

Mr. and Mrs. Harry Walling, of Albion, arrived Saturday to take back their daughter, Barbara, who spent two weeks with Mr. and Mrs. L. C. Walling.

Out of Old Nebraska —

Railroads Credited for Inducing Settlers to State

By James C. Olson
State Historical Society

Without a doubt the agency most responsible for settling Nebraska was the railroad. In the first place, the railroad made it possible for settlers to come into Nebraska in large numbers, and, once they were here, to ship the products of their farms to markets in the east. In the second place, the railroads carried on an aggressive advertising campaign to induce settlers to migrate to Nebraska.

At the time they were built the railroads were given large quantities of land. In order to make those lands pay out it was necessary to sell them, and, if the roads were to operate at a profit, the country through which they ran had to be well populated.

So the railroads carried on vigorous campaigns to attract purchasers and settlers for their Nebraska lands. They were more concerned with settling people on those lands than with making an immediate profit from their sale. Thus, they offered them at low prices and at very liberal credit terms.

Every Device Used

Every device known to the advertising industry of the 19th century was employed to lure immigrants to Nebraska. Letters were written to eastern newspapers extolling the glories of Nebraska. Lecturers were sent east and to Europe to convince people that Nebraska was the state of their future. Permanent colonization agents were stationed in some of the larger cities.

The railroads didn't ask their customers to buy sight unseen. Excursions at reduced rates were organized to give prospective purchasers an opportunity to look over the land. Anyone who bought land could apply the price of his ticket as part payment.

Exhibits Made

The state and various state organizations actively cooperated with the railroad advertisers. For a number of years the state board of agriculture prepared special agricultural exhibits to send to eastern fairs and expositions to show the world just what Nebraska could produce. Gov. Robert W. Furnas was particularly active in this type of work.

Nebraska newspapers also were generous in their cooperation. Editorials urging people to purchase railroad lands in the community were frequent. The railroad land policies were discussed at length. Result of all this was a land

boom in the late 1870's and 1880's such as the west had never seen. By the time it was over Nebraska was peopled from the Missouri river to Scottsbluff.

Mrs. Dean Beckwith Presents Musical Story to Ladies Aid

EMMET — The Ladies Aid of the Methodist church met in the church parlors on Friday with Mrs. Guy Beckwith. Eleven members were present and Mrs. Walter Spangler was a guest.

After the regular business meeting, Mrs. Dean Beckwith gave a program with a musical story.

Refreshments of ice cream, cake and coffee was served. The next meeting will be with Mrs. John Kee in August.

LINCOLN DAILY JOURNAL 9 WEEKS \$1 A YEAR \$5

You need a big "wire photo" daily newspaper. You'll like the "Voice of Nebraska Agriculture" monthly farm section.

People taking 32-cents a week papers pay \$16.64 a year, and due to not being paid ahead can easily switch. They get their other mail through the post office.

The Daily Lincoln Nebraska State Journal can give two to ten hours later news out on rural routes and in many towns because it is the only large state daily between Omaha and Denver printing at night, in fact after 5 p.m. The Lincoln Journal prints editions right up until train time day and night. The Morning Journal comes in time for mail delivery the same day. Dailies printed on the Iowa line edit for Iowa readers.

The Lincoln Journal sells for four to seven dollars a year less than any other big State morning daily, and is priced as low as day late afternoon papers.

By mail in Nebraska and North Kansas, nine weeks daily \$1.00; daily with Sunday twelve weeks \$2.00; a year \$5.00 daily, \$8.00 with Sunday.

Order direct or thru our office. Adv-12

Pfc. Murray Home from Korea

Pfc. John J. Murray, son of Mrs. Theresa Murray arrived today (Thursday) from Korea. He has been in the service 17 months, nine of which were spent overseas. He is being discharged.

Mr. and Mrs. Dale Kersbrook returned Sunday from a two-weeks' vacation to the Black Hills.

ATKINSON

Baler Club Invites You to Enjoy

HAY DAYS

MONDAY and TUESDAY

AUGUST 4-5

NORTH NEBRASKA'S BIG PROGRAM OF HEADLINERS

Morning

Grand Hay Days Parade Monday at 10 o'clock

Baler Club Parade Tuesday at 10 o'clock

Afternoon

World's Championship Hay Baling Contest

Monday at 1 o'clock

Ladies Baling Contest Tuesday at 1 o'clock

Rodeo — Both Afternoons

Ernie Riding, Bull Riding, Calf Roping, Bull Dogging. Also

Chet & Juanita Howell of Ogden, Utah, trick riding & trick roping artists.

