

Retailers Plan Three-Day Tourist Courtesy School

Thirteen billions of dollars are spent annually by American tourists, making tourism the third largest industry in the country. What are we doing to get our share of these tourist dollars, John Soennichsen, head of the Plattsmouth Chamber of Commerce Retail Division, announced today that his division would sponsor a tourist courtesy school May 21, 22, 23, to answer the above question.

In Soennichsen's announcement, he said, "Courtesy in business is not measured by the size of the show window or advertising in the paper but rather by the manner in which the customer is treated. Likewise, tourist courtesy is not a matter of printed folders or highway signs, but a friendly manner of treating the traveling public."

The purpose of this course is: (1) to make people conscious of the need for a more friendly attitude toward tourists and (2) to develop a plan of practicing courtesy.

The course is designed for those who meet the traveling public face to face; i. e., filling station attendants, restaurant and luncheonette, hotel, motel and tourist court, garage, gift shop, drug store and all other retail store personnel.

Soennichsen said, "There is no mysterious trick to attracting tourist trade. Most travelers appreciate the courtesy extended them by waitresses, service station attendants, tourist court employees, hotel employees, traffic officers, and others who come in contact with the tourists. We do not need a gun to stop a tourist."

"People like prompt and courteous service. In addition to giving service and information they ask for, we can go one step further and tell them about our town."

The Retail Division head pointed out, "The reason most towns do not attract more tourists is that they do not make an effort. The typical situation is that you feed them, fill 'em up with gas, and actually push them along to the next town or next state."

The school will be conducted by leaders in the tourist business and persons fully aware of what we have in this area that is of interest to the tourist. The school will be held in the library basement at 7:30 each evening.

Pvt. Sell Now In Germany

Pvt. James R. Sell is stationed at Frankfurt, Germany, his mother, Mrs. John Fitch, learned recently in a letter from her son. He left the states a short time ago for overseas.

Pvt. Sell's address is Pvt. James Sell VS 55207562, Co. H, 18th Infantry Regiment, APO 1, New York, New York.

Ernest Weller, who is engaged at the Minor Pontiac garage, is departing Friday on a vacation trip to the west part of the state. He will visit at Scottsbluff and enjoy the fishing in that locality.

Grocery Store Plans Quiz Show

A quiz program will be conducted at Ruback Super Stores here on Saturday, May 10. Howard Ruback announced today. The quiz show will pertain to questions on groceries.

On hand to conduct the quiz program will be "Mr. Quiz" who will hold the programs throughout the day. Free groceries will be given by the store to persons correctly answering questions. Many other prizes are also being offered.

The show will be held Saturday only.

Journal Want Ads Pay!

Bridge Destroyed In 1950 Flood To Be Replaced

The reconstruction of about a mile of Highway Nebraska No. 50 in and near Weeping Water, including a bridge over Weeping Water Creek, will be one of the projects on which contractors will be asked to bid at a Department of Roads and Irrigation letting May 22nd. State Engineer Harold L. Aitken announced details of the proposed construction Thursday.

A bridge over the creek was destroyed in the May, 1950 flood and only a crossing for pedestrians has been at that site since. Traffic on No. 50 has been, and will continue, detouring west of town until the new bridge is completed.

The project, which is 3 of a mile long, will extend south from the railroad tracks. On East Street, which is No. 50, new concrete paving will be placed between the railroad tracks and M Street. The highway is now paved between M and O Streets, but the O Street intersection is to be paved as a part of the proposed work.

The new bridge will be a three-span concrete rigid frame structure, 140 feet long with a concrete floor, 26 feet wide. In order to secure the materials more rapidly, the highway department ordered the piling for the bridge as soon as the plans were complete. Contractors will bid upon furnishing all other materials and erecting the structure. The creek channel is to be made straighter, wider and deeper.

One concrete box culvert, 11 metal culverts, three curb inlets and 7 driveway pipes are to be installed to provide proper drainage. One existing box culvert and three pipe culverts now beneath the road will be extended. A new concrete box culvert 6 feet wide, 6 feet high and extending 70 feet across the roadway will be under both the street and the new sidewalk to be built.

