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This is the Burlington's **Grand Circle Tour of the West**—the finest rail journey in the world.

**R. W. GLEMENT, Ticket Agent**

## CONSUMERS SHOULD KNOW MORE ABOUT QUALITY OF MEATS

U. S. Department of Agriculture Makes Report on the Quality of Meats That Are Sold.

Consumers generally know less about differences in cuts and quality of meat than any other commodity, the United States department of agriculture has found in a nationwide survey of the retail business.

A preliminary report of the survey just released deals with the scope and progress of the research studies of the department of the methods, practices, costs and consumer buying habits in retailing meats in 15 widely separated cities and towns in all parts of the country.

The cities and towns are New Haven, Conn.; Birmingham, N. Y.; Baltimore, Md.; Washington, D. C.; Jacksonville, Fla.; Birmingham, Ala.; New Orleans, La.; Cleveland, O.; Lincoln, Neb.; Denver, Colo.; Salt Lake City, Utah; Portland, Ore.; San Francisco, Oakland and Los Angeles, Cal.

"A large number of people engage in the retail meat business who have no conception of its requirements and who lack practical knowledge from an operating standpoint," the department of agriculture says. A compulsory apprenticeship period is proposed by some representative merchants to correct this situation.

The need for selling meat on the basis of grade, and for educational campaigns to acquaint consumers with the differences in cuts and quality is also seen by leading retailers to prevent possible deception, substitution and misleading and untruthful advertising.

"Greater knowledge of comparative values of meats by the consumer would be beneficial to the trade," the department says. "Shops which handle the better grades of meats and are strictly honest in their advertising and selling practices would be handicapped, as they sometimes now are by the price competition of other dealers who handle inferior products. Individual dealers can help with the education of the housewife by showing her differences in grades of beef, and pointing out how trimming affects her purchase."

The department's study of retail costs and operating margins in 1923 for a limited number of retailers, which is included in the preliminary report, shows that of the average consumer dollar received by the retailer, the meats cost 78.6 cents, that the retailer's total expenses were 19.7 cents, and that he made a net profit of 1.7 cents.

The average percentage of cost of goods sold for stores making a profit was 77.3 per cent of sales, and for stores incurring a loss this figure was 80.9 per cent of sales.

"When a reasonable wage is allowed for the proprietor of a business it is hardly possible to show a profit on a yearly volume of sales of less than \$14,000," the department says.

Beef was found to be preferred over other kinds of meats by three out of every five families interviewed. Pork was rated second choice by the poor families, and lamb second by the well-to-do families. Veal generally was reported as not liked except by Italian families, which indicated that to them veal is nearly as important as beef.

"When meat is not served for dinner, fish or other sea food are usually found upon the tables of the American families interviewed," the department says. "Eggs and vegetables come next in importance as substitutes, and macaroni was mentioned a sufficient number of times to give it a fourth place. Dairy products, poultry, beans, soup and cereals are also favored as leading dishes when meat is absent from the table."

"Sixty-one per cent of the native white population surveyed bought meat from shops that were within a radius of less than three blocks from their homes. Only 25 per cent were in the habit of going five blocks or more to make meat purchases. Forty-three per cent of the native white American families bought from the nearest dealer. Quality of meat attracted housewives more than any other feature about a meat shop."

## STILL WRESTLING WITH GRIPPE

From Saturday's Daily—W. F. Huncke, storekeeper of the Burlington here, is still confined to his home as the result of an attack of the grippe. Mr. Huncke was able to be out after his first attack of the malady but has suffered a relapse and is now back at the old home bedside trying to get rid of the affliction.

## FORD FORDOR SEDAN PRICE REDUCED \$25

Reduction Also Announced on All Other Types of Ford Passenger Cars.

A cut of \$25 in the price of the Fordor Sedan, one of the most popular of the Ford enclosed cars, was announced by the Ford Motor Company late Monday afternoon. The same announcement carried substantial reductions on all other Ford cars. The new prices become effective Tuesday, December 2nd.

The price reductions come at a time when the car is enjoying the greatest sales in its history, for retail deliveries of Ford cars have so far this year far exceeded the same period in any previous year. Contributing to bringing about lower prices are production advancements during the year in which it has been possible to bring about many improvements and at the same time effect numerous manufacturing economies by the opening up of new resources under company control, the announcement says.

