

West Mexico Maps Capital Highway Link

State of Sonora Hopes to Open Country for Tourists—Mountains Are an Obstacle.

By ARNAUD DUSSEAU
United Press Staff Correspondent

HERMOSILLO, Sonora, Mex., July 11. (UP)—Visions of another world-famous bordertown comparable to Aqua Caliente are seen for this small west coast Mexican town following award of a 7,000,000-peso contract for paving a highway from here to the Sinaloa state line.

The contract is hailed by American and Mexican authorities as the first and most important step in the long visualized first-class highways from the international border at Nogales to Mexico City.

State tourist bureaus anticipate a 1,000 per cent increase in trade, and already sites have been chosen for two modern hotels.

Gov. Roman Yocupicio was hailed as responsible for the inauguration of the highway, and business men recall his inaugural address last September when he pledged highway improvement as one of the vital aims of his administration.

Hopes to Advance Friendship
To build a greater American tourist trade and foster a deeper feeling of friendship between the two countries, Yocupicio founded a state tourist bureau shortly after he took office.

Today tourist bureaus are in every important city in Sonora.

The Mexican dream is to have a first-class highway to enable tourists to make a complete tour of the entire republic, entering at Laredo, Tex.

In February, the Sonora governor spent several weeks in Meztatlan, Sinaloa, attending a meeting of Mexican-American good roads associations where plans were made to fulfill this dream.

Four Mexican states were represented and application for funds was made to the federal government. A representative of President Lazaro Cardenas pledged to match any state funds.

The American delegation, represented by the Southern California Good Roads association, agreed to aid the work by sending experienced engineers into Mexico to map the routes.

Mountains in Path
The major problem confronting engineers was the formidable mountainous region north of Guadalajara. These mountains, rising thousands of jagged feet above sea-level, have confronted engineers since the days of Diaz. They were the refuge of Villa's men. Indian tribes, unknown to civilization, are said to have hidden in them for years.

Ambrose Bierce, famous American author, is believed to have been lost and died in them.
Engineers decided it would be folly to scale the mountains, treacherous even to nimble mountain goats. By careful mapping and planning, it was found a highway could be laid by swinging the road along the Pacific coast.

While engineers were carrying out this work, Yocupicio's administration proceeded with the building of a score of bridges along the Nogales-Hermosillo highway.

Work on the Hermosillo-Sinaloa strip will begin late in July and is expected to be finished by 1939.

SECURES COYOTE SCALP

From Monday's Daily—
Fred Nolte, of this city, this morning brought to the office of County Clerk George R. Sayles, a coyote scalp which he secured Sunday. The scalp was one of an old coyote and who was shot by Mr. Nolte while it was prowling around the chicken house at the Nolte home. A search failed to reveal a den of the younger coyotes.

