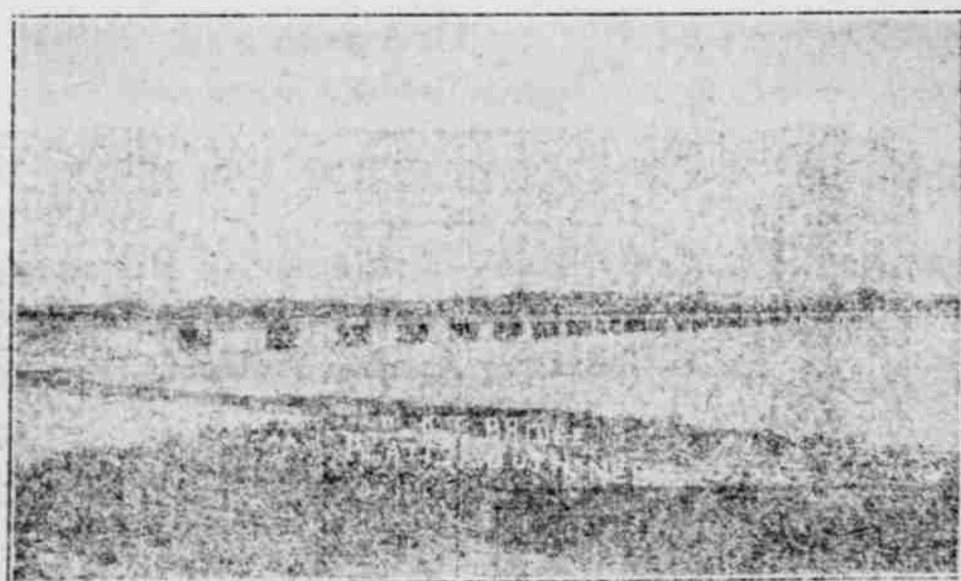


### Platte River Bridge Made Toll Free in 2 Years

#### Splendid Concrete Structure Built at Cost of \$120,000 Paid for Itself in Short Time.

Many of the men interested in the Missouri river bridge being dedicated today are not new at the bridge game, having financed and erected the steel and concrete Platte river bridge north of this city, erected in 1925 and opened to traffic in the fall of that year.



KING OF TRAILS BRIDGE Over the Platte River on Highway that Paid for Itself in Tolls Collected and is Now a Free Bridge

### Telephone Company Serves the Public Well

#### Made Many Improvements in the Past Year in Territory That is Served by Company.

The Lincoln Telephone & Telegraph Co., have in the past year made a great many improvements to their plant in this section and the lines over the territory that is served by this company.

The company has rebuilt all rural lines, replaced with new poles and wire, also placing five new lines in service in this territory. This gives the patrons on the rural lines the very best of service that can be found anywhere in the country districts of any company.

The force of workmen of the company have also placed four miles of aerial cable that have been strung and all open wires removed and placed through the cable.

The company in this section have placed additional toll circuits between Plattsmouth and Nebraska City, Plattsmouth and Murray, Omaha and Auburn, Omaha and Falls City and between Omaha and Lincoln, running through Plattsmouth. Six additional toll circuits were strung and placed in service, giving the toll users the very quickest of toll service.

The building of the toll line lead between Plattsmouth, Nebraska City and Auburn is now in full progress.

The building occupied by the local exchange also underwent big improvements in the placing of new floors, counters, the installation of new office furniture and fixtures and the placing of individual lockers for the operators, as well as repainting and varnishing of all of the wood-work added to the improvements of the building and for the comfort of the employees.

All these improvements have run

joining counties taking over ownership of the bridge at any time, with the state paying half of the purchase price and the counties collecting toll for their half of the cost.

All tolls collected were applied on the purchase price and interest on the investment and when the state took it over it was already partially paid for. Little more than two years of toll collection not only provided sufficient money to pay for the bridge but a reserve fund to provide for replacement of its gravel surfaced roadway with one of rock-asphalt pavement.

The securing of a toll-free bridge over the river enabled the government to expend money on road improvement right up to the bridge—and an all weather road to Omaha was provided within a short time.

Now, this route is being paved and the coming few months will see its completion and the elimination of grade crossings.

### Happy Hundred Suppers Advertise Plattsmouth

#### An Unbroken Line of Monthly Get-Together Meetings in Winter Season Past Eight Years

Winter has its snows, summer has its flowers, the radio has its Amos and Andy—but Plattsmouth has her Happy Hundred.

The Happy Hundred is a social get-together of one hundred good fellows from all the professions, business pursuits, arts and sciences of our little city. This title just fits the crowd and the occasion. It has been the outstanding social event of the Chamber of Commerce for the past eight years and has continued through the winter months with unbroken regularity.

