Finding buyers aim of business

The main purpose of a business is the creation of a customer, James Cooke, outgoing president of the National Association of Food Chains, told NAFC members at the organization's 31st annual meeting.

Mr Cooke is president of the Penn Fruit Co.

"This intricate food industry spreads across this land and reaches from farm to table; in this vast task involving so many relationships and adjustments, it is amazing that it's done with so very little friction. Our food industry acts as a sort of example of what peaceful discussion and adjustment and understanding can accomplish.

"This is more than inspirational rhetoric; it is an injunction to continue to reason together. The stakes involved are enormous. Food processing and distribution touches every consumer and farmer in the land and is, therefore, invested with a high degree of public interest and political content. Dialogue is important because no individual segment of our industry can do the job alone. Production and distribution are continuous and indivisible

"It was Churchill who said, 'It is a socialist idea that making a profit is a vice. I consider the real vice is making losses.' In our society business has the major responsibility for providing a livlihood for most of the population. The taxes levied upon its sales and profits are a main support of government. Its profits support innumerable useful institutions. A primary obligation of business, therefore — aside from being useful and sociologically decent — is to be profitable.

"Retailers have a high break-even level and are vitally interested in a steady supply of product as stable prices. Nobody makes money in a demoralized market. Additionally the consumers's sense of value is distorted and it takes time to restore the market to its proper level. The culprit in this situation is overproduction and not the machinations of any particular group.

"In such a situation the retailer can only perform his historic and classical function of moving the surplusses vigorously, quickly, orderly and with as little damage as possible. While there are no facile solutions to the problem of overproduction, we respectfully suggest that greater knowledge of markets and the development of marketing skills would be of great help to some producers. The most successful industries are those who have matched production skill with marketing skill. Producer organizations can be the participant in the dialogue that achieves understanding, cooperation and mutual benefit. Dialogue can eliminate conflict and waste. The best and most lasting solutions will come from within the food industry, not from the outside

"Remember, the main purpose of a business is the creation of a customer."



Jeffrey Gude, 16 months, is the son of Mr and Mrs Jerry Gude of Redondo Beach, Calif. Mrs Gude is the former Genene Brandt.

Grandparents are Mr and Mrs O. A. Gude of Nebraska City and Mr and Mrs Ralph Brandt of Otoe.

The buck Ends here . . . .

By Ivan D. E. Beaumont

Daryl, Darold, Darrell, Deryle, Darrel. . . . .you name it and there is a different spelling.

That's like the fellow who was introduced to John Brown . . . . .it was spelled Jahn Braun.

Well, to get the record straight, one of our carrier boys said he has delivered the News-Press for several years, first as assistant to his older brothers and now by himself and we never get his name spelled correctly.

So. . . .Daryl "Grippy" Griepenstroh, 10, son of Mr and Mrs Virgil Griepenstroh, how about that.

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It's been a year since the cigaret scare story came out.

And it's been a year since I smoked a cigaret. I have, however, kept my (often referred to as crusty or smelly) pipe close at hand.

+ + + + +

Otoe county ended the year with six highway deaths. That was Otoe county's bloody contribution to the state toll of 448 for the year.

+ + + + +

Read the other day where the temperature in Alaska has been near the 50 BELOW zero mark consistently for some time.

And to think we gripe about our 10 and 15 above.

There are really many serious problems with weather that cold. Children must be cautioned not to move too fast because of danger to their lungs; auto batteries must be put inside homes, and special heaters must be attached engines or the jitneys just won't start; and people just don't run out of stores in "indoor" clothes to put a nickel in the parking meter.

+ + + + +

I'll take Hawaii any day.

It gets a bit muggy when it's raining on one side of the street and the sun is shining on it 'other, but at least there is a variation.

Oahu, the island on which Honolulu is located is only about 32 miles long and roughly 100 driving miles around.

The beach always has customers; the Hawaiian styles are pretty and if you're on the island long enough you will learn "pigeon English" the slang of the Pacific islands

The Samoans are among the most pleasant people in the islands.

There are large, dark skinned people with pearly teeth. And they always smile.

New insurance rates-up or down

"New Premium Rates for Your Car Insurance."

This is the word from many insurance companies and the change is mostly up, beginning January 1, says Mrs Clara N. Leopold, University of Nebraska Extension home management specialist.

Whether your own insurance will go up or down or remain the same will depend mainly on who drives your car. For example, single women aged 30 to 64 will get 10 per cent lower rates than men the same age, explains Mrs Leopold. But premiums for unmarried girls under 21 will be higher. The younger the driver, the higher the rate.

Premiums on males under 25 will be based on their exact age and rates will be upped for those who are unmarried and those who own the car they operate. Expect a rate boost, too for unmarried men aged 25 to 30 — up to 70 per cent higher than the rates for older male drivers.

