

The Plattsmouth Journal

ESTABLISHED 1881

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EDITORIALS

DEFENDING OUR BREAD AND BUTTER

Next time you hear somebody scoff at advertising as a waste of money, next time you hear somebody charges that advertising imposes a needless "tax" on the consumer, keep in mind a few of the answers listed below:

In 1927 a nationally advertised electric refrigerator cost \$310. By 1940 the consumer cost had dropped to \$133.

Over a 12-year period a famous drug product, through mass advertising, increased its sales 600 per cent and lowered its selling price more than 50 per cent.

A famous washing machine, made by a manufacturer who "didn't believe in advertising," sells for one-third its original price since the manufacturer changed his mind.

And advertising does more than lower prices, it makes jobs. Today's pent-up demand for 600,000 cars, 3,500,000 vacuum cleaners and 3,000,000 washing machines was created by advertising, because advertising created the popular demand that changed such items from luxuries to necessities.

In our own home town, advertising has proved itself able to reduce prices and give employment. Take the user of big space in The Plattsmouth Journal, people flock through his doors. Through the consistent use of newspaper space he has been able to lower his prices through a larger volume of sales.

Using the old adage, "A Quick Dime Beats a Lazy Quarter" and letting the people know about it through advertising has been the road to success of all popular stores, manufacturers and suppliers.

WHILE YOU READ

In about the time it will take you to read this brief article, a fire will occur somewhere in the United States. Thousands of dollars worth of property will be destroyed. And it is very possible that someone will die a horrible death.

The National Board of Fire Underwriters states that a fire alarm is sent in every 53 seconds—and a fire breaks out every 57 seconds. Each day, the property loss runs into the millions and several lives are lost. Finally, for each death, there are four injuries.

This is the record for an ordinary, "quiet day." On days when spectacular fires occur, the toll of death and destruction soars far beyond the average.

The fire that is in progress while you read this may be far away. But the next fire may be in your home or your place of business. Destructive fire has no favorites. It strikes without warning—and no property and no life is safe from it.

Fire is a terrible challenge to the American people. That challenge can be met only if the people understand the causes of fire—and accordingly. The alternative is an ever-increasing toll of death and destruction.

DOWN MEMORY LANE

Ten years ago this month the Legion Auxiliary sponsored a "Miss Plattsmouth" beauty contest.

Louis Harris was badly burned while working at the Sullivan tourist camp on Chicago avenue.

Rev. V. C. Wright spoke before Rotary club on community service.

Funeral service for Henry Wiedman held with burial at Oak Hill.

Mrs. Sarah E. Kerr, long-time resident, celebrated her eighty-second birthday with family gathering at her home here.

Jean Soanler announced local office of Resettlement Administration joining with Nebraska City office in a state-wide consolidation program.

Dr. and Mrs. Emmett Dunn of West Frankfort, Ill., were guests at the M. D. Brown home.

Mrs. Sophia Mayfield and Mary Petersen returned from trip to Tacoma and Seattle.

Mr. and Mrs. I. L. Kocian and children vacationed at Estes Park and Yellowstone.

Richard Rea, Faustine Nowacek and Walter Sikora departed on camping and fishing trip at Long Pine, Nebraska.

Messrs. Richard Keckler, Guy Hopkins, R. P. Hobson, Lovd Behrens, Weeping Water, and John Crans of Manley, departed for National league games at Chicago.

Misses Josephine Rys and Mary Holy enjoyed visit and vacation in Chicago.

Mr. and Mrs. Olaf Lundberg celebrated forty-fifth wedding anniversary at Nehawka.

The D-n Philpot family departed for Pacific coast for a two-months' visit.

New Mexico anthracite coal is shipped to smelters in the southwest and on the west coast, and as far north of Canada.

West Virginia became the 35th state of the Union on June 20, 1863, at the height of the Civil War.

Furse's Fresh Flashes

Whenever our dumbest friend hears us talk of a syndicated article, she thinks a dirty story is being referred to.

We don't know how the negotiations will turn out, but if workers in the soft coal industry get a raise and a thirty-hour week, we shall understand better than we have the use of the word "soft" as applied to the coal industry.

We notice they have a state law in Kansas that prohibits the residents of the state from eating snakes. We also noticed, when we lived down there, they also had a law that prohibited a man from drinking anything that might enable him to see a snake or two.

