

EDITORIALS

NEWSPAPER ADVERTISING UP

In spite of the threat posed by television, which is not proving to be a serious one to the newspapers, and in spite of the large amount of money advertisers pour into television, newspaper advertising continues to increase at a healthy rate.

The Bureau of Advertising of the American Newspaper Publishers' Association recently reported that in October, 1955, advertising showed a gain of 11.5 per cent over October of 1954.

Moreover, there have been indications that newspaper advertising will increase considerably in 1956. One authority in the field recently estimated that advertising volume in 1956 would top \$9,000,000,000, and might be as much as half a billion dollars over the 1954 total.

The increase is thought to be practically certain because of expected increases in advertising rates, and because of increases recently recorded in other mediums.

Thus, newspapers are not feeling any adverse effects because of the impact of television. This is contrary to the expectations of some gloomy forecasters, who several years ago, thought the opposite would be the case.

WINTER ACCORDING TO PREDICTIONS

The sustained cold weather of December, which is breaking records in many parts of the country, especially in the South and Southeast and in some areas of the West and Southwest, indicate that earlier predictions that the winter of 1955-56 would be the coldest of this century appear to be significant.

Although the forecasters did not agree unanimously that this winter would be the severest in some decades, some of them were of that opinion and the predictions may turn out to be accurate. One will recall that last winter was the bitterest we have experienced in some years.

There are those who believe that the weather is in a trend toward colder winters and that this one will be a continuation of the trend observed last year and even colder than last year's winter. Therefore, home-owners would be wise to protect pipes, have an adequate supply of fuel and have their heating equipment in good condition.

Of course, winter officially began on December 21st, even though the shortest days of the year are already upon us.

ANOTHER UNKNOWN SOLDIER?

It is reported that sentiment is in the Defense Department for abandonment of a plan which would bring another unknown serviceman to Arlington National Cemetery, where he would be buried with the unknown soldier brought back after World War I.

The long-talked plan has been to select another unknown soldier, who would be buried in the same spot and who would represent the Americans who gave their lives in World War II. Opposition to this plan has arisen and opponents say the unknown soldier, and the present memorial at Arlington, should symbolize the dead of all wars.

Many who fought in World War II and even those who have not fought in a war have felt that some unknown soldier's body from World War II — the greatest war this country ever fought — should be placed in Arlington National Cemetery. Some of the veterans' organizations have also taken the same position, and the AMVETS have recently prodded Defense Secretary Wilson to reaffirm his former instructions to the Army for a

THOUGHT FOR TODAY

If you want to hear the whole truth about yourself, anger your neighbor.

—German Proverb

The Plattsmouth Journal

Official County and City Paper

— ESTABLISHED IN 1881 —

Published Semi-Weekly, Mondays and Thursdays, at 410 Main Street, Plattsmouth, Cass County, Neb.

Three Times Winner Ak-Sar-Ben Plaques for "OUTSTANDING COMMUNITY SERVICE"

1949 — 1951 — 1952

"Honorable Mention" 1953

Presented Nebraska Press Association "GENERAL EXCELLENCE AWARD"

First in 1952 — Second in 1951 and 1953

(In Cities over 2,000 Population)

RONALD R. FURSE, Editor and Publisher

WM. L. MURDOCK, News Editor

MARGARET DINGMAN, Society Editor

JANET PTAKE, Bookkeeper

VERN WATERMAN, Advertising

PHONE

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Entered at the Post Office at Plattsmouth, Nebraska as second class mail matter in accordance with the Act of Congress of March 3, 1879.

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. By carrier in Plattsmouth, 20 cents for two weeks.

Furse's Fresh Flashes

A local woman buying a Christmas tree told the salesman she wanted one that didn't have a short in it like the one that nearly burned their house down last year.

★ ★ ★

It is said that a man is head of the house and a pedestrian has the right-of-way. That is true until they try to prove it.

★ ★ ★

The average man has 12 billion brain cells—but most of them are unemployed.

★ ★ ★

Now that Christmas will be over when many of you read this, you can take time out to get the family budget healthy again.

★ ★ ★

There would be a lot more knowledge in this country if they put such things as the Einstein Theory out in comic book form.

★ ★ ★

One thing we like about laziness is that we don't have to work at it.

★ ★ ★

That old warning to never go swimming on a full stomach was probably put out by some guy who tried it after eating his bride's biscuits.

