

OUT OF OLD NEBRASKA...

Glamorous Pony Express Dies a Financial Failure

By James C. Olson, Superintendent, State Historical Society

The fleet horses of the Pony Express and their tireless young riders wrote a colorful, exciting chapter in the history of Nebraska and the West during the years 1860-1861.

Organized as a private venture by the famous freighting firm of Russell, Majors, and Waddell, the Pony Express was a dramatic attempt to solve the problem of bridging the gap between California and the rest of the Union.

Terminal of the Pony Express were St. Joseph, Mo., and Sacramento, Calif. The route in Nebraska followed the old Oregon trail. From St. Joseph, the express went overland to Ft. Kearney.

The life of the Pony Express rider was a hard one, and required courage as well as endurance. Heat and dust in summer, snow and ice in winter, and hostile Indians the year around, made the trip hazardous and difficult.

Both horse and rider, though, were tough and wiry and able to stand the strain of the work, gruelling as it was.

Stations were placed along the route at intervals of from 9- to 15 miles apart, and each rider covered three stations, making a lightning change of horses at each one.

Originally, the schedule called for delivery of the mail in San Francisco 10 days after it left St. Joseph. Later this was shortened to eight days, and on special occasions even faster time was made.

When the transcontinental telegraph was completed in October, 1861, the pony express was abandoned.

O'NEILL LOCALS

Mrs. Walter Pharris, of Gregory, S. D., who was a patient in St. Joseph's hospital at Omaha, is recuperating at the home of her sister, Mrs. Harrison Bridge.

Miss Elaine Parmenter, of McCook, was a weekend house guest of Dr. and Mrs. L. A. Burgess and family.

Mrs. P. J. O'Donnell, of Sioux City, spent the weekend at the home of Miss Anna L. O'Donnell.

Dwayne Bly, of Amelia, was a guest of the Arthur Dexters last Thursday and Friday.

The three little Hartranft girls, Colleen and the twins, Karen and Sharon, spent their Easter vacation with their grandmother, M. S. Grant Wilcox, of Clearwater.

Mr. and Mrs. Harold Fuller and family, of Omaha, returned Tuesday after having spent the Easter holidays as guests of Mr. Fuller's brother, Levi Fuller and Mrs. Fuller and, also, Mr. and Mrs. Roy Wayman.

Miss Donna Gallagher, daughter of Mr. and Mrs. Edward M. Gallagher, will leave Sunday for the University of Nebraska, where she is a student.

Charles Shatto, of Delaware, O., left Monday after having spent three days with his wife and family.

Mrs. John F. Harris returned Wednesday from Denver, Colo., where she visited her husband for six days.

Mrs. Stanley Holly and daughter, Carol Jo, attended the funeral of Mrs. Harris.

Mr. and Mrs. Lowell Miller of Lincoln, spent the weekend here with relatives.

Mr. and Mrs. E. E. Copes, of Ainsworth, spent Sunday with his parents, Mr. and Mrs. R. D. Copes.

Mr. and Mrs. Rollie Snell went to Fremont last Thursday to spend a week at the home of their daughter, Mr. and Mrs. Dale Asher, and family.

Mr. and Mrs. Harold Miller and daughter, Lola, of Portland, Ore., came last Thursday to spend several days with their parents, Mr. and Mrs. N. G. Miller and Mr. and Mrs. Harry Michaelson and other relatives.

Mr. and Mrs. Leon Bergstrom and son left Friday for Newcastle, Wyo., where they will make their home.

Mr. and Mrs. Robert Gray and son, Veldon, entertained the following guests at a dinner Sunday noon: Mr. and Mrs. Harold Miller and Lola, of Portland, Ore.; Mr. and Mrs. Lowell Miller, of Lincoln; Mr. and Mrs. J. I. Gray; Mr. and Mrs. N. G. Miller; Mr. and Mrs. Arnold Stewart and son, Mr. and Mrs. Arthur Miller and son, Mr. and Mrs. Henry Michaelson and Leonard Miller.

Mr. and Mrs. H. F. Rakow spent Easter Sunday with Mr. and Mrs. L. C. Rakow and Ross, and also celebrated H. F. Rakow's birthday anniversary.

Mr. and Mrs. Dean Richards, of Omaha, spent two days last week with her parents, Mr. and Mrs. I. O. Wood.

Mr. and Mrs. Tom Hutton, of Inman, and Mrs. Hutton's parents, at O'Neill.

Mrs. Merlin Luben and son, Gary, of Clearwater, spent the weekend with her parents, Mr. and Mrs. Jesse Fraka.

