

EDITORIALS

MAKING OF A GOOD TOWN

What does it take to make a good town? Many people will agree good churches. Some people will say good schools. Others will say active business men. Others will say a prosperous industry of some sort.

The writer has traveled some in every section of the country. North. East. West. South. Northeast a little. Northwest considerable. Central west a lot.

He has made it a point, when traveling, to visit towns rated as exceptional. He has also visited stores rated as outstanding in the field of volume and service. At least several.

He has lived where Corn was King. Where wheat was "the shining buckle."

Where cattle feeding was a great business. Where cattle growing was first in the assets of the territory. Where fruit prices and yields determined the prosperity of the community to a large extent. Where timber and lumbering were the big assets. Where railroading was an item in the welfare of the town to say the least.

A good town may be found in any section of the country and there are one or more in nearly every county in the nation.

As yet this section of Nebraska does not have too much small town industry. We may never have it.

So here we have to build on the foundation of rural development and trade. The average farmer in these days of high costs of operating farm or business probably spends six thousand dollars yearly.

The average resident of towns like those found in Clay county may spend around \$2,000 or possibly a little more. This includes every item of expense. True, some families spend less. Others more. It includes groceries, medicines, clothing, cars and what have you.

The main thing is to keep as many of these trade dollars at home as one can. The stores must be active in soliciting trade, through newspaper advertising and through good service facilities.

They can only build through such policies. Good service facilities include stocks ample for the trade. Right pricing. Good merchandise. Courtesy and willingness to be friendly.

Stores of exception service and volume have been built in small towns. Even cross roads stores have achieved national renown and exceptional volume and profits.

But back of such stores invariably you find outstanding stocks, service, and advertising.

But if a town wishes to keep alive it must be on its toes. Its merchants must cooperate with each other more. Appreciate the fact that with all pulling together more can be accomplished in community building and development.

A town's trade territory grows as the stores and professional men prosper. As the people in the territory prosper. And the people include business men. Workers. Farmers.

There's a heap of satisfaction in living in a thriving, progressive community. Maybe not every individual feels this, but many do. And the extra dollars spent for progressiveness aren't wasted! No Sir! They accumulate something like a snowball does as it is rolled around in the snow.

Naturally a newspaper benefits as its home town benefits. If it doesn't it isn't much of a newspaper. Which is one reason most newspapers are good boosters for progress... in business... in community service... in farming!—Sutton (Nebr.) News.

We are inclined to favor televising of major collegiate football games, major league baseball and other sports classics and think the sponsors will pay enough to offset any loss in gate receipts, eventually.

THOUGHT FOR TODAY
One learns manners from those who have none. —Persian Proverb

The Plattsmouth Journal
Official County and City Paper
ESTABLISHED IN 1881
Twice Winner Ak-Sar-Ben Plaques for "OUTSTANDING COMMUNITY SERVICE" 1949 — 1951
Presented Nebraska Press Association "GENERAL EXCELLENCE AWARD" in 1951

Furse's Fresh Flashes

There was bad news for relatives when they read an old man's will here the other day—he took it with him.

It is reported there are more men in mental hospitals than women. One guess as to who put them there.

Statisticians, it is reported, find that nine out of ten women are knock-kneed. For years we have thought that the statistician business was most uninteresting.

Now we know that cook books are not edited annually. Latest 1953 editions include instructions on how to broil a sirloin.

It is OK for a person who drinks like a fish to drive—providing he drinks what the fish does.

A hobby is something you go goofy over to keep from going nuts over things in general.

Flipper Fanny, our dainty little contour twister, says a psychologist is a guy who, when she enters the room, watches everybody else.

When saving for your old age, be sure and lay up a few pleasant thoughts.

Down Memory Lane

10 YEARS AGO

Miss Maxine Cloidt, who was called a month ago for training in the WAVES, naval auxiliary force, has been commissioned an ensign... The exact place of birth of Winifred Frances Sporer, daughter of Mr. and Mrs. Charles Sporer of Murray, is somewhat doubtful.

20 YEARS AGO

Enjoying turkey dinners on Thanksgiving day will be fourteen families, who captured turkeys released by the Plattsmouth businessmen. Catching the turkeys were Wayne Hiner, William Krisker, Earl Embery, Bob Brittain, Mrs. Clair Shellenbarger, Howard Davis, William Crouch, Billy Slayman, George Kalasek, Howard Rallinger, Oliver Taylor, Clyde Brittain, Charles Fulton and Sonny Kopschka.