★ ★ ★

Flipper Fanny, our dainty little contour twister, came in and wanted to place the following Want Ad: "Will exchange evening gown worn only once at a ball for a perambulator."

"prompt" return and interment of an unknown service man of World War II.

In this case, we agree with the AMVETS. There is no reason why the body of a World War II American service man should not be brought back to Arlington National Cemetery. The cost would be relatively slight, and if a considerable number of Americans think this should be done, there is no reason for an objection, since honoring our World War II dead by the bringing home of another unknown boy, cannot possibly do any harm to anyone.

★ ★ ★

Down Memory Lane

20 YEARS AGO

Fred Carsten of Avoca, state senator from the second district, threw his hat in the ring as a candidate for the unicameral . . . Miss Margaret Yelick of Plattsmouth and Earl Carr of Columbus were married . . . Plattsmouth city council retired \$19,000 in bonds and paid off \$13,382 in interest on bonds and warrants . . . Plattsmouth basketball Coach Rother named his varsity squad: Max Seitz, Elmer Newton, James Miller, Ronald Rebal, Warren Reed, John Tidball, D. Wall, Joe Hendrix, John Hennings, Bill Armstrong, Don McCarroll, Jack Forbes (captain), William Falk, Raymond Wooster, Gavin Farmer, Robert Hayes, Harry Stodola and Floyd McCarthy.

★ ★ ★

30 YEARS AGO

The Cass county board of commissioners granted a license to John Richardson and the Plattsmouth Ferry company to operate a ferry across the Missouri river just south of the Burlington railroad bridge for a fee of \$45. Tolls were set at team and wagon or auto 75 cents, round trip \$1; one horse and buggy 75 cents; foot passenger 10 cents . . . An estimated 100 cars formed a caravan bringing about 1,000 people from Omaha to the opening of the new King of Trails bridge.

★ ★ ★

The WASHINGTON MERRY-GO-ROUND

by DREW PEARSON

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DREW PEARSON SAYS:

DISEASE DOESN'T EXIST IN SANTA CLAUSE LAND, IT'S TOO COLD; DANES AND CANADIANS GIVE U.S. FINE COOPERATION; AIR FORCE ENTERTAINS AND EDUCATES DURING ARCTIC NIGHTS.

THULE, GREENLAND — Col. "Rip" Rohr, Commander of some 6,000 men and three women at this base, is something of an arctic enthusiast. He claims he likes the weather.

"We have no disease," he points out. "It's too cold. The cold kills all germs, so we have no mumps, measles or any of the other diseases that trouble you people back home."

"Of course," he added, "we'll probably have some after you leave, you've undoubtedly brought some germs with you. But our hospital is only about half full and most of the patients are suffering from sprained ankles, broken legs or other accidents."

Colonel Rohr went on to explain that the colony of Eskimos which had lived at Thule before the Air Force took over had to be transported about a hundred miles away so they wouldn't come into contact with the diseases of modern civiliza-

Ticklers

By George



"Now, I want a clean match. Remember—no hair-pulling!"

tion. No American personnel are allowed to go near them.

"They've built up no immunity against our type of diseases," the colonel explained, "and a slight case of the mumps or measles might kill them."

Scarce Eskimos

American personnel are also prohibited from hunting seals, arctic foxes and polar bears. They are getting scarce and are reserved only for the Greenlanders, the name applied to people of mixed Eskimo and other blood.

The full-blooded Eskimos are getting scarce, too, incidentally, with only about 100 living on the northern tip of Greenland. The total population on Greenland is only about 25,000, chiefly Danes and Greenlanders. Yet Greenland is three times as big as Texas. American personnel on Greenland, most of which is in the south, now totals almost half of the native population.

Relations between Denmark and the United States have been so friendly that many people forget Greenland is Danish, and that our troops are present only at the courtesy and invitation of the Danish government, as part of Denmark's contribution to NATO.

The Danish liaison officer at Thule, Comdr. Oria Jensen, is consulted on all major matters by the American commander, and it's a tribute to American-Danish cooperation that they work as a perfect team. Commander Jensen with whom I visited at dinner, went out of his way to tell me how much he enjoyed working with his American colleagues.

Likewise in Labrador and Newfoundland, American troops are present only at the invitation and courtesy of the Canadian government. At Goose Bay, Col. James Knapp, of the U.S. Air Force commands about twice as many men as the Canadian commander, but takes orders from the Canadian.