A Classified Ad in The Journal costs as little as 35c.



WATER GOES PIGGY-BACK—With a bulging pigskin on his back, an Arab water vendor leaves the Mosque of Omar in Jerusalem to sell his precious cargo to housewives living outside the walls of the old city. The ancient mosque, where Mohammed is said to have started on his trip to heaven, harbors the only drinking-water well within the wall.

Final Completion Of Masonic Home Building Fund Told

Formal announcement of the completion of a \$230,000 fund for the Masonic Home at Plattsmouth was made by the Scottish Rite Educational Board and Masonic educational and welfare units at the annual business meeting held at Lincoln last week.

The fund, named for William Pieper, who granted the first \$100,000 providing it be matched, will be applied to expanding facilities at the home here.

Meanwhile plans are underway for dedicating new structures now nearly complete.

It is well to remember that in the pursuit of happiness rapid transit is not absolutely necessary.

Monday Marks Opening Of First Aid Class Here

Monday marks the opening of another class in first aid, under the sponsorship of the American Red Cross chapter. The classes will be held at the courthouse at seven o'clock with Kenneth Dunlap, assisted by Miss Lucille Melsinger, instructors.

Part of the Red Cross's program is to have one person with a first aid certificate in every family, the classes are open to any adult. Standard certificates will be awarded to persons successfully completing the course.

The prewar booze was more enjoyable for two reasons — it was older and you were younger.

Journal Want Ads Pay!

Weeping Water

(Oral E. Wallick)

Miss Mona Patterson drove to Lincoln Saturday with three ladies accompanying her, Miss Fern Dougherty, Miss Virginia Philpot and Miss JoAnn Meyer. The latter has secured summer work with the Lincoln Telephone and Telegraph Company in Lincoln.

Sunday afternoon Mr. and Mrs. Eugene Day drove to Nebraska City where they were guests of Mr. and Mrs. R. Kimmell of the Kimmell Orchard Company.

Jack Philpot has purchased the lot across the street south from the Ralph Keckler south-side residence where he expects to build a ranch type house in the near future.

Mr. and Mrs. John Sterling arrived here Monday afternoon for a visit with his parents, Mr. and Mrs. J. Alton Sterling and family. John, a navy man, has just returned from duty in the Korean sector and docked with the U. S. S. Antietam in Alameda, Calif. Mrs. Sterling is the former Joy Ann Lenker, daughter of Mrs. W. D. Lenker.

Seniors Have Sneak Day At Omaha

Members of the senior class took off with their sponsor, Mrs. Kenneth Kebler, for their annual Sneak Day observance last Friday. They made the trip by chartered bus, going to Omaha where they visited and toured many points of civic interest.

Upon their return home some of the seniors were somewhat dismayed to discover their cars were gone from their usual parking places. This was done in retaliation for the disturbances of the remaining students belongings and school equipment, which was all piled in the main hall upstairs and had to be sorted and put back before school and classes could be in session. Supt. R. C. Porter also accompanied the group on their day off.

Miss Noeline Fleke made a business trip to Lincoln with Mrs. Robert H. Schumaker substituting in the third grade room.

Boy Has First American Birthday

Eric Sander celebrated his first United States birthday at school Tuesday afternoon when his teacher, Miss Kathryn Ellis and his classmates planned a party for him. Mrs. John C. Pryor, who has been assisting with the German speaking lad's reading class, sent cupcakes and ice cream bars for the enjoyment of all. Eric received many nice gifts from all.

Sophs, Freshmen Have Picnics

Members of the sophomore class with their class sponsor, Coach P. H. Hinds, and Mrs. Hinds drove to Omaha Monday evening for their annual class picnic supper which they enjoyed at Elmwood Park. The picnic party was next on the evening's roster for entertainment. Freshmen left Tuesday afternoon for Lincoln with their sponsor, Miss Ellen Monfross, and a picnic supper in Pioneer Park. Mrs. Walter Lühring, Mr. and Mrs. Merrill B. Nannen, Miss Joan Sheehan, Robert Schumaker and Robert Jameson provided transportation for the group. The freshmen also enjoyed a showing at a Lincoln theater.