The Washington Merry-Go-Round

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DREW PEARSON SAYS: SCIENTISTS LEARNED MUCH FROM ENIWETOK EXPLOSION OF H-BOMB: LETTING FREE WORLD KNOW U. S. HAD BEAT RUSSIANS IN DEVELOPING H-BOMB IMPORTANT FOR PSYCHOLOGICAL REASONS.

WASHINGTON—Here are some of the views of top American scientists behind the official announcement of the first explosion of our first hydrogen bomb:

1. We know now that the H-bomb can be made. Prior to this, we simply did not know. It was a most uncertain experiment. But we also know that before long the Russians are bound to have an H-bomb too. 2. For psychological reasons it was imperative that the free world beat the Russians in developing the first H-bomb. If the Russians had announced its perfection before we did, it might have thrown the free world, especially western Europe, into panic.

3. The H-bomb will have only a limited number of targets when used by us, whereas for Russia it would have many more targets. In other words, the number of Russian industrial cities of any size is limited. And to the cold view of the military strategist, there is no use wasting an H-bomb on a medium-sized industrial city. On the other hand, our great industrial cities—Detroit, Pittsburgh, Chicago, New York, Philadelphia—fully merit the use of H-bombs by an enemy. 4. The scientists still do not know what might happen to the world's atmosphere if a larger number of hydrogen bombs were to be exploded almost simultaneously. If, for instance, 100 H-bombs were to be exploded in a short interval, the atmosphere of the earth might become so saturated with radioactive material that all life on this planet would be destroyed.

Each With His Own Plans



radioactive matter the atmosphere can stand, and some fear the final answer may come when it is too late. Reason for Rush Since the United States is such an attractive H-bomb target, the scientists felt it was imperative that we know as much as possible about the new bomb so we can at least partly defend ourselves against it.

We needed to know, for instance, how big an airplane was needed to carry the new bomb; how much damage it would do; what kind of air-raid shelters are necessary to protect the civilian population; how fast must an airplane travel away from an H-bomb explosion after the bomb is dropped, to avoid damage; how much material must be diverted from making atomic bombs in order to make hydrogen bombs.

All these things made it necessary to stage the Eniwetok test, as a result of which many of these questions were answered. Theoretically there's no limit to the size of an H-bomb. It can be made 50, 100, 1,000 or 10,000 times as powerful as an A-bomb. The chief limit is the necessity of making the bomb small enough to be carried by plane and not so big as to be wasted on medium-sized targets.

This is why the chief work on the atom bomb in recent years has been to reduce its size and weight without reducing destructiveness. That same experimentation will now take place regarding the H-bomb. From now on, scientists will concentrate on making it smaller and lighter.

Most important problem the scientists have to worry about is that the H-bomb uses large quantities of precious material that also goes into the A-bomb. So, for every H-bomb we make, we lessen the production of A-bombs. Note—All these things point up the fact that while we have been developing the weapons of war, we have fallen lamentably far behind in developing the instruments of peace.

Washington Pipeline Senator Taft has passed the word that he favors Bridges of New Hampshire or Dirksen of Illinois as senate majority leader. If Bridges won't take it and Dirksen can't get it, Taft indicated he would take the job himself. President Truman has made train reservations to his home at Independence, Mo., for January 22. He'll leave Washington two days after the inauguration, then plans to take a trip around the world; later wants to live in Washington. General Ridgway has canceled plans for 12 aircraft carriers, which were supposed to be used for the defense of Europe. This action was taken as a result of the joint naval maneuvers in the North Atlantic, which turned out to be a flop. If Senator Nixon wants to save himself a lot of headaches during the next four years he'd better make public his income-tax returns. The Democratic National Committee plans to keep hammering on this subject—for four years if necessary. The navy's first atom-powered test submarine, built on the flats of Idaho, has been a huge success. The engine has been operating almost continuously for the last nine months without a single major breakdown. It was built in Idaho because the materials were on hand there.