Across-the-board rate reductions will be continued for farmers compact car owners, and safe drivers Additional discounts are planned for owners of two or more cars, advises the specialist.

PALMYRA

Mrs. John S. Doty

Miss Mary Hart returned home from visiting her niece and family, the Doyle Crawfords, on Monday, where she has been assisting during the illness of Mrs Crawford who is hospitalized in St. Elizabeth hospital. She is suffering from a back ailment.

Mr and Mrs W. E. Beechem called on Mr and Mrs Jess Francis to help celebrate his 85th birthday, which was January 6. Mr and Mrs Francis are spending part of the winter in the home of their niece, Mrs Elsie Williams in Lincoln, while Mrs Williams is visiting in the home of her daughter and family, the A. D. Woodards at Houston.

Mrs Agatha Oestman and three sons, Hoyt, Kas., were guests in the home of her sister and family, Mr and Mrs Leonard Vaughn and children, from Thursday through Saturday While visiting in the Vaughn home, the group called the parents of Mrs Vaughn and Mrs Oestman, the Henry Doermans of Hot Springs Arkansas, to congratulate them on their 44th wedding anniversary which was January 5, and to wish them a happy New Year.

Mrs Leonard Vaughn and children visited Wednesday in the home of Mr and Mrs Flustos of Louisville. They visited with Gene Flustos of Fort Benning, Georgia, who left Thursday to return to the service.

Mr and Mrs Leonard Vaughn and Pat were Omaha callers Tuesday and called on the Fred Leson family in the evening.

Mr and Mrs John Stilwell returned this week from a visit in the home of their son-in-law and daughter, Mr and Mrs William Rozean and family of Eldorado, Texas.

Mrs Beatrice Klietsch and sister, Miss Yola Lamb of Sioux City, returned from a visit in the home of their brother and wife, Mr and Mrs Paul Lamb of Pasadena, Calif.

Mrs Ratie Rudge who has been in ill health was taken by ambulance to St. Elizabeth hospital in Lincoln, Friday.

Robert Lamborn of Chicago, Ill., has been visiting his mother, Mrs A. J. Lamborn and other relatives here.

Born to Dr. and Mrs John Nasi (Heather Wilhelm) of Staten Island, New York, a son Mark Alan Mrs Nasi was music instructor in Palmyra schools last year. Maternal grandparents are Mr and Mrs Wilson Wilhelm of Valisca, Iowa, Great-grandparents are Mr and Mrs Walter Wilhelm.

Junior Halvorsen is a surgical patient in Bryan Memorial hospital.

Recent guests in the home of Mr and Mrs Forrest Larson were Mr and Mrs Harry Jensen of Lincoln and Mr and Mrs Elmer Johnson.

Mr and Mrs Elmer Lanning left Monday for a vacation trip to California, where they will visit Mr and Mrs John Waite at Visalia, Calif., and Thomas and Glenna Bunten at Banning, Calif. Mrs Lanning and Mrs Waite are sisters, and Thomas Bunten and Miss Glenna Bunten are an uncle and aunt of Elmer Lanning.

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Reg. 49c Rexall White 8 oz. PETROLEUM JELLY 39c
Rex Dispenser Stainless Steel 10 Blades RAZOR BLADES 79c
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89c Rexall Natural Bristle Tooth Brushes 44c
Rexall TOOTH PASTE Regular or Fluoride. 6 3/4-oz. tube 59c

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59c CHILD'S ASPIRIN 1 1/4 gr 100's 29c
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1.09 MILK OF MAGNESIA 26 fl oz 54c
49c MINERAL OIL Rexall 8 fl oz 24c
75c ADHESIVE TAPE 1" x 10 yds. 37c

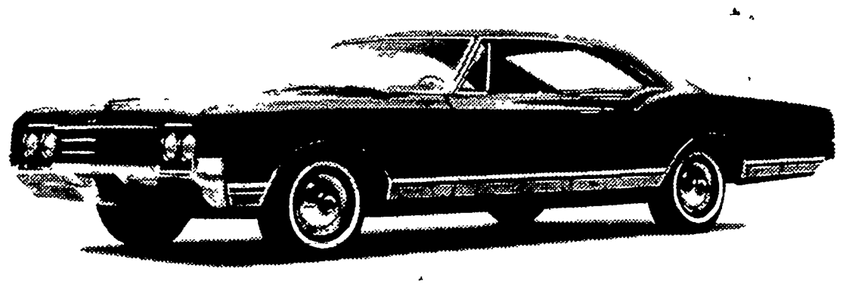
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COLD CREAM Reg. 2.50 Cara Nome 7 1/2-oz. jar 1.25
CLEANSING CREAM Reg. 2.50 Cara Nome, 8-oz. 1.25
DEODORANTS Reg. 1.00 Cara Nome Cream or Roll-on 50c
POLISH REMOVER Reg. 75c Rexall 8-fl. oz. 37c
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