

THE FRONTIER . . . O'Neill, Nebr.

CARROLL W. STEWART, Editor and Publisher

Entered the postoffice at O'Neill, Holt county, Nebraska, as second-class mail matter under the Act of Congress of March 3, 1879. This newspaper is a member of the Nebraska Press Association, National Editorial Association and the Audit Bureau of Circulations.

Established in 1880—Published Each Thursday

Terms of Subscription: In Nebraska, \$2.50 per year; elsewhere in the United States, \$3 per year; abroad, rates provided on request. All subscriptions are strictly paid-in-advance.

Buying Christmas Gifts

Christmas is rapidly approaching and the season brings its own particular problems. The Yuletide is a happy, joyous season, but it is also a strenuous one and the average person is generally quite exhausted by the time it is over. The days, at this time of the year, are short, the weather is cold even in the milder climates, and the hurry and bustle of the various preparations for Christmas are a heavy strain.

The strenuous, exhausting pace of the modern holiday season, obviously, is in keeping with the tempo of our every day life. It is the same, only more so. There was a time in American history when people lived a more leisurely life and they observed Christmas and other holidays in the same way. Preparations did not commence as early, they moved along at a more deliberate pace and the entire season, including Christmas itself, was far less hectic than it is at present.

The merry Yuletide brings many problems with it, but the most perplexing problem, no doubt, is buying Christmas gifts, a custom which has grown enormously in recent years, keeping step with the celebration of Christmas in general, and it seems sometimes in danger of getting out of hand. Many people are tired, impatient and irritable by the time the shopping season is over and in no frame of mind to enjoy and appreciate the real significance of the season.

To that extent, the so-called "commercialization" of Christmas is a bad thing. As we have pointed out before, Christmas has become "commercialized" like every other holiday in modern times. That fact is harmless enough; but, when the tendency reaches the danger point and has a harmful effect, it is time to slow down. The danger point is the possible effect on the individual and the home.

As has been emphasized before, the custom of giving Christmas gifts is of the very essence of Christmas. Christmas celebrates the birth of Christ, Who was God's gift to the world, and nothing could be more appropriate than the exchange of gifts between relatives and friends. A Christmas tree, with its candles and trimmings, is a bright spot in the life of a boy or girl and the thrill of opening mysterious packages is one which never fades from the memory.

That is Christmas giving in its true sense, but, when the exchange of gifts becomes promiscuous and mercenary, that is another matter. That is a perversion of the very spirit of the season and, instead of producing joy and happiness and fun, has an exactly opposite effect. In millions of homes today, The Frontier believes Christmas is still observed in the right spirit, but it deplores a growing tendency to prostitute a beautiful custom to selfish ends.

In any event, the Christmas season is a strenuous one and the purchase of Christmas gifts a big problem. The uptodate merchants of O'Neill have made it easy for people here to do their holiday shopping for they offer a complete assortment, but even so, it is a problem. It is a matter which calls for careful planning and good judgment and The Frontier believes that the shopper should cooperate to the fullest extent.

The most important thing in successful holiday shopping is to start early. Then, stocks are large and complete and it is easy to make a selection. The longer the customer waits, the more difficult it is. Of course, it is already too late to shop very early, but there is ample time to avoid the last-minute rush. The really wise person is the one who started his or her shopping early in the Fall.

That is our first suggestion—to do your Christmas shopping as early as possible—and, then, we would like to suggest also that you shop with discrimination. There are undoubtedly a great many gifts made every year which are not as acceptable as they might be and Christmas would be a happier day in the lives of people if more careful thought were given to the selection. There is some truth to that ancient joke about the stealthy return of various articles after Christmas.

Another suggestion we would like to offer our readers in regard to their holiday shopping is that they buy economically. This may be more important for some than for others, but we believe it to be a wise plan for everybody. There is no question but that some people Christmas shop far beyond their means every year and that can result in nothing but unhappiness. Both the giver and the recipient will be happier if the gift is both appropriate and economical.

Yes, the strenuous, merry Christmas shopping season is here again and The Frontier wishes its readers in O'Neill and Holt county happiness and success as they fare forth these frosty days and evenings to perform the chore. Remember—be careful, don't buy indiscriminately; be thoughtful, buy what you think your relative or friend would like; be economical, don't buy beyond your means.

The stores of O'Neill are better prepared to serve your shopping needs this year than ever before and The Frontier believes that this should be the greatest Christmas in the history of the city. It believes it is helping to make it such with this second annual Christmas Shopping Guide, which certainly is an aid to making shopping easier, more pleasant and more economical.

★ ★ ★

'Voice of The Frontier'

Monday's inauguration of radio broadcasting studios in O'Neill is pioneering a new field in this region. The Frontier is pleased in having been able to bring regularly scheduled radio broadcasting to this city.

Of course, operating remote control studios through a radio station transmitter some 70 airline miles away is second-best to having an adequate local station.

Radio broadcasting, like publishing a newspaper or operating any other business, is a costly proposition. Thousands of dollars would be required to provide O'Neill with full radio facilities. The city is hardly large enough to support a station powerful enough to cover the territory that it should.

But to provide O'Neill with radio facilities second only to an actual station, The Frontier worked out a remote control arrangement with radio station WJAG at Norfolk, owned and operated by the Norfolk Daily News.

