann's parents left O'Neill for San Francisco, Calif. They will continue on to Hawaii. Their daughter, Mrs. William Dahms, lives on Guam. Itinerary and advice, of course, were arranged by the Mary Ann Fisher Agency, of Denver.

Excerpts from the Mademoiselle story follow:

The best example we know for using ideas to create a travel business is Mary Ann Fisher, who opened Mary Ann Fisher Travel in downtown Denver three years ago. Before she was twenty she had begun conscientiously to salt down ideas in her black notebook, knowing that one day she would operate a travel bureau. Results of this purposefulness: business volume has doubled many times in less than three years; she was in the black, showing a profit, after the first month. This is a feat, not a precedent for others. All business counselors advise you to expect to work at least a year before turning the corner to a net profit; many say two years.

Modest beginnings are possible but not always feasible. She started with desk space on the mezzanine of a downtown hotel, her equipment a telephone, a

rack of travel folders, her cherished travel library and a sign placed on her desk. The first month brought in her initial outlay of \$125, plus \$75 profit. "I hadn't been at my desk five minutes before my telephone started ringing," she remembers.

Her greatest hurdle was the one faced by every new agent: getting sponsorship agreements with the transportation companies and getting appointed to sell for them and receive commissions.

Travel-bent her whole life long, Mary Ann Fisher majored in English, did graduate work, taught school; summer trips and summer hotel jobs took her through the United States and its neighbors. As Western Air Lines traffic representative, she called daily on businessmen and was able to do a fine bit of market research for her future by asking what



Mary Ann Fisher . . . she started a Denver, Colo., travel agency on a shoe string . . . sends clients everywhere with advice.

they liked and disliked about traveling. She launched her own shop with her entire savings, \$1,700 in bonds. The amount recommended by the cautious is closer to \$5,000, especially in cities where overhead is high, because one should cover a year's living as well as business expenses.

Your own travel business might start with emphasis on young travelers—students, recent graduates. Young travelers are not so rare as in years past. Having seen far places in the services, many young men and women plan to see more.

Cautions: Low overhead is essential because the income is pretty well fixed at roughly six per cent of the amount of sales you can handle; the perfect location is important. Small cities are much more promising now for new agents than are big cities. Remember above all that the great personal effort isn't justified if you plan for a venture of just a few years.

If you don't relish being on your own, you might shoot for a salaried travel agency job, like Trit Johnson's with the Haley Corporation in New York. Trit is specializing in commercial accounts (business firms that turn all their travel arrangements over to the agency). She brought to this job of working knowledge of air-line operations, having been both reservation clerk and a stewardess for United Air Lines. A client, say a construction company, will call to ask that 10 engineers and 18 welders

get to Arabia as expeditiously as possible. Trit feels perfectly competent to get them routed, ticketed and booked by air; she speaks the language and knows the ropes.

Number of Bridges Out Near Ewing

EWING—Heavy, wet snow fell here all day Saturday. Many country roads in this area are impassable because of the large amount of run-off from the thawing snow and the recent rains.

A number of bridges have either been washed out or so badly damaged by the high water that they are out of use.

Automobile travel is almost impossible and in a great many places it is impossible for tractors to travel because of the deep snow ruts and the hazardous conditions of bridges.

Harris Upped to Phone Manager

EWING—Floyd Schultz, who has been manager of the Public Telephone Company here the past year, has been transferred to construction work in the vicinity of Elgin. He will later move to Bloomfield. E. H. Harris, assistant manager, was promoted to the manager-ship and Ralph Colback has been named assistant.

New Cupboards Planned Soon by Page WSCS

PAGE—The WSCS met last Thursday with Mrs. Leona Smith as leader. The subject was "In America." Mrs. Maude Harper had charge of the devotions, and the serving committee was Mrs. C. E. Chichester and Mrs. John Stauffer. The president, Mrs. Raymond Heiss, presided and several items of business were discussed. New cupboards are to be built in the kitchen. The next meeting will be April 7, a joint meeting of the two groups, and the King's Daughters will help with the serving and program.

The King's Daughters met on Tuesday afternoon, March 22. The attendance was small but some business was attended to and Margaret Kelly had charge of the devotions, using the subject "The Steep Ascent of Heaven." As it was to be a no-host lunch, the group went to the parsonage for this part of the meeting. There will be another meeting before Easter.

