

WOMEN'S FALL SHOES

\$1.49

We have added more shoes from our stock of quality shoes to this group at \$1.49. Your opportunity to purchase smart new Fall Shoes at ONE-HALF their regular price. Come early for the best selection of styles and sizes. Price is cash.

FETZER SHOE CO.

Home of Quality Footwear

Chinch Bugs a Growing Menace Over Southeast

Only Four Counties, Including Cass County, Heavily Infested, Survey Shows.

Chinch bugs may be expected to cause some crop damage next spring, particularly in Cass, Otoe, Nemaha and Richardson counties. It is reported of a recent survey made by the college of agriculture.

O. S. Bare, extension entomologist, conducted the survey in co-operation with county agricultural agents. It covered all of Sarpy, Cass, Otoe, Richardson, Nemaha, Johnson, Pawnee and Gage counties; the eastern part of Dodge, Saunders and Lancaster counties; and the western half of Douglas.

The survey showed the four counties to be the only ones seriously infested. Results gathered showed that the number of bugs decreased steadily to the north and western parts of the area. This bore out the belief that the extreme heat and drought in 1936 reduced the numbers of bugs in adjoining counties to such an extent that there is little danger of trouble in these counties in 1937.

Besides the three counties with heaviest infestation, western Rich-

ardson and eastern Pawnee counties showed quite high degrees of infestation that may cause trouble under the right weather conditions. Moderate infestations in the vicinity of Barnston and Beatrice in Gage county; a similar condition near Waverly and Bennet in Lancaster, a single "hot" spot near Valley in Douglas county; and very few bugs in Saunders and Dodge counties were discovered as a result of the survey.

Farmers even in the areas showing heaviest infestation need not worry if moisture is plentiful this spring, entomologists said. The bugs which survive the winter spread to small grain fields and lay enormous numbers of eggs there. Cold, wet weather from mid-April until June 1 is unfavorable to egg laying and development of the young. A mild, dry spring would be almost certain to be followed by more or less crop damage by these small black crop pests.

CARD OF THANKS

We wish to express our deep appreciation for the kind services, flowers, and comfort given to us in the loss of our husband and father, Tell Billon. We should like especially to thank those who took part in the funeral services.—Mrs. Tell Billon and children.

Improving our farm-to-market roads will be of direct benefit to everyone in Cass county.

Surveys Field of Highway Accident Check

Radical Revision of Methods of Prevention Needed to Check Highway Accidents.

Only radical revision of highway accident prevention methods will effect any substantial reduction in the 37,000 annual motor car killings in the United States, Labert St. Clair, director of the Accident Prevention Conference, declared today. He based his assertion on information gathered by him in interviews on an 8,000 mile transcontinental trip, just completed, on which he discussed the accident situation with state and city officials, safety workers, transportation men, drivers and pedestrians, and also on written reports from all states which he did not visit.

"The chief difficulty with most present national accident prevention campaigns is that they ignore many major causes of the ghastly situation," he said. "They cast chief blame for killings on the driver and criticize him largely to the exclusion of other causes. Whether the situation justifies this method or not, it is not decreasing total deaths. During 1936 the driver has been the chief objective of a drive supported by the automotive industry, and highway deaths have been more numerous than during any other year in history."

"The argument advanced that while deaths have increased during 1936, they are fewer in proportion to the miles driven does not impress the general public. It is demanding fewer total deaths, regardless of miles driven."

"Deaths can be decreased if the nation will face the facts about all major accident causes and adopt and enforce remedial measures regardless of selfish protests."