The big reduction in the price of the Fordor Sedan presents it to a new and larger field of buyers. Originally priced at \$725 when it was introduced in the Ford line about two years ago, the price of the Fordor was cut \$40.00 when reductions were announced October 2, 1923, and now, much improved in appearance by better and more attractive upholstery and equipped with many accessories, the new reduction of \$25 brings this popular family closed car to the remarkably low figure of \$660. The new list prices on Ford cars are as follows: Fordor Sedan, \$660; Coupe, \$720; Touring Car, \$290; Runabout, \$260; Ford Chassis \$225; Ford One-Ton Truck Chassis, \$365. The new reductions affect all persons who are enrolled in the Ford weekly Purchase Plan, as those who have not yet taken delivery of their cars automatically benefit in the reduced price.

## STERLING HITS NEW HIGH POINT

London, Dec. 4.—The strength of sterling exchange, which has advanced to 4.67 1/2, the highest point reached since last April, is attributed in financial and exchange circles here primarily to the growing confidence in the European financial situation, as an outgrowth of the Dawes plan, the re-election in the United States of President Coolidge, and the election of a conservative government in England.

It is felt by close observers that the conservative victory has already been responsible for a slight improvement in the country trade. In addition, the recent American loans to Europe, causing funds to be gradually shipped to this side, have aided in the improvement.

Mrs. H. A. Schneider and daughter, Miss Catherine, were among the visitors in Omaha today to spend a few hours attending to some matters of business in that city.

Misses Clara and Ance Weyrich were passengers this morning for Omaha to spend the day there visiting with friends.

**CATARRH**  
Catarrh is a local disease greatly influenced by Constitutional conditions. CATARRH is cured by the use of an Ointment which gives Quick Relief by local application, and the Internal Medicine, 6 Tonic, which acts through the Blood on the Mucous Surfaces and assists in ridding your System. Sold by druggists for over 40 Years. F. J. Cheney & Co., Toledo, O.

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Chiropractic Deals with the CAUSE OF DISEASE and does not Treat Effects  
Locating the cause and adjusting it is the most modern and more permanent way to health.

## DROUTH WAS BEING FELT IN WHEAT REGIONS OF NEBRASKA

Moisture That Came With Storm Will Be Great Help if Following Weather is Favorable.

J. J. Cox, division freight agent for the Burlington railroad, in his semi-monthly crop and soil report, reported a severe drouth, especially in the best wheat regions of eastern Nebraska. Damage to wheat was reported. Along with this report's issuance came the rain, the ice and snow, bringing more than an inch of moisture. Just how much this moisture will do to repair damage reported to winter wheat is a matter the experts desire to reserve opinion upon. Much of it may come out well, some of it has been killed, and many fields are in a condition that makes the outcome a matter of speculation. The report, made up before the rain, contained the following summary:

"Present condition of winter wheat under the general average is low, and that this is particularly true in some of our best grain territories, namely, Lincoln to Nebraska City to Lincoln via Tecumseh, caused by lack of sufficient moisture.

"It will, also, be noted that the average yield of corn is low, which is, also, particularly true in some of our best corn producing territories, namely, Lincoln to Nebraska City, twenty bushels, and Nebraska City to Lincoln, via Tecumseh, twenty-four bushels, caused by drouth and a frost in September.

"Soil is very dry and rain is badly needed for the winter wheat. Cattle feed lots, compared with last year is \$2 per cent.

"Full crop of pigs compared with last year is \$1 per cent.

"The long drouth is broken. It commenced to rain, snow and sleet Wednesday afternoon. This is said to be rather general. This should be a big help to the winter wheat."

## STORM FURY IN MIDWEST HAS PASSED

Wire Communication Interrupted and Train Schedules Disarranged, But Moisture Welcomed.

Chicago, Dec. 5.—The middle west tonight was recovering from its severe storm of the winter, the rain and snow seriously disarranged train schedules in the northwest by interrupting wire communications and doing considerable damage in Kansas, Missouri, parts of Nebraska and Iowa. Minnesota and the Dakotas. Rain and snow in Kansas and Nebraska, which demoralized wire communications, were pronounced of great benefit to the winter wheat crop. In Iowa train schedules, which had been disrupted by the damage to wire communications by sleet and snow, were about normal, but telephone facilities still were hampered. Mild weather had succeeded the severe brand. In Nebraska wire facilities of the Associated press were so badly crippled for a time that it was necessary to resort to radio broadcasting to reach some newspapers.

