

### Ad Club Sets Dates For Back To School Sale

Members of the Plattsmouth Business Men's Ad Club are looking ahead to next month's promotion, although the July "Harvest Days" are still before them.

Meeting at Hotel Plattsmouth Tuesday noon, the group set August 14-18 for their annual "Back to School" promotion. It is one that mom and dad, as well as the kids, look forward to every year.

The date was set early to permit participating merchants to order special merchandise for the sale. The group also learned that 389 cars used the bridge during the past two weeks.

### Forced Unheated Hay Drying Pays

Hay drying with forced unheated air or barn curing of hay pays off in quality, more leaves and higher protein content, according to an account of U. S. Department of Agriculture experiments received at the University of Nebraska.

Here are some of the data taken on 1,000 pounds of hay in comparing it with another 1,000 pounds which was field cured:

There was 43.6 per cent of the leaves retained in the barn cured hay and 34.7 per cent in the field cured. That meant 137 pounds of leaves lost in the field cured hay.

There was 18.1 per cent protein in the barn cured hay as compared with the 15 per cent in the field cured hay. That means there were 181 pounds of protein in the half-ton of barn cured hay and only 129 pounds of protein in the field cured alfalfa.

Research Engineer G. M. Peterson of the University of Nebraska figured on the basis of the USDA figures a farmer would lose one-seventh of his hay out of every ton by field curing, plus the additional feeding value he would get if the hay were barn cured.

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### Engineers To Seek Bids On Big Muddy

The Corps of Engineers will open bids in Omaha July 24 on a large dike and re-vent project, located south of Plattsmouth about 15 miles.

The work will consist of constructing, strengthening and replacing an estimated 6,650 linear feet of standard and rockfill dikes and re-ventments in or adjacent to the Missouri river.

The work is located in Fremont and Mills counties, Iowa, and Cass and Otoe counties, Nebraska.

### Ronnie Schneider Plans Excursion In New Mexico

Ronald Schneider, Plattsmouth Eagle Scout, and son of Mr. and Mrs. Carl J. Schneider, will leave next Monday, July 16, for a 13-day trip with Explorer Scouts in New Mexico.

Twenty-eight Scouts, under the leadership of Field Executive Donald Davison will make the excursion from July 17 to July 30.

Starting at Ponk Base Camp at the Philmont Scout Ranch near Cimmaron, New Mexico, the group will take a trip through the most colorful part of the huge 123,000 acre ranch. It will include hiking trips, pack sacking, horseback trips, burro packing, trailcraft, gold panning, fishing for trout in the mountain streams, and even snowball fights.

The twenty-eight Scouts will leave Lincoln by bus July 16 for the New Mexico camp.

Other Scouts in the expedition are from Nebraska City, McCook, Lincoln, Curtis and Aurora.

### Ship Hogs And Cattle To Omaha Market Last Week

Cass county shippers with high-selling livestock at the Omaha market last week included John Jochim with 22 hogs weighing 863 that topped at \$36. Fred Schick had 25 hogs weighing 221 that topped at \$22.85 and Raymond Rippe had 25 hogs weighing 219 that sold at \$22.50.

Also shipping to Omaha last week was R. E. Gansemer with 10 hogs weighing 231 that sold at \$22.50.

### Alcoholism Is Curable Clinic Says

By EDWARD J. DOLAN  
United Press Staff  
Correspondent  
SACRAMENTO, Cal., (UP) —

The California state department of mental hygiene may have a "partial answer" to chronic alcoholism in the conditioned reflex treatment, Dr. Lawrence Kolb, medical deputy director of the department, believes.

Dr. Kolb said that since the start of the treatment at the state's hospital at Mendocino five months ago, 83 patients have been treated and released on leave of absence. Of the group only six have returned because they "fell off the wagon."

The treatment has been in use too short a time to be sure of its success, Dr. Kolb said, but "we are sure it is not a complete cure for alcoholism."

**Reflex Built Up**

He described the process of an "unconditioning treatment." He explained that alcoholics have built up a condition within themselves such that they find it almost impossible to resist alcohol. The conditioned reflex treatment combats that condition by in turn building up in the patient a "strong reflex" for alcoholic liquors.

**Medical Voluntary**

The medical director said the treatment consists of making drinking disagreeable by giving the patient a substance that will make him sick when he does drink. He is then given considerable quantities of liquor of all types to drink with occasional drinks of water. In spite of vomiting, he is kept at the drinking for approximately a half hour at a time for four or five consecutive days.

Dr. Kolb said that during such half-hour treatments, the patients consume "several gallons" of liquid, none of which stays in their bodies. He pointed out the process is unpleasant and very strenuous. After several days they develop a "strong reflex" to liquor and the idea of liquor.