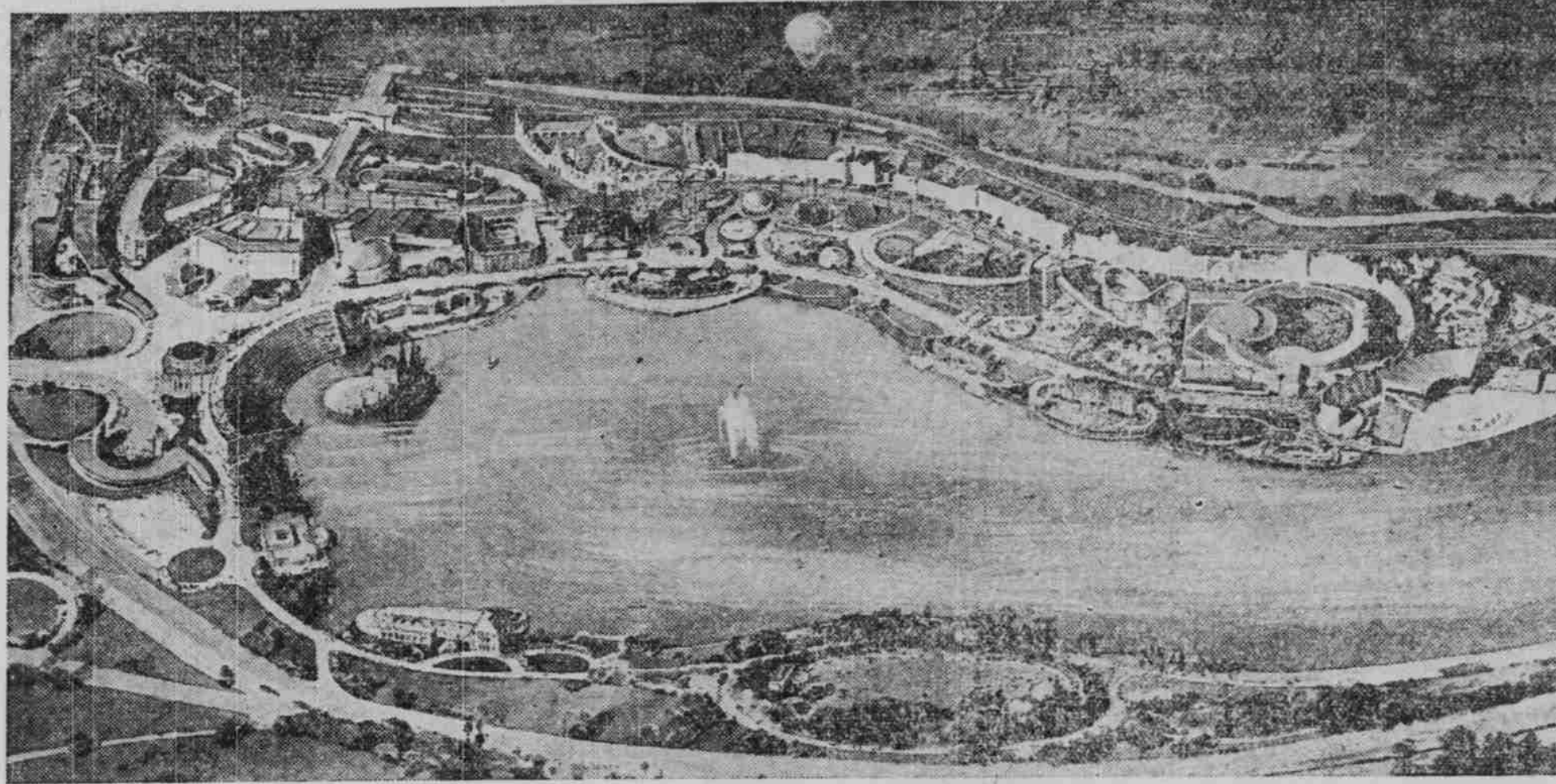
CELEBRATES 89TH BIRTHDAY

From Wednesday's Daily—
Those who listened to the broadcast over KFOR this morning, heard in interview of Mrs. Lois Troop, of Lincoln, who is celebrating her 89th birthday today. Mrs. Troop announced that she was having a birthday dinner at the hotel. Mrs. Troop is a former resident of Plattsmouth.

ELEPHANT DEFIANT IN BATH

PHILADELPHIA (UP)—Lizzie, a big elephant at the Philadelphia Zoo, took a bath during a hot spell and it was more than two hours before attendants could persuade her to quit the tank. They had to drain it.

1939 NEW YORK FAIR'S TWO MILE AMUSEMENT LOOP



NEW YORK (Special.)—"The 1939 New York World's Fair has planned to have the largest area and the greatest number and variety of amusements ever provided for any exposition in the world," announces Grover Whalen, President of the Fair Corporation, "but let it be understood, too, that we are already assured of producing a fair that will be remembered for its bold treatment of today's problems and for its path-finding to the World of Tomorrow."

The accompanying photograph shows the design of the Fair's two-mile, 280-acre amusement zone as released at the time of Mr. Whalen's announcement. The sector is being laid out with a greater visitor capacity

than that of any amusement park in the world. Following an entirely new pattern that lends itself to the development of new and novel amusement and entertainment features, the sector is featured by the two-mile looped thoroughfare, flanked on one side by a continuous facade 70 feet high and on the other by the more open and landscaped area extending to the east shore of Meadow Lake.

The upper end of the lake-shore region will be dominated by a \$1,600,000 State amphitheatre with a marine stage for presentation of aquatic shows, operas, pageants and extravaganzas of all sorts. On the far side of the lake, as sketched, will be every conceivable kind of show, spectacle, device, ride, and eating place.

SOCIAL

From Monday's Daily—
Picnic in Omaha—

Mr. and Mrs. I. L. Kocian and children, Patty and Cyril, Miss Eleanor Olson, and Bill Kocian drove to Omaha Sunday where they were joined by Miss Genevieve Cordes for a picnic at Elmwood park. Following the picnic the group enjoyed a swim at Carter Lake.

Visit in Sidney—

Mr. and Mrs. Frank Gobelman and nephew, Dean, were guests at the home of Mrs. Gobelman's mother, Mrs. David Hiatt in Sidney, Ia., Sunday. Miss Marjette Hiatt, who teaches piano in Chicago, was also visiting at the home of her mother.

