

The Plattsmouth Journal

Published semi-weekly, Mondays and Thursdays, at 409-415 Main Street, Plattsmouth, Cass County, Nebraska. RONALD R. FURSE, Publisher; FRANK H. SMITH, Editor; BERNARD A. WOOD, Advertising Mgr.



SUBSCRIPTION RATE: \$3.50 per year in Cass and adjoining counties, \$4.00 per year elsewhere, in advance, by mail outside the city of Plattsmouth.

A THOUGHT FOR TODAY: It is great ability to be able to conceal one's ability. —La Rochefoucauld

EDITORIALS

THE LOWLY TRADING STAMP

We're glad that somebody finally found time to make inquiry into a certain practice that has long been a subject of controversy among many business executives and leaders in the field of advertising.

The lowly trading stamp, long an incentive for exclusive consumer patronage of certain stores, usually is employed by retail merchants as a protective measure designed to retain sales rather than to increase the over-all business volume.

This fact was brought out during a recent nationwide survey by Robert Gray, instructor in business administration at Hastings College, as part of his thesis requirements at Harvard University.

The survey, primarily intended to determine the effectiveness of stamps as an advertising medium, revealed that many dealers adopted a trading stamp plan merely because his competitor had done so.

Gray pointed out that the trading stamp idea grows during times of depression and stamp companies make a huge profit. He illustrated with the example of the Sperry Hutchinson Company which declared a 100 per cent dividend in 1932.

The survey bears out this writer's thoughts regarding the give away or premium idea incorporated in so many merchants plans of merchandising. We have long contended that a merchant, giving an honest value and dealing with the public fairly, will only inform the people effectively through newspaper, or other forms of advertising need not resort to premiums to do a bang-up business.

We remember too plainly the selling schemes of Georgie-Porgie and a few others that gave away everything but the family heirlooms, but corn flakes still out-sell them all.

FARM PRICE SUPPORT ASSURED

Final action by congress, accepting the free conference compromise on the farm bill, makes it certain that the farmers of the nation will continue to receive price supports based upon ninety per cent of parity.

This is well for the country, as well as for the farmer. In fact, the economic prosperity of the nation depends, to a large extent, upon the economic well-being of agriculture. If the farmers of the nation have no surplus cash to spend, the demand for manufactured goods dwindles. This lays off workers and slows down the circulation of cash which promotes business and makes profits possible.

In most discussions of the farm issue, emphasis is laid upon the fact that no reduction in farm support prices will mean no reduction in most food prices for consumers. Oddly enough, there is hardly ever a reference to the tariff which makes the consumer pay more for manufactured goods. Apparently overlooked is the connection between farm support prices and a high tariff wall. So long as a tariff protects manufacturers, forcing the farmers to buy products on an artificially-supported market, there should be a compensating arrangement to give the farmer a fair deal.

While we are most heartily behind full price supports for farm products, we do not lose sight of the fact that they are justified by the tariff policy of the United States. If the nation ever gets to the point of abolishing its tariff walls, then the time will be at hand to do something about parity price supports.

YUGOSLAVIA QUILTS

Yugoslavia, which for more than three years has supported the Soviet Union's

Furse's Fresh Flashes

We've just never been fast enough to keep up with our good intentions.

It's easy to call a spade a spade—until you stumble over one in the dark.

There would probably be more joint bank accounts if wives were a little less quick on the draw.

When you're young you do a lot of wishful thinking. As you get older you do a lot of thoughtful wishing.

Flipper Fanny, our dainty little contour twister, says she always falls in love at purse sight.

A member of Plattsmouth's sewing circle says there are more husbands darned at their meetings than socks.

Our wife is a most careful woman—she never loses more than one glove at a time.

Noticed an ad the other day offering a "Short Course in Accounting for Women." It's the first we knew there was any accounting for women.

Things would be a lot better if more folks felt at home at home.

A dog with poor teeth should use judgment when he growls.

DOWN MEMORY LANE

policy of attacking all colonial powers, recently deserted the Soviet bloc by refusing to support a blanket condemnation of administering authorities in United Nations trust areas.

The Yugoslavian delegate praised a Brazilian resolution on education in these regions as "a step forward," and when it was subsequently approved, the Soviet bloc shrunk to five. There were thirty-nine favorable votes.