Marvin Sobotka, who attends the University of Nebraska at Lincoln, came Saturday to spend the weekend with his parents, Mr. and Mrs. Lewis Sobotka.

The Misses Vivian and Ruth Stevens, of Norfolk, spent the weekend with their parents, Mr. and Mrs. Earl Stevens.

Dr. and Mrs. C. W. Alexander returned Friday from Kansas City, Mo.

Miss Sarah Sholes, who has been employed at Plainview, came Tuesday to spend several weeks with her mother, Mrs. Violet Sholes.

Lewis Kopecky, sr., returned Saturday from Sioux City, where he spent a few days.

Mr. and Mrs. Delbert Sholes and son, Bill, returned last Thursday from Buhl, Ida., where they spent a week visiting their daughter and sister, Mrs. Dean Hopkins and Mr. Hopkins.

Mrs. Harold Maxcy and family, of Bayard, came April 2 to spend several days with her parents, Mr. and Mrs. James Hopkins.

M. L. Harkins returned Saturday from Sioux City and Storm Lake, Ia., where he spent a few days.

Donald Jacob and DeWayne Stevens left last Thursday for Carbondale, Colo., where they will seek employment.

Mr. and Mrs. Robert Stevens and family, of Inman, Misses Vivian and Ruth Stevens, of Norfolk, were Sunday dinner guests of Mr. and Mrs. Earl Stevens and Emma Charles Sobotka returned Saturday from Sioux City where he spent a few days.

PAGE NEWS

An Easter breakfast was enjoyed by relatives Sunday morning at the home of Mr. and Mrs. Melvin Carson.

Guests were Mr. and Mrs. Lowell Miller, of Lincoln; Mr. and Mrs. Roy Snyder and family, of Ainsworth, and W. E. Snyder, of Page.

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INMAN NEWS

Miss Marjorie Mossman, of Lincoln, spent the Easter weekend with her parents, Mr. and Mrs. Leo Mossman.

Mr. and Mrs. T. G. Hutton and daughter, Andolyn Kay, of Wayne, sent the weekend with

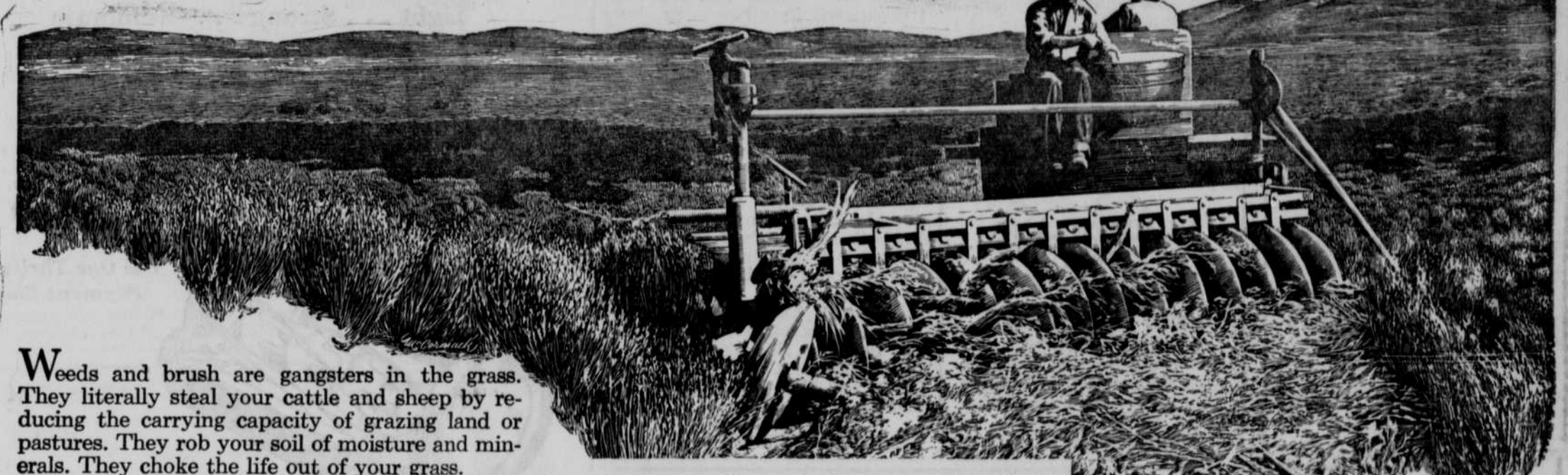
Money to Loan ON AUTOMOBILES TRUCKS TRACTORS EQUIPMENT FURNITURE Central Finance Co. C. E. Jones, Manager O'NEILL, NEBRASKA

Losers Entertain—PAGE—The losing side in a contest of the HOA club entertained at a party at the Herbert Steinberg's Thursday afternoon.