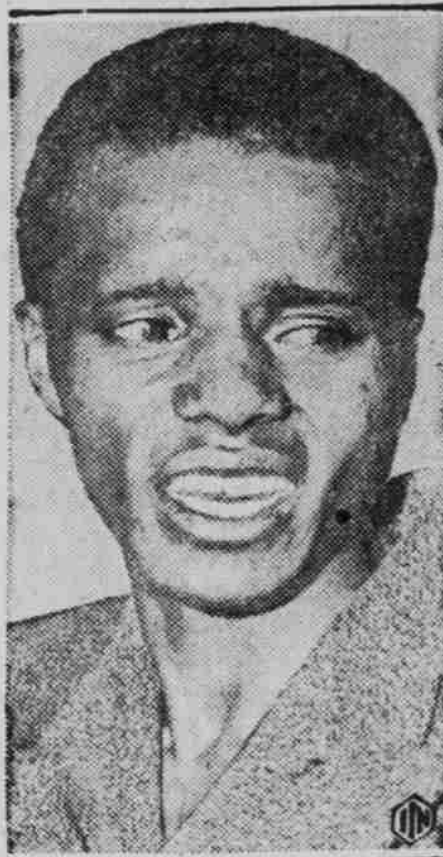
"One of the most important death causes generally ignored publicly, but recognized by all informed persons, is the temptation of speed, under dangerous conditions, held out to drivers. They are supplied with cars capable of making 100 miles an hour, given lights unsafe at more than 40 miles, permitted in many states to run vehicles that have not been inspected, and then urged to drive safely. Of course smash-ups and deaths follow. They will continue to increase until more protection is given the careless driver against himself. The temptation to press the accelerator down to the floor regardless of inadequate lights, bad roads, and strong laws, or anything else is too great for most drivers to resist, especially in rural sections after dark. And it is there and then that the most horrible accidents are occurring."

The conference, formed by Secretary Roper at the request of President Roosevelt, now has set up contacts in all states, and will work for improved legislation with safety groups in all legislatures which will meet during 1937. Based on suggestions received, St. Clair has made the following recommendations to the conference:

1. That maximum speeds be definitely reduced to 50 miles an hour, by governors or other mechanical devices, if necessary.
2. That safe headlights be made compulsory on all cars regardless of cost.
3. That existing hard-surface roads be divided, wherever they are wide enough, by installation of ridges of concrete, metal or other material so as to prevent head-on collisions.
4. That jay-walking (probably the greatest single cause of city accidents) be classified as a punishable offense and the law rigidly enforced.
5. That compulsory regular inspection of cars of all ages and junking of dangerously old cars be provided by law. (250,000 of the first 700,000 cars recently inspected in Oregon, the rejected ratio was 2,408 out of the first 4,360 inspected).
6. That uniform drivers' license and traffic laws, with a strict examination, and suspension provisions (particularly for drunken driving) be passed throughout the nation.
7. That federal and state bureaus of education promote accident prevention education in schools and reject safety material carrying advertising.
8. That accurate accident statistics including information on causes be provided by a joint state and federal government effort.

"The success or failure of the conference's legislative campaign will depend largely on the cooperation extended by the motor industry," St. Clair continued. "Representatives of it have promised support of the drivers' license law, but other features have not been discussed with them. Arrangements now are being made to meet with representatives of the industry within the next two weeks to ascertain specifically what safety legislation it will support throughout the country."

Confesses Slaying



Major Green

This striking closeup of Major Green, 33-year-old New York Negro, was taken shortly after he had allegedly confessed to the murder of pretty Mary Robinson Case, who was found strangled to death in her Long Island apartment.

Final Census for 'Service' Establishments

Business Census Conducted by the Government Reveals Amounts Received Over Nation.

Service establishments receipts reached \$2,029,302,000 during 1935, Director William L. Austin, Bureau of the Census, announced today in a final report on such businesses for the United States, by areas.

This figure is \$81,784,000 over the preliminary tabulation of \$1,947,518,000 which was made public last October.

The report covers 574,708 establishments, engaged in selling "services" rather than goods, which distinguishes them from retail stores. These establishments required 589,840 active proprietors and firm members and 634,232 full-time and part-time employees to "serve" their customers.

The 634,232 employees were paid \$567,517,000, of which \$497,118,000 was paid to full-time employees and \$70,399,000 to part-timers. Compensation to proprietors and firm members is not included in the pay roll tabulations.

Funeral directors, embalmers and crematories, included in the "personal services" group, had the largest receipts of all kinds of service establishments, \$230,014,000. Other classifications in the personal service group with large receipts are barber shops with annual receipts of \$209,337,000, and beauty parlors, with \$171,943,090.

In the "business service group," adjustment and credit bureaus and collection agencies had the largest receipts, \$43,663,000.

