Nebraska City News-Press
PARK NEWSPAPERS OF NEBRASKA, INC.
Roy H. Park, President

Vol. 124 No. 71 Sunday, February 5, 1978

Publication News and Business Office 123 South Eighth Street
Nebraska City Otoe County Nebraska 68410

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VIEWPOINT

Keeping the heat on smokers

Never underestimate the fervor of a convert on behalf of a newfound cause

A case in point at the moment is Joseph A. Califano Jr., the secretary of Health, Education and Welfare and a former three-pack-a-day man who is taking on both a large chunk of the public and a major industry with a crusade against smoking

As a plan for action, Califano's antismoking package is mostly proposals — a proposal to investigate a possible increase in the federal cigarette tax, a suggestion to ban cigarettes entirely on airliners, a request to broadcasters for more antismoking spots, urgings to schools to set up smoking education programs, encouragement to insurance companies to broaden the practice of premium discounts for nonsmokers.

Even when he gets down to talking dollars and cents, it is still for the purpose of persuasion — an increase from the present $1 million to $6 million in HEW's expenditures for anti-smoking education efforts.

There was noticeably no proposal to challenge the government's $80 million tobacco subsidy program. In fact, in a follow-up to Califano, Presidential Press Secretary Jody Powell spelled it out that the administration has no intention of inconveniencing the "tens of thousands of families" whose livelihoods are derived from tobacco production

Under the toothless circumstances, the prompt negative response of tobacco interests (Kentucky's Sen. Walter Huddleston accused Califano of launching a "massive propaganda campaign" without sufficient scientific evidence to justify it) looks like overreaction. Criticism from health groups, who see Califano's program as too weak, would seem to be nearer the mark.

Smoking as a social problem is many sided. It has its economic and political aspects, and also a powerful emotional one — the attitude of smokers themselves toward the habit Califano terms "slow-motion suicide."

Regular smokers usually have so woven the habit into the fabric of their lives that it is associated with nearly everything they do, it is a companion in pleasure and a support in stress It is a part of them not easily abandoned.

Yet millions have abandoned it. It has been estimated that in the 14 years since the landmark Surgeon General's report made smoking a public health topic of continuing discussion and controversy, something like 29 million Americans have managed to break the habit. Possibly as many more — out of the estimated 53 million smokers at present — would like to, according to the American Cancer Society, which operates through its chapters a series of well-attended stop-smoking clinics.

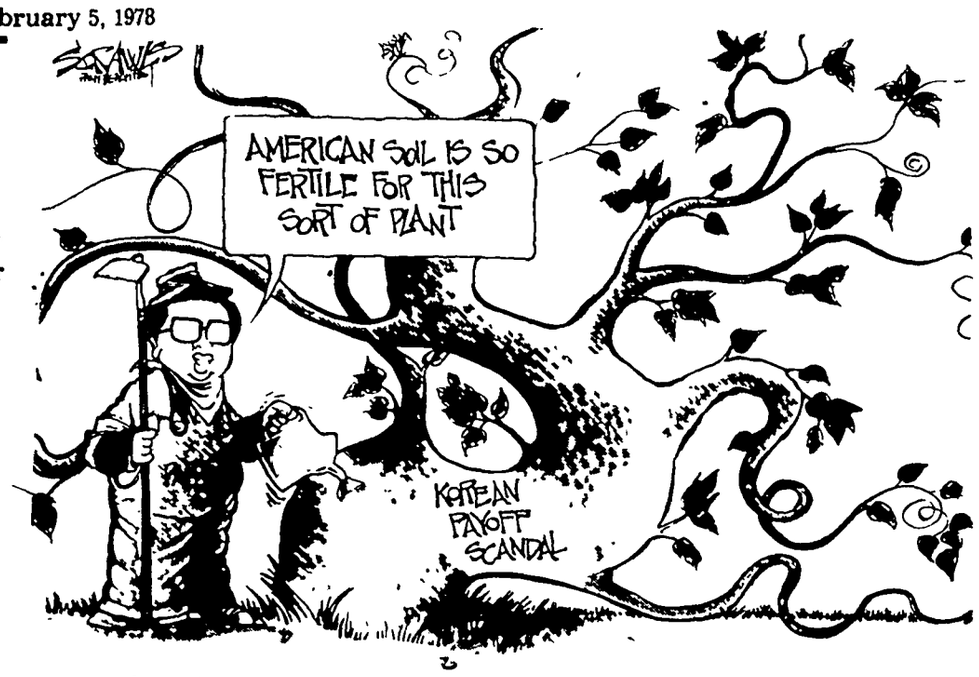
That is quite a public response, and in the absence of any political or economic action more meaningful than the ban on broadcast advertising and the mandatory cigarette pack warnings (the long-term effectiveness of both of these measures being open to some question).