Another thing that can be said in favor of church attendance is that fewer people get killed in church than on the highway.

The biggest liar in the world is the gossiping old hen who says "I hate to believe it, but . . ."

A great many women go to waist long before they reach middle age.

The dissatisfied clerk, after opening up his own business, learned that he had to work twice as hard to keep his job when working for himself.

The three most delightful feminine occupations are changing her clothes, her mind, and her name.

Nature has been very kind to so many people She has given them a voice that their own ears enjoy hearing.

The WASHINGTON MERRY-GO-ROUND

By DREW PEARSON

DREW PEARSON SAYS:
REP. KNUTSON BEGS FOR \$25,000; HARRY TRUMAN FORGETS HARSH WORDS REGARDING SECRETARY PATTERSON; CONGRESS SNARLS UP QUESTION OF "CONTEMPT OF CONGRESS."

WASHINGTON—Bull-headed Ways and Means Chairman Harold Knutson, who has a habit of acting first and consulting his committee afterward, recently stepped out too far. Without a word to the committee or authorization from anyone, he appointed a special tax-study group, largely composed of Wall Street lobbyists, and generously promised that the government would pay all their expenses.

But at a closed-door meeting the other day, the bumbling Minnesota awkwardly begged the committee's forgiveness.

"I exceeded my authority," he blurted. "I apologize to the committee."

Then he asked the committee to approve resolutions belatedly authorizing both his appointments to the tax-study group, and \$25,000 for their expenses. A few stubborn Democrats, however, long annoyed over Knutson's arbitrary manner, balked.

"By what authority did you appoint this advisory committee?" pressed Rhode Island's Aime Forand.

"Technically I didn't have any," Knutson retorted. "I acted too hastily."

"It reminds me," he added weakly, "of the old saw, better late than never."

"Well, Harold, it looks like you're going to have to dig into your own jeans," needed another Democrat.

Forand pointed out that most of Knutson's appointees already had testified at committee hearings and favored exactly the same tax legislation advocated by big business.

"I fail to see why we need to pay \$25,000," he declared, "when we already have their views on record."

When Knutson made it plain that he intended to make no changes in the advisory group, Forand snapped: "This is merely a case of legalizing an illegal act taken several weeks ago."

After the discussion simmered down, Knutson turned to the committee and spoke humbly: "It's up to you, I want you fellows to decide."

The committee decided, 18-4, to "save face" for their chairman.

Here are some of the tax advisers for whom the taxpayers will now pay \$25,000 for advice on future taxes: Roswell Marill, Wall Street tax lawyer; John L. Connolly, counsel for the Minnesota Mining and Manufacturing Co.; Cheever Cowdin, chairman Universal Pictures and Transcontinental Transport; Carson Duncan, the American Association of Railroads; John Hanes, director of Pan American Airways; Snerry Grosvenor; John Manerville, U. S. Lines, Bankers Trust, and American Superpower.

TRUMAN LOVES
In Harry Truman's make-up runs a queer mixture of great magnanimity and petty vindictiveness. He can be as big-hearted and forgiving as a Letter Day Saint, but he can also remember personal enmities even more diligently than Franklin Roosevelt.

For instance, most people who read the full-page notice Truman heaped on Bob Patterson when he resigned as secretary of war did not know that at one time Truman was so sore at Patterson he advised Roosevelt to fire him as undersecretary.

Truman's ire especially surged over the Canal oil project in Alaska which Truman regarded as wasteful waste, and which Patterson staunchly defended. Newsmen who talked to Truman about Canal and its army backers remember vividly how he boomed.