Des Moines, Iowa, Dec. 5.—Altho train schedules were practically back to normal tonight, telegraph and telephone facilities in western and northwestern Iowa were still badly disrupted as the result of last night's rain and snow storm, which buried the western half of the state under a heavy blanket of snow. Continued mild weather is promised for the next few days.

St. Paul, Minn., Dec. 5.—A rise in temperature today followed a general snow storm in the northwest. Two inches of snow fell in this part of Minnesota. From eight to eight inches of snow were reported in other parts of the northwest.

**Picks Up Helpless Schooner.**  
New York, Dec. 5.—A wireless message from the coast guard cutter Seneca announcing it had located the four-master schooner Bluebird with sixteen men aboard and was towing it to Norfolk, was picked up here tonight by the Independent Wireless telegraph corporation. The Bluebird became disabled several days ago when she lost her rudder in heavy seas off Hatteras. She was laden with mahogany logs valued at \$9,000 and was more than a month from Barbados bound for Boston. Her master, when another vessel offered to take off the crew refused to abandon his ship, believing he would be able to save his men, cargo and ship.

## WILL RETIRE ON PENSION WITHIN THE NEXT YEAR

James Hesseflow, rural mail carrier of Cedar Creek was in town the other day on business. He informed the Courier editor that next September he will have served the government in the capacity of rural carrier twenty years and will be entitled to retire on pension, as he will have attained his 65th birthday. The pension amounts to \$65 per month. During the twenty years that he will have served he will have paid into the pension fund a neat sum, as all employees of the mail service, except postmasters, pay 2 1/2 per cent of their monthly earnings into a fund to be used for this purpose. There is a movement on foot among the mail service employees to increase the pension to \$60 a month. This is made possible from the fact that a comparative few remain in service until they are 65 years of age and the amount they have paid into the fund increases the sum that is available annually.

Mr. Hesseflow is a careful and

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C. H. MARTIN, Owner

<b>Our Oatmeal Special</b> 55-oz. package for _____ <b>22c</b>	<b>Pork and Bean Special</b> No. 2 1/2 cans, 3 for...48c No. 2 cans, 3 for...28c
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Fine granulated sugar, 10 lbs. for.....92c	Iten's Fairy crackers, 4-lb. caddy.....33c
Iten's graham crackers, 2-lb. caddy.....33c	Market Day raisins, 4-lb. pkg.....50c
Sultana raisins, seedless, 3 lbs. for.....35c	Molasses for cooking, No. 2 1/2 can.....25c
Corn flakes, large size.....15c	Silverdale peaches, No. 2 1/2, two for.....55c
Solano apricots, No. 2 1/2, two for.....55c	Cocoa, bulk, good quality, per lb.....10c
Navy beans, Michigan, per lb.....10c	Rice, best head rice, per lb.....10c
Wisconsin Maid oleomargarine, 2 lbs. for.....45c	Try this wholesome Nut Margarine.

<b>Big Coffee Special</b> Coffees are advancing almost daily. Put in a supply now. Choice Peaberry, 3 lbs. for... <b>\$1.25</b> Choice Rio, 3 lbs. for... <b>\$1.10</b>	<b>Christmas Dainties</b> Already prepared. Saves the housewife work and worry. Fig and Plum Pudding, lb. .... <b>40c</b> Dixie Fruit cake, Each... <b>95c</b>
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Calli Lily Fancy Flour—Our special price, per 48-lb. sack only... **\$2.05**

## SHIPPERS INQUIRE ABOUT HIGHER FEE

Western Stock Yards Increase Brand Inspection Charges From Three to Ten Cents a Head

Secretary G. L. Shumway of the Nebraska department of agriculture is receiving inquiries about a brand inspection fee of 10 cents a head which the nine large stock yards in the west charge shippers of live stock. He finds this fee was recently increased by agreement of stock yards to 10 cents a head. Formerly live stock associations maintained brand inspectors at stock yards and collected from shipments of its own members in Wyoming and South Dakota 3 cents a head and from its members in Nebraska 3 cents a head.

Secretary Shumway says the report that the United States department of agriculture and the Nebraska department of agriculture had approved the present system of imposing fees upon shippers is not true. He finds that 800,000 head of cattle are slaughtered annually at the Omaha stock yards and over one million head of feeding stock goes thru those yards, which means the collection of \$180,000 every year in brand inspection fees. It is reported these fees are turned back to live stock associations.