Evening

GALA NIGHT SHOWS

8 P.M., Featuring

JACK GWYNNE — World-Famous Master Magician, with a cast of beautiful girls in the most baffling magic show of all time. Gwynne, star of stage and screen, was featured in June 23 issue of Life Magazine as U. S. Magician with best new trick in 1947.

— Also in Person: —

DANNY O'NEIL — C.B.S. Radio and Majestic Record Singing Star. Youthful tenor soloist with the famous Blue Jacket Choir of Great Lakes Naval Training Station during war.

Hay Days Is Proud to Present these Two Great Stars in a change of performance each night.

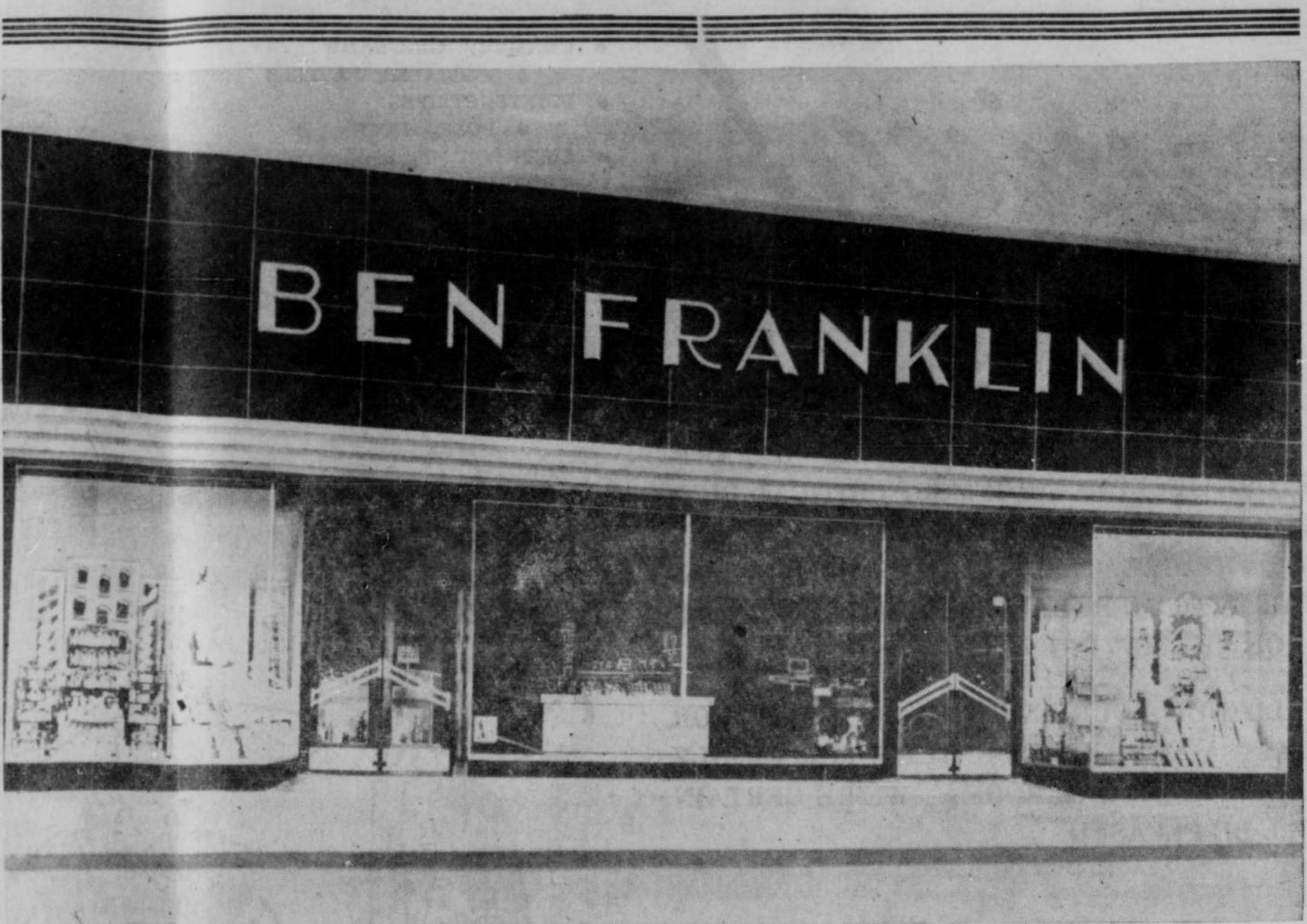
Also

HAY QUEEN CORONATION. Monday night, with Gov. Val Peterson delivering coronation address and crowning the queen, whose identity will be revealed in beautiful ceremonial pageant, "The Kingdom of Hay." Also the crowning of the 1947 Whisker King.

HONORING HOLT COUNTY'S HAY DAYS FARM FAMILY Tuesday night. Also identification of Mr. Hay and presenting prizes to winner of contest. Also Irma & Rio in a comedy unicycle and unsupported ladder act.

CORONATION BALL Monday night; FARM FAMILY BALL Tuesday, Crystal Ballroom with music by Harry Collins.

BIG CARNIVAL MIDWAY



O'Neill's Next New Store WILL LOOK LIKE THIS!

● LIKE GAMBLES, WE TOO HAVE CONFIDENCE IN O'NEILL AND ITS RAPIDLY EXPANDING TRADE TERRITORY. NOW UNDER CONSTRUCTION IS OUR NEW BEN FRANKLIN STORE, WHICH WILL COST ABOUT \$30,000. IT WILL MEASURE 45 x 125 FEET AND WILL INCLUDE A MAINFLOOR AND FULL BASEMENT.

● WHILE SOME OF THE NEW CONSTRUCTION WILL TAKE PLACE ON THE SITE OF OUR PRESENT STORE, WE ASSURE YOU THIS BUILDING PROGRAM WILL NOT BE AN INCONVENIENCE TO OUR CUSTOMERS. WE DO, HOWEVER, ASK YOU TO BEAR WITH US DURING THE NEXT FEW MONTHS.

The Following DEPARTMENTS

(Many of Them Already Featured) . . . will be found in our new store:

- Toiletries
- Dress Accessories
- Lingerie
- Infant's Wear