Included in the "repair services and custom industries" group are figures for specialized automobile services. Storage garage receipts reached \$68,040,000, while parking lots received \$18,751,000. Top and body repair shops did a \$32,611,000 business. Establishments shown are automobile laundries, paint shops, radiator shops, rental services, battery and ignition repair shops, tire repair shops and other automotive repair and service establishments, except repair garages, which are included in the retail census.

The new report is one of a series of service establishments issued from the current Census of Business. The statistics are based on information gathered by a field canvass conducted during the early part of 1936. They are compiled, analyzed and published at the bureau's Philadelphia branch under direction of Fred A. Gosnell, chief statistician, census of business.

In this report, identified as Volume II, number of establishments, total receipts, number of active proprietors, average number of employees, and annual pay roll are shown. Table 1 presents data by states for detailed kind-of-business classifications. Table 2 is shown by states and presents totals of all kinds of business combined for counties and cities down to 2,500 population. Table 3 presents information for each city of 25,000 population and over for as many kinds of business as can be shown without disclosing the operations of individual establishments.

Our stock of legal blanks is most complete.

Urges Farmers to Keep a Set of Farm Books

Big Business Without the Proper Records, Says Professor Geo. Darlington.

"No business man would think of attempting to operate a plant with an investment of \$20,000 or more without complete financial records," writes Prof. George Darlington of the college of business administration at the University of Nebraska, in the Nebraska Educational Journal. "In most cases the law would not permit him to do so. Yet few indeed are the farmers who keep adequate financial records, to say nothing of cost records."

Prof. Darlington points out that agriculture is really the chief industry of the state, two-fifths of the gainfully employed population being agriculturists. The last census also shows that the average plant operated by the farm manager has a value of slightly more than \$20,000, not including livestock, grain and other inventories. This proves that farming is a big business, he says.

In spite of the fact that the extension service of the rural economics department of the university has tried to persuade farmers to keep financial records, and has assisted them in filling out their reports, in 1936 only about 2 percent of the farm operators took advantage of this service.

"One reason for this," Prof. Darlington believes, "is because the income tax law does not require the farmer to keep books as it does practically every other business man as a basis for the income tax return. Probably the chief reason he does not use this aid to management is because he has had no training along this line."

"Our high school bookkeeping or business training courses, particularly in the rural districts, should be revamped to include treatment of farm accounting as it relates to the farmer's managerial problems. A separate course might be given in farm bookkeeping either as a part of the agricultural work offered or by the commercial department. An alternative would be to enlarge the regular bookkeeping course to include special attention to farm accounting problems. This second method seems preferable, since it involves no new courses, but only a reshaping of an established one."

NEBRASKA HIGHWAY DEATH TOLL

By A. L. STUART, Executive Secretary Nebraska State Safety Council

The record of motor vehicle fatalities in Nebraska is some better than that for the year 1935, but it is still far from being what it should be. Up to November 15th, we find that 259 people met death on the highways in Nebraska as compared to 280 deaths on a like date last year.

Consideration of the injuries that thousands have sustained in motor vehicle accidents in our state gives full warrant for thankfulness on the part of the many who have been more fortunate. A recognition of this fact should, and I am sure will, impel more extended efforts toward freeing the streets and highways of preventable accidents.

The majority of motorists are today driving more carefully. Safety educational work has made progress with these drivers, but their lives and the lives of the passengers in their care are still at the mercy of careless, reckless drivers.

The Nebraska State Safety Council plans to present to the coming session of the legislature definite proposals for legislative enactment. These have the united backing of many interested organizations.

The drivers' license law, most surely needs revision. Uniform traffic code laws need adopting.

Inspection of motor vehicle laws need revision.

A law to create zoning of highways, in reference to speed, might be established.

A law creating highway patrol or a police force should have consideration.

A law, changing the present registration certificate that you carry on the steering post of your car, needs attention.

There could be more strict regulation in reference to registering cars, etc. that are placed in storage in public garages.

Uniform ordinances can and should be adopted by all incorporated villages, towns and cities in the state.

Daily Journal, 15c per week.

