



S Stands for "Salesmen" Who speak of reliance Of the modern work-saving Electric appliances

Another in a Series of Advertisements Depicting Consumers from "A to Z."

Salesmanship and sales promotion have done much to raise the standard of living in America. Good salesmen—honest salesmen represent the products they sell for their true value—just what they will DO for YOU. So it is with the salespeople who represent your Consumers Public Power District. Trained not only in the merits and performance of their products, but also in the integrity of properly representing them, they are selling something that every home can enjoy—freedom from work-a-day cares—electrical appliances and electric service to eliminate much of the drudgery in the home, in industry, and on the farm. These salespeople are interested not only in the sale of the appliances but also in seeing that the appliances they sell give you the maximum of satisfactory service. Right now, while many new appliances are not available, your Consumers representative is anxious to help you, in any way possible, to obtain the longest and most efficient service from the appliances you have. In discussing your appliance problems with him you may trust him to answer your questions truthfully and to serve you to the best of his ability.



BUY WAR BONDS REGULARLY AT LEAST 10% EVERY PAYDAY

The Alpha Club held their Christmas dinner at the home of Mr. and Mrs. Dick Robertson at 7:00 Wednesday evening. The room and tables were appropriately decorated. Progressive pitch

was the entertainment. Prizes were defense stamps. Quick Bread was the lesson of the Friendly Neighbor Club December 3, at the home of Mrs. Shellhamer, demonstrated by

Mrs. Leach and Mrs. Crabb. Plans for a Christmas party was set for December 17. Luella Barnes of Atkinson, has accepted a position at the M and M and started work on Monday.

The Legend Of The Snow Man

The pupils of the O'Neill public grade school have been doing intensive work on an operetta to be presented December 16, in the High School auditorium. The operetta is based on a legend that on Christmas Eve, the Snow-Man will come to life if a child does a good deed. John Carroll is a selfish little boy who does not believe in the legend. He is so selfish that he is rude. The Snow-Man decides to teach John a lesson. When John goes to sleep that night strange dreams bother him; strange things happen. And the Snow-Man? That would be telling. You will see what happens to John when you see the operetta. The cast of characters are as follows: The Snow Man—Clayton Leigh John Carroll—Dick Goedel Mary Carroll—Shirley Johring News Boy—Maurice Parks Chinese Juggler—Barbara Bennett Mother—Alice Mae Scofield Captain of the Ten Soldiers—Burle Sargent Christmas Clowns—Grades 3 and 4 Snow Men—Grade 3 Snow-Ball Fairies—Grades 3 and 4 Tin Soldiers—Grades 1 and 2 Snow-Flake Flurries—Grade 3 Christmas Imps—Grades 1 and 2 Carol Singers—Grades 1 to 6 inc.

J. W. McDonough is able to be back at work again, after being laid up for a couple of weeks as the result of a dislocated vertebra, caused by handling some heavy ladders while doing a job of painting.

INMAN ITEMS

Mr. Berger of Atkinson arrived here Saturday for a visit in the homes of his daughters, Mrs. Tom Hutton and Mrs. Gene Clark. Mr. and Mrs. Haddin Geary were Norfolk visitors on Monday. The Commercial Club held their monthly meeting and dinner at the cafe on Wednesday night, December 2. Plans were made for the Blackout on the night of December 14 and wardens were appointed.

The Y. M. Club held their night meeting at the home of Mr. and Mrs. Chet Young last Saturday night. Mr. and Mrs. Karl Keyes were guests. On Tuesday their day meeting was held at the home of Mrs. Gene Clark. A lovely dinner was served at noon by the hostess. In the afternoon gifts from their Mystery sister were opened and at this time they found out who their Mystery sister had been for the past year. Mr. and Mrs. Arthur Tomlinson and Mrs. Virgil Tomlinson drove to Norfolk on Monday to spend the day.

Mr. and Mrs. Warren McClurg entertained their bridge club last Friday night. At this party they had a kitchen shower for Mr. and Mrs. Jeff Davis, who recently lost their home by fire. Each couple brought a gift. Mrs. McClurg served a lovely lunch at the close of the evening.

The Coffee Club held their Christmas party at the home of Mrs. E. L. Watson last Thursday. Mrs. Geo. Coventry, Mrs. Geo. Colman and Mrs. Tom Hartigan were assisting hostesses, their birthdays all being in December. A covered dish luncheon was served at noon and an exchange of gifts was enjoyed in the afternoon.

