The Midland View

By M. M. VAN KIRK
Nebraska Farm Bureau

Problem of misinformation

One of the greatest threats to U.S. agriculture and the nation's food supply is the volume of misinformation which is being disseminated in the big population areas of the nation which control the votes in the U.S Congress

Nebraska viewers of Educational Television on the evening of May 5 gpt a good look at the kind of information that is used to bombard people in the areas far removed from the facts and realities of farming, ranching and livestock production The program was the David Susskind show, a weekly feature in which this urbane and polished interviewer presents a group of individuals who all share a common interest

In this case, it was a group of women from the New York area obviously urban oriented completely, above average in education and family income, and leaders of the meat boycott movement They busily presented their plans to promote their boycott, their letter writing campaigns to apply pressure to their congressmen to vote for federal legislation to force a rollback in meat prices to the Jan 10 level (the program obviously had been taped several weeks before its presentation in this area), and disparaging remarks about the "farm bloc" in Congress and the best methods of overcoming it

All seemed to share an assumption that seems to prevail in many areas of the nation that there is some kind of Godgiven right in this country that all consumers are entitled to "cheap food" There was nothing said about inflationary forces which have produced huge increases m their costs of housing, entertainment, automobiles and other transportation, medical and all the other goods and services that are a part of everyday living No, their concentration was on food prices They said nothing either about food production, an unusually disastrous fall and winter for harvests and livestock, the price of farm equipment, new labor contracts coming up in the manufacturing and transportation industries, or even the export and import situation They did mention the "huge government subsidies going to the farmers." Obviously they didn't know that livestock is one of the farm commodities which has maintained its independence from government farm programs

One could ask what public television was doing "educating" the American public with such a flagrantly one-sided picture, presented with special political venom and irrationality There probably was little harm done here in the Midwest and West where people are still close enough to farm life to realize how terribly biased the presentation was Perhaps it did some good actually, because it showed farm people what a monumental task confronts them how do you reach such people with the realities of food production and establish any kind of understanding?

Such presentations are not limited to public television The same lack of knowledge is purveyed on commercial television, is voiced by network radio commentators every hour on the hour, and is written by newspaper people on the New York Times and the Washington Post steeped in their own righteousness and provincialism to the point of absurdity

The National Live Stock & Meat Board has made preliminary plans to secure an improved public image for the meat industry, noting that the public is critical to a point of hysteria Objective will be to counter criticism with the truth, to present an honest story as interestingly and believable as possible Hopefully the news media m the metropolitan areas can be stirred into cooperating in telling that story — before their people find out what hunger is

Woolworth sees increased sales

Lester A Burcham, chairman, told F W Woolworth stockholders here today that the company is looking forward to a 13 per cent increase in consolidated sales in 1973 and is at present exceeding this figure

"While there are some imbalances in the economy, there are enough pluses to make us optimistic about our company's prospects this year," he said in reporting that Woolworth's consolidated sales for the first quarter, ended April 30, totaled $765,930,000, an increase of 17 per cent over last year's comparable period Consolidated earnings for the first quarter amounted to $13,365,000, an increase of 47 per cent over 1972

"Earnings, including our equity in the net income of the British subsidiary increased 39 per cent These total earnings from all sources were 59 cents per share this year, compared to 41 cents per share last year," Burcham said

Reviewing 1972 results Burcham reported that Woolworth's consolidated sales last year exceeded the three-billion-dollar level for the first time m history

Mildred Viterise enlists in the Navy

Mildred Grace Viterise, wife of Kevin Viterise, Peru, has enlisted in the Navy through the Navy recruiting office in Nebraska City.

She was sworn in at Omaha and will report for active duty on May 25 She will report initially to the Women's Recruit Training Center in Orlando, Florida for basic training

Mildred qualified for enlistment in the Navy's administrative specialties group and will attend a Navy Class "A" school in this category upon completion of recruit training

Kevin Viterise is a junior at Peru State College majoring in physical education

The Navy has more new jobs available to women then ever before Interested persons should contact Recruiters Bill Sweeney and Jerry Seymour at the Navy recruiting office at 1018 Central Avenue or call 873-5210 collect for more information

GAMES PARTY
Tuesday, May 22
8 p.m.
St. Josephs Hall
JACKPOT $100
Number 57 or Under
2 miles West 1 South
of Paul, Nebraska
Must be 18 years of
age or older.

The Buck Ends Here

By IVAN D E BEAUMONT

And the death count goes on

Thirty-three people died in traffic accidents in the state during March, seven more than a year ago. Nineteen of the lives were snuffed out in "after dark" mishaps Twenty-five of the victims were males

These facts and figures come from Tom Ryan, supervisor of the Accident Records Bureau of the Department of Roads The worst day was March 12 with four deaths Otoe county recorded one fatality and that was on March 11, when Keith Heather, 18, died in a mishap near Syracuse

Mr Ryan's report also showed that Saturdays and Sundays were the worst days with seven fatalities each The other bad days were Mondays with six deaths and Fridays with five.

