

Good Reasons To Shop at Home

(Following is a reproduction of an editorial which was printed in The Neligh News. It is reprinted with permission):

Whenever merchants get together, a topic that will come up sooner or later is catalogs and how to combat them. In the old days of poor roads and slow transportation when people didn't get to town often, mail order houses filled an important need. But in these times when most people can get to town most any week they wish, that need is gone. The practice, however, continues to the detriment of every farming community, large and small.

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Thursday, November 29, 1962 Section B PAGE ONE

The only reason mail order houses can stay in business is because they make people think that they save money. But when all matters are taken into consideration, mail order firms do not sell for less. That is right. There is no saving even if the mail order price, plus freight is less than the local merchant's price.

Here is one reason why: Mail order houses pay no state, county, city or school taxes. Home town merchants do pay these taxes through property, inven-

tory and income levies. If home-town sales drop, there is a decrease in their ability to pay, which means that the rest of the residents in their community must pay more.

Here's another reason: Every town resident of a community go to the catalog or out of their community to buy something that could be purchased locally, they are reducing the inventory of stock in their community. Carry it to the ultimate, should everything be purchased by mail or out-of-town, there'd be no home town for you.

You draw dividends from every business enterprise in your community because trade builds communities with better opportunities, better schools, churches and neighbors. There are many hidden values when you buy at home... there are no such hidden values in a mail order catalog.

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

FACE UP to a FACT

The average prescription price is only \$3.08. Only 8 out of a hundred prescriptions cost over \$6. These are facts—not propaganda—and we'll prove them by pricing your next prescription.


Prescribed Medicine is the BIG BARGAIN



Fred J. Feldhausen, Ph. G. R.P.
Peter J. Gepson, B.S. R.P. Pharmacists in Charge

FELDHOUSEN DRUGS
Your Friendly Drug Store

BRING US YOUR PRESCRIPTIONS - PHONE 6117

use Christmas Seals  Fight TB and Other Respiratory Diseases

Public Library Gets Book Gifts

Dr. Zhivago, by Boris Pasternak, was given to the Public Library by Miss Madge Garnett and Miss Florence Fouchek.

Mrs. Sam Arn recently donated a number of children's books and Mrs. Milo Perry has given the library some books on business and economics, etc.

Mrs. Roy Moore gave novels by Walter D. Edmonds and John P. Marquand.

Mrs. Jack Hale also gave some novels.

New Books at Public Library . . .

These are among new books at Plattsmouth Public Library: Conversations with Stalin, by Milovan Djilas. Brilliantly etches portraits of Stalin, Molotov, Zhukov and Khrushchev. The sea officer, by Showell Styles. A novel of high courage, adventure, and war at sea, based on the true story of Pellew of the Infatigable, the finest sea officer of his age.

Second growth, by Ruth Moore. A complex, disciplined plot encompasses the breadth of human experience.

Prize contest plays for young people. By A. S. Burack, ed. A collection of royalty-free, one act plays for drama contests, and festivals.

Communications in space. By Orrin E. Dunlap. From wireless to satellite relay.

The Rothschilds, a family portrait. By Frederic Morton. The best seller, telling the complete history of the Rothschilds.

Dr. Zhivago, by Boris Pasternak. The famous Russian novel, presented to the Library by Miss Madge Garnett and Miss Florence Fouchek.

Silent Spring, by Rachel Carson. A controversial best seller. Questions our attempt to control the natural world about us.

The Saturday Evening Post Reader of Sea Stories. 26 exciting stories by C. S. Forester, Ray Bradbury, Jack London, and others.

Fall-Safe, by Eugene Burdick and Harvey Wheeler. The gripping story of several hours today, or next year—SAC, Omaha, etc. all play parts in this novel, in which the life of all on earth hangs in a balance.

The She-wolf of France. By Maurice Druon. This is one in a series of historical novels, "The accursed Kings," set in the 14th Century. This whole series has been reviewed as some of the best historical fiction ever written.

A study of Communism, by J. Edgar Hoover. "The danger which communism presents to the free world has not abated. If anything, it has increased." Thus reads the keynote to a new book by Hoover, the man who has more to tell you about communism than any other American.

The house on East 88th Street. By Bernard Weber. The story of Lyle, the crocodile. A book of originality, talent, and freshness for children.

Nehawka

Mrs. F. O. Sand
Phone 2708

Mr. and Mrs. Clinton Anderson's holiday dinner guests were Mr. and Mrs. Bob Romans and family, Manhattan, Kansas; Mr. and Mrs. Enno Ahrens, Plattsmouth; Mr. and Mrs. Elmer Heisen, Dunbar.

Mrs. Beda Andersen, Omaha and Mrs. Catherine Nutter were holiday dinner guests of Dr. and Mrs. R. R. Andersen and Gary. Mr. and Mrs. Lawrence Gregg and Larry and the Arthur Johnson family were dinner guests Thanksgiving day in the evening of Mr. and Mrs. J. D. Moss of Omaha.

A pre-Thanksgiving and birthday dinner honoring Mrs. Sam Martin of Crab Orchard was held at the home of Mr. and Mrs. Elmo Parker of Shenandoah, Iowa. Guests were Mr. and Mrs. Martin of Crab Orchard; Mr. and Mrs. Faye Blacker, Syracuse; Mr. and Mrs. David Martin, Denton; Mr. and Mrs. Harold Anderson, Seward. All of the Martin's daughters were present and one son. The only absent member of the family was Leonard Martin of St. Louis.