20 YEARS AGO

Police Judge Charles Graves passed his 66th birthday anniversary Nov. 23rd. Mr. and Mrs. Will Oliver celebrated their golden wedding Nov. 21st. Mrs. D. O. Dwyer tried her first case in her own right before local court. L. L. Turpin resigned as court reporter after serving for a number of years; accepted position with Judge James Fitzgerald of Omaha court. D. C. Thornton, head of commercial department of high school, was selected to fill vacancy. Coldest weather of season was registered during the week with the mercury falling to 11 degrees above zero at 8 a. m. at the local Burlington station with chilling wind and snow.

TEN YEARS AGO

William B. Banning, one of the veteran legislators of the state and widely known leader in the Democratic circles, filed for member of the state legislature from the third district to succeed Fred Carsten. Herman Meisinger, manager of the elevator at Mynard, displayed an ear of yellow corn of the Iowa wealth hybrid variety from the Joe Pipal field which had an almost perfect outline of the map of Nebraska in red kernels in the midst of the yellow kernels. Mrs. F. W. Nolting was hostess to members of the Nolting family at her home which was featured by a turkey dinner. Congressman Heinke named John Benton Livingston of this city as third alternate to Annapolis.

The WASHINGTON MERRY-GO-ROUND

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DREW PEARSON SAYS: SEN. McCARRAN GIVES FRANCO SOME PUBLIC RELATIONS TIPS; MEDICAL BUREAUCRATS ARE THE COUNTRY'S UNSUNG HEROES; DOCTORS RISK THEIR LIVES IN RESEARCH ON COMMON DISEASES.

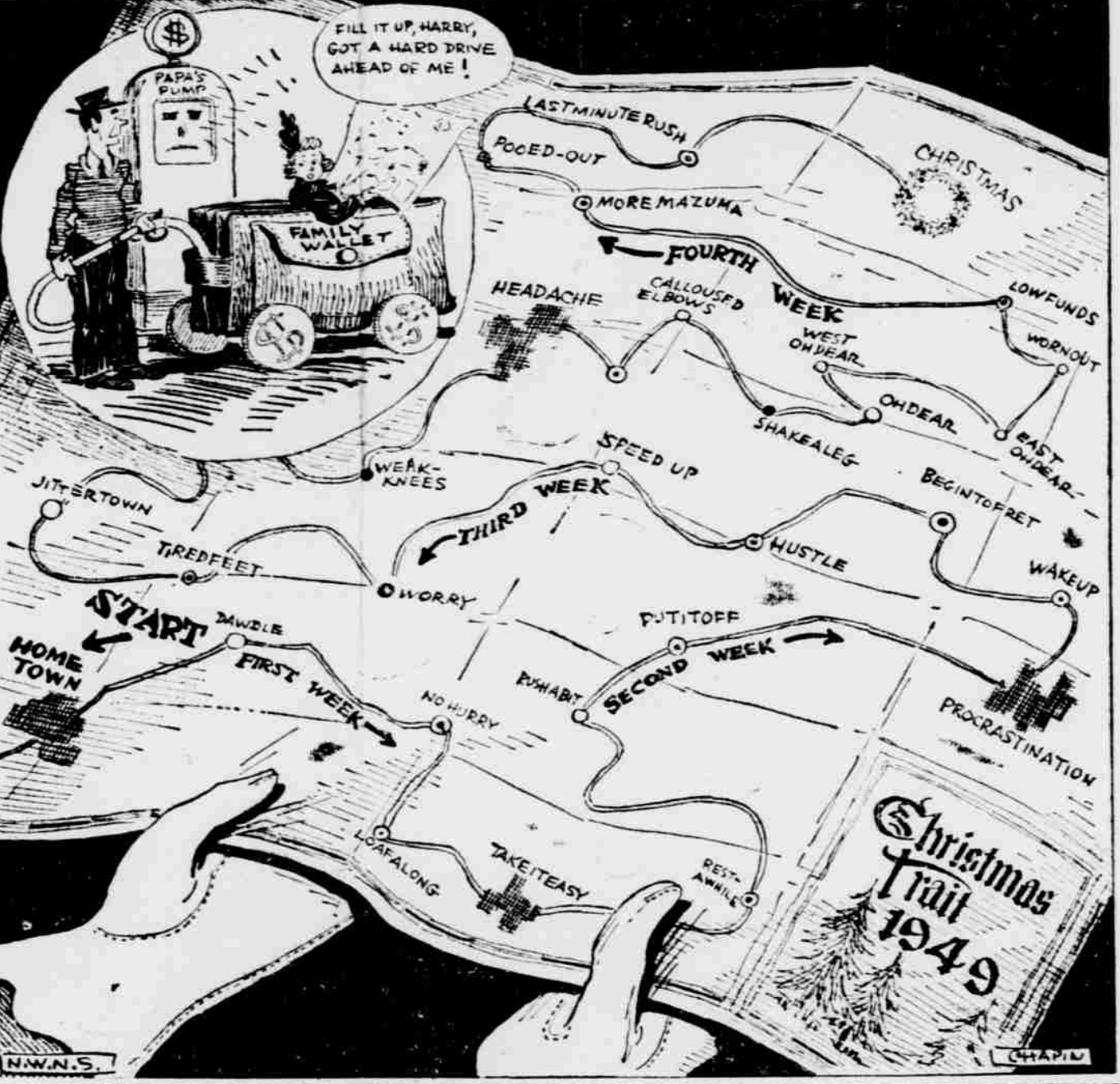
WASHINGTON.—Senator Pat McCarran of Nevada, No. 1 enemy of Europe's homeless refugees, has now set himself up as chief volunteer public relations counsel to Europe's No. 1 fascist dictator.