+++++

Sam and Belle Ells (Mr and Mrs Le Headley, Auburn) will be on the television show, Conversations, Thursday at 12 30 p.m , on Channel 3

You remember Sam .he's the guy who went to the blue rock shoot with his "iron" and displayed marksmanship like Sergeant York.

Sam and Belle will be "promotin' Brownville" on the show They will be dressed in their plainsman and woman costumes

Sam will also take along a few "necessary" things .such as two flint and percussion weapons, a rifle and a pistol, two flasks and powder horns and a Bowie knife Oh, yes, Sam said he will also display his trade tomahawk that's one traded from an Indian, he explained, with his chuckle (or was it a chortle?)

+++++

The morning sun cheats me out of a temperature reading on the north side of our house The sun warmed the mercury to 60 degrees at 6 30 a.m , the other day, but Joe Thissen said it was 34 degrees

It was a bit cooler than that Norm Bruening, 2327 Park Lane, said he scraped frost from the windshield of his car before going to work at American Meter plant And, Mrs Amelia McInnch said there was also frost in the Talmage area

We didn't get our usual report from Bill Winkler, Dunbar But according to George Fenske, there is no frost in Dunbar after Bill gets his tomatoes in the ground

Now, I don't know how true that is, but it would indicate that Bill controls the weather or George is protecting a potentially free supply of vegetables with a public relations program

+++++

Someone called the Rescue squad, 873-3900, the other day to ask why the word "RESCUE" was painted backwards on the front of the new $14,000 rig

You can ask Sheriff Seals about this if you doubt it, but .motorists just don't seem to hear a siren and so more blinking lights (now, they're using red and white flashes to attract attention) have been added to emergency vehicles

To go a step further, if you're driving down the road and as an alert motorist you hear a siren and see the red lights in a vehicle coming up behind you in your rearview mirror what is it police, sheriff, fire-rescue?

To answer that, the Rescue squad painted the letters backward on the front of the unit

Hold this up to a mirror .see?

RESCUE

+++++

We're gonna miss you, John Hall

A Nebraska City eighth grader who has been shattering records with his blazing speed on the asphalt track, put on his last show of speed at the meet Thursday night — John Hall will move to Seattle, Wash , in June

Mr and Mrs Victor Hall and family have lived in Nebraska City for three years, coming here from Norfolk, Virginia Mr Hall has been employed by the I. S. Joseph company which operated the tallow terminal along the riverfront.

A fire last fall damaged the terminal and Mr Hall considered a move to Mexico with his family, but instead chose the Jacob Sterns company at Seattle where he will be general manager of the tallow terminal

The Halls have a daughter, Mrs Gary (Jana) Palmer who is in Germany. Mr Palmer is in the Army

Victor Hall will go to Seattle on Sunday and his family will follow in June

Best wishes to the Hall family You've been a fine addition to the community and you will be missed

+++++

His call was to Nebraska City

The Rev John Green, pastor of the First Evangelical Lutheran church at Nebraska City, thoroughly enjoys his church, congregation and the community

I hope I never leave, he said the other day Pastors often move around in answer to calls, but Pastor Green said he has no plans to move anyplace One of the reasons he sought in his move to Nebraska City, was to settle permanently

To which we say — good show .just stay in the pulpit on weekends and leave a few pheasant and quail for me

+++++

Notice to Ray Gruber

If you wear THAT jumpsuit again to a daylight activity at Hayward park, please tell the ticket man at the gate so he can usher you into a shady place or issue sun glasses to the rest of us

P S (I gotta give you credit, Dad If you wouldn't have worn that jumpsuit in public you would have broken the heart of your proud daughter, Marcia)

And so You're today's G-O-O-O-O-D DAD!

And you deserve to be treated royally, not like just one of the household You should command attention at the dinner table, take the first choice of meat on the plate, direct which TV programs are to be watched and most important of all make the kids leave a car at home so you don't have to walk to work

Cheerleaders are elected at Lourdes

Cheerleaders for 1973-74 year at Nebraska City Lourdes have been elected

Varsity cheerleaders are - Marcia Kreifels and Vicki Heng, juniors and Barb Tanking, Sharon Schmitz, and Nancy Paap, seniors Varsity alternate cheerleaders are Karen Gittinger, junior, and Karen Derks and Donna Wurtele, seniors

Reserve cheerleaders are Marlene Kreifels and Joan Kreifels, freshmen and Jean Madsen and Diane Tanking, sophomores Alternate reserve cheerleaders are Marie Bataillon freshman and Mary Lynn Kreifels, sophomore

Junior High cheerleaders for the coming school year are Tammy Kreifels, Mary Moyer, Michelle Francois, and Vicki Kreifels

A meeting was held Thursday for the election of pep club officers Those elected were - Diane Sarraillon, president, Donna Wurtele, vice-president, Julie Harris, secretary, Donna Sarraillon, treasurer Effie Costello is pep club sponsor

Congratulations

. . .to the Dammast Clothing Company on their purchase of the new Viking Carpeting for the entire store.

We are proud to have been chosen to supply it and urge you to stop into Dammast's and see it.