To accomplish this, a direct wire (or "loop," as it is termed in the industry) was leased, linking the O'Neill studios in The Frontier building and the control room of the Norfolk station. The station "cleared time" for regularly-scheduled O'Neill broadcasts, remote control equipment was custom-made by WJAG's chief engineer, Frank Wiedenbach, and O'Neill is now on the air every Monday, Wednesday and Saturday at 9:30 a. m.

We hope you enjoy "The Voice of The Frontier" and that our radio venture will help us make thousands of new friends for our city, our newspaper and WJAG.

★ ★ ★

In the merriment and excitement of the holiday season, the real significance of Christmas should not be overlooked.

★ ★ ★

A Christmas tree is the brightest, gayest spot in the whole world.

★ ★ ★

The whole country is talking about the big corn crop of 1948.

★ ★ ★

If you can't buy them early, buy them as early as you can.

Prairieland Talk —

Washington Grub Handout Not Justified; 'We're a Generation of Gluttons'

By ROMAINE SAUNDERS

LINCOLN — Just why a great food producing state like Nebraska should be provided 3,899,000 pounds of grub by the federal government is something to think about.

If Nebraska can't feed its own school kids, furnish the tables at public institutions, and deal its bread to the hungry with its present tax budget, chest donations, charitable contributions, Salvation Army, city missions, private and public relief work—with everybody flush with funds—it would like to be known why we take a handout from Washington.

A colored boy attending college got on the bus and to pay his fare pulled out a roll of bills that would choke a cow. School kids swig pop and coke on the streets, and have a cone of ice cream in both fists. Food indeed! A generation of gluttons!

Is nothing to be left sacred from desecration of laboratory tests? Now the cattle industry is in danger of being lifted from the realm of the cow puncher into the stratosphere of science. The past week the Nebraska college of agriculture has been the rally ground of cow scientists from a dozen states. What these gentlemen are accomplishing beside spending taxpayers' money and having a good time at it probably isn't much, and the country will have to look for its beef supply to such patriots as Charley Peterson, Tom Baker, Jack Berrigan and their kind throughout the cow country.

American industry has abandoned the proposal to go under ground as a means of getting out of reach of enemy bombs. Having helped a lot of trouble making people maybe some day the reward will be bombings as at Pearl Harbor. Industry has also issued

a warning to unions that if their members go out on strike they will be no longer employed, enough skilled workers are now available to take over the jobs of strikers.

The sun rides low in the southern heavens this early December afternoon. Fluffs of white hang above the horizon on the North that may hours later gather in angry roar and sweep across the land. Eternity's untraversed depth hold its mysteries above the canopy of blue.

Out of the measureless void the orb of day sends its slanting rays to warm and lighten the farflung scope of prairieland. Blue above, brown earth beneath. The trees hold their nude arms aloft, the green and floral bloom of Summer has faded, only the little brown birds remain as a constant wonder how so mite a creature survives the cold and snows of Winter.

Nature has its moods and the gay colors of Summer, the somber shades of oncoming season changes or the purity of the snow each hold their bit of poetic beauty, with an infinite charm to the prairie dweller, who has moreover the endowment of an abundance of everything that goes to make up a grubstake.

(Continued on page 6)

Gifts for Christmas!

Give magazines to your favorite friends and families for Christmas. Appropriate - Distinctive - Economical. Welcome gifts that are enjoyed throughout the year. For Special Gift prices see Mrs. P. B. Hartley — O'Neill —



WINTER-IZE
Your Home With a New ROOF

Give your home lasting protection from rain and snow with a new roof! There's no finer roofing made than what we carry! Select the materials best suited to your house here today.

When it comes to workmanship—you can depend upon experienced roofers to do an A No. 1 job with our products! Call on us today for an estimate.

We feature the best materials — the best workmanship at lowest cost.

100% asphalt coated roll roofing.
Especially for farm buildings — aluminum roofing.

Spelts-Ray Lumber Co.
— O'NEILL —

FOR STYLE... FOR ACCURACY... FOR VALUE!

its

BULOVA

All Prices Include Federal Tax

HER EXCELLENCY 'A' 21 Jewels \$49.50

HIS EXCELLENCY 'XX' 21 Jewels \$49.50

HER EXCELLENCY 'M' 21 Jewels - Expansion Bracelet \$62.50

HIS EXCELLENCY 'JJ' 21 Jewels \$67.50

McIntosh JEWELRY
"Where Price and Quality Meet" O'Neill
Phone 166

SOLVES YOUR CHRISTMAS GIFT PROBLEMS!

Sheaffer's Sentinel Deluxe Three-some, for men, women, advanced students! In striking new colors with smartly chased, highly polished metal caps. Pen, \$15.00; Pencil, \$5.00. Strato-writer, \$10.00. Sold singly or matching combinations in leather-grained case, \$30.00, no fed. tax.

Sheaffer's "Triumph" Desk Set, for home, den or office. Distinctive Model shown in Jet Crystal, \$17.50, including famous "White Dot" Pen. Others in Italian Marble, and Mexican or Spanish Onyx. Available with pen only, pen and pencil, or pen, pencil and Strato-writer, priced from \$10.00 to \$108.00.

GIVE... America's Distinctive... GOLD JEWELRY

BLACK HILLS GOLD JEWELRY by Landstrom

Use Our Christmas Layaway Plan

Your Name Free on All Pens, Pencils and Billfolds