

Private Promotion Needed in Sound Industrial Development

By Pearl F. Finigan
State Director of Agriculture

Promoting sound industrial development makes it necessary for governmental agencies to discover promising industrial development projects and then promote them with private businessmen and farmers.

An analysis of Nebraska's castor bean program indicates several good ways to discover promising new industrial opportunities for Nebraska. Following are several approaches learned from the castor program:

Study imports. We found that over 90% of the country's domestic requirements for castor oil comes from imports.

Study available skills and materials. It was immediately apparent that Nebraska's major skill is in farming and our greatest raw material is agricultural products.

Review old projects. In examining the records, we found that present strains of hybrid castor beans were developed in Nebraska in the 1940s and experimental work was carried on by the University of Nebraska into the 1950s. This work, however, was abandoned before reaching commercial stages in Nebraska.

Apply technology. The key to developing commercial castor beans in Nebraska was the mechanical harvester which was developed in the last few years.

Observe experience elsewhere. Visiting developments in Texas and California suggested that castor beans might be successful in Nebraska.

Several further steps are apparent if Nebraska is to fully capitalize on the establishment of castor as a commercial crop.

An examination of interindustry relationships is necessary since many good opportunities are to be found in or diversifying industries already established.

Logical new projects that should be promoted are castor oil processing and refining plants. Then industries that convert castor oil into foams and plastics become logical objects for promotion.

Through the use of the above approaches, it should be possible to compile a long list of possible opportunities that might be practical for promotion in Nebraska.

With the aid of economists and engineers such as we are now using at Midwest Research Institute, the screening should be continued until most of the possibilities have been eliminated for such reasons as lack of market or prohibitive costs.

The remaining opportunities should be subjected to intensive economic and technical screening. After passing these tests, their financial soundness in Nebraska's economy should be evaluated and finally a vigorous attempt at promoting them should be undertaken.

The lessons learned in promoting castor in Nebraska may well provide some of the keys to Nebraska economic future in agriculture and industry.

Florence Chadwick, English Channel swimmer:
"If you can't accept defeat, you have no business in sports."

Cold War Sleigh



SANTA'S SLEIGH (left) is a patrolling jeep when he makes his annual visit to West German children living near the Iron Curtain. Men of the 14th Armored Cavalry Regiment sponsor Santa's tour of border villages, covering the cost of gifts with voluntary donations. Operations like this, plus their unending vigilance over the West German frontier, have developed close ties between Seventh Army's three armored cavalry regiments and their German hosts.

Be Prepared For Hazardous Winter Driving

Colonel C. J. Sanders of the Nebraska Safety Patrol outlined seven rules today for avoiding "slip ups" on slippery roads of early winter.

1. Learn to adjust your speed to varying road, weather and traffic conditions.
2. Get the "feel" of the road by trying your brakes or gently pressing your accelerator while driving slowly and away from traffic on snowy or icy days.
3. Follow other vehicles at a safe distance. You may find it hard to explain why you couldn't stop when the driver ahead did.
4. Pump your brakes rapidly to maintain best steering control when braking on ice or slippery snow. This gives short intervals of maximum braking separated by short intervals of effective steering while front wheels are rolling.

Signal your intention to turn or stop well in advance, as a means of alerting the driver behind regarding your plans to turn or come to a halt.

6. Keep your windshield and windows clear. You must see danger in time to avoid it. Be sure your windshield wiper arms and blades are in good condition and have recommended arm pressure to sweep rain, snow and sleet off instead of sliding over it.

7. Have good tires — snow tires if you prefer, and always carry a pair of reinforced tire chains for severe conditions. Tests show that chains cut stopping distances in half and give four to seven times more "go" traction often needed on snow or ice.

Colonel Sanders declared, "Between now and March some severe snow and ice conditions will cover our streets and highways. By following these fundamental rules we can overcome these hazards that face us each winter."

