

**THE FRONTIER**

D. H. Cronin, United States Marshal  
Omaha, Publisher  
Romaine Saunders, Holt county  
Managing Editor

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**ADVERTISING RATES:**

Display advertising on Pages 4, 5  
and 8 are charged for on a basis of  
25 cents an inch (one column wide)  
per week; on Page 1 the charge is  
40 cents an inch per week. Local ad-  
vertisements, 10 cents per line first  
insertion, subsequent insertions 5  
cents per line.

Every subscription is regarded as  
an open account. The names of sub-  
scribers will be instantly removed  
from our mailing list at expiration of  
time paid for, if publisher shall be  
notified; otherwise the subscription  
remains in force at the designated  
subscription price. Every subscriber  
must understand that these conditions  
are made a part of the contract be-  
tween publisher and subscriber.

**Out on Highway 11**

Stuart—perhaps it would be more  
accurate to say the Stuart Advocate  
—was somewhat venomous last week.  
Editor Coats must have had a bad  
night of it. It tried to tell its readers  
of a trivial change of the routing of  
highway 11 south of Swan lake, but  
feeling run so high against Supervisor  
James of Atkinson that the main  
point of interest was sidetracked.

The change effected in the route  
merely means routing the Atkinson-  
Burwell highway west for a short  
stretch two miles farther north than  
the route previously laid out. In  
other words the Stuart-Burwell trail  
hits the highway two miles north of  
the county line instead of about at  
the county line. In order for Stuart  
to profit any from that change the  
trail north will have to be converted  
into a highway as travelers are not  
likely to leave a state highway at  
that point for the road now traversing  
that section toward Stuart.

Mr. James' district does not in-  
clude the territory where this change  
takes place, so it seems hardly fair  
to involve him as trying to block the  
wishes of that community as to this  
highway. From what The Frontier  
learns no one has wanted to interfere  
with the change which means little  
or nothing to anyone.

**Autumn**

Each season brings a beauty in  
nature peculiarly its own. The  
autumn furnishes a touch of color, a  
mild restfulness, that relieves the  
fever and heat and sweat of summer  
and gets us in a mood for the change  
to the brown and somber shades of  
approaching winter. The cottonwoods  
and willows and elms and maples  
have taken on the gorgeous tints of  
October. It is worth while to get out  
in the morning as the pink and golden  
glow of another day tints the steep  
ascent of the eastern sky, and the  
sun climbs on its way above the hori-  
zon. It is then nature's picture of  
woodland and meadow is at the best.  
Theme of poets, subject for artists,  
yet no human hand or written word  
can put the touch to the picture na-  
ture has done.

Accustomed to viewing the country  
about us from the standpoint of bush-  
els of corn that can be grown, stacks  
of hay secured and number of cattle  
it will sustain, the natural beauty of  
our wide stretching prairie, the groves  
and the crystal flowing streams is not  
thought of until reminded by the  
special tints of color at this season of  
the year.

"Summer is a step behind us,  
And Autumn's a thought before,  
And each fleet, sweet day that we  
meet on the way  
Is an angel at the door."

A big corporation in introducing  
something new in radio programs.  
General Motors have undertaken over  
the coast to coast net work, WEAF  
and the NBC, to give each state a  
dedicatory program, the first being  
last Monday a tribute to Virginia.  
Subject matter appropriate and char-  
acteristic of each state will comprise  
the programs and will be given from  
9:30 to 10:00 the next few months.

Gasoline consumption for the nation  
for the first seven months of the year  
is reported to be 3.5 per cent greater  
than last year. We have a business  
man in O'Neill who reports his busi-  
ness 25 per cent better than a year  
ago.

Francis H. Sisson, executive of a  
large financial institution, in a recent  
address, said that "advertising is the  
most effective salesman ever placed on  
the job. Production is powerless to  
lead the way to prosperity. It must  
wait until the consumers are ready.  
And now, more than at any other time,  
the consumers must be stimulated."