One shipper in South Dakota who paid a fee of \$4.50 reports he is not a member of a live stock association and he asks whether he automatically becomes a member. A shipper in Brown county, Nebraska, was charged a fee of \$2.50. He is not a member of an association. He desires to know where the fee goes and whether he becomes a member by reason of his enforced payment.

One shipper who received a check for \$60, being payment for one of his branded cattle which had been shipped to market by some one else, is heartily in favor of the fee system for protection against cattle thieves.

## NOTICE!

Due to the increased cost of overhead expenses in connection with the operations, all of the different land companies running out of Kansas City have decided to slightly increase the cost of round trip rates out of that city and northern points. On and after the first of January we will be obliged to collect 645 for man or single person, and \$22.50 for wife when she accompanies her husband for the round trip out of Omaha and \$40 and \$20 out of Kansas City, so get busy now, and go with us on the 13th of December. Conditions in the Rio Grande valley have never been better as there are thousands of acres of winter vegetables planted that are looking fine and they are now in the midst of harvesting the largest crop of citrus fruit that they have ever had in the valley. Remember, we leave on the next excursion December 13 at the old rates. A. C. Metz, agent, Plattsmouth. d3-ltd, 11w

Get your Christmas cards now from the Bates Book and Gift Shop, where the big line is on display.

The little red sled is now in evidence.

**Christmas -Gifts-!**  
DIAMONDS  
WATCHES  
Rings, Toilet Sets  
Silverware

We have a large assortment to select from!

Gifts that are Appreciated and Useful 365 Days in the Year.

Select from a Full Stock NOW.

**J. W. CRABILL,**  
Jeweler. Main Hotel Building

**ENJOYING GOOD HEALTH**  
Mr. and Mrs. Henry Zuckeweller of Miller, South Dakota, who are here visiting with the relatives and enjoying very much the opportunity of meeting the old friends in this locality. They have been visiting at Murray and also with the relatives and will be here for a few days more. They report their daughter, Dorey Zuckeweller and family as being in good health and enjoying success on the farm near Miller.

The largest line of Christmas cards that we have ever carried will now be found at the Bates Book and Gift Shop.

**American & Swiss Watches for Men.**  
White and Green Gold  
**B. A. McELWAIN**  
JEWELER  
531 Main Street

painstaking public servant and enjoys the respect and good will of all the people along his route. He covers his route day after day, taking the bitter with the sweet and patrons of his route are always sure of receiving their mail if it is possible to get over the roads. The lot of the rural mail carrier is not sunshine. When other people abandon their out-of-door work and sit around the fire on a stormy, blustery day, the rural carrier must make his route and deliver mail to the door of the farmer. It is no wonder that so few stick to it until they are eligible to retire on a pension.—Louisville Courier.

Gen. Lenoard Wood has been cited for gallantry by the war department. Said gallantry took place in Cuba, twenty-six years ago. It evidently took the war department a long time to find out about it.

**Standard Bred Single Comb REDS!**  
**E. F. GRYBSKY**  
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We do not offer bargains for one day only. Our goods are priced so that every article is a bargain all of the time. Come! See us! We will save you money on your groceries.

**FINDS WONDERFUL BEE TREE**  
On the farm of George Vogel, who lives a short ways west of South Bend, there has been a bee tree, which has been known to Mr. Vogel and neighbors for some time, and it has been a long while that they would tap the source of sweetness, and see what could be found. Mr. Vogel measured the tree, and found that it had a girth of twenty-one feet and was over six and a half feet in diameter, and stood some one hundred and sixty feet up. The ground about the tree has, during recent years, filled in some six or seven feet. There was a scaffold built up some eight feet in high that workmen could stand on to chop a hole in the tree, this was above a fork where a smaller limb came out. A hole about two feet in diameter was chopped and a cavity found as large as a barrel, extending for some eight feet up and down the trunk of the tree. There was a barrel of honey removed and as there was nothing else there at the time, but the one barrel, the opening was closed. The remainder of the honey will be taken out by Mr. Vogel. Mrs. William Worrell, who formerly lived in this vicinity, but who now resides at San Simon, Ariz., and is visiting here, remembers when this tree was so small that she could shake it with her hands. Mrs. Worrell is now 68 years of age and when eight years of age often went to visit this place. This will make the tree over sixty years old.

An Ohio woman lost twenty pounds during her campaign for public office, thus proving the truth of the old notion that there's nothing like running as reducer.

**W. A. WELLS**  
South Sixth St. Grocer  
Posey Chilton's Old Stand

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of twelve more appreciated gifts than twelve Photographs?

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