After finishing the "reconditioning" process and other physiotherapy treatments, they are released if thought to be sufficiently cured. However, they are asked to "refortify" themselves by coming back after a few months to take a single treatment.

Social workers keep track of the released patients to see if they continue to make progress or revert to alcoholism. Dr. Kolb stressed the point that the treatment is not forced on anyone and is given to only those found to be physically capable. He said it is not considered beneficial to alcoholic-insane people and is not given to them.

He also pointed out that it is possible for all alcoholics to have a relapse, but it is "hoped" that this treatment will reduce the number that do "fall off the wagon." The six who returned for treatment after resuming drinking represent a considerable reduction in the number that normally returned before the use of the conditioned reflex-treatment, Kolb said.

### Council Approves Parking Meters For Installation Here

(Continued from Page 1) and 4th, 5th and sixth streets. In his motion for the Dual automatic meter, Hirz included a clause for a one-year trial.

According to Harry Heath, representative of the Dual meter company, who appeared before the council two weeks ago, the company will install the meters for a trial period at no cost to the city. At the same time, the company and the city will split the revenue during the period.

He also told councilmen that the company's share of the revenue will be applied to the cost of the meters, in event the council votes to buy meters. If the meters are purchased, payment will be made in the same manner until paid for.

In selecting the Dual meter, councilmen voted for the most expensive one exhibited in the council chamber since the parking meter problem came up several months ago. The price as quoted by Mr. Heath two weeks ago was \$78. A unanimous vote was cast for Dual.

But in selecting Dual, councilmen did not look so much at the price, as at the workmanship and the timing mechanism. It was the opinion of the council, and Mayor Woster, that Dual makes the best automatic meter displayed here.

Even before they voted for the meters, Councilmen again saw a demonstration of another type meter. W. R. White, representative of the Mark Time Meter Company exhibited a mechanical meter to the group. G. B. Goldsberry, Park-O-Meter salesman, was also present at the session.

**Taller Corn Attracts Borer**

Farmers with taller corn than their neighbors have been warned by University of Nebraska entomologists to keep a weather eye open because of the corn borer's love for bigger corn.

Dr. Harold J. Ball said the taller corn will be acting as a trap crop for the European corn borer moths now laying. The borers seem attracted to corn when it is 35 inches tall or more and ignore the smaller plants.

Egg hatching of the borers has started in some areas on a small scale—mostly in the eastern part of the state.

Powdered  
**SUGAR**  
2-Lbs. for  
**25c**

# HARVEST Festival

## IGA 2nd Big Week of Extra SAVINGS for you! CANNED FOODS FIESTA



- STOKELY'S PURE ORANGE JUICE** 46-oz. Can 32c  
**STOKELY'S ORANGE-GRAPEFRUIT BLENDED JUICE** 46-oz. Can 29c  
**IGA PINK GRAPEFRUIT Juice** 46-oz. Can 25c  
**STRAINED OR CHOPPED Gerber's Foods** 3 Cans 27c  
**IGA SPICED LUNCH MEAT** 12-oz. Can 49c  
**IGA VIENNA STYLE SAUSAGE** 4-oz. Can 21c  
**IGA READY-GRADED TUNA FISH** Per Can 28c  
**CHICKEN NOODLE and OTHER CAMPBELL SOUPS** No. 1 Can 17c  
**DEL MONTE TASTY Tomato Catsup** 11-oz. Eot. 23c  
**DOG HOUSE CANNED DOG FOOD** 1-lb. Can 9c

- DEL MONTE SLICED PINEAPPLE** No. 2 Can 32c  
**IGA WHOLE GRAIN GOLDEN CORN** 3 No. 303 Cans 53c  
**VAN CAMP'S PORK & BEANS** 4 1-lb. Cans 49c  
**DEL MONTE PEACHES** No. 2 1/2 Can 34c  
**FRANCO-AMERICAN SPAGHETTI** No. 1 Can 14c  
**HOMOGENIZED IGA MILK** 3 Tall Cans 39c

**HOW YOU CAN SAVE ON COFFEE**  
 BUY IGA DELUXE COFFEE IN THE VACUUM TIN. IT PROVIDES YOU WITH EIGHT TO TEN MORE CUPS PER POUND, THEREBY COSTING LESS BOTH ON THE PRICE AND AMOUNT USED IN YOUR OWN COFFEE MAKER.