ELKHORN SERVICE STATION • Firestone Tires & Accessories • Texaco Products Fred Heerman, Owner

Community Auction at the Fredrickson Livestock Sale Barn - O'NEILL - Saturday, April 12, 2 P.M. 1-1935 Master Chevrolet Sedan. 1-1932 Chevrolet LWB Truck. 1-1935 Pontiac Coach. 1-3-Bottom Plow. 1-Stalk Cutter. 1-Rubber Tire Wagon (new). 1-Tandum Disc. 1-Tractor Post-Hole Digger (new). 1-Little Glutton Mill. 1-McCormick Mower. 1-Case Rubber-Tire Running Gear (new). 1-10-Inch International Burr Mill. 1-10-Inch Litz Mill. 1-Hog Oiler (new). 1-Hog Drinker with Lamps (new). 1-DeLaval Cream Separator, No. 16. 1-Trailer. 1-12-Ft. Drill. 1-Tractor Cab. 1-F-20 Tractor on Rubber (Good shape). 1-Tractor Cultivator. NUMEROUS ITEMS, NEW AND USED That Will Interest You! BRING WHAT YOU HAVE James Fredrickson Kieth Abart - Auctioneers -

Gangsters in the Grass



Weeds and brush are gangsters in the grass. They literally steal your cattle and sheep by reducing the carrying capacity of grazing land or pastures. They rob your soil of moisture and minerals. They choke the life out of your grass.

Mesquite and sagebrush in Western range country are often thieving plants. They're tough and aggressive. The carrying capacity of a hundred million acres of good grazing land has been greatly reduced by these two alone.

From farming states come reports of doubled beef production per acre of pasture simply by mowing weeds. In dairying sections startling improvements in production, flavor, and milk and cream profits have resulted from cutting pasture weeds two or three times a season.

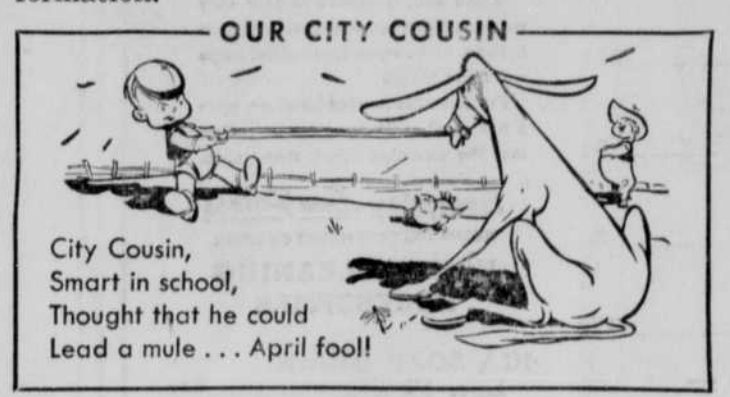
Soda Bill Sez: ... the time to hold on hardest is when you've just about decided to let go.

Martha Logan's Recipe for FRANKFURTS AND HOT POTATO SALAD (Yield: 6 servings) 6 frankfurts, 4 large potatoes, 3 tablespoons bacon drippings, 1/4 cup diced onion, 1/4 cup vinegar, 1/2 cup diced green pepper, 3 tablespoons water, 2 teaspoons sugar, 1 teaspoon salt, 1/4 teaspoon black pepper. Cook potatoes. Peel and cut in 1/2-inch cubes. Place frankfurts in saucepan of boiling water. Remove from heat and let stand from 5 to 8 minutes. Heat drippings. Add onion and green pepper, and brown. Add vinegar, water, sugar, salt, and pepper. Cook over low heat until flavors are thoroughly blended. Pour hot sauce over cubed potatoes and mix lightly. Top with frankfurts and serve hot.

Judging Producing Ability of Heifer Calves by W. W. Swett, Bureau of Dairy Industry, U. S. Department of Agriculture. The results of preliminary analyses of data obtained by scientists in the Bureau of Dairy Industry, United States Department of Agriculture, offer much promise that dairymen will soon have a new, practical, money-saving system for judging the future producing ability of heifer calves. We have found that by examining the udder of a dairy heifer when she is 4 months old we can get a good idea whether or not she will be a good milk producer. Working with our experimental dairy herd at Beltsville, Maryland, we first determined, by feel, the average udder development of calves. Then we graded all the heifers as High, Medium, or Low. Later we checked the grades of these calves against their milk production records as cows. We found a fairly close match between the grades of the calves and the milk production of the cows. Since these results are based entirely on the study of animals in one herd, the plan must be rigidly tested for reliability in other herds where the inheritance for milk production may be at different levels and more variable, before it can be recommended for practical use. The pay-off, of course, comes in culling out low producers at an early age. It costs about \$125 to raise a heifer to milking age. Nearly one-third of the heifer calves now raised turn out to be unprofitable cows. If the method stands up under field tests it appears that this proportion and the resulting monetary loss can be materially reduced.

