

Explains Why American Girls Dress So Well

CHICAGO, (AP)—The American woman manages to be well-dressed on a modest budget because mass production makes low prices possible. Yet she is also fairly certain that she won't see some other woman wearing an exact duplicate of her mass-produced coat or dress.

The system that produces dresses as efficiently as automobiles and still assures the American girl of a dress that is practically exclusive has been explained by Oscar Meinhardt, executive director of Chicago Fashion Industries.

One factor is the existence of scores of centers producing fashions, Meinhardt said. New York and Chicago are the largest. New York is the producer of new styles. Chicago is depended on for what the trade calls wearables—ideas for use for several seasons.

Dallas produces sportswear, Minneapolis and St. Paul are centers for winter sports wear. St. Louis brings forth clothes for the junior miss. Kansas City produces wash frocks.

Multiply the number of markets by the number of firms in business in each place and you get several hundred thousand different styles created annually in the nation.

"However astronomical it is, it still doesn't result in one style to a customer," Meinhardt said. "If it did, the price wouldn't be \$10, the average ticket on a dress."

That, said Meinhardt, is where the system of fashion distribution comes in. He used Chicago as

an example.

First, many manufacturers confine their lines, selling only to one store in each city. Others sell clothes to more than one store. In such cases, however, they sell each special style number to only one store in each city.

SPORTS EXPAND

LAKE PLACID CLUB, N. Y. (AP)—The army ground and service forces redistribution here has a program that embraces virtually every phase of sports and entertainment. Originally the athletic section at the club contained only a few ping-pong tables and pool tables. Now, under the direction of Capt. Harry A. Kenny, club activities include horseback riding, hay-riding, boat and bus trips as well as all team sports, played at a huge gymnasium located at the Olympic arena.

All American Nations Take Census in 1950

NEW ORLEANS (AP)—All of the Americas are going to take a census for the first time in history in 1950, it was announced here by Thomas F. Corcoran, technical director of the Inter-American Statistical Institute.

Corcoran, who is currently on loan to the office of Inter-American Affairs, has just completed a three-month tour of South America.

He said that the United States and Latin America would work according to parallel standards and parallel definitions. He predicted that such a census would produce for the first time basic population data comparable throughout North and South America.

"In order to carry through any future planning for Latin America, especially in increases in trade, we must have the basic data to know what they need and what we are able to supply them," he explained.

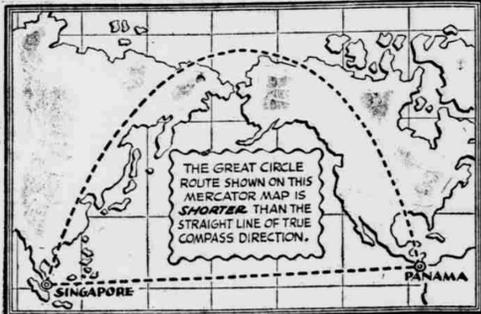
Corcoran said that Ecuador has never had a census. Bolivia has not taken one since 1900, and the last in Paraguay was in 1935 and was never completed.

Late in 1946 a census school will be organized in a centrally located Latin American city, and there U. S. census officials will instruct the southern census official in techniques.

Production of about 6,800,000 tons of superphosphate is expected for the 1944-45 fertilizer year. A total of 6,831,000 tons was produced in 1943-44.

THIS CURIOUS WORLD

By William Ferguson

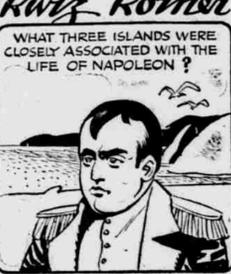


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ANSWER: He was born on Corsica, imprisoned on Elba and died on St. Helena.

KWIZ KORMER



ANSWER: He was born on Corsica, imprisoned on Elba and died on St. Helena.

NEXT: The value of cud chewing.

NEW VET'S HOSPITAL

MILES CITY, Mont., (AP)—Miles City, Terry, Glendive, Sidney, Forsyth and Glasgow were reported to be bidding for the \$1,300,000 veterans' hospital to be erected in eastern Montana, according to Rep. Mike Mansfield, D. Mont. Mansfield said he had received word from Edward D. McKinn, chief assistant of the veterans' bureau in Washington, that the hospital will definitely be erected in eastern Montana and will serve veterans from western North Dakota as well as eastern Montana.

Murdock

W. T. WEDDELL, Correspondent

Mr. and Mrs. W. J. McDonald and sons, Merl and Gene, together with W. O. Gillespie spent the weekend at North Loup with Mr. and Mrs. Henry Gillespie. Mrs. Gillespie is a sister of Mr. McDonald, while Harry Gillespie is a son of W. O. Gillespie.

Mrs. Clarence Swinson and son of Gardner, N. D., are spending a week with Mrs. Swinson's sister, Mrs. Herman Zuroth, who lives two miles northwest of Murdock.

