

THE FRONTIER . . . O'Neill, Nebr.

CARROLL W. STEWART, Editor and Publisher

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Christmas Is Coming

Christmas is coming. Familiar, cheerful, joyous words! It doesn't seem possible, but it is a fact. Already, Christmas season is being proclaimed in various ways—in the street decorations, in the store windows, in the newspaper and magazine advertising, in the increased hum of business activity, etc., etc.

The year 1948 has been a busy, strenuous one, packed full of important, interesting events. That was particularly true of the last few months of it. Commencing about the Fourth of July, there has been just one event after another to keep people on the alert. After the Fourth of July, came the busy Summer season, then, Fall with the opening of schools, state and county fairs, corn-picking and, finally, the national election. A brief lull and, then, Thanksgiving and, then, it will only be a very short time until Christmas.

There is something fascinating about the very thought of Christmas. It suggests a picture of snow covered streets and fields, of evergreen trees, of brightly lighted store windows, of hospitable homes, of holly and mistletoe, of crowds of shoppers, of music and merriment, of children hanging up stockings, of Santa Claus and the ringing of church bells.

The statement is sometimes made that Christmas has become "commercialized." The statement is true to a certain extent, of course, for holiday business has reached enormous proportions; but it is probably no more true of Christmas than it is of other holidays. Fourth of July, for instance. That is a patriotic event, but it has also become "commercialized." Today, July 4 is regarded by a great many people as a rip-roaring holiday and vast sums of money are spent on sports and amusements in celebrating it. Its real significance is lost sight of.

Yes, Christmas, like the Fourth of July, has been "commercialized" to a certain extent and Christmas trade has grown amazingly during recent years; but there is nothing wrong about that.

Christmas business all centers primarily around the idea of giving and, naturally, our stores must supply the huge demand for Christmas gifts. The exchange of Christmas gifts has increased in O'Neill during the past few years just as it has in other towns and cities and O'Neill stores are better prepared to supply the demand this year than ever before. No need for anybody to go out of town to buy Christmas presents or anything in the line of Christmas goods.

Christmas, as everybody knows, commemorates the birth of Christ, Who was God's supreme gift to the world, and so giving exactly expressed the significance of the day. The Frontier hopes that people will give generously this year in the degree to which God has prospered them and, in that way, they will be truly observing Christmas. Especially, do we suggest that the poor and needy and unfortunate be remembered.

It's not important, but it is rather interesting to note that both Thanksgiving and Christmas occur on the same day of the month this year—the former on November 25 and the latter on December 25. The 25th, then, has a special significance this year, being the date of the two great national holidays. There was a time, it will be recalled, during the Roosevelt era when there were two Thanksgivings, but there has never been more than one Christmas. And one Christmas and one Santa Claus are sufficient to make everybody happy.

Historically, it is interesting to note comparatively the religious significance of Christmas and Thanksgiving. Christmas, as we have stated, commemorates the birth of Christ and, obviously, is a religious event, but it was not observed as such especially by the Puritans. That was a reaction against the Established Church of England, which made much of Christmas.

On the other hand, Thanksgiving was observed as a day of strict and solemn religious significance by the American pioneers.

The tendency in recent years has been in an opposite direction—away from such a strict observance of Thanksgiving and toward a more religious observance of Christmas—and that is the way it should be. We should observe Thanksgiving for we have many blessings to be thankful for and we should celebrate Christmas for it is the birthday of the Babe of Bethlehem.

There are evidently a lot of voters who believe in that old saying about not changing horses while crossing a stream.

Whoever remembers the poor and unfortunate at this season of the year enjoys it himself so much the more.

Woe unto him who didn't have his stormwindows on when that blizzard swept across the country!

The Frontier was glad to see Gov. Val Peterson reelected. He deserved reelection on his record.

Santa Claus will probably find plenty of snow in the midwest to drive his reindeer over.

Cooperation, both for the individual and community, is the secret of success.

After Thanksgiving, the kiddies are looking for Santa Claus.

No need to go out of town to do your Christmas shopping.

Have you noticed The Frontier's latest features?



Santa will write to you!

It's true! This store has a special Santa Claus letterbox and special 10¢ stamps that will carry your letter straight to Santa Claus Land! Bring your letter here this Christmas and get your own personal answer from Santa!

