

THE FRONTIER . . . O'Neill, Nebr.

CARROLL W. STEWART, Editor and Publisher

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Our Special Editions

One of the notable achievements of modern journalism is the occasional publication of special editions.

There was a time in the history of newspapers when there was no such thing as a special edition. The hard-working publishers and printers of that era thought they were doing very well to turn out the regular editions from day-to-day and they certainly were.

Publishing and printing a newspaper of any kind was a big job in the early days.

We happened to see a reprint of a daily newspaper published in Chicago in the year 1861 the other day. It was reproduced in the Chicago Daily Tribune, one of the great metropolitan dailies of the country. It was a most interesting historical relic and illustrated the progress which has been made in the newspaper publishing business in that length of time.

Only the front page of that ancient paper was reproduced, but it contained about everything. There were important news stories, society items, classified advertising, professional cards and a lot of other promiscuous reading matter. One of the most curious things about the page was that it was set in type so small as to be almost invisible to the naked eye. It was smaller than the type used today to print want ads and legal notices. All the display heads were set in small type and every column was solid with so little spacing that it was scarcely readable.

Those were the days of hand set type before the linotype came into general use and it is almost unbelievable that even the fastest compositors could turn out an edition every day with such primitive methods. However, they did it and did it well, but it is obvious that the production of special editions under those circumstances would be a very difficult, if not an impossible, undertaking.

Wonderful progress has been made in the newspaper field in recent years and today the metropolitan newspapers publish and print millions of copies of huge editions day after day while they also issue special editions whenever some sensational news event warrants it. To the making of newspapers, there is no end.

In the weekly newspaper field, the situation is considerably different.

The average country newspaper publisher considers himself fortunate if he is able to turn out a creditable sheet once a week and does not attempt a special edition very often. There are several reasons for that. In the first place, the weekly publisher is handicapped by a lack of paper. As a matter of fact, there is plenty of paper—tons of it are wasted in the cities every day, but the weekly publisher doesn't have plenty of "flat newsprint" by any means. Ever since the last war, there has been a scarcity of newsprint and some weekly newspapers have actually had to suspend publication on that account and there is also a shortage of materials and competent help in the weekly field.

For those and other reasons, the publishers of weekly papers do not attempt special editions very often; but, occasionally, they do when the occasion seems to warrant it.

The Frontier is a weekly newspaper, published in a progressive and prosperous community, and its constant aim is to publish a once a week edition which will interest its readers and be a credit to the town and state. That it consistently tries hard to do and, once in a while, it also undertakes to publish some kind of a special edition.

In that ambition, as already stated, it is handicapped, as all other weekly publications are, by a lack of material, time and skilled labor. However, it is encouraged in these occasional attempts by the loyalty of its staff, who work long and hard at the undertaking, and by the fine cooperation of the business people of O'Neill.

Special newspaper editions may be timely at various times during the year. Some publishers issue them at holiday time, some at county and state fair time, and some at various other seasons of the year. They are also occasionally published to commemorate some outstanding event like an anniversary, etc., but it seems to The Frontier that there is no event in the history of a community when a special edition is more timely than the arrival of Spring.

Spring is one event which everybody looks forward to eagerly every year and it is particularly welcome at the end of a long, hard winter such as has been experienced in Nebraska and the Midwest the past few months.

Spring is always accompanied by various special activities, particularly in a farming country, and the change of weather creates a new volume of business along mercantile lines. The up-date merchant packs his winter goods in mothballs and displays merchandise which is suitable for the new season, including wearing apparel of all kinds, agricultural implements, household furnishings and many other lines.

Last year, The Frontier commenced publication of an annual Spring edition and it was so successful that it decided to continue it.

An annual Spring edition, containing many extra pages, is a valuable souvenir. It not only has great value for the shopper, but it features in stories and pictures the progress of the community and The Frontier is gratified by the favorable reception given these special efforts by its readers. It also appreciates the loyal cooperation of O'Neill merchants and its own staff in making such editions possible.

O'Neill has received a good deal of rather unfavorable nationwide publicity on account of its recent record-breaking winter; The Frontier's Spring edition recently accompanied by the song of birds, told a more cheerful story.