Mrs. A. H. Ward returned Saturday from a week's vacation, and is back on the job as manager of the Murdock Cafe.

Miss Lois McDonald of Lincoln spent the weekend with her parents, Mr. and Mrs. L. G. McDonald.

While Markus Rikli was coming through Elmwood he failed to see a freight train that was standing on the crossing and as a result the front of his car was quite badly damaged.

Miss Darlene Zeirott, daughter of Mr. and Mrs. Herman Zeirott, and one of the capable school teachers of Cass county is spending her vacation with her grandparents, Mr. and Mrs. R. Weidzel, and other friends at Gardner, N. D.

Mrs. Wm. Zable spent Monday with friends in Lincoln.

Mrs. William Rikli was in Lincoln Monday with her friend, Mrs. Glen Harger, who underwent an operation at the Bryan Memorial hospital. Mrs. Rikli returned home Monday night.

A long train loaded with Jap prisoners of war passed through Murdock Tuesday.

F. A. Melvain, W. O. Gillespie and Richard Epping took in a baseball game in Millard Monday night.

A nine pound five ounce boy was born to Mr. and Mrs. Glen Harger at the Bryan Memorial hospital Monday.

August Ruge was an Omaha visitor Wednesday morning. August Wilkin was a business visitor in Lincoln Friday of last week.

Some of our younger generation had the opportunity to see an old-fashioned runaway Saturday afternoon. A horse attached to a single buggy became frightened near the Merc. store and started for home south of town. After

making the turn at the south end of Main street the buggy turned over and the young occupant was thrown out, but was not

hurt. The Kruse hardware store was entered Monday night by a night prowler, but no merchandise was

taken. Considerable amount of wheat is being delivered to the Farmer's elevator this week.

Clearance SALE

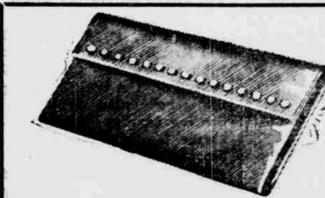
Womens Non-Rationed Shoes

2 Bargain Groups 2

GROUP 1
Lots of pretty styles to choose from. Values to \$3.98 at—
One Low Price **\$1.98**
All Non-Rationed

GROUP 2
All our better grade non-rationed shoes are included in this group at one low price **\$2.98**
Values to \$5.95. NOW

BUY NOW AND SAVE!



Sale of Summer HAND BAGS
Your choice of our entire stock of summer bags at this exceptionally low price Values to \$6.95—
NOW \$3.50 Plus Tax

Woster SHOE STORE

Home of Quality Footwear — Shoe Repair

COLVIN-HEYN
STUDIO
FINE PORTRAITS
Plattsmouth Hotel
Fridays and Saturday
—Hours—
1:15 to 8:30 P. M.

HAVING SOLD MY JEWELRY STORE TO
Mr. D. L. Grove

I wish to express my sincere thanks to our friends and customers whom we have had the privilege of serving for so many years. I want to urge you to continue patronizing the new owner of the business whom I recommend most highly.

J. W. Crabill

Announcement!

I wish to announce to friends and patrons that I have purchased the J. W. Crabill Jewelry Store and that in the future this business will operate as—

D. L. Grove Jeweler

We will carry a full line of highest quality jewelry and as soon as possible watches and clocks, together with glassware and novelty lines.

Watch and clock repairing will continue to receive careful and expert attention.

You are cordially invited to come in and visit the store. See us first for jewelry and gift needs.

D. L. Grove
Owner

Union

Mrs. L. G. TODD, Correspondent

Mrs. Charles Moore returned from Denver last week after having visited the Thacker and Dave Eaton families.

Miss Augusta Robb is visiting at the home of her brother, Fleming Robb, this week in Lincoln, while there she will also attend the wedding of her niece, Miss Jane Robb.

Lt. and Mrs. Bernard Morris came home last week to spend a 45 day furlough, after which Lt. Morris will return to the hospital at Hot Springs, Ark.

Funeral services were held at the Baptist church Saturday afternoon for Mrs. Leo Finkle, Dr. D. M. Dobbins of Murray conducted the services. D. R. Frans sang two solos accompanied by Mrs. Frans at the piano. Pallbearers were John Hanson, Edward Ramold, Wilbur Fey, Eric Fey, Chas. McCarthy and Roy Becker. Burial was at Wyuka cemetery at Nebraska City.

Mr. and Mrs. Melvin Fuesner of Weldon, Iowa were week end guests at the home of Mrs. Fuesner's parents, Mr. and Mrs. Jesse Dybart.

P. F. Rihm of Plattsmouth attended the funeral of Mrs. Leo Finkle last Saturday afternoon.

Mrs. Earl Upton has been kept at home the past several weeks, after having had a bad fall and injuring one of her knees.

Frank Boggs fractured the bones in one of his legs last Saturday evening.