Hurry! Give Santa time to answer. Bring your letter to the Santa Claus Letterbox, get the Santa Claus Stamp (10¢) to put on it, and see what Santa will write to you! THE SANTA CLAUS STAMPS AND LETTERBOX ARE AT Brown's McDonald's N. McDONALD CO.

The Mirror of Things to Come



Prairieland Talk — Gov. Crouse Repudiates Iowa Prof in 1904 Commencement Address

By ROMAINE SAUNDERS

LINCOLN—In an address to the graduates of the University of Nebraska on June 13, 1894, Prof. George D. Herron, of Iowa State college, said: "The people today are looking for new political conditions. Civilization is a vast undisciplined army, yet conscious of universal change. The people are not angry but only in sorrow and anxiety. The world is full of discontent and moving toward revolution."

Lorenzo Crouse, as governor of Nebraska, presided at the graduation and was noticeably restless as the visiting gentleman was speaking. The governor arose at the conclusion of the address to bestow the sheepskins on the members of the class, and then began a short but notable address himself. Crouse has had few equals for an extemporaneous speech.

"Owing to a better digestion or other reasons," the governor began, "I take a more cheerful and optimistic view of things than the gentleman who addressed you at length, and I feel called upon to repudiate what he has said as unwarranted in fact and damaging and discouraging to youth just entering upon the battle of life."

And with undisguised contempt, proceeded to tear to pieces the scholarly product of the gentleman from Iowa. The history of that day gives no clue of the reaction of the guest speaker to the governor's frank disavowal.

It was seven years ago on a December night that Mrs. Saunders and I sat with neighbors in their home out on prairieland and listened to the story of the bombing at Pearl Harbor. It was of special significance to us because our youngest son was there wearing a United States navy uniform. Other fathers and mothers across the nation were anxious listeners as that story of infamy vibrated the radios and set the nation on fire. And now, seven years later, the master villain of that night's work, Hideki Tojo, is to pay for his fun on the Hawaiian Islands by swinging at the end of a rope from a gallows, an instrument of death being put to good use on German and Japanese war monsters. The Pearl Harbor bombing was particularly revolting as representatives of the Celestial Empire were even then in Washington pretending a peaceful mission, caught at Hiroshima and Nagasaki in their own craftiness. The world is being purged of a few evil geniuses. Who will be the next? Across what horizon will the sinister cloud appear?

What has become of the once much publicized Zion City? Has the great state of Illinois repudiated all the prophets?

A substantial messenger of mercy in the shape of a three-section good-will train loaded with food stuffs from Nebraska's productive fields heads for New Orleans on December 10. There the trains will be unloaded for conveyance by ship to European ports. It is a sincere jester of good will from Nebraskans that will feed some hungry mouths among the thousands who are said to be on short rations. So another goodwill ship will move out to sea from an American port. Does anyone remember the sorry reception of another "goodwill ship" sent out to sea with streaming banners by the late Henry Ford? Maybe a cargo of something to eat will be found understandable if the goodwill is meaningless to them.

ive of vacation period. There are 800 prisoners at present within the faint walls of the Nebraska penitentiary. City mail carriers observe about as many holidays as they work, by decree of the postmaster's notices confronting citizens at the entrances of the several postal distributing points throughout the city.

Armistice observance is going the way of the Fourth of July. A parade down O street on November 11, 1948, was pretty thin compared to the first Armistice day in Lincoln in 1918.

To the young man who maybe has done the best he could to acquire a faint suggestion of a moustache I would recommend a volume published in 1904 in Omaha that shows about three hundred pages of Nebraskans who really grew moustaches.

Two or more Lincoln citizens have received letters from the same writer in Germany soliciting a pair of shoes. Looks like somebody over there is trying to make a racket out of American generosity.

According to the president of the United States Chamber of Commerce, "business is going to be in the dog house the next four years." Maybe we will be fortunate to find a dog house to get into.

Six From Holt County Attend Nebraska Wesleyan— Six young people from Holt county, three from Atkinson, are included among the 873 students enrolled at Nebraska Wesleyan university for the 1948-'49 term. Students from Atkinson include: Rachel Vera Birmingham, Dale Odell Jarvis and Dolores Jean Sitz. Chambers — Milton Clair Grimes. O'Neill — James Edward Bridges. Stuart — Charlotte Loraine Chapin.