On his latest junket abroad, supposedly to "investigate the current refugee situation," McCarran gave Spain's Francisco Franco some shrewdly cynical advice on how to make friends and influence people. In the course of two lengthy interviews, the senator from Nevada assured his attentive host that "with a little smart handling at this end, Spain can be right back in the front parlor by this time next year."

McCarran happens to represent a state containing less than one-tenth of one per cent of the U. S. population, and most Nevadans are not the slightest bit interested in Franco. Nevertheless, McCarran did not hesitate to speak for all the American people.

"The overwhelming majority of the

HAPPY MOTORING



American people," he said, "are convinced that your country has been given a raw deal. It's just a question now of pouncing the point home and getting enough pressure put on enough congressmen to whip the state department pink."

A "healthy bloc of senators," McCarran added, are prepared to advocate, early in the next congressional session, that the United States sponsor Spain's admission to specialized agencies of the United Nations.

"They are also prepared to put the heat on a few of our European charity patients so that you can get invited into that western union club of theirs," McCarran said.

"However," McCarran warned Franco, "don't let your pride keep you from blowing your own horn, good and loud. You've got to keep telling everybody that Spain deserves a place on the anti-Communist team. Don't bother about anything else, or answer any other criticism; just keep hitting that one line, and you'll make the grade."

Francisco, whose background hasn't given him much experience in molding public opinion, must have been grateful for these tips. For less than a week later, Franco followed McCarran's suggestions closely in an exclusive interview with a U. S. correspondent.

Radio Madrid, on its short-wave broadcasts to the Americas has also begun to bear down heavily on "Spain's contributions to the struggle of western civilization against Russian Communist barbarism."

High point of these propaganda blarbs is the cryptic declaration: "If it hadn't been for Spain, England would now probably be the only free nation in western Europe."

Thousands of words have been rained upon the reading public about the inequities of bureaucrats. However, there are bureaucrats and bureaucrats and without some of them, the government couldn't function today.

For instance, a handful of medical bureaucrats are risking death and disease every day to safeguard the health of others. The door outside their bureau at Bethesda, Md., might be covered with quarantine signs, but one sign alone tells the story: "Infectious diseases."

Inside, doctors and assistants are exploring with microscopes and test tubes, seeking cures for everything—from polio to the common cold. At one time or other, nearly everyone on the staff has been bedridden with some disease; at least three have died during the past decade—victims of their own research.

For such risks, these doctors are paid a modest government salary, ranging from \$4,500 to \$10,000, though they could earn far more in private practice. They don't work for the glory either, since their discoveries are kept anonymous by the public health service. Yet their selfless research goes on.