Mr. and Mrs. Earl Upton spent last Monday evening at the home of Mrs. Roy Upton.

Mr. and Mrs. Harold Finch spent several days last week with Mr. and Mrs. Earl Upton, parents of Mrs. Finch.

Harry Gohleman entered the veteran's hospital at Lincoln last Wednesday, and was operated upon last Saturday for double hernia. He is getting along nicely.

Mrs. Robert Poire of Seattle Wash. is here visiting relatives in Union and Nebraska City. Mrs. Poire is a daughter of L. H. Hall.

Avoca

LEONE EVERETT, Correspondent

Mr. and Mrs. Fred Linhardt, Jr. and John of Waverly were dinner guests of Mr. and Mrs. H. H. Marquardt Sunday.

A baby girl was born to Pvt. and Mrs. Wm. J. Kepler Monday afternoon, July 30, at the St. Mary's Hospital in Nebraska City.

M. H. Lum spent Sunday with friends in Lincoln.

Mrs. Emma Rawalt and John Sudman are having their homes painted.

Mr. and Mrs. Irving Filley of Diller and Mrs. Grace Combs of Kansas City, Mo. were guests of Mr. and Mrs. William Hollenberger and Claude Sunday. Mrs. Filley and Mrs. Combs are sisters of Mr. Hollenberger.

Miss Jean Pittman of Lincoln, spent the weekend with her parents, Mr. and Mrs. M. C. Pittman and Cordy.

Alvin Rohlf, son of Mr. and Mrs. F. A. Rohlf has received a discharge from the army after

serving two and one half years overseas.

Harry Mickle returned to Avoca Monday after spending several days in Omaha.

Carl Voyles, the small son of Mr. and Mrs. Emery Voyles, had two fingers on his left hand severed with a mower.

Mrs. Caroline Marquardt who has been ill for some time is improving.

A number of 4-H girls are enjoying a camping trip at Seward this week.

Mrs. Ralph Rathbun received word that her husband is now stationed at Fort Ord, Calif.

Oscar Zimmerer of Nebraska City visited his mother, Mrs. Genevieve Zimmerer, Monday.

Mrs. Edith Wessel, who has been employed in Omaha, returned home for a month because of illness.

Mr. and Mrs. Calvin Carsten and family and Mrs. Martha Ruge were dinner guests of Mrs. Fred Carsten Sunday.

Dr. and Mrs. J. W. Brendel were in Nebraska City Sunday afternoon.

Lt. Roy Ruge of Avoca and Lt. Dean Reda of Primrose are visiting Col. Stuart Maseman at Lake Charles, La. Lt. Ruge has received a 30 day extension on his furlough, before reporting to Miami Beach, Fla.

Mr. and Mrs. Elmer Hallstrom and Mr. and Mrs. Clair Wulber and family were in Omaha Monday.

Pvt. and Mrs. Phillip Maseman of Nebraska City are visiting his parents, Mr. and Mrs. Henry Maseman.

The Holy Trinity summer social will be held Sunday Aug. 5 at the Holy Trinity Hall in Avoca, commencing at four o'clock.

Cass Drug Specials

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|---------------------------|-----|--------------------------------------|-----|
| Blue Jay Foot POWDER | 23¢ | Thurets Little Liver PILLS, 150 for | 49¢ |
| Scholls De Luxe CORN PADS | 31¢ | Natures Remedy LAXATIVE, \$1.00 Size | 89¢ |
| Mole Skin Callous PADS | 23¢ | Syrup Figs Large Size | 49¢ |

KRANK'S SHAVE KREEM

BRUSHLESS WHISKER SOFTENER \$1.00 JAR **59¢**

- | | | | |
|---|-----|---|-----|
| Jergens Lotion \$1.00 Size Small Size 23c — Medium Size 43c | 89¢ | Hinds Beauty, Lotion AND CREAM, Bargain | 49¢ |
| Toots Silk Finish LEG MAKE-UP | 50¢ | Bath Salts 5 Lb. Can | 79¢ |

PIPE SPECIALS

YELLOW BOWL — MEDICO — KAY WOODIE HESSON GUARD MASTER KRAFT — MEERTONE **\$1.00 to \$5.00**

AYDS VITAMIN CANDY AND MINERAL — REDUCING PLAN TO LOSE EXCESS FAT

CASS DRUG

WALGREEN AGENCY

PHONE 46 502 MAIN

LOW—and Behold!



Electric Rates in Nebraska are the Lowest in History—

More Advantages at Lower Cost

IT IS a fact that, although virtually everything else you buy costs more today, your electric rates are the lowest in history. You can actually use two or three times as much electricity as a few years ago for less money. There's a rea-

son for this too . . . for, the economies of the state-wide group operation of your Consumers Public Power District, which gives to the people of Nebraska the benefits, have made possible continual reductions in electric rates.

Nebraska's abundant, low-cost electricity brings more progress for Nebraska . . . more jobs . . . more opportunities for Nebraskans.