Picnic at Weeping Water—

A group of young ladies of the Oxford community enjoyed an outing and picnic at Weeping Water Thursday evening. They had a picnic supper at a grove south of Weeping Water, after which they attended the dance in Weeping Water. Those who enjoyed the picnic were Misses Esther Tritsch, Malinda and Hilda Frederick, Florene Schafer, Betty McCarty, Selma Kraeger, Katherine Hild, and Beatrice Beverage.

Birthday Party—

Mr. and Mrs. Philip Hoffman entertained at a birthday party for their son, Jesse, Sunday. Jesse was celebrating his tenth birthday. A dinner was served to thirty guests at noon. A two-tier cake topped with candles was served with the dessert. Fifteen boys and girls were seated at the table with the guest of honor. The other guests were served buffet style. During the afternoon the young people were guests of Jesse at a theatre party.

Adults attending the party were Mr. and Mrs. Clarence Naville and Mr. and Mrs. Otto Dresselhaus of Lincoln, Dr. and Mrs. L. S. Pucelik, Mr. and Mrs. Fred Busch, and Mr. and Mrs. Howard Hofmann of this city.

California Guests Entertained—

Mr. and Mrs. L. B. Van Kleeck of Huntington Park, Calif., and Mrs. Paul Morris and daughter, Marvella, of Los Angeles are visiting at the A. R. Noble home and with other relatives in Plattsmouth.

A number of social events have been held in their honor during the past week-end. On Friday evening, Mrs. Ralph Wiles entertained at a

Return to Colorado—

Mrs. Arthur Wickman and three

sons left this morning for Golden, Colo. They have been spending the early part of the summer with Mrs. Wickman's mother, Mrs. August Roessler while Mr. Wickman was inspecting mine smelters in Wyoming, Idaho, and Montana. Mr. Wickman, whose father was formerly a minister here, is a teacher in the mining college in Golden. The family returns for the opening of the summer session of the school which starts Monday.

From Wednesday's Daily—
Vacation in Colorado—

Misses Clara and Alice Weyrich, accompanied by Misses Caroline and Estelle Baird, left Monday for a ten-day trip in Colorado. They are planning to visit points of interest including Estes Park.

Entertains for Guest—

Mrs. Fred Lugsch is entertaining this afternoon at a foursome honoring her sister, Miss Hulda Stahni, who is visiting here from Omaha. Other guests are Mrs. A. H. Duxbury and Mrs. Wm. Kleck.

Live Wire Club—

Members of the Plattsmouth Live Wire club met at the office of the Iowa-Nebraska Light & Power Co. Monday evening. Following the business meeting the group attended the theater. Later in the evening they enjoyed lunch at the Stewart cafe. Mrs. John Schutz and Mrs. Bradley Fitzgerald were hostesses.

Scouts Have Swim Party—

Twenty-two Girl Scouts and fourteen sponsors enjoyed a swimming party and picnic supper at the Merritt Beach Tuesday evening. The group met at the library for a short business meeting then went to the lake for a swim before eating the picnic supper. Mrs. L. W. Egenberger, captain, treated the girls to pop. Those who drove cars were Mrs. Ed Ofe, Mrs. James Maury, Mrs. A. H. Duxbury, Mrs. G. A. Pahl, Mrs. L. W.

dinner honoring the guests. Saturday evening, they were guests-of-honor at a dinner at the home of Mr. and Mrs. Joe McMaken. Fifteen attended.

On Sunday, a family dinner was held at the A. R. Noble home in honor of the daughters from California. Thirty attended the buffet dinner at noon.

This evening a picnic supper and swimming party are being given in honor of Mrs. Morris and Marvella.

From Tuesday's Daily—
Visit in St. Joseph—

Dr. and Mrs. R. F. Westover and daughters were guests at the Dr. McKerron home in St. Joseph for the week-end. Mrs. Ray Smith, a niece to Dr. Westover, is leaving in the near future with her husband to make their home in California.

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Guests from Nebraska City—

Miss Florence Earhart of Nebraska City is visiting Misses Ada and Margery Kinsel this week. She arrived Monday afternoon and will be here until Sunday.

A picnic supper is being planned in honor of Miss Earhart at Plamore park this evening. A number of young people are to be guests.

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M. P. HAS WASHOUT

The Missouri Pacific railroad suffered from the effect of the torrential rainfall in Otoe county Sunday night, a part of the track near Paul being damaged. This delayed the trains from the south for almost an hour. The repair work on the washout was rushed and it is hoped that the service will be back to normal by night.

VISITS AT MYNARD

Mrs. V. A. Simpson and baby, Marjorie of Ansley who have been visiting for a few days departed Wednesday for her home. Mr. Simpson who is employed with the Burlington signal department, came down Sunday to be with his family and mother, Mrs. W. T. Richardson. plan to be gone at least two weeks.