The doctor in charge of polio research, for example, is Dr. Charles Armstrong who spent

eight months in bed and nearly died from typhemia, or rabbit fever, and also came down with dengue fever, parrot fever, Q fever and encephalitis on other assignments. He is now searching desperately for a serum that will prevent polio, is testing other diseases which might be given as an inoculation against polio. He has finally traced the coxsa virus, which causes a mild disease sometimes mistaken for polio, to sucking mice.

Another important research task force, under Dr. Leon Atlas, is exploring the common cold. He has already isolated the elusive virus which causes colds, has proven this by dropping the virus into the nostrils of volunteers from the District of Columbia jail. However, Dr. Atlas has also discovered there are many types of colds—caused by other viruses, allergies and mild diseases that do not go past the preliminary, stuffed-up-nose stage.

Dr. Atlas still hasn't discovered a serum or drug to prevent colds. In fact, he warns against using any drugs, including the antihistaminic drugs which have been ballyhooed in full-page ads as a cold cure.

"As yet," he cautions, "there are no adequate and convincing studies that demonstrate unequivocally that any drug or combination of drugs will prevent or influence the course, severity or duration of colds."

Two other researchers, Dr. Charles Shepard and Dr. Robert Huebner, have made encouraging progress in the fight against Q fever—and as usual, caught Q fever in the process. They traced this fever to the milk of infected dairy cows, particularly in the Los Angeles area. However, they still haven't located the actual virus that causes the disease.

Dr. Huebner also solved an epidemic of rickettsial pox that cropped up in a New York City apartment district. Huebner's experiments showed the disease was carried by house mice and transmitted by mites, so by cracking down on the mice, the epidemic was checked.

Doing field work in Texas, Dr. James Watt traced bacillary dysentery to flies and was able almost to eliminate it by fly control. Now he is continuing his experiments in another area near New Orleans.

Another disease, which means almost certain infection to anyone experimenting with it, is bangs disease or brucellosis. No one has suffered more from this disease than Dr. Alice Evans who did the pioneer research at the Bethesda laboratory. She has now retired, however, and turned the work over to Dr. Carl Larson.

All research in the laboratory is under the general supervision of Dr. Karl Habel, who has been bedridden with Q fever and encephalitis, but is now searching for a more potent rabies vaccine.

These doctors are just a few of the unsung bureaucrats who are giving the taxpayers their money's worth.

Note—To cut down the alarming disease and death rate, the public health service built a modern laboratory for these doctors in 1946. Inside the air is sucked away from the researchers, then heated to 450 degrees in order to kill all germs before being discharged into the atmosphere. In spite of such precautions, the doctors still catch the diseases they are studying.

New Law Aids Disabled Vets

A total of 13,675 Nebraska disabled veterans will receive increased benefits beginning Dec. 1 under a new federal law.

Ashley Westmorland, manager of the regional VA office here, said Thursday that increased benefits for all state veterans will total \$51,684 monthly.

Of the total veterans now receiving disability payments 11,299 served in World War II, 2,054 served during World War I and 322 are veterans of peacetime service.

The new disability compensation rate will be an 8.7 per cent across-the-board increase. For example, a veteran who has been rated 10 per cent disabled and is drawing a check for \$13.80 per month will be raised to \$15. Others with greater disabilities will receive proportionate increases. Thus, a 100 per cent disabled veteran will draw \$150 instead of the \$138 he now receives.

In addition, Westmorland said, the new law provides additional compensation for veterans with dependents if they are rated 30 per cent or more disabled. It also

THIS WEEK IN Washington

THE DEPARTMENT OF AGRICULTURE and the commodity credit corporation have been given authority by which they can use surplus agricultural crops for barter of commodities which are in short supply in this country.

Heretofore, when the department was forced to take over agricultural commodities, if sale was not made at support price, the department was forced to take a loss. Particularly was this true in handling perishable produce such as potatoes.

Under the Anderson-Gore farm law, passed by the 81st congress however, this provision is made: "In order to prevent the waste of food commodities acquired through price support operations which are found to be in danger of loss through deterioration or spoilage before they can be disposed of in normal domestic channels without impairment of the price support program, the secretary of agriculture and the commodity credit corporation are authorized, upon application by the munitions board or any other federal agency and on such terms and under such regulation as may be deemed in the public interest, to make such commodities available to any such agency for use in making payment for the commodities not purchased in the United States."

