

THE FRONTIER

D. H. Cronin, Editor and Owner

Entered at the postoffice at O'Neill, Nebraska, as Second Class Matter.

SUBSCRIPTION

One Year, in Nebraska \$2.00
One year, outside Nebraska. 2.25
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BRIEFLY STATED

The Misses Leona French, Rose Mary and Ruth Ann Biglin, returned to Lincoln Sunday to resume their studies at the University of Nebraska, after spending Thanksgiving vacation with their parents.

Miss Henrietta Schreier returned to her duties at the Brown-McDonald Store Monday, after being home for the past three weeks with the flu.

Mr. and Mrs. C. E. Jones returned Sunday from Davenport, Iowa, where they had been visiting their daughter and son-in-law Mr. and Mrs. Donald Anderson.

Mr. and Mrs. Ralph McElvain had as their dinner guests Saturday evening, E. G. Grover, of Omaha; Mr. and Mrs. Vinton Simonson; Mr. and Mrs. L. A. Simonson and Calmer Simonson of O'Neill.

Mr. and Mrs. Ralph McElvain entertained at a 7:00 o'clock dinner Wednesday evening. The guests were: Mr. and Mrs. Cal McElvain, of Fremont, Mrs. R. K. Platt of Chambers, Mr. and Mrs. Wm. McElvain and Mr. and Mrs. H. O. Russ and daughters, of O'Neill.

The Presbyterian Guild met with Mrs. R. M. Sauers, at her home Thursday afternoon. Mrs. J. M. Hayes, Mrs. J. R. Miller, and Mrs. Paul Shierk, were the assisting hostesses.

Mr. and Mrs. Alfred Drayton went to Bassett Sunday and were guests of Mr. and Mrs. Charles Morton.

Mr. and Mrs. George Weingartner and son returned Tuesday from Houston, Texas, where they had been visiting relatives for the past week.

Mr. and Mrs. Emmett Crabb returned last Wednesday night from Pierre, S. D., Mrs. Crabb being called there by the illness of her father. On Thursday morning Mrs. Crabb received word that her father had passed away and on Saturday they left to attend the funeral.

O'Neill High School football team wound up a very successful season last Thursday by trouncing the highly touted "Atkinson eleven 13 to 0. O'Neill played like champions all the way through and to one of the largest crowds that ever attended a football game in the county.

Fay Puckett Voices His Views

O'Neill, Nebr.

Dear Editor:
Back in the Eighties and Nineties, it was thought necessary to teach youth the evils of liquor and temperance leagues and meetings were sponsored by church and civic organizations where entertainment was furnished that was not only entertaining but educational as to the evils of its use.

If that kind of teaching was necessary in the eighties when people couldn't get farther from home than they could walk in an evening, how much more is it necessary now in the forties, when one can be a hundred miles from home in less than two hours, and when there is worse than a saloon on most every street, and where our hi-ways are banked with bill-boards depicting different brands of liquor as the source of happiness, and where our radios are paid well to blare forth at all hours of the day and night the advantages of the curse of mankind under different labels.

We tax ourselves to the hilt to stop Hitler because we fear what nazi domination would be and then license King Alcohol to roam at will because we want his revenue.

King Alcohol has killed more men and ruined more homes than Hitler will if he lives to be a

hundred.
Herr Hitler can only kill the body. King Alcohol kills the soul. Shame on us with all our modern advancement and conveniences to do so little about so great an evil.
Legislation has helped, but let us realize again the value of total abstinence by individuals, and the necessity of education to our children at home and in school, the evil effects of the use of alcoholic beverages.

Sincerely
Fay A. Puckett

BRIEFLY STATED

Robert and John, Jr., Shoemaker and Billy Biglin, returned to Omaha Sunday to resume their studies at the Creighton University, after spending Thanksgiving vacation with their parents.

Ed Dart arrived Saturday from Wall, S. D., to visit at the home of his mother, Mrs. Edson Sargent for a few days.

Miss Pat Brennan entertained fifteen girl friends at a Thanksgiving party at her home Friday evening.

Miss Helen Harty entertained a few friends at her home Thursday afternoon, in honor of her seventh birthday.

The Misses Bonnie Kurtz and Dorothy Yocum entertained twenty-five guests at a party Friday evening, the occasion being Miss Kurtz's birthday.

Mr. and Mrs. E. A. Cowley and son, Terry, went last Thursday to Superior to spend the week-end with relatives.

Mr. and Mrs. Bart Hickey have returned from their two weeks vacation spent in Central City, and Manning, Iowa, visiting relatives and friends.