The President has the reputation of  
knowing nothing about politics. But  
he probably has not failed to observe

that the most insistent demand for  
an extra session of Congress comes  
from those who are doing all they can  
to frustrate his plans and defeat his  
policies.

Contracts for public and semi-public  
construction exceeding \$36,000,000  
were awarded last week, according to  
reports to the Public Works Section  
of the President's Organization on  
Unemployment Relief. The number  
of projects was 484 in 38 states and  
the District of Columbia.

President Hoover has the support  
and confidence of most of the sub-  
stantial industrial interests of the  
country and what is equally important  
the thoughtful, hard working citizens  
the country over are back of him.  
The critical element is ever present  
but have nothing of value to offer.

Nebraska is to expend some \$69,000  
on new buildings at one or two points  
in the south end of the state. An-  
other bit added to the sum total to  
be financed by taxation. No doubt  
the expenditure of this item is neces-  
sary. It is another reminder that all  
our protests and raving about reduc-  
ing taxes avail nothing so long as  
our demand for public conveniences  
continues.

The experts in the state agriculture  
and home economic service are telling  
how to use "wheat as human food".  
Mankind has been getting along  
pretty well for some six thousand  
years with wheat as the staff of life  
and it seems hardly necessary to pay  
experts to tell us about it now. An-  
other expert is to prognosticate the  
"economic outlook" for live stock.  
Probably one man's guess is as good  
as another. Maybe our economy tax  
leagues can do something about it.

**Over the County**

**EMMET ITEMS**

There will be a Program and box  
supper at the Pleasant Dale school  
house Thursday evening, October 29.  
The Pleasant Dale folks invite you to  
come early and enjoy the fun.

Mr. Carl Lorenze and Mr. John Kee  
gave the school buildings another coat  
of paint Friday and Saturday.

Mr. Mill Ernst was at the court  
house Wednesday to listen to a talk on  
club work by a 4-H Club representa-  
tive.

Among the visitors at the home  
of Mrs. Clara Jennings Sunday were  
Arthur Evans, Mr. and Mrs. Reich  
Findley and family, Mr. and Mrs.  
Earl Hunts and family and Mr. and  
Mrs. Fred Gardner and family.

Edward Winkler was absent from  
school last week on account of corn  
picking.

A traveling man had a very queer  
accident Sunday night when the steer-  
ing wheel came off and his car landed  
in the ditch on-half mile east of Em-  
met. A broken windshield was the  
only damage done.

Mr. and Mrs. Fred Becwith visited  
at the Hersberger home Sunday after-  
noon.

In order to cut down on expenses  
and yet not dismiss any men the Em-  
met section crew are taking a vaca-  
tion. Each man takes his turn at be-  
ing layed off two weeks.

One mile of the county road is be-  
ing clayed past Cal Tenborgs and Joe  
Winklers this week. The work is be-  
ing done by men of the Emmet Pre-  
cinct with teams. They are getting  
the clay from Mr. Winklers pasture.

Old timers predict that the tumble  
weeds will take our fences because  
there is such a good crop this year.  
Some farmers have been raking them  
into bunches and burning them when  
dry. If this precaution was taken by  
each farmer much fence destruction  
would be prevented.

**INMAN NEWS**

Miss Merle Leidy went to Neligh  
Sunday to attend a meeting of the  
Latter Day Saints Church at that  
place.

Dallas Gifford was up from Wayne  
Sunday visiting his wife and children  
who are staying here with her par-  
ents for a time.

Hubert Ward came from Lincoln  
Friday to visit at the E. L. and I. L.  
Watson homes and to hunt pheasants  
for a couple of days.

N. S. Butler and J. H. Butler and  
daughter, Miss Shirley, were here  
from Neligh Monday visiting relatives.

Mr. C. M. Fowler left for Grand  
Island Tuesday where he will attend  
the Grand Lodge of the I.O.O.F. He  
will also visit his son Henry and  
family.