★ ★ ★

A look ahead at this season suggests great things for this community during the coming months.

★ ★ ★

If a man voted for Truman and doesn't like his policies, he has nobody to blame but himself.

★ ★ ★

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Happy Homecoming



Prairie Land Talk —

Why Pay a Football Coach \$10,000 for a Few Weeks of Tutoring on the Gridiron?

By ROMAIN SAUNDERS

LINCOLN—The day of the American family on the small farm is apparently past. Farming has become big business. Twenty-five thousand dollars invested in land for grain farming involves another 25 thousand or more in machinery which is operated by gasoline propelled power.

The Clydesdale and Belgian draft horses are out of the picture and with them has gone the picturesque one man farm, the farm woman and their family of boys and girls, who operated in rural contentment 40, 80 or 160 acres of land were holding to nobody.



Romain Saunders

Now farms are being thought of in terms of so many sections, a man may be the farmer having his home in town. What is true of the grain farmer is true of the cattle rancher to a large extent. Grazing lands and hay meadows are being added to ranch holdings and the small rancher with one or two hundred head of stock will find himself more and more crowded out. Whether or not the towns and cities will be able to take up the slack from country living remains to be seen.

The telephone rang in the home of a Pacific coast city. A woman put the receiver to her ear and heard a cry of horror from her daughter in a distant eastern city. It was a cry of despair, a plea for life. And the woman that heard was paralyzed with fear. Why? Her son-in-law had been betrayed by his beautiful young wife whose amours she had poured freely to another than her lawful mate who had sep-

ped in and broken a home. The husband put a finish to it with two bullets, a murder and a suicide, they say, and when the officers arrived there lay the young man and his wife dead. Beside the body of the one sat the man upon whose lecherous soul rests the guilt not only of a broken home but of two lives. It is to be regretted that such as he can't be sent to the electric chair.

Why pay a university football coach \$10,000 a year and the superintendent of all the schools of the state and the custodians of all state money each half that sum? Is football of more consequence than the education of childhood and youth of the state or of more importance than the state treasurer's job. Professional football comes on a few weeks once a year, the state superintendent, the treasurer and other elected state officers function the year 'round.

Holt is one of 81 counties in the state that stands to lose the office of clerk of the district court if a measure proposed in the legislature becomes a law. Under its provisions the work of the clerk of the district court will be taken over by the county clerk in all counties with less than 20,000 population. Objection could be raised that it is not necessarily the number of people in a county that determines the volume of litigation and hence the need of a court clerk.

A former dean of the college of agriculture is under appointment from Washington to invade Guatemala on a not too well defined agriculture mission. It's a nice junket for a Nebraskan at public expense and probably doesn't amount to two hoops other than to have an interesting time at the expense of taxpayers. What has the Hoover report to say of public junketing.

A white cloud floats away

into nothing. Out of the blue firmament glows warm sunshine. Streets so lately under snow and ice and slush now stretch out gray and dry to the limits of the vision. Grass covers with velvet green the dooryards and the buds of new life touch again lordly cotton woods. The Arctic circle is in retreat.

Members of the state legislature have rightly assumed that there are not enough subjects in Nebraska to work upon to warrant setting up a state committee to deal with un-American activities. While Nebraska patriots continue consistently to keep the state republican foreignisms will not take root among us.

From the showing made at the municipal elections over the state no proposition involving more taxes can be put over on Nebraska patriots—if it gets on the election ballots.

Volunteers in the army have been so numerous that the selective draft is taking in no recruits.

Another Mrs. goes to Reno for a six-weeks' sojourn to dis-

card the name Roosevelt. Mr. Truman's election promises appear to be turning into gold brick.

(Continued on page 4)

Banquet Next Wednesday — EWING — The annual banquet sponsored by the Peb club for the members of the athletic teams will be held here on Wednesday, April 20. The dinner will be served by the WSCS organization.

An oyster can produce 114,000,000 eggs during its lifetime.



a tisket-a tasket— come and fill your Easter Basket!

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Ralph N. Leidy

Phone 410 . . . O'Neill