It may be that the best way of dealing with smoking is to deal directly with smokers, not by means of political or economic pressures, but through information and publicity. And Califano may be the best one to carry it off.

Califano, who says he quit smoking three years ago as a birthday present to his son, has established himself as the most outspoken and visible member of the cabinet.

His crusade may not be the strongest political and economic effort that might be mounted. But given his visibility and tenacity, it could turn out to be the most publicized. The effect might even be stronger.

*The writer stopped smoking eight years ago, a two-pack a day habit for 20 years, and has lived happily ever after





Martha Angle and Robert Walters

IN WASHINGTON

Reaganite challenges Brock

WASHINGTON—(NEA)—Despite protestations to the contrary from all involved, the upcoming contest for the co-chairmanship of the Republican Party is no routine exercise in "healthy competition."

The bid by Gloria Toote, a black Harlem lawyer, to unseat incumbent Mary Crisp represents the first serious challenge to the year-old leadership of GOP Chairman Bill Brock.

It is a challenge that Brock and Crisp, his hand-picked associate, must win if they are to continue their efforts to broaden both the base and the appeal of the Republican Party

Toote, who served as an assistant secretary of Housing and Urban Development under both Nixon and Ford, claims that her election to the party's number two job would be proof positive that the GOP is sincere about its current drive to open its doors to blacks

Since Brock is the chief architect of the black recruitment effort, his determination to defeat Toote seems inconsistent on the surface

But things are seldom what they appear to be in politics Toote, as it happens, seconded the presidential nomination of Ronald Reagan at the 1976 GOP convention and now serves on the board of his political action unit, Citizens for the Republic

She was urged to challenge Crisp by assorted party conservatives, including top Reagan advisor Lyn Nofziger, who are upset with Brock's efforts to downplay divisive ideological "causes" like the Panama Canal in favor of issues with broad appeal to middle and working-class voters, such as jobs, taxes, housing and education.

It is no coincidence that Toote's candidacy surfaced just as Brock and Reagan had their first public quarrel over the GOP chairman's refusal to allocate $50,000 in party funds to a conservative barnstorming tour in opposition to the Panama Canal treaties

Reagan, who had helped bring over $700,000 into the GOP National Committee coffers with a fund-raising letter attacking the canal treaties, was livid when Brock insisted the money should go to helping Republican candidates rather than crusading against the treaties

The two men quickly papered over their dispute, but Brock's action left a sour taste with many conservatives.

The right did not want to risk a direct challenge to Brock, so Crisp was selected as the target for opposition when the GOP National Committee meets here Jan 20 to elect its leaders for the next two years

Crisp had already incurred the enmity of Nofziger and other true believers when she denounced the "purism" of party conservatives in an interview last summer and warned that groups like Reagan's could drain off political contributions from regular GOP organizations.

Brock loyalists at the national committee are confident they can defeat Toote, claiming she will get no more than one-third of the votes at the Jan 20 meeting Some GOP officials predict she will withdraw from the race before the committee even assembles, although Toote herself claims she is "in this race to win"

The chairman claims to be unperturbed by the challenge to Crisp, but he is taking no chances Brock sent a letter to every member of the national committee urging support for Crisp, and one of his top staff sides is waging a vigorous phone campaign on Crisp's behalf

This is a fight Brock cannot afford to lose, even though his own job is not on the line at the moment A repudiation of Crisp would inevitably be construed as a repudiation of Brock — and his policies It is difficult to see how he could function successfully as chairman in the face of such a rebuff

Safety Valve

" a tribute. "

EDITOR, News-Press I read this some time ago and you might like to pass it on to your readers

What is a farmer? Well, he's a big man or a small man He comes in assorted shapes and sizes Happy, sad — wide and lean

A farmer is tomorrow's breakfast, with a grin on his face He carries nations on his shoulders and holds the earth in his hands and lives by the sun and the rain

He's America riding a tractor, Democracy wearing a straw hat A farmer is freedom, holding a hoe and the future of the world in a pair of blue overalls. What is a farmer? Well, armies march on his muscles, cities eat his labors, politicans promise him things, bankers respect him and middlemen live off him.