OTOE
PAINT & WALLPAPER

MEMORIAL DAY
WREATHS & FLOWERS



BERTHOLD'S
819 Central 873-6300

50 eighth graders graduate Saturday

EIGHTH GRADE GRADUATION 1973

DISTRICT 1 Mrs Eunice Snyder, teacher
Steven Kirk Guthals, John H Haupt

DISTRICT 2 Mrs Margaret Markel, teacher
LeAnne M Ehlers

DISTRICT 11 Miss Janice Axdahl, teacher
Kristine Ann Huber

DISTRICT 12 Mrs Barbara Becker, teacher
Debbie Peterson

DISTRICT 13 Mrs Gladys Shallenberger, teacher
Roxanne Gude

DISTRICT 17 Mrs Addie Bosley, teacher
Rex Dean Peterson

DISTRICT 18 Mrs Susan Larson, teacher
David Patton

DISTRICT 20 Richard Hahn, teacher
Cheryl Lynn Study, Robin Kay Holscher, Linda Sue Lewis Steve Stilwell, Nola Jo Wilhelm, Cheryl Ann Schneider, Linda Diane Boettcher, Jane S Koerner, Dave L Beckard, Ronald L Gadeken, Richard Lovato, Cindy Lynn Leefers, Marcia Alice Rodaway

DISTRICT 30 Mrs Linda McConnaughy, teacher
Jerry L Hotsenpillar

DISTRICT 31 Ivan Bohlken, teacher
Michael Dee Bohlen, Carole Groce, Larry J Nuss, Clark L Randle, Russell T Sheppard, Joni J Yost

DISTRICT 35 Mrs Nancy Davis, teacher
Carolyn Sue Bassinger

DISTRICT 37 Mrs Ida Weddle, teacher
Mary Ruth Sigerson, Michael A Kreifels

DISTIRCT 40 Miss Gladys Kruse, teacher
Daniel Hillman, Bradley Meyer, Allen Horner, Rhonda Wellsandt

DISTRICT 53 Mrs Mardell Seybert, teacher
Nancy Marie Burkhart, David G Stukenholtz

DISTRICT 54 Mrs Evelyn Bruns, teacher
Carl E Cook Duane Allen McCauley

DISTRICT 58 Mrs Crystal Horns, teacher
Kathy Ann Noerrlinger, Karen Sue Rosenthal, Kent Donald Rosenthal

DISTRICT 74 Mrs Susan Patton teacher
LeAnn Marie Reuter

DISTRICT 78 Mrs Janine Ferel teacher
Roger E Lane Cathy L Williams Merlyn Keith Williams Timothy Charles Wilkinson

DISTRICT 101 Mrs Carolyn Flessner teacher
Darrell Lynn Wellman Catherine Kay Steinkuhler Walter Mannschreck

Pioneer Farm Families sought

The Knights of Ak-Sar-Ben and the Nebraska Association of Fair Managers today announced that for the 18th straight year they will continue their program to discover and recognize Nebraska Pioneer Farm families whose land has been owned by the same family for 100 years or more

Roy Moeller of Cuming County, President of the Association, pointed out that 803 farm families have been honored at 44 county fairs during the first 17 years of the project

Mr Moeller and Orville Koch, Otoe County secretary-treasurer, said that again this year the honored families will receive engraved walnut plaques and aluminum gate post markers from the Knights of Ak-Sar-Ben plus special framed citations from the Nebraska Association of Fair Managers

In addition, Ak-Sar-Ben will host the honored families at a special banquet during the organization's 46th annual Livestock Show and Rodeo, September 21-29

Awards are presented at the annual Otoe county fair

All nominations must be submitted by June 1 to the Secretary of the local County Fair Board, Mr Moeller said

PALMYRA

Mrs V. T. Halvorsen

Twin daughters, Jennifer Lynn and Janna Lea, were born April 27 to Mr and Mrs Richard Dawson at Bryan Memorial hospital, Lincoln Mr Dawson is superintendent of schools at Palmyra

Mr and Mrs Russell Hicks and Mr and Mrs Stan Lemke accompanied the Senior class of Palmyra on their annual sneak day trip to the Ozarks

MEMORIAL DAY
SERVICES
Camp Creek Cemetery
Sunday, May 27, 1973
2:30 p.m.
Address by Rev. Ted Konvalin
DANIEL BALTENSPERGER, President

OCNB Brings Out The Best To Help You Buy A New Car.

One-Stop, Low-Cost Financing.

Automatic Payments.

Many new car buyers in and around Nebraska City are doing things differently since the last time they financed their cars. Your OCNB car loan works for your advantage, for your convenience.

Let us show you how:

OCNB FAST, FRIENDLY SERVICE saves time. Does away with the fuss, bother and red tape. We'll give you immediate service No stalls

OCNB LOW BANK RATES, the area's lowest, help you save money Take up to 12, 24 or 36 months to repay

OCNB AUTOMATIC PAYMENTS work with your Otoe County National checking account, crediting your car loan each month — instead of sending you a bill.

Buying a new '73 can be a pleasant experience. Come in and tell us about the car you want to buy. We want to help.

Otoe County National Bank

Member F.D.I.C. The Bank That Serves You Better Nebraska City