"We get along fine," Colonel Knapp said. "The Canadians are wonderful people. Our officers and enlisted men go to their theatres and parties and they come to ours. There are some Canadians in the audience here tonight."

Long Arctic Nights

Recreation is a problem at all these northern bases, but especially so at Thule where the arctic nights are longer, where no wives or children are present, and a man gets no leave for 12 months.

When I asked Colonel Rohr how he kept his men happy at Thule he replied:

"By keeping busy. Much of our time is spent working to stay alive."

In addition, I found that he gives a television report to the entire base every Wednesday evening, also permits any man on the base to come to see him privately on Thursdays to discuss any complaint or personal problem.

Every night the Thule TV station carries the top television shows sent from the United States on film while the enlisted men's club the base gymnasium, and hobby shop help to kill time. The hobby shop, in charge of Sgt. LeRoy Bancroft of Flint, Mich., has a fine array of woodworking tools, photographic materials with dark room, leather-making tools, modeling and painting materials.

The enlisted men also operate a telephone radio "Mars" to the United States, thanks in large part to a ham radio operator, Ted Dillenschlag of Slingersland, N. Y. All day Saturday and Sunday and most of every evening, Dillenschlag sits beside his radio, gets incoming calls from Greenland, relaying them by telephone to the wives, mothers, and relatives of Air Force men at Thule. He is probably the greatest friend airmen up near the North Pole have.

Arctic Education

But when I took a good look

at the figures I decided the reverse was true, that the Air Force was doing a good job. Education standards are high in the Air Force—65 per cent with high school diplomas, 50 per cent with some college work—which puts over half the 6,000 men at Thule in that category. Of the balance, 1,135 are taking University of Maryland or U.S. Armed Forces studies—which is pretty good.

The University of Maryland sends a rotation of 12 instructors up to the polar area to teach a variety of 20 different courses. By taking enough of these courses, a serviceman can finally graduate and receive a full-fledged diploma, either from the University or from the Armed Forces Institute.

The officers responsible for morale, in addition to the base commanders, are Col. Ralph L. Stevenson, of Ponca City, Okla., in command of Air Force special services; and Lt. Col. George Lee Jesse of Versailles, Ky., in charge of special services in Greenland, Labrador and Newfoundland.

Both are dedicated men. When our plane left New York on the last leg of the journey to Washington, I was exhausted and trying to sleep. But I could hear these two officers discussing the question of more education, a new gymnasium at Goose Bay, more entertainment for the troops. They hashed over their problems until we departed in the early hours of dawn in Washington. That is one reason why morale is high among our watchers of the arctic night near the North Pole.

Main Street

By Vern Waterman

Busy Season—

It's good to be writing these brief notes again. The run of Christmas advertising has kept me so busy, I was unable to find time to bring you these reports on the activity on Main Street. The big news has been the influx of trading stamps. They are available in all sizes and color and are as popular as the Davy Crockett caps were. Clayt Rosencrans became an innocent victim of the stamps. His barber shop is the pickup spot for Elliott Cleaners and they are giving stamps. The sign in Rosie's window loudly proclaims we give stamps. Woster, Walling and Joe Zastera have been demanding stamps with each haircut and shave, and Rosie keeps telling them it is only on cleaning, not on the barber shop. To add insult to injury, Rosie, a life long Democrat, must bow to the ignominy of having a very large elephant affixed to his window.

Home for Christmas—

Many familiar faces are being seen on Main Street these days. Gary Hild is home and is working in Smith's Men's Wear; John Dean Schreiner is helping out in the family emporium. Janis Schmidtman, the school teacher from the wide open spaces (Cheyenne, Wyo.), is spending the holidays with her parents. Barbara Sullivan, who worked at the Ladies Toggery last summer, is home from the University.

Pleasant Sight—

Mrs. William Schmidtman, Sr., who has been a familiar face on Main Street for many years, was able to come to town yesterday. She hasn't been too well of late but she was a wonderful sight to her many friends. Past 80 and still possessed of her wonderful sense of humor, she's a living doll.

All Will Be Forgotten—

The person who lifted the movie camera this week was seen by a witness. If you will mail the camera back, nothing will be done. If you fail to do so in the next few days, the matter will be turned over to the sheriff. There is a person who can positively identify you!