G. H. Wade spent Sunday in Platte, S. D., on business.

HOLT COUNTY EDUCATIONAL NOTES

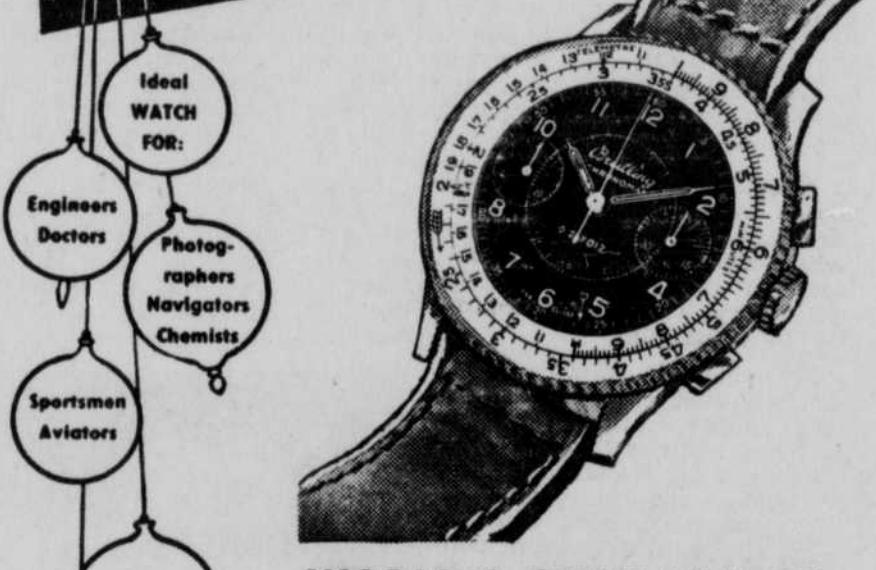
Delmar Serafy, executive secretary of the Nebraska Tuberculosis association, requested us to use the mail sale procedure for Christmas seals this year rather than the school children messenger plan that has been used previously. According to, through this office tuberculosis seals will be mailed throughout the rural districts of the county, O'Neill, Chambers and Page.

The mailing list was made up from the school census records. Each envelope contains a dollar packet of Christmas seals. People are requested to either buy the seals for \$1, returning the money or the unused seals in the addressed envelopes contained within the packet to this office. Holt county is to retain 60 percent of the proceeds of the sale; 40 percent to be sent to the state association.

Teachers of the county and the tuberculosis fund committee hope for a school nurse, toward which goal a fund is now being saved.

No date has been set for the next meeting of the history meeting is scheduled for December 18. — By Elja McCullough, County Superintendent.

SOLVE HIS CHRISTMAS GIFT PROBLEM with a Breitling CHRONOMAT



WORLD'S ONLY WATCH with a BUILT-IN SLIDE RULE. Instantaneous mathematical answers at his fingertips. It divides, multiplies, does anything a slide-rule does! Measures speed of sound; clocks speed in miles; counts pulse beats. A stop watch, and precision time-piece. A gift he will always cherish!

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McCrary Jewelry "Styled Right . . . Priced Right . . . To Sell on Sight" — O'Neill —

We Gift Wrap All Packages !!

A Service Nebraskans Appreciate

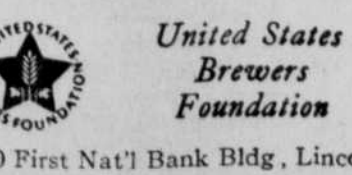
Though the privilege of selling beer is granted by the public through its licensing officials, the brewing industry is anxious that retailers conduct their businesses in accord with law and good taste.

Accordingly, the brewing industry provides a continuous educational service to help beer retailers know the legal and social requirements for clean, lawful operation. And the brewing industry cooperates with enforcement authorities to correct or get rid of bad operations.

When a let down in standards is noticed, the offender is asked to make corrections. If necessary, representations are made to proper authorities, and industry cooperation is offered in any action taken.

This program is called "Self-Regulation." Nebraska citizens like it because it is raising the level of beer retailing.

NEBRASKA DIVISION



710 First Nat'l Bank Bldg., Lincoln

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OSBORNE'S The Family Shoe Store O'NEILL