It has been called Happy Hundred because that is the number, with very slight variation, which gathers around the table at 8:30 on a given Tuesday night during the winter months and they are all happy because that is the purpose of the gathering.

Singing, speaking and lots of pep characterize the meetings which begin promptly at 8:30 and close as promptly at 9:30. The supper hours have been favored by the presence of the most distinguished speakers in the state of Nebraska—governors, senators, leading business men, journalists, university professors, captains of industry, leaders of the bar and bench, and occasionally, though with fear and trembling, a politician has been risked by the committee as a headliner.

Happy Hundred has her Searl Davis, who has with the exception of two or three occasions when absent from the city, presided at this happy board throughout the entire eight years that Happy Hundred functioning. For one man to continue to hold the attention and interest of his fellow citizens in such a difficult role as toastmaster is most unusual, but Searl himself is unusual, being a born master at the art of handling a dinner program and one who believes in wasting no time in useless speeches of introduction, yet imbued with a mild and pleasing type of



SEARL S. DAVIS Happy Hundred Toastmaster and Today's Master of Ceremonies

witticism that always "strikes fire" with the responsive diners. With pep and precision he presents the people of prominence and promptly pushes them on to performance and therein lies the secret of Searl's great popularity and his being named year after year to officiate in this difficult role.

His favorite musical selection is "The Old Gray Mare." In addition to this important duty, Mr. Davis was selected by the committee arranging today's dedicatory exercises to act as master of ceremonies at the program of the afternoon, when Governor Weaver and other notables will speak.

Of course the Plattsmouth fellows all enjoy Happy Hundred, but the usefulness of the institution—and such it really is—has been enlarged by the attendance of many invited guests from surrounding communities who have favored us with their presence and have admitted receiving encouragement and inspiration for their general community tasks at home.

The meetings are held alternating in the parlors of the Presbyterian and Methodist churches and the American Legion community building. The committee having in charge the program and arrangements for the past several years consisted of E. H. Wescott, chairman, E. W. Knorr and L. O. Minor. These together with ringmaster Davis have made it possible for the Chamber of Commerce to function in this social warfare and offer to the men of Plattsmouth and vicinity evenings of enjoyment, interest and education which could have been provided in no other way and has brought before them men of lucid and chautauqua caliber in their spheres of activity.

The list of these speakers, although too long to publish here, contains

### PROCLAMATION

Friday, May 16th, has been designated as the date for the formal opening of the new Missouri river traffic bridge near this city. The realization of some four years of effort on the part of the peoples of Cass and Mills counties to secure a modern and adequate means of communication.

Therefore, as mayor of the City of Plattsmouth, I request that all citizens who can join in this gala occasion that should mean so much to the residents of this section of Nebraska and western Iowa.

It is urged that all of the business houses in the city display the welcome banners on the street and that wherever possible, take part in the occasion by closing from the hour of 1 p. m. to 4 p. m.

Let us make this a notable occasion in the history of Plattsmouth and Cass county.

JOHN P. SATTLER, Mayor.

The names of more than 35 prominent men of the middle west.

Happy Hundred has never been in any real sense a means of exploiting any man, men or measures. The only thing that is exploited and promoted is a fine fellowship which has broadened the vision, strengthened friendships and heightened the culture of all who have come under its influence.

### SCHOOLBOY PATROL REDUCES ACCIDENTS

Washington — By telling their school mates when it is safe to cross busy thoroughfares near schools, 2,000 members of the schoolboy patrol organized here under the auspices of the American Automobile Association have been instrumental in bringing about a reduction of 23 per cent in the fatal accidents to children of school age in Washington.

The safety division of the District of Columbia division of the A. A. A. reports there are now 158 patrols in the city, with an average of one patrolman to every 40 children. In 1926, when the patrols were first organized, there were 15 fatal accidents to children of school age. In 1929 the number was 10, a reduction of 33 per cent, according to the report.

On drab days the boys on patrol wear brilliant yellow ponchos and bear torches by the A. A. A. that may be easily spotted by motorists. On other days they are identified by white "Sam Brown" belts. They take their posts before and after school and at the noon-time recess.

### Iowa-Nebraska Light and Power Company Asset

#### District Offices Here Serving South-Eastern Nebraska — \$85,000 Sub-Station Completed.

Numbered among the important assets in the business field here is the Iowa-Nebraska Light and Power company, a corporation that serves a vast territory throughout southeastern Nebraska and southwestern Iowa. This company maintains its district offices here for the territory comprising the southeastern Nebraska district, as well as makes this a connecting point for high tension lines from Omaha, the Red Oak, Shenandoah and Clarinda (Iowa) power stations and from Lincoln. To take care of this high powered electrical current a new \$85,000 sub station has recently been built along Highway 75 in the south portion of the city. So efficiently does this equipment operate that current can be taken from any of the power plants of the company on short notice, so that no more than momentarily interruption of service will result at any time.