And the extension of the charter of the CCC, giving it more authority to provide storage space also gives it authority to acquire strategic and critical materials in exchange for agricultural commodities to be "transferred to the stockpile provided by the strategic and critical materials stockpiling act."

Already there is action underway to exchange a million tons of U. S. surplus wheat for \$50 million dollars worth of manganese from India. A committee representing the munitions board, the CCC, and the federal bureau of supply is investigating such a swap at the insistence of the Indian government.

In the meantime, Ralph T. Trigg, president of the CCC, issued a report on CCC investments as of July 31, 1949, indicating that as of that date the CCC, has \$2,450,000,000 invested in the price support program. Of this total, loans outstanding total \$1,400,000,000, while inventories

acquired under loan purchase agreement and direct purchase operations represent an investment of \$1,050,000,000. The net realized loss on the fiscal year ending June 30, 1949 was \$234,000,000, according to the report.

Bulk of the price support operations are accounted for in four commodities — cotton: 3,818,657 bales, \$600,369,077; corn: 345,315,168 bushels, \$477,425,214; tobacco: 343,908,248 pounds, \$132,869,322; wheat: 78,380,294 bushels, \$151,024,081; other crops: \$37,734,822.

Several measures important to agriculture, but less dramatic than the master farm program, included passage of the rural telephone bill which permits 2 1/2 government loans for expansion and improvement of rural telephone service; fifty per cent increase in the number of counties in which federal crops insurance is authorized; appropriation direct from the treasury of \$63,500,000 to finance school lunch programs; a new measure applying to cotton acreage and marketing quotas, setting the quota referendum at not later than December 15, the national marketing quota at not less than the smaller of 10 million bales, or one million bales less than the domestic consumption and export of cotton in the preceding marketing year, and fixing the national acreage allotment for 1950 at not less than 21 million acres; the national wheat agreement, providing for annual export of 160 million bushels of wheat with a ceiling price of \$1.80 and a floor price in world markets ranging from \$1.50 the first year, to \$1.20 the second year; and a measure implementing the international wheat agreement which allows the C. C. C. to take the necessary loss on wheat exported under the agreement.

Published government reports indicate that business profits are down about 25 per cent the first half of this year compared to 1948. The new council of American business says this is not a true reflection, that profit decrease is only about 10 per cent after taxes, because of the effect of changes in the valuations of inventories taken on a rising market.

But even in terms of the 25 per cent drop, profits in 1949 stand up, for only in 1947 and 1948 were profits higher than today.

establishes a revised method of rating the compensation claims of veterans with arrested tuberculosis and increases the death compensation to wartime widows with one or more children.

It was once believed that the king's touch could cure certain forms of tuberculosis, according to the Encyclopedia Britannica.

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Crossword Puzzle

Grid for crossword puzzle with numbers 1-72.

Grid for crossword puzzle with numbers 1-10.

ANSWERS: 1. Betty Boop was (a) a character in a Jane Austen novel, (b) a movie-cartoon character, (c) a newspaper comic strip character, (d) a burlesque dancer.

ANSWERS: 1. (b) A movie cartoon character. 2. (c) A skill used in Chinese river traffic. 3. (a) Sinbad the Sailor. 4. (b) Alaska. 5. (c) Innisfree.

ANSWER to LAST WEEK'S Puzzle: POSM FIR BELL DOM IVA ALOE COATED MERRAG ABSEN COFFES NEON DONS YVE SEVEN BOO AD PEP NA CO GAMES RUB CRIVE STEAL RIBBY SPAREE BSBY OAK LEAN EASY WRY ESNE

YOUR brain budget

1. Betty Boop was (a) a character in a Jane Austen novel, (b) a movie-cartoon character, (c) a newspaper comic strip character, (d) a burlesque dancer. 2. A sampan is (a) a sedan chair carried by two bearers, (b) a dance native to Ceylon, (c) a skill used in Chinese river traffic, (d) a Mexican corn dish. 3. A rec was ridden by (a) Sinbad the Sailor, (b) Marco Polo, (c) Balam, (d) Eddie Arcaro. 4. Will Rogers met death in (a) North Dakota, (b) Alaska, (c) Canada, (d) Greenland. 5. The place indicated in "I will arise and go now, and go to . . ." is (a) Kingdom Come, (b) perdition, (c) Innisfree, (d) Middlesex.