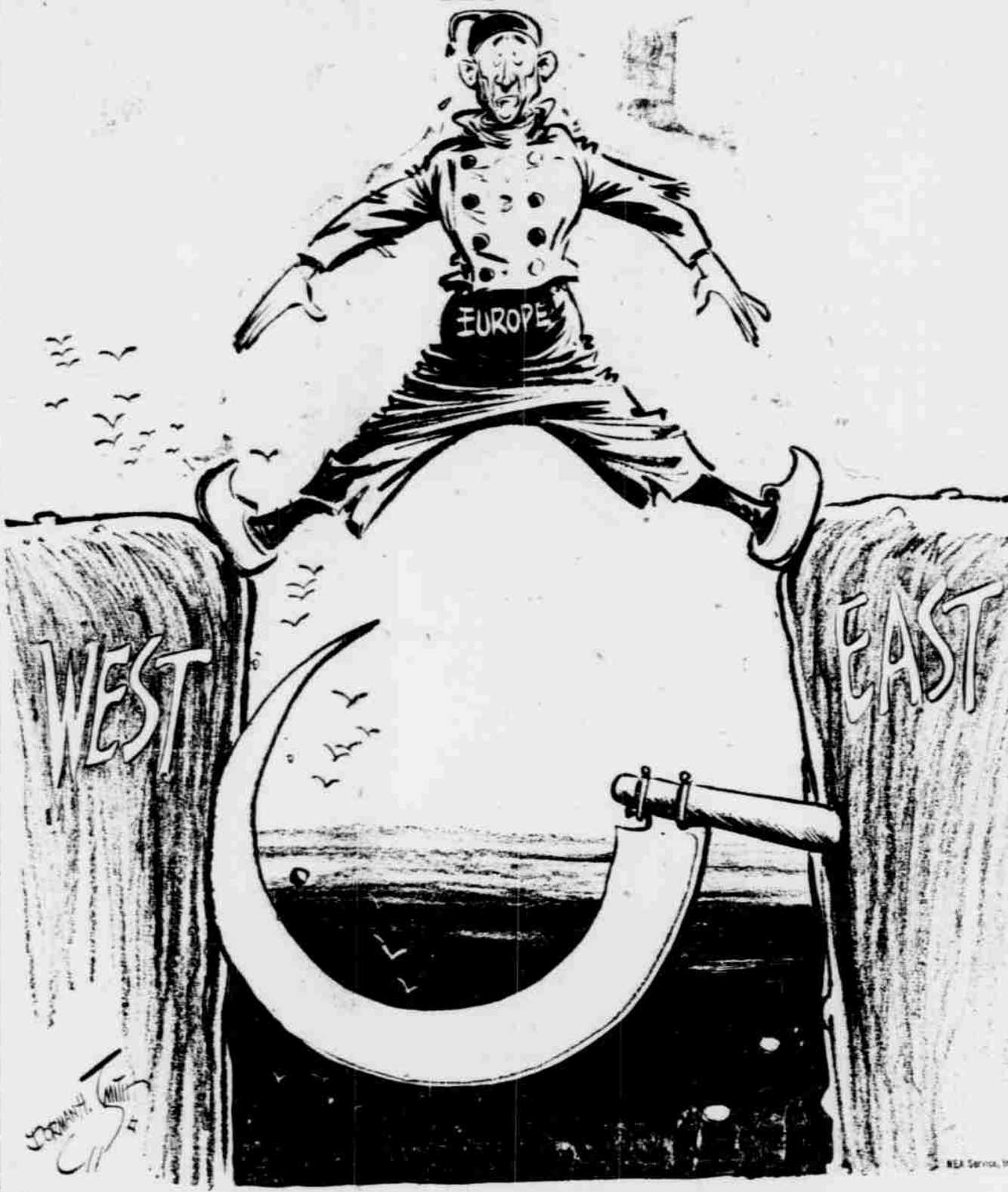
Truman also hit the ceiling when he discovered

protesting against the efforts of another New Jersey Republican Congressman, Parnell Thomas, to smear Dr. Edward Condon, head of the U. S. Bureau of Standards.

Dr. Condon, one of the nation's leading atomic scientists, gave up an important job in private industry to become head of the Bureau of Standards. Today Thomas and his un-American Affairs Committee are trying to smear Dr. Condon as a Red, because at sometime he was a member of the American-Soviet Scientists Society.

Apparently one thing Congressman Thomas overlooks is that the American-Soviet Scientists Society has been backed financially by that very "subversive" outfit—The Rockefeller Foundation.

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The Army was covering up cracked airplane cylinders manufactured by Curtiss-Wright near Cincinnati. And when Patterson, who was in charge of all Army production, tried to defend the brass hats and explain away the cracked cylinders, the then senator from Missouri seethed with indignation.

There was almost nothing too harsh for him to say about Patterson—at that time.

Last week, however, as Patterson stepped out of office Harry Truman, forgetting the past, turned on the magnanimity.