John F. Kennedy, President-elect:

"Automation can represent hope rather than despair... It will require the ability to adapt to the necessary changes and a high degree of industrial statesmanship."

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Weeping Water

Mrs. Edward Van Horn

Phone 252-W

Mr. and Mrs. Harold Meisinger and family attended the Christmas program at the parish hall in Manley. It was presented by St. Patrick's Church of Manley. Santa Claus appeared at the party.

Mr. and Mrs. Harold Meisinger and Marcella had supper Friday with Mrs. Emma Kaffenberger of Plattsmouth.

Mr. and Mrs. Harold Domingo attended funeral services Wednesday afternoon for Robert Beck, 2, at Blair. Enroute home, they were supper guests of Mr. and Mrs. Gayle Meeske and Barbara of Omaha.

Mrs. H. I. Rookstool was a Sunday dinner guest of Mr. and Mrs. Gordon Willcox.

Mr. and Mrs. Clyde Fletcher of Avoca were Sunday afternoon and supper guests of Mr. and Mrs. Roy Wiles. Sunday evening guests were Mr. and Mrs. Paul Wiles and Lori of Louisville, Roy Wiles Jr. and Mr. and Mrs. Arvin Patton and family.

Clarence Schmadeke spent from Thursday until Saturday at a Nebraska County Agents Association meeting at Kearney. Mr. and Mrs. Eugene Day and Mr. and Mrs. Walter Saxton and family were in Omaha Saturday.

Hugh Harlan was brought from the hospital in Lincoln to Hilltop Rest Home where he will stay. Mr. Harlan suffered a severe stroke Nov. 19 and has not recognized his family since. Mrs. Katie Emory and Norman Thompson of St. Joseph, Mo., have visited with Mr. and Mrs. Harlan.

Mrs. Virgil Graham of Louisville and Mrs. Roy Wiles were shopping in Plattsmouth Friday.

Mr. and Mrs. Gerald Terry and Kathy of Lincoln spent the weekend with Mr. and Mrs. Walter Patton and Ruth Ann. Sunday dinner guests at the Patton home besides the Terry family were Mrs. Wayne Patton and girls of Anaheim, Calif., and Mr. and Mrs. Keith Patton and Cindy of Lincoln. Mr. and Mrs. Arvin Patton and family were afternoon guests.

Mrs. Walter Patton spent Sunday with Mrs. George Davis as she has been ill.

Mr. and Mrs. Henry Knaup were dinner guests of Mr. and Mrs. S. H. Harmon in Nebraska City on Sunday.

Mr. and Mrs. Harold Bruns and family attended a birthday party Wednesday evening honoring Mr. Bruns's grandmother, Mrs. Sophie Bruns of Otoe, at her home. The guests took part of the refreshments for the party. Mrs. Bruns was celebrating her 87th birthday.

Mrs. Raymond Freeman, Mrs. Farley Amick and children and Mrs. Harold Bruns and daughter were Wednesday morning guests of Mrs. Clarence King, honoring Mrs. King on her birthday. Mrs. Freeman took rolls and these were served with coffee. Each lady presented Mrs. King a gift.

Mrs. Wilson Bickford, Mrs. Harry Potts and Mrs. Byron

West Coast Medics Honor Veteran of the Profession

December 1, 1960 members of the Long Beach District of Los Angeles County Medical Association, joined in honoring a member of their profession that has served the people of that section for a half century.

Medical society members presented a plaque to Dr. Thomas L. Rodgers, 82, the oldest practicing physician in Long Beach. Dr. Rodgers is well known here to the older residents as he is selected as his wife, Miss Helen Egenberger, daughter of the late Mr. and Mrs. Fred G. Egenberger, early day residents.

Mrs. Rodgers is a cousin of L. W. Egenberger of this city and niece of John E. Carmack.

— Journal Want Ads, Pay —

Club News of Weeping Water

WEeping WATER (Special) — The Junior Woman's Club met on Thursday evening at the home of Mrs. Richard Bloch with Mrs. Ted Wilson as co-hostess. Committee reports were given by Mrs. Art Hansen, Mrs. Farley Amick and Mrs. Clarence King.