He's a farmer He's a strong and gentle man, strong enough to challenge nature and gentle enough to caress a newborn calf with loving hands.

He's a day laborer and capitalist, handyman and boss, toymaker, mechanic, veterinarian, salesman, purchasing agent, production manager, weather forecaster and a good neighbor

He's the meat and potatoes of a nation He's the ham and eggs on the menu at a restaurant. He's a Halloween pumpkin and cold watermelons at a Fourth of July picnic He's the turkey and yams on a Thanksgiving dinner table

He's a farmer, a gamble He throws his seed like dice on a giant gambling table of land. He bets his muscle and know-how on the heat of the sun and the turn of a rain cloud

He's America's best customer, the most constant hope, the most useful man in the nation

DORIS WILLIS

" .the strike..."

EDITOR, News-Press We as concerned residents of Nebraska City would like to know why the local merchants and law officers support the Nebraska Outerwear company against the strikers

It would be interesting to compare how much the company has lost in wages for guards, court and lawyer fees, loss of production and training of new employes with the amount of wages lost by the strikers

This factory has been in Nebraska City for 25 years with no labor problems Working conditions must have become very poor to cause such radical action as a strike These girls are our friends and neighbors and not potential criminals that need to be watched by five state patrolmen, the sheriff's deputy and a local police officer

It would be nice to have someone who knows to give the people the facts as to who does own and maintain that road in front of the factory and what laws regulate its use.

INTERESTED CITIZENS

AS TIME GOES BY

Relief costs down

FORTY YEARS AGO
—1938—

The county relief department spent $5,803 during January, $4,200 less than in January of 1937 despite an increase in the number of families on relief...Nebraska City attorney Lloyd E Peterson said the Nebraska Motor Carrier Act would drive the little trucker off the road...Sheriff Carl Ryder was searching for the bandit who kicked in the door of the Fred Haley Grocery store in Palmyra, making off with more than $90...Nebraska City lost its ninth straight basketball game, dropping a 43-18 contest to Coach Jug Brown's Falls City Tigers.

TWENTY FIVE YEARS AGO
—1953—

The NEA reported that rural teachers' salaries in Otoe County ranked low in the state. The State Board of Equalization voted not to change valuations of farm lands in Johnson County...Denny Folkerts hit 11 points to lead the Pioneers past Plattsmouth, 44-34...Ray Mayfield's 29 points boosted Nehawka past Eagle, 78-73 The county commissioners and Campbell Kropp signed a lease agreement whereby the county would obtain gravel from a pit on the Kropp farm, north of Nebraska City

TEN YEARS AGO
—1968—

Patsy Wirth, daughter of Mr and Mrs Austin Wirth, rural Nebraska City, won the right to represent southeast Nebraska in the state American Legion Oratorical Contest...Barbara Beach and Frank Kingery were named homecoming king and queen at the Nebraska School for the Visually Handicapped. Dale Wallen and Ralph Springman were reelected to the board at the annual meeting of the Palmyra Farmers Co-op...Fire demolished the frame home of Roland Sporhase three-quarters of a mile east of No; 50 on the Otoe Road ..Farmers Co-op Manager Charles "Chick" Connell reported to some 300 people at the company's annual stockholders meeting.

Second class postage paid at the Post Office in Nebraska City, Nebr No. 375960 Published every evening (except Saturday) and on Sunday

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CIRCULATION RATES Single copy, 15 cents; by carrier, $3 a month in advance; by mail in Nebraska City trading area, $28.00; outside trading area $36.00 per year

The Prayer For Today From The Upper Room

This is the day which the Lord had made, let us rejoice and be glad in it." (Psalm 118:24 RSV)

PRAYER: Lord, help us to come alive to a new quality of life and to stay on the growing edge. Alert us to the fact that something within us dies if we neglect to do all the good we can. In the Master's name. Amen.