**BUY IT EVERY POUND GUARANTEED TRY IT EVERY DAY THIRTY HOUSEWIVES ARE CHANGING TO IGA DELUXE COFFEE 1lb. Tin 85c**



- Musselman's Pure APPLE SAUCE** No. 303 Can 16c  
**IGA Tender, Early JUNE PEAS** No. 1 Can 13c  
**Stokely's Finest TOMATO JUICE** 46-Oz. Can 30c  
**Chef Boy-Ar-Dee SPAGHETTI DINNER** Pkg. 41c  
**Armour Star CORN BEEF HASH** 1-Lb. Can 42c

**FEATURE OF THE WEEK!**  
**IGA Gold Tost CEREALS**  
 Corn Flakes 15-oz. Pkg. 19c  
 Variety Pkg. Per Ctn. 27c

- STOKELY'S PEARS** No. 2 1/2 Can 43c  
**SPICED SEEDLESS GRAPES** Tall Can 21c  
**IGA BRAND KRAUT** No. 303 Can 10c  
**IGA CREAM STYLE WHITE CORN** No. 303 Can 17c  
**IGA GREENIES PEAS** No. 303 Can 19c

## QUALITY MEATS AND FRUITS AND VEGETABLES

- SPECIAL GROUND BEEF AND PORK**  
**SPECIAL** LB. 55c  
**U. S. CHOICE CORN FED BEEF STEAK** 7th & 8th RIB LB. 69c  
**PORK LOIN END ROAST** LB. 39c  
**U. S. CHOICE CORN FED SHOULDER POT ROAST** LB. 65c  
**HOME MADE PURE PORK SAUSAGE** LB. 35c  
**ARN'S HOME MADE HAM SALAD** LB. 49c

- SANTA ROSA RED PLUMS** 2 LBS. 35c  
**FRESH "WHITE" SEEDLESS GRAPES** LB. 31c  
**TRANSPARENT—FINE COOKING NEW APPLES** 3 LBS. 29c  
**FRESH, JUICY SUNKIST LEMONS** LB. 15c  
**VALENCIA—252 SIZE SUNKIST ORANGES** LB. 9c  
**RED, RIPE TOMATOES** CTN. 19c

- Fresh Dressed and Drawn FRYING CHICKENS**  
 Cut Up or Whole
- |   |                                      |                                    |                           |   |   |
|---|--------------------------------------|------------------------------------|---------------------------|---|---|
| Sunshine<br>Graham Crackers<br>1-Lb. Pkg. 30c | Miola<br>Margarine<br>1-Lb. Ctn. 27c | IGA<br>Soap Grains<br>Lge. Box 25c | KELLOGG'S PEP<br>Pkg. 16c | IGA Light 'N Fluffy CAKE FLOUR<br>Lge. Pkg. 30c | DOESKIN FACIAL TISSUES<br>400 Count 69c |
|---|--------------------------------------|------------------------------------|---------------------------|---|---|

- Charmin  
**PAPER TOWELS**  
Per Roll 19c
- Shurfine  
Whole Green Vertical Pack Blue Lake  
**GREEN BEANS**  
No. 2 Can 26c
- Shurfine  
Pure Vegetable  
**SHORTENING**  
3-Lb. Can 95c
- Blue Barrel  
**SOAP**  
The One Pound Bar, that goes Twice as far 10c EACH  
Limit 4 Bars
- Kraft's  
Velveeta  
**CHEESE**  
2-Lb. Box 79c
- IGA  
**PURE COCOA**  
8-Oz. Can 19c
- Tuna Time  
Albacore  
**TUNA FLAKES**  
6-Oz. Can 24c

**5 QUARTS**  
 IGA TOMATO JUICE  
 4 for \$1.00

IGA  
TOMATO JUICE  
46-Oz. Can  
4 for \$1.00

Frostee  
**ICE CREAM MIX**  
2 Pkgs. 25c

PLENTY OF  
**FREE PARKING**  
ON  
LOT IN BACK  
OF STORE

# HARVEST Festival SALE!

**SAFER! SPEEDIER!**  
**20 QUART "LADY HELEN" Cold Pack Canners**

Regular Low Price 2.29  
**SALE PRICE 1.79**

Popular 20-quart size of blue porcelain on steel. Metal Safe-Lift rack holds seven 1-qt. jars. Extra depth of this canner assures the correct water level.

<b>Step-On Cans</b> 1.39	<b>Foley Mills</b> 2.19	<b>16-Qt. Kettles</b> 1.69
<b>"Fire Kings" Cups</b> 7c	<b>Galvanized Pails</b> Reg. 89c 65c	<b>Kitchen Scales</b> 3.95

**ALWAYS BETTER BUYS AT**  
**Gambles**  
 HERB FREEBURG, Owner  
 Plattsmouth, Nebraska

# Black and White

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