The W.S.C.S. of the Methodist church held their annual bazaar and dinner on December 3. The sale opened at 3 o'clock. Many hand-made articles were on sale besides many other things. A large crowd enjoyed the chicken dinner at night. \$165.00 was taken in.

EMMET NEWS

Francis Luben arrived at the home of his parents, Mr. and Mrs. William Luben, last Fri-

16 Vitamins and Trace Minerals Help To Stop "Egg Laying Slump"

SHAMROCK for Dec. 10—m. rh. a The U. S. Department of Agriculture and other leading authorities report that 11 different vitamins are needed for the normal nutrition of poultry. They are: Vitamins A - D - B1 - G - B6 - E - K - H - Choline - Calcium Pantothenate and Anti-Gizzard-Erosion Factor. Authorities also report that natural feedstuffs as grains, milk, etc., are unreliable sources of vitamins, which explains why a feed could be "strong" today but "weak" tomorrow. So why not let Shamrock Laying Mash help to stop "egg laying slump"? It is strengthened against hidden weakness and partial deficiencies by VITAMIN-MELK, special concentrate made by Shamrock's affiliated laboratory that contains rich amounts of all 11 vitamins mentioned above, plus 5 essential trace minerals. Shamrock "16 Cylinder" Laying Mash sells for less than most national advertised laying mashes and we don't think any feed is any better. It is manufactured by

O'NEILL HATCHERY
O'NEILL, NEBRASKA

day morning for a seven day furlough. Francis enlisted in the Navy and is now stationed at the Great Lakes Training station at Great Lakes, Illinois. Miss Clara Lowery dismissed school Friday afternoon and all her pupils went to O'Neill to be vaccinated for small pox, lockjaw and diphtheria. Mr. and Mrs. Earl Farr and son, Gene of O'Neill, were dinner guests at the Clarence Farr home Thursday evening. Mr. and Mrs. Roy Cedasbury returned home Monday evening, after spending several days visiting friends at Orchard. Rev. and Mrs. T. J. Peacock were dinner guests at the home of Mr. and Mrs. Homer Lowery, it being in honor of Rev. Peacock's sixty-seventh birthday.

Miss Ilene Grutsch was a dinner guest at the home of Mr. and Mrs. Clarence Shaw and family on Wednesday. Cpl. Grant Peacock left Saturday morning for Fort Leavenworth, Kan., after spending a ten day furlough at the home of his parents, Rev. and Mrs. T. J. Peacock. George Pongratz returned home from the hospital at Stuart last week. The Bible Study Group met at the home of Mrs. T. J. Peacock on Tuesday afternoon. There were eleven members and two visitors present. Pvt. Eddie Winkler left Friday morning for Camp Hale, Colo., after spending an eight day furlough at the home of his parents, Mr. and Mrs. Joseph Winkler.

Mr. and Mrs. C. A. Henry of Bassett spent the week-end in Emmet. Mr. and Mrs. Harold Connors and Alma Wallace of O'Neill spent last Saturday afternoon at the Homer Lowery home. Dean Oberle of O'Neill was a week-end guest of Bobby Cole. Betty Harris and Patsy Kruse of O'Neill were dinner guests at the Guy Cole home last Sunday evening. Walter Schmoor was a dinner-guest at the Henry Wayman home last Sunday evening. Mr. and Mrs. C. F. Grill, Mr. and Mrs. Dean Lawrence Hannah, Dr. and Mrs. O. W. French and Miss Maxine Mills were entertained at a seven o'clock dinner at the Guy Cole home on Wednesday evening.

THE COUNCIL OAK STORES
YOUR FRIEND AT MEALTIME

FRIDAY AND SATURDAY, DECEMBER 11 AND 12

'Budget Stretcher' RECIPE

LEFT-OVER MEAT AND NOODLES

- 4 cups cooked noodles
- 1/2 cup grated cheese
- 1 cup left-over meat
- 1/2 cup bread crumbs
- 2 cups medium white sauce

Grease a casserole and in it place a layer of noodles. Add a layer of left-over meat, a layer of white sauce, and over this a layer of grated cheese. Alternate these layers until all ingredients are used. Sprinkle the top with bread crumbs and dot with butter. Bake in an oven preheated to 400 Deg. F. for 20 minutes.