"It is hard for me to find proper words to describe your service to your country," he wrote. "It has been magnificent. I saw a great deal of your work when I was head of the Senate committee to investigate the National Defense program . . . how well you acquitted yourself!"

TRUMAN HATES
The reverse side of Harry Truman is illustrated in his pettiness toward ex-Secretary of the Interior Harold Ickes. It is generally agreed that no civilian did a better job on the home front than Ickes' handling of gasoline, oil and coal. Furthermore his almost single-handed stand to safeguard the nations tidelands oil has now been vindicated by the Supreme Court.

However, because Ickes fought Truman's personal friend, Ed Pauley, over the Tidelands oil case, and resigned as a result—Truman has never forgotten him. A whole parade of civilians who performed jobs on the War Production Board—some of them unheard of—has trooped into the White House to receive the Legion of Merit from the President.

Not Ickes. He will probably be the last man to sometimes vindictive Harry Truman will ever forgive.

CONTEMPT OF CONGRESS
Talk about red faces! Nearly a month ago the House Judiciary Committee, by a voice vote, approved a bill by GOP Representative Mc Dowell of Pennsylvania increasing maximum penalty for contempt of Congress from one year in jail and \$500 fine to five years in jail and \$5,000 fine. Of the committee's 27 members, 23 were present.

However, the progressive Republican Clifford Case of New Jersey was opposed to the bill and decided to write a minority report. And believe it or not, before Rep. Louis Graham of Pennsylvania could write the majority report raising the penalty for being in contempt of Congress, Case's minority report had already been signed by 14 members of the 27-man committee.

They were opposed to five years in jail and \$5,000 fine for being in contempt of Congress.

The committee finally met to decide what to do—whether to stand on a majority report representing a majority of its members. It decided, since a majority had signed the minority report, to do nothing. The report on "Contempt of Congress" was laid on the table.

"SUBVERSIVE" ROCKEFELLER FOUNDATION
Frank Jewett, president of the Bell Telephone laboratories and former head of the National Academy of Sciences, has written a strong letter to George Merck, New Jersey Republican leader,

der to use our highways. How much longer will taxpayers tolerate the wasting of public money? Elected incompetent men to office, who in turn hire employees interested only in salary checks.

Perhaps immediate use of the recall election ballot for removal of all incompetent and self-serving public officials, would be a first necessary step for improvement and restore public confidence.

W. F. NOLTE.

From Mr. and Mrs. Fred Todd, General Delivery, Indio, Calif. comes this letter with their renewed subscription:

"We'd like to comment on the improvement of the Journal, since the change-over to your ownership. The news is more about Plattsmouth and it's people, and that's what we want. As others have said, we can read the world news in any newspaper, but we like our hometown paper to be about things we are familiar with.

"Having lived in California the past twelve years, we still think of Plattsmouth as home, as both of us have relatives and friends living there."

Greenwood
By Connie Osburn

Mr. and Mrs. Bill Meyers were in Ashland Saturday evening.

The Cooking Cookies 4-H club met with Janice Mannbeck Wednesday afternoon. Lesson was on bread making. Miss Wintermote of Plattsmouth also attended the meeting.

Mr. and Mrs. C. C. Robinson of Ashland stopped for a short visit at the Claude Osburn home Sunday afternoon. They were on their way to Lincoln to help Mr. Robinson's brother, Mr. S. S. Kirell, celebrate his birthday.

Mr. and Mrs. Harold Shaffer and Luella of Plattsmouth called on Mr. and Mrs. Joe Hoenschel Sunday afternoon.

M. W. M. Club met this week with Mrs. Kenneth Carpenter.

Mr. and Mrs. Aaron Wright and Gene and Mrs. Mrs. Clinton Green and sons were in Lincoln last Thursday evening.

Mr. and Mrs. Louis Meisinger and daughter, Mrs. Leonard Stoehr of Plattsmouth, called on

NOTICE
Detasseling Applications Left at Plattsmouth Creamery STECKLEY HYBRID CORN CO.

Many stone bridges in foreign countries have given unimpaired service for 500 years. While we have rock, gravel and cement in our front yard, we make ourselves dependent on Pittsburgh steel and bridge plank from the Pacific Northwest or

EDSON'S WASHINGTON COLUMN

BY PETER EDSON
NEA Washington Correspondent

WASHINGTON, D. C.—(NEA)—Anyone taking a dim view of the housing situation can today confidently expect that it may be a lot worse before it gets any better.