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

VETERANS' COLUMN

By RICHARD C. PECK, Cass County Veterans' Service Officer

Many veterans wonder why* Nebraska has never paid a bonus to its veterans. The reason is that the Nebraska Veterans Aid Fund was created to take the place of a bonus. After WWI many citizens felt that Nebraska should reward its veterans but they realized that a small cash payment would not be adequate and would soon be spent. It was decided that a long-lasting type of aid should be adopted to help needy veterans in time of emergency.

In 1921 the Legislature appropriated 2 million dollars into a trust fund with the earnings to be distributed to needy veterans. After WW II this trust fund was increased to a total of 8 million dollars in order to create sufficient earnings to take care of veterans of WW II and their dependents.

Claims for benefits from this fund must be originated with a post service officer of either the American Legion or the Veterans of Foreign Wars. The county officer is not authorized to assist in such claims. Veterans who receive an honorable discharge from war-time service, their wives, widows or dependent children under 18 years of age are eligible for benefits by way of temporary aid in time of need. If the veteran did not live in Nebraska at the time of entry into service, he is not eligible for aid unless he has lived in Nebraska for five years immediately prior to the time of his claim.

The basic mission of the fund is to grant assistance to help meet emergent needs of qualified veterans and their dependents until they can make arrangements for permanent care either through their own resources or through some other existing public or private agency. Aid granted from the fund is not a loan and is not to be paid back. Therefore, each application must show the need and the purpose for which the aid is to be used. During the fiscal year 1951-52 aid was given to 1171 applicants totaling \$75,821.67.

Capitol News

LINCOLN — The hullabaloo of one of Nebraska's most hectic election campaigns began fading in the echoes of this week and attention here at the Capitol turned back to the less spectacular affairs of state.

Nebraska's legislators, for instance, began thumbing through a report by a Legislative Council Committee which recommends the lawmakers convene every year instead of every two.

The committee, headed by Sen. Thomas Adams of Lincoln, noted that the chairman of the last three budget committees had complained about the difficulty of anticipating state agencies' needs for as much as 30 months in advance and had urged the question of annual sessions be given intensive study.

Attorney General C. S. Beck had told the Adams committee that a constitutional amendment would be necessary to allow the Legislature to meet every year. Nonetheless, the group suggested that simple legislative enactment of the proposal be tried and if that fails, then the question could be submitted to the voters.

Advantages of the annual session, the committee report said, are: Budget estimates can be more accurate if made for one year instead of two.

The business of state government has expanded to such an extent that there are many purposes besides the budget which require legislative attention more frequently than every other year.

With the increasing functions of state government, the Legislature can scarcely attend to all of the accumulated problems of the biennium in three or four months.

The Legislature can keep closer check on state government if it meets every year than if 19 to 20 months elapse between sessions.

At the same time, the committee recognized arguments against annual sessions: Biennial meetings cost less. Legislatures pass too many laws as it is and if they were to meet twice as often, probably more un-needed laws would be passed.

Legislators are not full time officials and annual sessions would take more of their time from this businesses.

Valuations Tax Commissioner Philip K. Johnson is currently holding a series of meetings with county assessors across the state. He is showing them a detailed study of the Nebraska tax picture and some of the figures are eye-openers.

For instance, Johnson's staff has produced statistics to show that farm lands and improvements in Nebraska are valued for tax purposes at only 35 per cent of their actual value.

Candidates for the Legislature found themselves in the last week before election spending almost as much time answering questionnaires as they spent campaigning.

The All Nebraska Association of Road and Highway Associations asked the hopefuls a series of questions on the road problem. A majority recognized the need for more revenue for highways and said they would work to supply a means to collect the money if they were elected. The candidates voted 33-7, for a highway commission.

Another poll was run by State Republican Chairman David T. Martin, who asked the candidates for the non-partisan Legislature for their stands on planks adopted by the GOP state convention. Martin received fewer replies than the An-Ar-Ha did, but one significant vote on the GOP's endorsement of a partisan unicameral. The candidates voted against it, 14 to 9.

Extension Notes

Evergreens need moisture through the winter. To protect evergreen trees and shrubs for the winter, the soil around the plants should receive a good soaking before the ground freezes this fall. Since these plants do not shed their leaves, transpiration of moisture takes place through the leaves all winter. The dry fall will leave those plants short of moisture. If moisture doesn't fall soon, it will be wise to provide some artificial rain.