Black & White

WE DELIVER—PHONE 42

- Chili Sauce, 12-oz. bottle 17c
- Catsup, 14-oz. bottle 10c
- Marshmallows, 1-lb. cellophane pkg. 15c
- Swansdown Cake Flour, pkg. 25c
- Jell-O, all flavors, 4 pkgs. for 19c
- Sweet Corn, No. 2 can, 3 for 33c
- Tomatoes, No. 2 can, 3 for 25c
- Miller's Corn Flakes, large size, 2 for 19c
- Olives, large size, quart 39c
- Tomato Juice, No. 10 tin 43c
- Campbell's Tomato Juice, No. 5 tin 23c
- Crisco, 3-lb. tin 59c
- Apple Sauce, per can 10c
- Peaches, Sliced or Halves, No. 10 can 45c
- Salad Dressing, Tastewell, quart jar 25c
- Sandwich Spread, Tastewell, quart jar 25c
- K. C. Baking Powder, 16-oz. tin 10c
- Dill Pickles, full quart 15c

- Peaches, Hunt's Supreme, Sliced or Halves, in extra heavy syrup, No. 2 1/2 can, 17c; 3 cans for 49c
- The Finest Peaches Packed in a Tin
- Spinach, No. 2 tin 10c
- Sweet Potatoes, Shurfine, No. 3 squat cans, each 11c
- Oranges, California Navels, doz. 29c

MEAT DEPARTMENT

- FRESH
- Pig Feet 10c
 - Neck Bones 10c
 - Pig Ears 10c
 - Pork Snouts 10c
 - Pork Tails 10c
 - Pork Hearts 10c
 - Calf Hearts 10c
 - Fresh Pork Hocks 10c
 - BULK KRAUT, 2 lbs. for 15c
- Per lb. 1b. 12 1/2c

POISON LIQUOR KILLS 11

Devils Lake, N. D.—Only one of 12 Indians who drank a mixture of alcohol during a gay, three day "moccasin" party in a Fort Totten reservation shack remained alive. The other 11 died during the last 24 hours. Dr. B. Sedlacek, agency physician who found two of them dead when he went to attend a child ill with pneumonia, worked in vain to save them.

Phil Feather, the only survivor, still was critically ill in the agency hospital. Dr. Sedlacek said the Indians spiced their party with a drink made by mixing alcohol and denatured alcohol or other radiator antifreeze. Agency officials began an investigation to learn how the liquor was obtained. An inquest, originally planned for Tuesday morning, was delayed by absence of some officials.

DEPART FOR ILLINOIS

From Saturday's Daily—George and Henry Volk received the message Friday of the death of their brother, Harry, 40, which had occurred at Peoria, Illinois, the old home of the Volk family. They left last evening to attend the funeral services.

REPORT OF SHOES ISSUED

Week Ending January 15

Outgrown and Repaired Shoes	2
Outgrown Overshoes, Rubbers	3
New Shoes	10
New Overshoes	8
Shoes Repaired for Owner	1
Total Pairs Issued Last Week	36

TOTAL TO DATE 60

54 students have been served, six being issued both shoes and overshoes.

Cost of repairing outgrown shoes and purchase price of new shoes and overshoes is paid out of Community Building club funds. Your continued membership in the club makes this possible.

There is still much demand for outgrown and serviceable used shoes that can be repaired without too much expense. Repairs limited to soles and heels. Shoes with badly worn uppers not wanted.

Just now, with heavy snow, there is great demand for outgrown overshoes, and every pair contributed saves buying new ones and helps conserve available funds so just that many more worthy school children can be given footwear.