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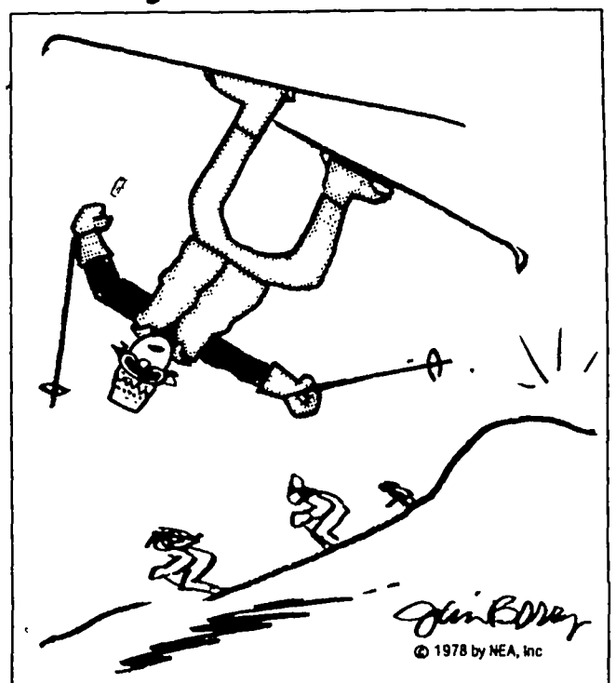
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Berry's World



"OOPS! CALL MY LAWYER ."



Ivan D.E. Beaumont

THE BUCK ENDS HERE

Nothing new?

The Elks report —

A woman in a windy city was seen holding her hat with both hands while her skirt blew higher and higher

The male passersby were enjoying it, and in response to their quizzical glances she snorted

"Gentleman, what you are looking at is 40 years old...what I'm hanging onto is brand new."

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The Homemakers School —

You're invited to the News-Press Homemakers School co-sponsored by businesses this coming Thursday.

Miss Jan Hill, a home economist from Middleton, Wis., will return again this year to conduct the demonstrations at the Pioneer Theater.

She will be assisted by five women from the local Catholic Daughters organization. They are Mrs Ralph Causgrove, Mrs Ken L Clark, Mrs Arvon Marcotte, Mrs Bill Ollmer and Mrs Robert Warhurst.

+ + +

The weather report —

The other day my thermometer showed -5. Bill Winkler reported -16 The Kenneth Hobacks of near Union reported similar readings.

Bill Whipple of Union said the weather started out to be that of 1936 and "that was one h— of a winter There wasn't much flu. Good thing, too; You couldn't go any place."

Bill offered a clipping from the News-Press on the granddaddy of all winters.

	High	Low
January 19	10	-14
January 20	13	-12
January 21	25	4
January 22	0	-10
January 23	-3	-14
January 24	3	-5
January25	2	-15
January 26	4	-16
January 27	1	-18
January 28	10	-15
January 29	9	-14
January 30	3	-8
January 31	10	-17
February 1	7	-5
February 2	8	-1
February 3	11	8
February 4	0	-14
February 5	10	-21
February 6	13	-3
February 7	18	-2
February 8	-9	-13
February 9	0	-16
February 10	10	-10
February 11	1	-9
February 12	5	0
Febraury 13	13	4
February 14	-5	-16
February 15	3	-11
February 16	-2	-13
February 17	-5	-8
February 18	7	-14
February 19	15	-14

+ + +

Congratulations —

to the young men and women who were nominated to the military academies by Rep. Charles Thone.

Of course, we know that one young man, Keaton, pretty well, and we found that we know some of the others.

We've never met Mark Heng, son of Mr and Mrs Stan Heng, Lincoln, but we know his dad and mom and grandparents Stan was the administrative sergeant at Company A, received a commission and continued his advancement with the military service He holds the rank of major and is assigned to the adjutant general's staff in the National Guard.

We don't know Ilsa Bednar's family, but we met the young woman when she was the only girl on the all male track team at Johnson-Brock. She has also received recognition for music and drama and is president of her 4-H chapter.

+ + +

Meanwhile, back in the Brown House on the North 40. No; 1 son has been advised by the Great Master of the House that he soon will have to switch from toast and cocoa to a True Navy breakfast of hot beans and black coffee.

