

Grandpap Remembers That Old Wedding Picture



SURE, THAT WAS the going style many years ago. And if you get up in the attic just look around for that plush-covered album with the gold trimmings. You'll get a lot of hearty laughs.

PHOTOGRAPHY has advanced just as other lines of business have kept pace with the changing times and demands. The O'Neill Photo Co. is serving the third generation of folks in the O'Neill territory.

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BACK IN 1914 the O'Neill Photo Co. was launched in a tiny one-room affair on an O'Neill side-street. Through the years the firm has expanded its territory, established branch studios, and today it employs more than 23 highly-trained men and women. Their products serve more than 250 cities and towns from Blair, Neb. to Cody, Wyo., from the Platte river to North Dakota.

DOWN THROUGH the years the O'Neill Photo Co. has withstood the test of time in the face of all kinds of competition throughout this great territory. Meanwhile, the residents of the O'Neill community have had at their disposal our elaborate photographic facilities—which are second-to-none in the Midwest. Our main studio and our branch studios are equipped with the most modern cameras, backdrops and lighting arrangements to produce natural and pleasing effects.

WE'RE PLEASED to have played a part in the growth and development of O'Neill. Our confidence in this community has not been misplaced and we heartily congratulate O'Neill — the Queen City of North Nebraska — in its Diamond Jubilee Year.

MR. AND MRS. S. DOWNEY

Chicki and Bill Artus	Mary Cabalka Wagner, S. D.	Bill Beha
Marge and Neil Harshfield	Ann and Mark Patterson Chadron, Neb.	Regina Mullen
Sam Fuhrer	Roberta and Giff Rustemeyer Rapid City, S. D.	Marge Froelich
Clint Wolfe	Patsy and Kenneth Husmann Brookings, S. D.	Mabel Gatz
Jerome Gallagher	O. G. and Maxine Cromwell Creighton, Neb.	Cora Kirkpatrick
Mary Jurgensmeier		Helen Suchy

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O'Neill Photo Co.

— PHONE 1 —

WEDDING PHOTO SERVICE!

Bridal loveliness can be captured forever in a beautiful wedding portrait by the O'Neill Photo Co. . . . a cherished reminder of happiest days.

Our Wedding Service includes portrait work in our studio, a series of candid "shots" taken at the church, at home, or at the reception for a treasured Wedding Album.

Stop in, Write or Phone
for Details!