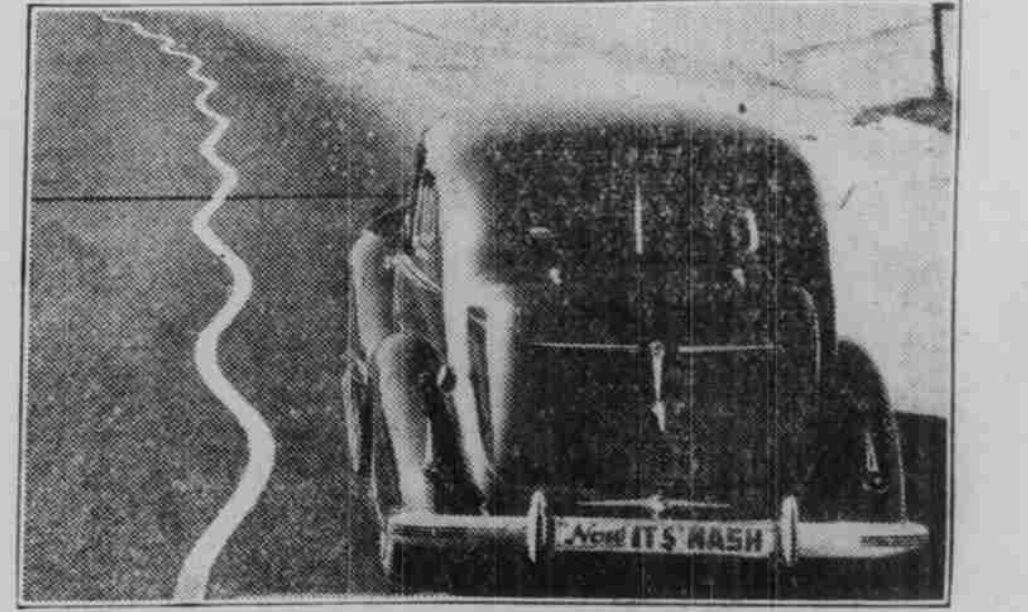
If you have shoes or overshoes that are no longer needed, send them to school with the child who has outgrown same, or leave at Westcott's Store or Conis shinning parlor.

Requests for shoes and overshoes are investigated and acted upon promptly. Shoes will not be issued to other than school children, but adult sizes that are sent in will be turned over to local relief agencies for distribution.

A report like the above showing number issued next week will be published in next Saturday's Journal.

All kinds of commercial printing done promptly at the Journal office.

When White Line Wiggles—Danger!



This Nash Ambassador is shown beside a new highway safety device that is appearing in various parts of the country. The white line marking traffic lanes begins to wiggle as a dangerous intersection or bad curve is approached, giving the driver ample time to reduce his speed if he has been going too fast to negotiate such hazards safely.

Blue Tag Fancy (Packed in Syrup) PRUNES

No. 2 cans 29c
3 for 25c

No. 2 1/2, 2 for 25c

HINKY DINKY

Plattsmouth, Tues., Wed., Jan. 19-20

Choice Black or White FIGS

8-oz. Pkg. 8c
6-oz. Pkg. 6c

Choice Black or White FIGS (Bulk), 2 lbs. 25c

Lake o' Isles Brand PUMPKIN

No. 2 Can, 9c
No. 2 1/2 Cans, 3 for 25c

Hallowee Bulk Dates

2 lbs. 19c

Tick-Tock Sliced Peaches

No. 2 1/2 Cans, 2 for 27c

Campbell's Tomato Soup

4 Cans 29c

NECK BONES, lean, meaty, lb. 5c

BEEF BRAINS, selected, set. 6c

BEEF HEARTS, young, tender, lb. 9c

PORK HOCKS (Fresh), PIG TAILS, SMOKED PORK HOCKS, MINCED HAM, HAMBURGER, SALMON, SAFILE or FILLETS OF FISH—Choice

2 Lbs. for 25c

Pioneer Garden PEAS

No. 2 Cans 21c
2 for 21c

Sunlight Margarine

1-lb. 33c
2 Cartons 33c

BUTTER

Hinky-Dinky, lb. 36c
CASCO Solids, lb. 37c

ORANGES, 216 size, doz., 35c; 176 size, doz. 45c

California Sunbelt Navel—Sweet, Juicy, Seedless.

GRAPEFRUIT, large size, 35c doz. Each 3c

Sweet, Juicy Texas Marsh Seedless.

APPLES, Idaho Winesaps, bushel, \$1.85; lb. 5c

Ring-Packed Full Bushel Baskets.

Idaho Rome Beauty Apples, 4 lbs. 25c

POTATOES, 100-lb. bag, \$2.49; 15-lb. peck 43c

Idaho Bakers, Baz. weight Net when Packed.

CAULIFLOWER, California White Snowball, lb. 10c

Finest Quality.

RADISHES or GREEN ONIONS, 2 large bunches 5c

Fancy, Fresh.

TOMATOES, fancy fresh ripe Cuban, lb. 10c

P & G, Crystal White SOAP

10 Giant Bars 39c
Lighthouse Cleanser 3 Reg. Cans. 10c

QUAKER OATS

Quick or Regular

20-oz. 9c
48-oz. 18c

Pkg. Pkg.