Mr. and Mrs. Bob Johnson and family of Talmage spent Thursday with the Henning Johnsons. Mr. and Mrs. Tom Johnson and family spent the day with Mr. and Mrs. Albert Bruns of Plattsmouth.

Teresa Lois is the name of Mr. and Mrs. Lewis Johnson's daughter, born November 13 at St. Mary's Hospital in Nebraska City. She has a brother Timothy. Her grandparents are Mr. and Mrs. Raymond Vest, Lexington, Va.; Mr. and Mrs. Roy Johnson, Clearmont, Florida.

CHRISTMAS

FOR THE
WHOLE FAMILY
GIVE THE GIFT THAT
KEEPS ON GIVING

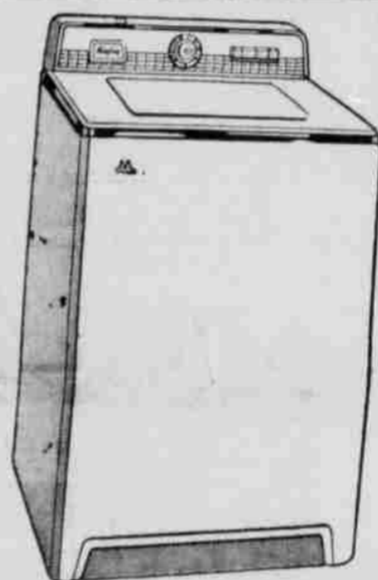
RCA VICTOR



- RCA VICTOR TELEVISION
- RCA VICTOR COLOR TELEVISION
- RCA VICTOR STEREO AND COMBINATIONS
- RCA VICTOR CLOCK RADIOS
- RCA VICTOR CHILDREN'S RECORD PLAYERS
- RCA VICTOR TRANSISTOR RADIOS

AND SCANLAN'S WILL SEE TO IT THAT IT KEEPS ON GIVING.

USE YOUR CREDIT — LOW MONTHLY PAYMENTS.



MAYTAG
HOME
LAUNDRY
EQUIPMENT

MAYTAG, THE MOST SERVICE FREE AUTOMATIC WASHER ON THE MARKET TODAY.

- MAYTAG AUTOMATIC WASHERS
- MAYTAG HALO OF HEAT GAS & ELECTRIC DRYERS
- MAYTAG COMBINATION WASHER-DRYER
- MAYTAG WRINGER WASHERS

AND SCANLAN'S WILL SEE TO IT THAT IT KEEPS ON GIVING!
USE YOUR CREDIT — LOW MONTHLY PAYMENTS

FRIGIDAIRE



- FRIGIDAIRE REFRIGERATORS
- FRIGIDAIRE REFRIGERATOR FREEZERS
- FRIGIDAIRE CHEST TYPE OR UPRIGHT FREEZERS
- FRIGIDAIRE ELECTRIC RANGES

AND-Scanlan's Will See To It That It Keeps On Giving.
Use Your Credit — Convenient Monthly Payments

SCANLAN BROTHERS

436 MAIN

PLATTSMOUTH, NEBRASKA

PHONE 2145

FREE 200 EXTRA BONUS S & H GREEN STAMPS

EVERY PAIR of MEN'S SHOES

THRU SATURDAY, DEC. 8 WITH COUPON BELOW
TAKE ADVANTAGE OF THIS OFFER!!!

MONEY-SAVER COUPON This Coupon Entitles Bearer To 200 Extra S & H GREEN STAMPS With Purchase Of Any Pair Of MEN'S ROBEEE DRESS SHOES, RED WING WORK SHOES OR ACME BOOTS FOR MEN. Valid Only At Gene's Bootery. Coupon Good thru Saturday, Dec. 8th. Cash Value 1/10 of one cent.	MONEY-SAVER COUPON This Coupon Entitles Bearer To 100 Extra S & H GREEN STAMPS With Purchase Of Any Pair Of GLOVETT SNOBOTS OR GLOVETT SHOES OF Valid Only At Gene's Bootery. Coupon Good thru Saturday, Dec. 8th. Cash Value 1/10 of one cent.	MONEY-SAVER COUPON This Coupon Entitles Bearer To 100 Extra S & H GREEN STAMPS With Purchase Of Any Pair Of GLOVETT SNOBOTS OR GLOVETT SHOES OF Valid Only At Gene's Bootery. Coupon Good thru Saturday, Dec. 8th. Cash Value 1/10 of one cent.
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America's MOST COMFORTABLE SHOE



RED WING SHOES

Boy's 4-Buckle Overshoes \$4.98 PAIR
SIZES 3 TO 6

USE OUR LAY-AWAY PLAN AND
GET YOUR GIFT BUCKS NOW!
SO YOU CAN USE THEM AT THE BIG AUCTION DECEMBER 12.

Gene's Bootery

"SHOES FOR THE ENTIRE FAMILY"



BUY BEFORE DEC. 9th AND GET GIFT BUCKS

ATTEND THE AUCTION DEC. 12th.