On half a dozen fronts in Congress and the executive agencies, events are shaping up for an eventual showdown on government housing policy. What it will lead to, no private industry or government housing official can say with any certainty. But these developments seem likely:

Heavy cuts in appropriations for existing housing agencies. Curtailment or abolition of many more housing controls.

A late summer and fall in which private enterprise real estate and building interests will have everything their own way. If they are able to build more houses and bring down prices as their trade associations have claimed they could, further expansion of government participation in housing activities may be ended.

If private industry doesn't deliver, the chances for passage of a government long-range aid to housing bill such as is incorporated in the Taft-Wagner-Ellender proposal would seem to be much improved. There is little chance that the TWE bill can get past the House in the present session of Congress.

Either way this situation develops, it is going to take the better part of a year to work out. The house-hunting public may have to put up with inconveniences and shift for itself in the meantime. But if it can hold out long enough, something really constructive may be worked out. In the light of recent developments in Congress, there appears to be no other solution than to let present programs die.

IF Congress and the real estate and building lobbies had permitted the Veterans' Emergency Housing program to operate, the story today might be different.

If Congress had passed the Taft-Wagner-Ellender bill last year or earlier in the present session of Congress, the story might be different.

If Congress had approved President Truman's housing reorganization plan last year the story might be different.

If Congress should approve the President's new Reorganization Plan No. 3, sent to the Capitol on May 27, something still might be salvaged from the ruins. This plan would group the 13 existing government housing agencies under a new Housing and Home Finance Agency, with a new director to boss the works. But the House apparently wants no part of this scheme.

On top of all this negative action, the House Appropriation Committee's special report blasting the Federal Public Housing Authority as "a complete failure" puts all government housing programs under suspicion. The report is one of the most vicious criticisms ever made by a congressional committee against an executive agency. It charges waste, mismanagement, embezzlement, favoritism to labor unions.

THE new housing bill introduced by Congressman Jesse P. Wolcott of Michigan has already curbed much of the expediter's powers. The bill has been passed by both Senate and House in varying forms, and is now in conference. Final approval will come soon.

With all this wreckage of federal housing agencies strewn around, the only hope for any kind of government aid to housing will be to start on new foundations and build an entirely new co-ordinated program. Out of the chaos ahead the need may be seen for some really constructive law which will profit from past mistakes.

The present mess in which government housing agencies find themselves represents a complete victory for the housing industry. Real estate, building materials and builders' organizations wanted all government housing programs killed so as to restore the business to uncontrolled free enterprise. That's what they will soon have. But if they don't deliver more and cheaper housing within the next year, the situation may well be dynamite for the Republicans in 1948.

Joe Leasley Friday afternoon and spent the evening at the Emil Meisinger home.

Mrs. Henry Wright spent Wednesday in Lincoln.

Annual Bible school classes are being held at the Methodist church this week. With both Methodist and Christian churches taking part. They will present a program at the Methodist church Sunday morning at 10:30 A. M. Everyone is welcome.

Use Journal Want Ads

Rishels Return From Vacation
Mr. and Mrs. James B. Rishel have returned from Dayton, Ohio where they were the guests of their son, Burton, and Mrs. Rishel and the new grandson, Jimmie, Burton is an engineer with the Dayton Power and Light Company. Enroute home they visited at Chicago. Mr. Rishel then came on home while Mrs. Rishel stopped for a visit with Dr. and Mrs. Ellis Schlichtemeier at Peterson, Iowa. Mrs. Schlichtemeier is the former Louise Rishel.

NOTICE OF CHICKEN SUPPER ICE CREAM SOCIAL AND COMMUNITY SING

On The Lawn Of CHRIST LUTHERAN CHURCH On Plattsmouth-Louisville Road

Sunday Evening, July 27 Serving to Start at 6 o'clock

EVERYONE IS INVITED

HILL SOW and PIG MEAL

Gives Pigs A Chance to Make HOGS of Themselves

10 PROTEINS 7 VITAMINS 6 MINERALS plus OTHER PORK-MAKING NUTRIENTS

Plattsmouth Creamery "HOME OF CASCO BUTTER" 203 Main Street PHONE 94 Plattsmouth