SATURDAY IS LAST DAY OF

CARNIVAL WEEK IN OUR COFFEE DEPARTMENT

If you haven't registered your guess yet on the number of pounds of coffee in our big Folger window display, there is still time to do so up to 11 o'clock Saturday night. Coffee is in 1 and 2-lb. cans—no empties. We don't even know ourselves—just tossed them in without counting and the judges will count them when they take them out and then award a number of valuable prizes to the closest guessers. Costs you nothing—no purchase required—so come in and write down the number of pounds you think are in the big display.

Hot or Iced . . . Folger's Coffee can't be beat. Order a can at MULLEN'S.

COFFEE CARNIVAL
FEATURING
Folger's COFFEE 29¢

OTHER COFFEES ALSO INCLUDED per 1-lb. can, Fri., Sat.
2-lb. Can, 59¢ - Drip or Regular

O-Kay Bran Flakes or Vanilla Sweeties 2 Pkgs. for	15¢	Rebal's Brooms Yellow Handle. Each	28¢
Chiffon Soap Flakes Large Pkg.	25¢	Matches 6-Box Carton	19¢
Glass Tumbler Free.		Heinz Catsup Large 14-oz. Bottle	18¢

7 Up The Perfect Summer Drink

Special demonstration Saturday at our store—Ice Cold 7-UP—the big bottle that sells for only 5¢. Several 24-Bottle Cases to Be Awarded!

Presto-Jel Per Pkg.	10¢	Yellowstone Lye 4 Cans	29¢
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HARVEST Cookies Fancy Assorted 25¢ per lb. Cheaper, Better than Cake!	SUNSHINE Jumbo Assortm't Crackers, Cookies, etc. 10¢ Pkg. - 3 for 29¢
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Extra Fino Silk Tissue 3 Rolls for	10¢	Crystal White Soap Chips 5-lb. Pkg.	39¢
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Headquarters For "THE FLAVOR STAYS IN" FREE Genuine Wear-Ever Cake Pan for 4 price stickers and 10¢ mailed to factory. Regular 60 cent value! 5 Ex. Fine Quality Flavors

AMRED KITCHEN FLAVORINGS 25¢

Peaches No. 2 1/2 Can	17¢	Marshmallows 1-lb. Cello Bag	15¢
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NOTICE CANNERS

We have a complete line of FRUIT JAR LIDS—Mason, Kerr, Glass Tops—at competition prices. Also Jar Rubbers and Canners' Supplies

Catsup 14-oz. Bottle	9¢	Sunshine Crackers 2-lb. Caddy	32¢
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Washington Apricots

Large and Fancy for Canning These will be Just Right for Canning by the First of the Week—Get Them Now

Specially Priced for Saturday Faced Lids (20 lbs. average net weight) . . . \$1.73

Cantaloupe Lge. 27 Size, 2 for	25¢	Watermelons Iced. Per lb.	2 1/2¢
Lemons 300 Size. Doz.	39¢	Head Lettuce 5 Doz. Size, 2 for	15¢
Dutchess Apples Per lb.	5¢	Fancy Plums 4x4 Size. Doz.	23¢

Special Note—Low Prices on Quality Meat in Our Daily Journal Ad Friday, July 16th

Mullen's Cash Market

Phone 95 - \$2 Orders Delivered Free

OVERLAND

Theatre - Nebraska City
Sat. - Sun. - Mon. - Tues.
AIR CONDITIONED

OPEN YOUR HEART to a picture as big as the 7 seas

A VICTOR FLEMING production

CAPTAINS COURAGEOUS

Latest News Mickey Mouse

Fitzpatrick Travelogue (in Color)

3 SHOWS SATURDAY NIGHT! Sunday, 2:30 Continuous

WINGING HIGH IN A DRAMATIC LOVE STORY!

WINGS OVER HONOLULU

WENDY BARRIE - RAY MILLAND KENT TAYLOR - WILLIAM GARGAN

Friday - Saturday Matinee Saturday, 2:15

SUNDAY - MONDAY - TUESDAY
Mat. 2:30 Eve, 3:30 Kiddies, 10c
Matinee Sunday at 2:15

LORETTA YOUNG
TYRONE POWER
ADOLPHE MENJOU
oh, so wicked!

CAFE METROPOLE

Selected Short Subjects

LAND, FARM and RANCH BARGAINS

FOR SALE

15 head Holstein cows and heifers; 1 purebred Holstein yearling bull; 1 McCormick-Deering 10-20 tractor and plow, A-1 condition; 1 McCormick Deering No. 1-B hammer mill, new; 1 McCormick Deering 3-section harrow, new. Wildon Switzer, Phone 2637, Nehawka, Nebr.