In addition to its district offices and the sub-station, the company also operates an artificial gas plant in Plattsmouth, supplying several hundred homes with cooking facilities; an artificial ice plant that supplies the needs of home people and several of the municipalities; a tension line and maintaining an operating steam plant as a stand-by unit that can be placed in operation to supply electricity to this vicinity should all the high tension circuits centering here be cut out of commission.

The company is making extensive plans for the bringing of natural gas into this territory and hopes to get its pipe lines installed and ready to supply natural gas to most of the town by the end of the present year. Locally it has completely rebuilt its downtown distribution lines, substituting all its light circuits and power lines, as well as the telephone company's cables on single poles of towering height and making the downtown alleys free from unsightly poles and dilapidated crossarms.

At the present time they are getting ready to rebuild the distribution line that runs southward to Nebraska City and beyond.

### LONG STORY OF BRIDGE PLANNING

(Continued from Page 1)

named was the Missouri River Bridge committee with Henry A. Schneider, president of the bridge company, as chairman.

About this time there was held in Omaha a meeting of some of the men who had been instrumental in building the King of Trails bridge over the Platte river, including Mr. Schneider. At this meeting there was organized the Plattsmouth Bridge Company, with the following named as officers:

Henry Schneider, Plattsmouth, president.  
R. A. Leumler, Omaha, vice president.  
Glen W. Venrick, Omaha, secretary.  
John W. Tavis, Omaha, treasurer.

Judas Jas. T. Bagley, Plattsmouth, and Carl E. Vogel, Omaha, members of the board of directors.

These men completed the original incorporation of the Plattsmouth Bridge Company and went about getting the necessary permission and laying plans for the financing of the new structure.

The first thing necessary was the securing of passage of a bill by congress authorizing the company to erect a bridge that would meet with the approval of War Department engineers.

U. S. Representative John W. Noland of the First Nebraska district lent his efforts and as a result the bill was put through congress in that time, being passed by both the House and Senate and signed by the President in March, 1928.

After 1928, the problem of financing was next in importance. The incorporation followed a bridge here could be made to pay for itself in a comparatively few years, but making eastern investors see the matter in



CARL E. VOGEL, Engineer Who Supervised Construction of New Bridge

that light was not so easy a matter. In fact before they would consent to accept bonds on the structure they sent men into this territory to conduct a survey of conditions and the demand for a bridge here from the findings of whom they computed possible earnings and finally gave their O. K. to the project.

In the matter of financing, the Plattsmouth bridge stands out alone among the several being built up and down the river, namely, no organized stock selling campaign was conducted nor was the community asked to subscribe a single penny to insure erection of the bridge. A very small amount of preferred stock was sold in this vicinity, but in every

### Farmers Creamery Here Among Newer Industries that are Making Good

#### Opened a Year and a Half Ago, It Has Steadily Forged to the Front—Casco Butter is Sold Extensively in the East

#### OWNED 100% BY CASS COUNTY FARMERS

#### Opening in December, 1928, Sponsored by Chamber of Commerce — Initial Pound of Butter Purchased for \$500 and Presented to Governor



CASS COUNTY FARMERS CO-OPERATIVE CREAMERY

A year and a half ago there was gathered in Plattsmouth a similar group of people to that gathered here today for the bridge opening, the only marked difference being that the crowd was not nearly so large.

They were here to attend another dedication program, also sponsored by the Plattsmouth Chamber of Commerce—the dedication of the new Cass county Farmer's Co-Operative Creamery. Like today's celebration it was a solemn and dignified ceremony befitting the occasion. One of the features of this event was the purchase and delivery of the first pound of the new Casco butter, for which the sum of \$500 was paid by the civic body. Later the butter was taken to Lincoln by Chamber of Commerce officials and presented to Governor Weaver, while moving picture cameras photographed the presentation scene.

Since that day many thousands of pounds of Casco butter have gone through the large churns at the creamery. The then unknown Casco brand has become immensely popular in the east, where it has been marketed in increasing quantities during the past year. In addition it is sold in large quantities in Omaha and here in our own county.

The creamery company in order to accommodate its growing production instance was bought voluntarily and without solicitation.

The next step was the drawing of detailed plans, only rough sketches and general estimates of cost having been used up to this time. In this work, the engineering department of the Omaha Steel Works was given free reign, instructed to design the most practical and substantial bridge it would be possible to build, suitable to crossing conditions here. Their plans called for the cantilever type of construction, also singularly different from other bridges being built up and down the river, and in this their calculations were borne out by the engineering firm of Modjeski & Chas. International bridge experts, of New York City.