Miss Marjorie Joan Cronin returned to Lincoln Sunday to resume her studies in the University of Nebraska, after spending the Thanksgiving vacation at home.

Mrs. Helen Sirek, Mrs. D. H. Cronin and son, Richard, went to Sioux City Tuesday morning, where they spent the day, returning home that evening.

Mr. and Mrs. C. J. Gatz moved into their new home the latter part of last week. They now have one of the nicest homes in the city, modern in every respect and built on the corner of Douglas and Eighth streets, in the nicest residence section of the city.

Hugh Birmingham left Wednesday for Chicago, Ill., Washington D. C., and Florida, where he went on business and to visit relatives.

Mrs. Tina Clift entertained eight ladies at a bridge party at the Western Hotel Tea Room Wednesday evening. Mrs. Wm. Gatz and Mrs. C. J. Gatz won the prizes.

Jack O'Donnell and John C. Mullen of Omaha spent the week-end in O'Neill and Atkinson visiting relatives and friends.

You should see the beautiful Chenille Bedspreads, Penney's have for Christmas.

Jerry Halva of Lynch spent Thanksgiving with his brother Victor Halva and family.

Mrs. O. A. Kilpatrick of O'Neill and Mr. and Mrs. Ray Hill of Orchard, took Mr. and Mrs. Hill's son, Douglas, to Grand Island Monday where he entered the Grand Island Business College.

Mr. and Mrs. Ben Schmitz and Mr. and Mrs. Irvin Krotch, of Osmond, spent Thanksgiving day at the John Kersenbrock home.

Mr. and Mrs. Herb Peterson spent Thanksgiving day at Philip, Nebr., with Mr. Peterson's parents.

Mr. and Mrs. Tom Semlock of Norfolk spent last Wednesday here with Mrs. Semlock's parents, Mr. and Mrs. Tom Enright.

Mr. and Mrs. Ray Verzal and son, Jerry, of Wayne and Mrs. Katherine Verzal of Atkinson were guests of Mr. and Mrs. Ed Quinn Thanksgiving day.

Mr. and Mrs. John Kersenbrock and son Jack spent Sunday in Osmond visiting relatives and friends.

The Senior Class of the O'Neill Public school sponsored a dance at the Public School auditorium Tuesday evening. After the dance, ice cream and cookies were served.

Mrs. Guy James and children left last Thursday for Creighton to join her husband who has a position in the American National Bank there.

Mr. and Mrs. Carl Asimus left Tuesday for Omaha, where they will visit for a few days.

Mr. and Mrs. Wm Barnard and Sam Barnard arrived last Thursday from Casper, Wyoming, to visit at the C. E. Yantzi home. Mr. and Mrs. Barnard returned to Casper, Monday and Sam Barnard will spend the winter here.



Give your eyes the benefit of the new scientific method of examination and diagnosis. See Perrigo Optical Company at Golden HOTEL Monday, December 8th.

PERRIGO OPTICAL CO.

O'NEILL Public High School

Presents
Vocal
Instrumental
Program

Featuring the Band, Boys' Glee Club, Girls' Glee Club and Mixed Chorus

O'Neill High Auditorium

Monday, December 8th
8 p. m.

Admission 15c - tax included

Christmas Gifts and Toys

Plants and Cut Flowers

—PLACE YOUR ORDER EARLY—

We Have A Fine Selection Of Lamps, Vases, Pottery, Coty Brand Cosmetics, The New Wonder True Flesh Dolls, Tanks, Trucks and Aeroplanes, Books, Games, Cigars and Pipes.

SCHRAFFT'S Box and Bulk Candies

—GROCERY SPECIALS—

Folgers Coffee per pound 29 1/2 C

Butternut Coffee per pound 29 1/2 C

Limit of 2 lbs. per Customer

Chocolate Candy per pound 10 C

Juicy Oranges per dozen 15 C

Sliced Bacon 32 C

Swift Premium per pound

STANNARD'S

Mr. and Mrs. Clifford Bridge, and Corkey and Robert Luth, spent Friday here visiting relatives and friends.

Miss Ruby Edlund returned Saturday from Holdrege, where she spent several days with her parents, Mr. and Mrs. E. H. Edlund.

Mrs. F. M. Brennan, Miss Bernadette Brennan and Miss Genevieve Biglin were in Sioux City, Wednesday.

Mr. and Mrs. Bernard Ferris and with Mrs. Ferris' parents, Mr. and Mrs. R. E. Nightengale.

Mr. and Mrs. Wm. Hannah spent Thanksgiving at Utica, with Mr. Hannah's parents, Mr. and Mrs. U. B. Hannah.