Mrs. Rockey Hostess to Thursday Club

EWING—The Thursday Bridge club met at the home of Mrs. R. G. Rockey. Guests included Mrs. William Spence, Mrs. A. S. Evans, Mrs. Gail Boies and Mrs. Minnie French. High score was made by Mrs. Earl Billings and Mrs. S. W. Brion was second high. The prize, awarded by the hostess, was presented to Mrs. Everett Ruby.

SHAKEN UP IN MISHAP

EWING—Perry Saiser, rural mail carrier here, has been confined to his home the past few days due to a severe shakeup he received in a recent automobile accident. Adrian Meuting has been serving as substitute carrier during Mr. Saiser's absence from the route.

Kathleen Grothe Has Anniversary

EMMET—Mrs. Herman Grothe entertained recently Miss Helen Martens and pupils to a party in honor of her daughter, Kathleen's eighth birthday anniversary. A lunch of cake and ice cream was served.

OPEN NEW BUSINESS

EWING—Dale Napier and Sylvester Bahm have opened a new produce and feed establishment in Ewing.

Progressive Club in Session

SANDCREEK—The Sandcreek Progressive club was entertained at a card party at the Alois Schmaderer home Friday evening, March 25.

Mr. and Mrs. Joe Timmerman and Larry Timmerman won prizes. Lunch was served by the hostess.

Mrs. Oberding Entertains

SANDCREEK—Mr. and Mrs. Leonard Oberding entertained a group of friends at a pinocle party Friday evening, March 25. High score was won by Mrs. Alvin Lofquest for the women and Elmer Allyn for the men. A lunch was served by the hostess at the close of the evening.

Other Sandcreek News

Mr. and Mrs. William Finch were guests Sunday, March 20, at the Tom Berry home. Mrs. Finch is a daughter of Mr. Berry.

Mr. and Mrs. Charles Dobias were in Bassett Saturday, March 19, on business. Roger and Rodney Dobias spent Saturday, March 19, at the Merrill Smith home.

Charles Dobias, jr., Franklin Schaaf and Merrill Smith dehorned cattle for Warren Berry on Wednesday, March 23.

George Keidel, Joe Timmerman, Rollo Berry and George Hitchcock worked on roads in their vicinity Wednesday, March 23.

Mrs. Charles Dobias, jr., and Rodney visited Mrs. Enoch Sams at the O. A. Hammer-

berg home Tuesday, March 22. Mr. and Mrs. Lawrence Lofquest were callers at the Russell Hipkie home Sunday afternoon, March 20.

Mrs. Linford Sweet was in Atkinson on business Tuesday, March 22.

George and Reed Hipkie, of Johnstown, spent Sunday, March 20, at the Russell Hipkie home. The men are brothers of Mr. Hipkie.

Russell Hipkie and Robert Deming were in O'Neill on business last Thursday, March 24.

Ed Sweet came on Thursday, March 17, to visit a few days with his mother, Mrs. Elsie Sweet, and sister at the Tom Berry home. He returned to Omaha Monday evening to resume his school work at the university.

Mr. and Mrs. Merrill Smith and family were Sunday, March 20, dinner guests at the Hammerberg home.

Marlene Kelly Feted on Anniversary

PAGE—Honoring the 14th birthday anniversary of her daughter, Marlene, Mrs. Harold Kelly entertained eight of Marlene's friends at a dinner Wednesday evening, March 23. Various games were played at the home and then they all attended the Page theater. Those attending were: Elaine and Lorraine Clasey, Jo Ann and Audrey Braddock, Ruth Parks, Maxine Park, Bessie Hartman and Judith Trowbridge.

Royal Neighbors Meet

PAGE—The Royal Neighbor Kensington met with Mrs. Anton Nissen Wednesday afternoon, March 23, with 11 members present. Mrs. Elsie Cork was a guest. A covered dish lunch was served.

Mrs. Batenhorst Entertains

STUART—Mrs. Robert Batenhorst entertained the Wednesday Bridge club at her home recently. Mrs. Ward Flannigan, Mrs. George Wallinger and Mrs. G. Seger won prizes.