Seniors Present Class Play To Capacity Crowds

The senior class presented "Our Hearts Were Young and Gay" last Friday and Saturday evenings. Marv Domingo provided much in the way of laughter, aided and abetted by her co-lead, Virginia Philpot. Janet Christensen, cast as the mother, played her role exceptionally well. Al Bickford as the father, repeated his success as a play member from his junior year. Dorothy Ann Kunkel presented a very good imitation of a French lady. All members of the cast shared in the successful presentation and were deeply grateful for the splendid coaching given them by Mrs. Kenneth Kebler. Others cast in the play were Ianny Ludwig, Terry Bickford, John Everett, Charlotte Slacey, Jim Garrison, Mary Sheehan, JoAnn Meyer, Edwin Sterling, Marjorie Kirchhoff, Wilmer Hermann and Orville Meyer. Further enjoyment was furnished between acts by Ricky Applegate who played two correct solos. One without the aid of accompaniment and the second with his mother, Mrs. Eunice Applegate at the piano. Mary Domingo and Dorothy Ann Kunkel were featured in a duet. Other class members who contributed to the success of the play were Ruth Wannemaker, Don Crabb, Wilbur Melsinger, Jo Ann Meyer, Leonard Graham, Marvin Friesel and Nancy Behrens. Mrs. Kebler was presented a pen and pencil set in token of appreciation of the senior class.

Taylor Services To Be Held Friday

Funeral services will be held this Friday, May 9th, in Kansas City for W. P. Taylor, father of Arthur Taylor, who died at his home in Lakeside, Calif., Thursday, May 1st. Mr. Taylor is a former resident of Cedar Creek. His son, Arthur, and another son, Lester Taylor of Juaneta, Nebr., will leave for Kansas City for the services there.

Realty Transfers

Donald L. Welmer & Stella to Eldon Pingree, WD 4-11-52, W 100 L. 736 & 737, Louisville, \$700. Chloe G. Hurlbut & Frank W. to Vernon Stewart & Gertrude, WD 4-10-52, L. 21 West Greenwood & L. 17 & 18, Jones Add. Greenwood, \$325.00.

Emil Kubick & Evelyn to William O. Harrel & Linda V., WD 3-14-52, L. 3 & 4, B. 33, Elmwood, \$1.00.

Richard W. Dill & Nora to Richard E. TenHulzen & Florence, WD 2-9-52, L. 8, B. 7, Races Add. Weeping Water, \$4-750.00.

Mary A. H. Farley & George L. to Mary A. H. Farley & Helen L. & Edith M., WD 4-16-52, L. 6, B. 61, Plattsmouth, \$1.00.

Bonnie M. Van Every & William K. to F. M. Hunt & Frances M., WD 3-31-52, W. 50 L. 8, B. 5, Fleming & Races Add. Weeping Water, \$3,000.00.

Oliver A. Schiber & Minnie Rieke to George H. Rieke & Leora Mae, WD 4-8-46, NE 1/4-NE 1/4, 2-10-13, \$7,000.00.

Harvey W. Backmeyer & Anna T. to Harvey W. Backmeyer, WD 4-14-52, W 1/2 NW 1/4 & N 1/2 SW 1/4, 13 & SW 1/4 SW 1/4, 7-10-10, \$1.00.

Robt. E. Sedlak & Mae C. to Charles Land & Dorothy, WD 4-19-52, L. 3, Oakmont, \$10,000.00.

Charles Rosenow et al to Thomas Taylor, QCD 3-8-50, W. L. 25, NW 1/4 SW 1/4, 10-10-10, \$1.00.

City of Plattsmouth to Carl A. Johnson & Hanna V., QCD 4-25-44, W 1/2 L. 1 to 4, B. 3, Stadelman's Add. Plattsmouth, \$25.00.

Alvin O. Nierste & Helen to James F. Begley Tr., WD 4-21-52, L. 5, B. 33, Plattsmouth, \$1.00.

Paul Richter & Doris to Paul Richter & Doris, WD 4-16-52, L. 3, SE 1/4 SW 1/4, 14-11-13, \$1.00.