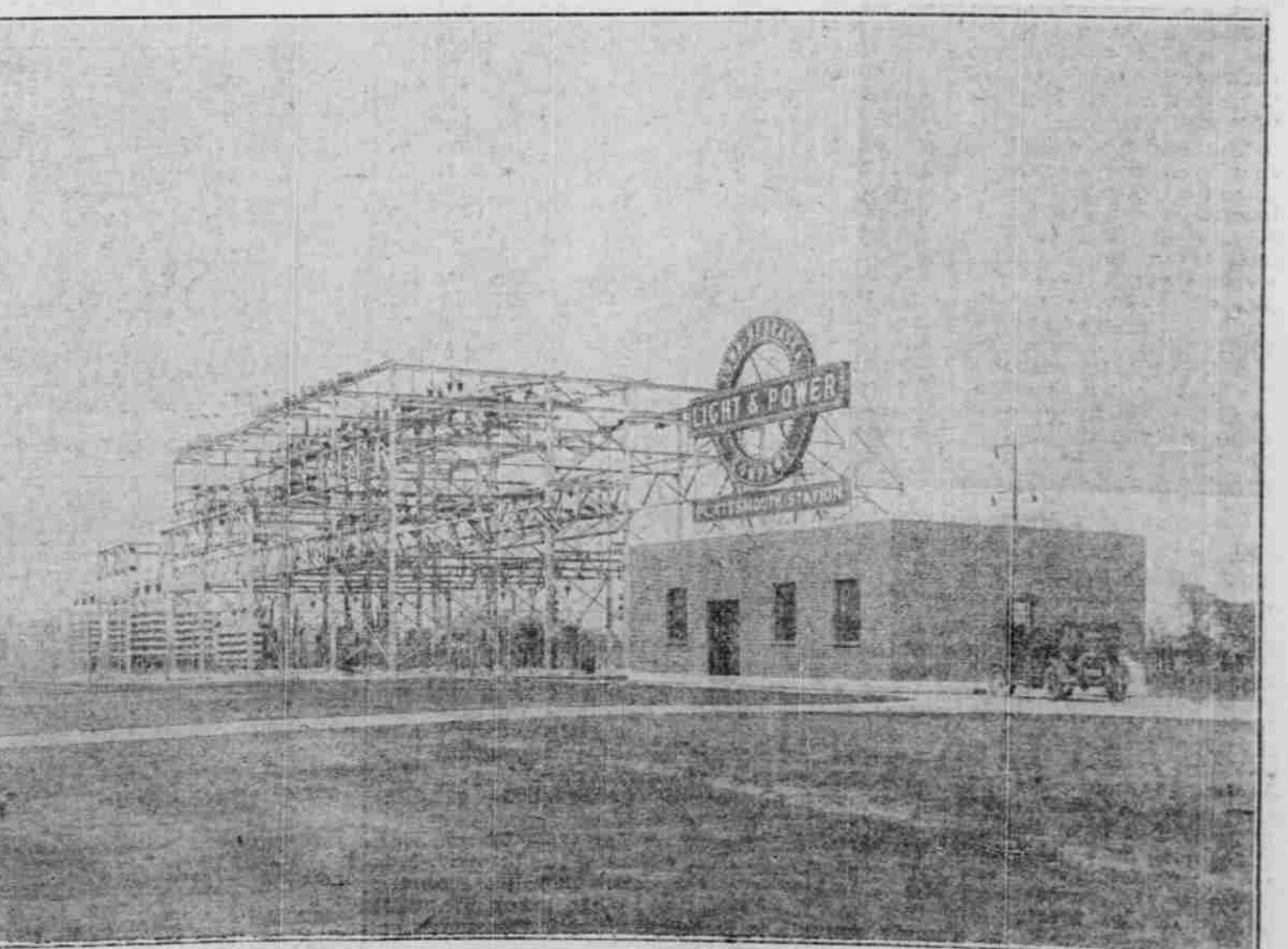
So perfectly did the plans conform to War Department regulations that only a formal hearing before Army engineers in Kansas City in September, 1928, was required to secure the further necessary permission to go

ahead with construction work.

It was then, with all seeming barriers removed and financing problems solved, that the incorporators breathed a sigh of relief and contracted for actual construction of the bridge, the detailed story of which is found in another article in this paper.

So far to say here, actual work was started early in December, 1928, by the Union Bridge and Construction company, sub-contractors on the pier work, and the bridge completed approximately a year later, being a toll-free structure during completion of the roadway on the Nebraska side and not actually thrown open to toll traffic until February 1st of this year.

Verily, it is a long story from the time of that mass meeting in Platte up to dedicatory ceremonies today marking the formal opening of this connecting link between two great states.



\$85,000 SUB STATION OF IOWA-NEBRASKA LIGHT & POWER CO.



JUDGE JAMES T. BEGLEY Member Board of Directors, Plattsmouth Bridge Co. Plattsmouth, Nebr.