Mrs. King appointed the following on the project committee: Mrs. Raymond Freeman, Mrs. Richard Harmon and Mrs. Darrell Mather. They are to purchase books or magazines that the City Library needs.

A social hour followed the business meeting with a candy and cookie exchange. The January meeting will be with Mrs. Fred Saathoff.

The Plymouth Guild held its annual Christmas party for the children of the members Friday afternoon in the Congregational Church parlors with 20 present. A film, "Little Lost Angel" was shown and Santa Claus made his appearance. Cookies and a drink were served at the close of the entertainment.

The Better-Best Extension Club met Friday at the home of Mrs. Ora Fitch for a Christmas dinner with nine members present. Plans were discussed for lessons for the coming year and group singing was enjoyed. A gift exchange was held. The next meeting will be with Mrs. H. I. Rookstool.

The Friendly Farm Ladies held a covered dish dinner on Wednesday noon in St. Paul's Lutheran Church with the men as guests. Hostesses for the dinner were Mrs. Ed Steinkamp, Mrs. Fred Holt and Mrs. Alvin Horn. A gift exchange was held.

DR. DOOLEY IN HOSPITAL

Hong Kong — Dr. Thomas A. Dooley, co-founder of Medico, which operates hospitals in remote areas of Laos and other Southeast Asian nations, has entered St. Theresa's Hospital.

The hospital records listed his illness as "sheer exhaustion."

Dooley, who underwent cancer surgery in 1959, said his hospitalization was not directly attributed to lung cancer.

Did you hear about the little country gal who always went out with the city fellers because farm hands were too rough? — Jax Air News, Jacksonville.

Next meeting will be with Mrs. Horn with Mrs. Howard Rathe as co-hostess.

The Ladies Club of Pleasant View held a covered dish supper on Saturday evening in St. Paul's Lutheran Church with the families as guests. Following supper, games and cards were played with a gift exchange. The January meeting will be with Mrs. Clarence Egenkemier.



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New Vehicle Titles

The following new vehicles were titled recently by the office of County Clerk here (owner, dealer, make):

- Earl or Ruth Albert, Hauschild Motors, Ford;
- Irvin E. Allison, Murphy Bros. Chev., Chevrolet Corvair; Clifford E. Freeman, Rubin Auto Co., Ford; Otto or Anna L. Pitz, So. Rambler Co., Rambler; Paul Luken, Luken Chev. Co., Chevrolet;
- Chas. E. Doran, Luken Chev. Co., Chevrolet Pick Up; Walter or Marjorie Busch, Sapp Bros. Charles H. or Irene Cuthbertson, Hartsough Mtr. Co., Studebaker;
- Charles M. or Patricia Sorenson, Graham Buick, Buick; Chas. Attebery, Attebery Chev. Co., Chevrolet; Wesley F. Gradoville Laune Chev. Co., Chevrolet Pick Up; Mrs. Mary Dishong, Rubin Auto Co., Ford Falcon; Arthur C. or Lucille McLean, Rubin Auto Co., Mercury; Clifford L. or Mary Porter, Rubin Auto Co., Ford; Lawrence K. Buck, Sapp Bros. Ford Sales, Ford; Edward C. or Rita Bender, Gotfredson Mtr. Co., Plymouth; Richard F. or Joyce Weyers, Laune Chev. Co., Chevrolet.

TRAIN OUT OF FUEL

Springfield, Mo. — A Frisco Railroad passenger train stopped 12 miles west of Springfield. An embarrassed crew told passengers there was no fuel for the diesel engines.

The employee responsible for refueling failed to do so when the train arrived in St. Louis more than an hour late.

Engineer R. Cochran, of Tulsa, Okla., sent word to Springfield and a fuel truck answered his distress call.

A Classified Ad in The Journal cost as little as 50 cents.

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