Miss Ruth Renner went to Orleans Thursday to attend a wedding of a friend. She returned home Saturday.

Mr. and Mrs. C. Gailson of Burke, S. D., and Mrs. Harry James and Mrs. Borden of Spencer visited at the Robert Schulz home Tuesday.

Mr. and Mrs. Clarence Cum-

mingham and son, Vincent, spent the week-end in Sioux City and Ute, Iowa.

Mrs. Donald Enright and Roy Bearce went to Norfolk Sunday after Mrs. Bearce and Janet Enright, who had been visiting friends since Friday.

Mr. and Mrs. Hank Martin and son, Allan, and Mrs. Addie Wrede were in Omaha Friday and Saturday.

The Catholic Daughters held a business meeting at the Golden Hotel Tuesday evening. After the meeting, the evening was spent playing cards. Mrs. G. C. De-Backer won high score at auction, Mrs. H. M. VanDollen high score at contract, and Mrs. Anna Jordan, all-cut. The hostesses were: Mrs. Brennan Davis, Mrs. Jim Kelley, Mrs. Frank Suchy, Mrs. Henry Bauman, Mrs. Wm Martin, Mrs. M. J. Wallace, Mrs. L. D. Putman and Miss Bernadine Protvinsky. Lunch was served at the Elite Cafe.

Miss Dora Hughes of Irvington was a guest of Miss Alice Sexsmith from Thursday until Saturday.

Miss Delores Storjohann and Miss Margaret Miller spent from Friday until Sunday in Lincoln visiting friends.

Mrs. John Kersenbrock and son Jack went to Osmond Wednesday to attend the funeral of Dick Schmitz.

Harold Hunt, a student at Creighton University, spent the Thanksgiving vacation with his parents, Mr. and Mrs. D. Hunt.

Mrs. Wm. J. Biglin returned Tuesday from Omaha and Mrs. R. E. Gallagher and son John Robert, who had been in Omaha for several days visiting relatives, accompanied Mrs. Biglin home.

Mrs. Ruth Hughes of Denver, Colorado, is here visiting her mother, Mrs. C. C. Millard and brother, Ralph Millard.

FOR CHRISTMAS

ANY WOMEN WOULD APPRECIATE AN ACORN GAS STOVE

The Acorn 4002-T. S. has more features you'd want than any two other stoves. Compare it with all other stoves and you'll buy Acorn.

O'Neill Hatchery

Over 80% of American women who buy automatic stoves, buy gas Stoves.

A Message



(Delivered in a talk before District Managers at their first annual meeting.)

from
V.M. JOHNSON
GENERAL MANAGER

to CONSUMERS EMPLOYEES

CONSUMERS PUBLIC POWER DISTRICT

General Policy

Let us remember that we, the employees of Consumers Public Power District are public servants first, last and always—as long as we are members of the District's personnel.

Serving the public is more than a form of employment—it is a mass confidence, a trust, almost sacred, that the people depending upon us and the service we render have placed in us. Failure of a single employe to perform the task assigned to him conceivably could work hardship upon scores, yes, hundreds or thousands of our customers. In other types of employment, failures, inefficiency and carelessness might not have such a devastating effect upon the public, but in the electric utility business—these things cannot, must not happen if it is humanly possible to prevent them.

In a short space of time Consumers Public Power District has developed into a large, far-flung organization. Created under the law, we are charged with the responsibility by the duly elected representatives of the people to provide Nebraska homes, commercial and industrial concerns, and farms with the most reliable electric service obtainable and at the most reasonable rates possible. This primary responsibility should ever be present in our minds and govern every act and thought, on or off duty. Waste, extravagance, uneconomical practices and inefficiency have been eliminated and MUST remain eliminated so far as our operations are concerned. Yet, we should strive at all times to be progressive—adopt a forward-looking attitude. We de-

sire fervently to be known as a positive influence in every community we serve.

As individuals, as well as utility employes, we must keep our personal conduct above reproach, above criticism. In matters of business, the public's wishes come first, our personal opinions subjugated. These great United States, of which Nebraska is not the least outstanding, is still a land of free men. We have every right to our own views, but as utility people we confine the discussion of these views to off-duty hours.

As general manager of Consumers Public Power District, I am proud of our personnel. In my opinion we have one of the finest groups of employes ever assembled to discharge the duties of public service. In my position as general manager, I want to be one of you, for your problems are my problems. I hope you will permit me to share your sorrow as well as your joy. My door is always open to you—whether you seek me for counsel, consolation, or just plain old, fashioned "visiting."

Your fellow employe,
V. M. JOHNSON

Manager



CONSUMERS PUBLIC POWER DISTRICT