Income Tax Short Course Next Month

People who help farmers with their income tax problems have been invited to attend the annual farm income tax short course at the University of Nebraska College of Agriculture December 11-12. Dr. L. B. Snyder of the Agricultural Economics Department, in charge of the course, said the first day's sessions will deal with the rudiments of the income tax law. The second day will be devoted to more advanced and technical interpretations.

Coal amounts for 69 per cent of all fuels used to generate electric power in the U. S.

Looking at WASHINGTON

By Stanley James, Journal Washington Reporter

Washington, Nov. 20—General Dwight D. Eisenhower, the President-elect finds himself squarely on the spot on the Korean War issue. Fulfilling his pledge to go to Korea will not take him off that spot either, though it will signify an honest attempt, even if the General fails to accomplish peace. What the General is now faced with is this:

1. A lot of people are once again hopeful that the Korean War can be ended. 2. Some were told by Ike's workers that chances for peace would be good if Ike was elected. He could clean up the Korean mess, they were told. 3. The General has few trump cards to play in trying to end the war. 4. He doesn't believe in enlarging it to the extent where we must fight China in an all-out land war.

Thus, if Ike cannot do anything toward bringing about an end to the war, some people will be disappointed. Democrats will utilize their opportunity to defend recent Korean policies, as the only sensible policy, and point to the fact that Ike can't end the war either.

To complicate matters, for Ike Moscow announced just a few days after his election that the Reds would never abandon their demand for full repatriation of war prisoners. That has been the big hold-up in truce negotiations so far. The Allies do not want to force prisoners to return to communist domination against their wishes. Ike might gain a cease-fire if he gives in on this issue but men like General Omar Bradley are dead set against such a retreat to gain peace.

The Moscow announcement is taken as an indication that the Russians do not intend to seek better relations with the U. S. or establish a workable relationship with Ike for special purposes. Moscow's announcement that there would be no retreat on the repatriation issue puts the President-elect squarely on the spot. He can give in to the Reds and perhaps buy peace. He can refuse to back down on this issue and face a dimmer prospect for peace.

It is Ike's first real problem, and the country will naturally be watching him to see what he does in the tight situation.

Governor Adlai Stevenson did not realize on the night of his defeat that a large vote he had received, even in being trounced by a margin of over six and a half million votes. After the returns were about complete it became evident that Stevenson had shown considerable appeal, and that he had received more votes than any other Democratic candidate in fifteen years, and more than any Democrat ever received, with one exception—Franklin Roosevelt in his 1936 forty-six state landslide. Stevenson received enough votes to have beaten any Republican candidate in history except Eisenhower. He polled over 27,300,000—three million more than Harry Truman polled when he won the Presidency in 1948. Thus Stevenson's defeat was not as much of a personal repudiation as it was a tribute to the confidence in and popularity of General Eisenhower among the people. Ike's vote total which will just miss 34,000,000 is astounding people

Journal Want Ads Pay!

WINTER FOLLIES



"That wouldn't have happened if you had observed a safe following distance, officer!" NATIONAL SAFETY COUNCIL

WEEKLY CROSSWORD PUZZLE

Medical Scientist HORIZONTAL: 1. One of first psychoanalysts. 2. Hobbited island. 3. Spat. 4. Manuscript (ab.). 5. Indian cuckoo family. 6. Roman emperor. 7. Pull after. 8. Gave food to. 9. Right Worthy (ab.). 10. Church festival. 11. Russian river. 12. Half (prefix). 13. Honey gatherer. 14. Lamprey. 15. Individual. 16. Seraglio. 17. Challenged. 18. Preposition. 19. Symbol for cobalt. 20. Lukewarm. 21. Debate. 22. Anger. 23. Greek letter. 24. He first discovered psychoanalysis to explore the recesses of the mind. 25. Oriental nurse. 26. Secluded valley. 27. Shone. 28. Prevarication. 29. Treats with nitric acid. 30. Pressers. 31. Drops. 32. Gives.

Here's the Answer (Crossword grid with filled-in letters)

33. Lukewarm. 34. Debate. 35. Anger. 36. Greek letter. 37. He first discovered psychoanalysis to explore the recesses of the mind. 38. Oriental nurse. 39. Secluded valley. 40. Shone. 41. Prevarication. 42. Treats with nitric acid. 43. Pressers. 44. Drops. 45. Gives.