The Passing Scene—

The look of Frank Biles face when he threw the unbreakable plastic plate on the floor to demonstrate — it broke! The fine little pamphlet being offered to its customers by Plattsmouth State Bank. It is a monthly publication and very interesting. Schreiner Drug instituting the Good Neighbor policy with Warga hardware . . . all the little kids with their noses pressed to the window of Knorrs and Stibals as they viewed the wonderful toys on display. It's a wonderful time in their lives.

ELMWOOD

Mrs. Dudley Leavitt
Correspondent

Calendar

Jan. 1, Sunday, fellowship hour, 7:30 p. m. at the E. U. B. church sponsored by the Brotherhood. Junior Oehlerking will show slides of Holland, Germany and other points in Europe. Refreshments will be served.

Jan. 2, Monday, 6 p. m., covered dish supper at Masonic Temple followed by installation of officers of Canopy Lodge Masons, and Ideal Chapter of Eastern Star.

Mrs. R. M. Dennis and sister, Clare Zubrum, entertained the family of Richard Kuehn's for dinner Wednesday evening. Wanda, Mrs. Dennis' daughter, took Rickey, Gale and Veryl to a practice for a Christmas program afterward.

Merwinna Kampmann is home from Nebraska University to spend the holidays with her parents, the Rev. and Mrs. T. H. Kampmann.

A former neighborhood gathering was in the form of a dinner given by Mr. and Mrs. Clarence Bucknall Sunday, Dec. 18. Guests present were Mr. and Mrs. Alva Reid; Mr. and Mrs. James Remaly, Mr. and Mrs. Floyd Bucknall and family.

Families Move

Mr. and Mrs. Richard Pratt have moved into the farm home of Mr. and Mrs. LeRoy Cook and are getting settled. Mr. and Mrs. LeRoy Cook were moving their family into a new home at Tekamah last week as soon as school here closed. Mary Margaret and Billie are still in school. Judy and Sharon Cook are helping their mother get settled at Tekamah. They are having their vacation from Wesleyan University.

Guests of Mr. and Mrs. Otto Stege for Sunday dinner, Dec. 18, were Mr. and Mrs. Gene Gullford and Mr. and Mrs. Harry Duckworth. Their guests for supper that evening were Mr. and Mrs. Lewis Hollenbeck and Mr. and Mrs. Harry Duckworth. After supper the evening was spent in playing somerset.

Childrens Society

Childrens Society of Christian Service met Sunday evening, Dec. 18, at the Methodist church, Mrs. Ted Hall, leader. They had invited the children of the E. U. B. church to join with them. There were films of Christmas shown and some of Navajo Indian life and living conditions.

Ralph Gerbeling and family called on his mother, Mrs. Cora Gerbeling, and his aunt, Mrs. Grace Plybon, Sunday evening, Dec. 18. He brought his mother gifts for Christmas.

Center Club

Center Club had a Christmas all-day meeting Thursday at the home of Mr. and Mrs. Myrl Miller. It was a family basket dinner.

Christmas carols were sung followed by a business meeting. A new member, Mrs. Earl Mutchler, and a visitor, Mrs. Lester Rosenow, were present. After a few Christmas poems and stories were given, gifts were exchanged.

A January meeting will be in the home of Mrs. Elmer Hall.

A pre-Christmas dinner was held in the home of Mr. and Mrs. Elmer Hall, Sunday, Dec. 18. Those present were Mr. and Mrs. Verle Brunkow and Mary LeVon of Murdock; Mr. and Mrs. Robert Wilson and family of Auburn; Mr. and Mrs. Waite Hall, Mr. and Mrs. Floyd Luff,

Mr. and Mrs. Marion Wendt, Mr. and Mrs. Dorman Luff and family of Unadilla, Mr. and Mrs. Ed Hall, Mr. and Mrs. Willard Hall, Mr. and Mrs. Dale Hall and Sary, Mr. and Mrs. Clark Hall and family, Mr. Gene Hall, Mr. and Mrs. Wm. Schick and Charles, and Mr. and Mrs. Ed Parriott and Clarie of Elmwood.

Godbey's Christmas

Mr. and Mrs. Luther Godbey and David are having a family reunion this Christmas season. The daughter, Ruth, arrived from Red Wood City, Calif., on Monday to spend the holiday vacation with her family. She teaches eighth grade in junior high school at San Carlos and returned with Mr. and Mrs. Robert Eilers. Their son, Thomas, is home from Wesleyan University; their daughter, Evelyn Jackson, and husband, James Jackson, also arrived from Duke University. The Jackman's expect to go on to North Platte Sunday evening to visit Dr. and Mrs. Everett Jackman, his parents.