ures is proving effective in destroying these livestock rustlers. Once weeds are under control, pastures benefit by liming, fertilizing, reseeding with recommended pasture mixtures, by harrowing or discing to break up manure. Few crops give as great return for a little attention as does grass. A good starting point in an improved grass program is to take steps to control weeds and brush. We—both you and Swift—are interested in making the best use of what we have. It has been said that "a penny saved is a penny earned." There are many dollars to be saved by making the most efficient use of grass lands. We suggest that you contact your state agricultural college, county agent, or vocational agricultural teacher for further information.

OUR CITY COUSIN City Cousin, Smart in school, Thought that he could Lead a mule ... April fool!



Price balances supply and demand There is always a demand for meat. Yes, at some price. But that price is not determined by the meat's cost, or set by the meat packer. It is set by what the consumers are willing and able to pay for the meat and by-products. That is something which must be known and remembered if one is to understand the meat business. A good many people think that the meat packers sell meat for the cost of the livestock, plus expense, plus a profit. But that is not how meat prices are made. We must sell our meat—because it is perishable. We hope, of course, to sell it at a price which gives us a profit. But profit or loss, we must sell it. As our president, John Holmes, said recently, "We seek the price that balances supply and demand. Sometimes this is a profitable price; sometimes there is a loss. The records show that, on the average, we make a modest profit year by year."

As for prices paid for livestock, they, too, are set by the forces of supply and demand. No meat packer could control them because there is so much competition both in buying and selling. There are over 4,000 meat packers and 20,000 commercial slaughterers competing daily for live animals. F.M. Simpson, Agricultural Research Department

SWIFT & COMPANY UNION STOCK YARDS CHICAGO 9, ILLINOIS

WHEN YOU THINK OF... Good Food THINK OF... Slat's Cafe IN WEST O'NEILL • Fine Steaks • Tasty Roasts We cater to special parties. For Reservations Phone 367

PRODUCERS BENEFIT FROM QUALITY CONTROL

Quality Control protects the buyer of Swift products. It also serves the farmer. For it insists that his products be processed into the best possible consumer products. "When Mr. or Mrs. America buys a Swift product, they expect top quality," says H. S. Mitchell, director of our Research Laboratories. "They also depend on it to be just as good as the last time they bought it. That's why they keep coming back for Swift products. They have every right to expect uniform high quality. And it's the job of the quality control system to make sure that they get it." Quality Control begins with the livestock and other "raw materials" selected by Swift buyers. Next, it lays down exact written specifications for the control of each step in the processing of many products. Finally, it sets up strict quality standards for the finished products. Our Research Laboratories are in twenty-one cities. More than 1,000,000 exacting tests are made each year in our Quality Control program. Each test takes time and work. But constant testing is the only way we can be certain that the quality of Swift products is uniformly high. This constant Quality Control not only builds confidence in Swift products, but it also helps create a steady, dependable market for the livestock and other raw materials we purchase from producers. A permanently successful business must be grounded on the solid foundation of uniform quality.

Things are NOT always as they seem

Which weighs more? The cubic foot block of iron, or those four big rolls of 26" fence wire? The wire looks much heavier, but it isn't. They weigh the same—491 pounds each. No, things are not always as they seem. Take that fence wire, for example. The fence maker paid perhaps 2¢ a pound for the iron. You buy it as fencing at around 7¢ a pound. That leaves a "spread" of 5¢ a pound between the raw material and the finished product. This "spread" covers heat treating, drawing the wire, weaving it, rolling, and other processes we may not know about. It includes also manufacturer's profit, transportation, jobbers' and retailers' costs and profits, and delivery to you. There is also a "spread" between what you producers get for livestock and what you pay the meat dealer for meat. For one thing, an average 1000-pound steer produces only 543 pounds of meat and 161 pounds of by-products, both edible and inedible. In processing there is unrecoverable shrink and waste of 296 pounds. We also have the costs of "disassembling" live animals into meat, refrigerating, transporting to market, and delivery to retail stores. The "spread" covers also retailers' costs and profits—plus a profit for the meat packer which averages only a small fraction of a cent per pound of product handled.

NUTRITION IS OUR BUSINESS—AND YOURS Right eating adds life to your years—and years to your life