- Ready-to-Wear
- Dry Goods
- Toys
- Candy
- Art Goods
- Men's & Boys'
- Hosiery
- Footwear
- Stationery
- Novelties

BOWEN'S NEW VARIETY STORE

will be unsurpassed in this territory.

MORE DEPARTMENTS

- Hardware
- Tin & Enamel Ware
- Electrical
- Glassware
- Horticulture
- Home Furnishings
- Paint
- Wallpaper
- Linoleum Rugs
- Floor Coverings
- School Supplies
- Curtains & Oilcloth
- Jewelry
- Notions
- and Many Others!

LIKE GAMBLES, WE TOO, WILL HAVE A

Grand Opening!

WHEN OUR BUILDING IS COMPLETED!

BEN FRANKLIN
NATIONALLY KNOWN — LOCALLY OWNED

A. E. BOWEN Owner

O'NEILL

A "DEPARTMENT STORE" OF INSURANCE SERVICES

INSURANCE — the means by which you may eliminate all the financial risks of life — is available here in all its many forms. Financial protection of your property, your valuables, your life, protection against all the risks that you face today is yours. We cannot visit all the people of this territory to tell them about all of the services we offer, but you can conveniently visit our office and learn of the COMPLETE PROTECTION this agency has to offer.

Fire Insurance

Written in strong companies. Quick adjustments.

Accident Insurance

Will protect you and your family against loss of earning power which result from accidents.

Tornado -- Windstorm Insurance

The ever present risk in town and country. Protect your property at small cost.

Life Insurance

Annuity, endowment, term and straight life. Written in the strong Companies.

Automobile Insurance

Fire, theft, collision and liability. Don't run the risk of driving a car without full coverage.

Public Liability

On your business or home. Why take a chance on heavy loss through the injury of someone on your property. Protection is available at small cost.

ALL OTHER FORMS OF INSURANCE SUCH AS — PLATE GLASS, BURGLARY, FUR COAT, HOLD-UP, THEFT ON ANY PERSONAL PROPERTY.

R. H. "RAY" SHRINER

PHONE 106

O'NEILL