EGG NOODLES, 8 Ounce Cello. Bag 7c



"Baked by Nature"
24 OUNCE LOAF 15c

COUNCIL OAK GUARANTEED MEATS



COUNTRY STYLE PORK SAUSAGE
Pound 31c

SHOULDER STEAK

Per Pound 29c

Club Frankfurters
Pound 24c



Beef Roasts

Per Pound 27c

SLICED PORK LIVER, Pound 19c

DRIED BEEF, 1/4 Pound 21c

DRY SALT PORK, Pound 26c

NECK BONES 2 Pounds 15c	PORK FEET 2 Pounds 15c	SAUER-KRAUT 2 Pounds 15c
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"WON-UP" GRAPEFRUIT JUICE

Pure unadulterated, unsweetened juice of Tree Ripened Texas Grapefruit. Retains all the tang and flavor of the fresh fruit. No nutritional value lost in canning. Contains Vitamin C.
No. 2 Cans 25c

NANCY ANN "Enriched" BREAD
24-oz. Loaf 11c

ROBB-ROSS GELATIN DESSERT
Assorted Flavors
4 Packages for 23c

SUPERB PEANUT KRUSH, 16 Oz. Jar 33c

HARMONY VITAMINS, 4 Weeks' Supply 39c

"PANTRY PRIDE" FLOUR

A Guaranteed Flour. The maximum value in a popular priced brand.

48 Lb. Bag. \$1.49



CRUNCHY COOKIES

- 1/2 cup Robb-Ross Whole Wheat Cereal
- 1 1/4 cups flour
- 1/2 teaspoon baking soda
- 1/2 teaspoon baking powder
- 1/2 teaspoon salt
- 1/2 cup sugar
- 1/2 cup butter
- 1 egg
- 1/2 cup milk
- 1 tablespoon Robb-Ross Vanilla

Cream together the sugar and butter. Add milk and well beaten egg. Stir in dry ingredients, which previously have been mixed. Add vanilla. Roll out 1/8 inch thick on slightly floured board. Cut with cookie cutter. Bake in moderate oven for 10 minutes. Makes 3 dozen cookies. These cookies are children's favorites.

ROBB-ROSS WHOLE WHEAT CEREAL Per Pkg. 14c

EVERYDAY SODA CRACKERS

2 POUND CADDY 23c

WHOLE GRAIN WHITE RICE

QUICK COOKING
2 POUND BAG 19c

FAVORITE ROLLED OATS

5 POUND ORIG. BAG 24c

GUEST IVORY SOAP, Cake 5c

LAVA HAND SOAP, Cake 10c

IVORY FLAKES Large Pkg., 24c—Med. Package 10c

P & G Naphtha Soap, 6 Giant Bars 27c

CLAPP'S CEREAL FOOD
Wheat Cereal and Inst. Oatmeal
Per Pkg. .. 13c

PENICK STARCH

Corn, Pound Package 6c
Gloss, Pound Package 7c

With Premium 2 Packages 23c

FRUITS & VEGETABLES

Texas Seedless Grapefruit
Nice Size, Doz. 35c
Fancy SPITZENBERG APPLES
3 Lbs. 25c
NORTHERN CABBAGE pound 3c
RED ONIONS 3 pounds 13c
FLORIDA JUICE ORANGES dozen 25c
WAXED CARROTS
WAXED PARSNIPS
WAXED RUTABAGAS
WAXED TURNIPS
pound 5c



HEY, THERE!

AMERICAN BOYS AT THE FRONT NEED YOUR HELP

"Believe me, people, production must increase if our fighting men are going to do anything about that Victory Day you're all asking for!

War is no joke, especially this one! It's a dead earnest matter of planes and tanks and guns, and the only way to get them is through your purchase of War Bonds and Stamps. So we ask you to—

BUY UNITED STATES WAR BONDS UNTIL IT HURTS—HURTS THE AXIS!

... and then keep on paying the premiums on your LIFE INSURANCE POLICIES ... THE AMERICAN BILL OF RIGHTS ... by regularly investing 10% of your income for your own LIFE, LIBERTY and PURSUIT OF HAPPINESS.

NORTHEAST NEBRASKA LIFE UNDERWRITERS

D. E. LOCKMON, O'NEILL
F. W. WITHERS, ATKINSON
ED THORIN, CHAMBERS
H. J. O'CONNOR, ATKINSON

"Keep 'em Flying!"



Buy U.S. WAR SAVINGS BONDS * STAMPS