He is a member of Coach Stevenson's Pioneer wrestling team and since he has a growing young man's body, he has a problem with weight.

As any wrestling parent knows, the boys are constantly dieting. Mel Todd, Jr , says he has observed additional showers and longers showers and a whale of a lot of spitting.

For a lot of the boys, it's pretty difficult. The Queen Bee stopped fixing breakfast for our wrestler back in December. I had forgotten that was when he and I used to barf down bacon, eggs, toast and jelly together every morning.

Don't worry son...once this wrestling is over you've got to start New Training—shoveling down the beans..and for a holiday or some other special treat there's SOS...that's something on a shingle (hamburger, gravy and toast).

...Small wonder they call the American serviceman the man with the heart of gold and the stomach of iron.

+ + +

The Dunbar Review —

How in the world is it possible that the idiot who married your daughter is the father of the greatest children in the world?



HEALTH

Lawrence E. Lamb, M.D.

Exercise can help

By Lawrence Lamb, M.D.

DEAR LAMB — I am a 20-year-old male who has a good build in the chest and arms, but needs a program to reduce the buttocks and gain weight on the thighs Please advise.

DEAR READER — You can do things to improve your figure as you wish to do. To decrease your buttocks you will need to lose fat and you do that by eating less calories than you use

You may not like the idea as a young male, but bumps and grinds are good to tighten up seat muscles You may be more willing to consciously contract your buttock muscles and hold the maximum contraction phase Then relax and repeat 10 of these, rest and do 10 more Do this every day and it will help you tighten up those muscles

It doesn't make any difference where a muscle is if you can contract it and can hold it in the contracted position a few seconds You can use such a maneuver to tighten it. That will not eliminate fat.

You can build up thigh muscles by using modified knee bend exercises I recommend kneeling on one knee (back knee) with the front knee simply bent at a right angle Then raise yourself up using the front knee That way you don't over stretch the knee joint as you can do in deep knee bends You can support yourself with your hands placed against the door jamb and also use the back leg you are kneeling on to help raise yourself if you are weak

Beyond this, you would need to go to your YMCA or a local health club where equipment is available that you can use to increase the load on the thigh muscles

Muscles grow as they are contracted under increasing loads By dieting to eliminate unwanted fat, developing muscles and tightening slack muscles you can do a lot to "shape up" your own body Because of your interest in this subject, I am sending you The Health Letter number 5-4, Weight Training for Energy and Weight Control Others who want this issue can send 50 cents with a long, stamped, self-addressed envelope for it to me in care of this newspaper, P O Box 1551, Radio City Station, New York, NY 10019

DEAR DR LAMB — I had a very bad gash on the side of my nose close to the eye A doctor took stitches in it He did a very poor job and the skin is wrinkled there now and is raised We do not have any good plastic surgeons in my town and I don't know where to go to find one that is good The skin doctor I saw here said to fix it would make just as bad a scar I am wondering why it couldn't be fixed Do you have any suggestions?

DEAR READER — I'd certainly investigate it. Unsightly scars from a repair can sometimes be excised and a new hairline scar formed That isn't always true, but you would need an examination by a plastic surgeon to tell if the improvement would be worth the effort.

I note that you come from a state with few large cities, so you might write to the chairman of the Department of Plastic Surgery at the University of Utah Medical Center in Salt Lake, near your home, and send along a clear picture of yourself Ask him if he thinks there is something that can be done He will probably want to see you in person and will probably tell you how to make an appointment. He will need to know if you are overly sensitive about a minor defect or if you are being realistic and if it is something he can improve, before he commits himself about the advisability of additional surgery in your case

Today In History

By The Associated Press

Today is Sunday, Feb. 5, the 36th day of 1978. There are 329 days left in the year.

Today's highlight in history:

On this date in 1917, Mexico became a federated republic of 28 states.

On this date:

In 1783, Sweden recognized the independence of the United States.

In 1918, separation of church and state was ordered in Russia.

In 1937, a bitter controversy began when President Franklin Roosevelt proposed adding six new justices to the Supreme Court.

Today's birthdays: Baseball's all-time homerun king, Hank Aaron, is 44 years old. New York Times publisher Arthur Sulzberger is 52.

Thought for today: Keep your eyes w de open before marriage, and half-shut afterwards — Benjamin Franklin, 1790-1790

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