Paul Richter & Doris to Paul Richter & Doris, WD 4-16-52, Ls. 1 to 6 & 10 to 21, B. 7, Latta 1st Add. Murray, Ls. 3 to 17, B. 8, \$1.00.

Louis Naeve & Loretta to Maurice N. Martinson & Arlene Betty, WD 4-19-52, S. 22 N. 93 L. 7, B. 35, Plattsmouth, \$3,500.00.

Three Receive Master Mason Degrees Recently

Master degrees were conferred on three last week by Plattsmouth Lodge No. 6, A. F. & A. M. at the Masonic Hall.

Degrees were conferred upon Col. Harold Woodruff, Troy Cotner and Otto Siemers by John Beckman, Henry Nolte and Marion Reed.

Two more Master Mason degrees will be conferred by the lodge tonight.

A satisfied customer is your best advertisement — after you have advertised for the customer.

CHOICE Meats

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It Costs No More To Trade At

MEYERS GROCERY

333 Main St. Phone 6131

Open Evenings Until 9:30

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GIFTS For The GRADUATE

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LUGGAGE

A quality choice in leathers or designs.

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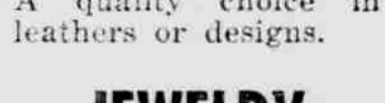
Tie and Stud Sets, Clasps, Chains and Initialed pieces.

BILLFOLDS

Nice selection of wallets in fine grained leather. Wide price range. Initialed in gold free.

STRAW HATS

Just what he wants in stock.



SLACKS

Finest choice ever in worsteds, rayons and combinations.

SPORT SHIRTS

Gayest array in town - quality cut to fit - they please.

PAJAMAS

Always a welcome gift - good choice.



DRESS SHIRTS

Well known names including Arrow. Color-stripes & plain.



SMITH'S MENS WEAR

Plattsmouth, Nebr.

Gifts That Say "HAPPY MOTHER'S DAY"

LIQUINET
THE LIQUID HAIR NET
Keeps Hair Soft, Manageable, In Place
\$1.75 Plus Tax

HANDSOME HAIR BRUSH
LUCITE HANDLE
98c

PACQUINS
EXCITING NEW BEAUTY LOTION
SILK N' SATIN
49c

Suave
KEEPS YOUR HAIR PERFECTLY IN PLACE!
50c

STATIONERY
IN LOVELY GIFT BOXES
\$1.25

SUNDAY MAY 11TH

Sunday is Mother's Day. Make it all the happier for your Mom with a gift chosen from our distinctive array of pretty and practical presents to please and pamper her love of nice things. We've ever so many such gifts — economically priced, but rich in the beauty and loving thought that make her Mother's Day dreams come true. Make your selection today. We'll gift wrap it for you without extra charge.

Gifts For Mother

Parker Pen Sets, up from	5.75
Leather Billfolds, up from	3.00
Fancy Compacts	98c to 5.00
Purse Lotion Dispenser, each	1.00
Musical Powder Boxes, from	3.65
Midnite Powder Lotion, large size	2.00
World of Beauty Lotion	1.10
Coty's Muguet Toilet Water & Atomizer	2.50
Coty's Assorted Dusting Powders	1.50
Evening in Paris Cologne and Stick Cologne, both for	1.00
Midnight Blue Ice Stick Cologne	1.25
Prince Matchabelli Perfume Corsage	2.00 to 3.50
Assorted Powdered Sachets	1.00 to 3.50
Comb and Brush Sets	3.50 to 30.00

S & H GREEN STAMPS WITH ALL PURCHASES

GIVE MOTHER THE FINEST!

Russell Stover CANDIES

CHOCOLATES SHE LOVES

Choose her favorite assortment... all cream centers, nut, crisp and chewy centers or Home Fashioned Favorites... **\$1.25** POUND

ESPECIALLY FOR MOTHER

\$2.85
2 LBS.

A gift package of embossed pink foil... tied with a pink satin bow. The fan shaped card is just for Mother.

Exclusively ours...

Toilet Soap, Fancy	49c to 2.00
Three of Hearts Cologne	1.75
Midnight Bubble Bath	1.50
Floralette or Kitty-Kat Notes	59c

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