Lt. (jg) Robert Eilers and Mrs. Eilers, and daughter, Mirium, arrived from Ramona, Calif., Monday, Dec. 19, to spend a holiday vacation, two weeks, with her parents, Mr. and Mrs. Arlo Pratt, and his family at Panama, Neb. Lt. Eiler's duties are at the Coronado Naval Station.

Dr. O. E. Liston is having a new ceiling constructed in his office, sound proofing tile. Greene's Wallpaper Warehouse has been making some improvements in his business building this week.

John Hall, son of Mr. and Mrs. Ted Hall, is home for two weeks from Nebraska University, spending the holidays at home.

NATURAL INTENTION

Having moved into a new apartment, a woman phoned the subscription department of a magazine to which she had subscribed.

"I would like to change my name and address," she explained.

There was a sigh, and a sweet young voice replied emphatically, "Who wouldn't!"

Izvestia, official Soviet newspaper, said release of the remainder of German war prisoners would hang upon repatriation of more than 100,000 Soviet nationals now in West Germany.

PUBLIC SALE

HAVING SOLD OUR FARM, WILL SELL OUR HERD OF ANGUS CATTLE AND FARM MACHINERY AT THE PLACE, LOCATED 1 1/2 MILES SOUTHEAST OF THE EAST SIDE GROCERY STORE, 1 MILE SOUTH AND 2 1/2 MILES EAST OF ASHLAND ON THE SOUTH BEND ROAD, OR 5 MILES NORTH, 1 MILE WEST AND 1/2 MILE NORTH OF MURDOCK.

Thursday, December 29

Sale Starts at 10:30 A. M.

Lunch Served on Grounds

48 Head of Cattle

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|---|---------------------------------------|
| 16 HEAD OF REGISTERED ANGUS | 9 calves, about 550 lbs. |
| 2 open heifers | 10 calves, about 350 lbs. |
| 2 coming with 1st calf | 1 roan cow, five years old |
| 2 first calf heifers | 1 black white face second calf heifer |
| 6 second calf heifers | 1 Holstein cow, five years old |
| 3 second calf heifers with calves at side | 9 Angus cows, 4 years old |
| 1 two-year-old bull | 1 purebred Angus bull, 15 months |

1 RIDING HORSE, 5 YEARS OLD
SADDLE AND BRIDLE

PUREBRED HAMPSHIRE SOW
AND 7 PIGS

Farm Machinery, Etc.

- | | |
|------------------------------------|---------------------------------|
| 1954 Super IHC tractor, nearly new | 2 flare boxes |
| IHC cultivator | 1 power take-off feed wagon |
| IHC mower, nearly new | 1 John Deere drill |
| IHC T 45 baler | 1 John Deere 12-ft. disc |
| IHC 4-bar rake | 6 feed bunks |
| IHC 3-section harrow | 2 hay bunks |
| IHC manure spreader | 1 Belle City 1-row picker |
| IHC 2-14 plow | 1 Meyer 4-ft. elevator |
| IHC 2-row Go-Devil | 1 hydraulic hoist |
| IHC fertilizer attachment | 1 100-bushel hog feeder |
| 1 Blue fertilizer attachment | 1 25-bushel pig feeder |
| 1948 Ford tractor | 2 wooden hog feeders |
| Ford manure loader | 2 water tanks |
| Ford post hole auger | 1 100-gallon hog waterer |
| Ford mower | 1 four-pen hog house, like new |
| Ford blade | 1 1/2 Cu. Yd. gravel bed |
| Ford scoop | 1 Easy Flow fertilizer spreader |
| Ford lister | 1 Whetmore glutton grinder |
| Ford pulley | 1 IHC cream separator |
| 3 tank heaters | 1 electric welder, 180 amp. |
| 1 2-wheel trailer | 1 automatic air compressor |
| 1 flatbed | Steel posts and wire |
| 2 rubber tired running gears | 1 cattle squeeze chute |

Household Goods, Hens, Hay, Etc.

1 studio couch, kitchen table and 4 chairs, 1 heating stove (oil), 3 Doz. laying hens, 3000 bales alfalfa and prairie hay, miscellaneous articles.

TERMS: Cash Day of Sale.

George Gade & Sons, OWNER

YOUNG & LACY, Aucts.

Ed McHugh, Corn Growers State Bank, Murdock, Clerk