Other Page News

Mr. and Mrs. Ray Eby and sons, of O'Neill, and Mr. and Mrs. Lorenz Nissen and daughter were guests Sunday of Mr. and Mrs. Anton Nissen.

Mr. and Mrs. Allen Haynes were dinner and supper guests

of Mr. and Mrs. Bert Finley Sunday.

Mr. and Mrs. O. B. Stuart returned to Page Friday evening after spending two weeks at Cozad with their sons, Mr. and Mrs. Jack Stuart and D. M. Stuart. Mr. Stuart has been "feeling better" since he sold his store and was able to help his sons with their locker plant while at Cozad.

Mr. and Mrs. William Sorensen and daughter, of Ainsworth, spent Friday evening at the home of his parents, Mr. and Mrs. Soren Sorensen. Miss Shirley Sorensen accompanied them home and returned to Page Sunday.

Mrs. Dora Townsend went to Hartington Friday to stay with her grandchildren while their mother, Mrs. Robert Weir, went to Lincoln to be with Mr. Weir, who had undergone an

operation at the Veterans' hospital Tuesday, March 22.

George Park and Mr. and Mrs. Ed Stuart and children drove to Norfolk Sunday to bring Mrs. Park home. She had spent the past two weeks visiting her sister, Mrs. Cora West, at Norfolk; her two sons, Mr. and Mrs. Walter Asher, and son, at Woodbine, Ia., and Mr. and Mrs. Dale Asher, and family, at Council Bluffs, Ia.

Mr. and Mrs. Rolin Duncan, of Rapid City, S. D., who had spent the winter in Texas, and Mr. and Mrs. John Burtwhistle, of Pilger, spent Sunday night with Mr. and Mrs. Lorraine Kelly. Monday morning they all left for Rapid City where they will attend funeral services for Clyde Reed. Mr. Reed is a brother of Mrs. Kelly, Mrs. Burtwhistle and Mrs. Duncan.

New Machines

LESS THAN LIST PRICE

- 1 New Idea One-Row Picker
- 1 15-foot Disc Harrow
- 2 12-foot Disc Harrows
- 3 H-M 238 Cultivators
- 2 C Tractor Cultivators
- 1 H-M 46 Corn Lister
- 1 Side Delivery Rake
- 1 1-Row Rye Drill
- 1 G Tractor A-C

Maytag Washers, Speed Queen Washers

Bull Weed Tractor Chains
High Gears for F-12 - F-20
H-M Tractors

Bale Ties

Barb Wires

HARLEY HARDWARE CO.

CHAMBERS, NEBRASKA

BELVILLE DRAGLINE COMPANY

DIGS — Basements — Ditches — Cess-pools
BUILDS — Dams — Fish Ponds
DRIVES — Wood or Steel Piling
PULLS Trees and HAULS Dirt
EQUIPPED WITH CRANE — for heavy lifting of small buildings — steel setting, etc.

CLIFF & LOWELL BELVILLE

Valentine, Neb.

Phone 379-W

46-49c

Let Us Overhaul Your Tractor

with Precision Equipment . . .

- A complete engine overhaul requires that all parts be accurately checked or measured to determine wear.
- In our shop such tools as micrometers and connecting rod aligners are used for this purpose. The result is a repair job which conforms to the highest factory specifications and an engine that will give many added hours of dependable service.
- Our modern shop equipment enables us to do precision repair work.

ALLIS-CHALMERS

**AUTHORIZED
SALES AND SERVICE**

Custom - Built

HAYSLEDS

— and —

WENCHES

- Funk's "G" Hybrid Seed Corn
- DeLaval Cream Separators
- Goodyear & Firestone Tires
- Greases and Oils
- Welding

Mechanical Service
Parts and Accessories

Competent Mechanics . . . Reasonable
Charges . . . Repair of All
Makes of Tractors

Marcellus Implement Co.

— In West O'Neill —

M. M. Marcellus, Owner

On Highways 20 & 281

McCARVILLES'

Easter Paraders

Finest Quality Suits

All Wool
Hard Finish
Worsteds and Gabardines

39.75

and up

EASTER

SHOES



\$3.95 to \$9.95

McCarvilles'

CLOTHING

SHOES for The ENTIRE FAMILY

O'Neill

Nebraska