Mr. and Mrs. Ed Rhule of Lincoln,  
left for their home Monday, after  
visiting here for the past week. They  
were accompanied by her mother, Mrs.  
W. W. Watson.

Mr. and Mrs. James McMahn left  
for Grand Island where Mrs. McMahn  
will attend the Rebekah Assembly  
which convenes there this week.

Mr. and Mrs. H. S. Allen of Kansas  
City who have been visiting here at  
the A. N. Butler home left for their  
home Monday.

Mr. and Mrs. Alfred Walesby who  
have been visiting relatives here the  
past week returned to their home in  
Independence, Missouri Tuesday.

**You save in buying... you save in using**

**KC BAKING POWDER**

**SAME PRICE FOR OVER 40 YEARS**

**25 ounces for 25¢**

MILLIONS OF POUNDS USED BY OUR GOVERNMENT

Judge and Mrs. C. J. Malone and  
Miss Betty Jones of O'Neill were  
visitors at the home of Mrs. Mary  
M. Hancock Sunday.

Mr. I. B. Lakin of Norfolk was in  
Inman Monday on business.

Mr. and Mrs. Lloyd Conger and  
children of Sioux City, Iowa were  
here over the week end visiting his  
mother Mrs. Clarence Conger and  
Mr. and Mrs. Hardin Anspach and  
two sons of Page spent Sunday here  
at the home of his parents, Mr. and  
Mrs. John Anspach.

Mr. Robert English of Norfolk was  
in Inman Monday on business.

Mr. Elmer L. Killinger and Miss  
Margaret Rectke were united in mar-  
riage Sunday afternoon at the home  
of the grooms parents. Rev. Mertie  
E. Clufe of the Methodist church  
performed the ceremony.

**Meek and Vicinity.**

Rev. H. D. Johnson of O'Neill will  
preach in the Pleasant Valley Church  
Sunday afternoon at 2:30. All are  
invited.

Rev and Mrs. Marts, motored over  
from Basset, on Wednesday, for a  
visit at the home of their daughter,  
Mrs. Merriady Hubby.

A. L. Rouse and daughter, Miss  
Maude of O'Neill spent Wednesday at  
the Rouse Bros. home.

Charlie Ross and sons, repaired the  
bridge west of the Town Hall, on the  
county road Thursday. It required  
new plank and stringers. They also  
widened the road in the bottom past  
the Will Kaczor place.

A large crowd attended the chari-  
ari for Mr. and Mrs. William Hubby,  
who returned from their honeymoon  
on Thursday.

Frank Searles and his mother motored  
to Chambers Saturday afternoon.

Mrs. E. H. Rouse called on Mrs.  
Albert Kaczor, Friday afternoon.

Mr and Mrs. Frank Griffith, and  
Mrs. George Nelson, and daughter  
called at the Horace Rouse home Sat-  
urday.

Mrs. Bob Worth, who was taken to  
Norfolk hospital last week, for treat-  
ment for mastoid, was able to be out  
of the hospital at latest reports.

Howard Rouse went to Sioux City  
with a load of cattle Monday. Levi  
Gantzi did the hauling.

Mr. and Mrs. Morrison and family,  
and Mr. and Mrs. Sullivan and sons  
all of Central City, were guests at the  
Fay Puckett home over the week end.  
Mrs. Puckett is a daughter of Mr. and  
Mrs. Morrison.

Rev. Moore of Scotville preached  
at Paddock Union, Sunday morning,  
after Sunday School.

Rev. Johnson, present minister at  
O'Neill will hold services at Pleasant  
Valley on Sunday afternoon, October  
25, at 2:30 p. m. All are cordially  
invited.

Orville Lonery trucked horses to  
O'Neill for Clyde Hull on Tuesday.

A. L. Borg trucked cattle to Sioux  
City Tuesday for Jim Miller.

**Pleasant Valley News**

Mrs. Nora Henderson entertained  
the N. O. K. Club Thursday after-  
noon. A dainty lunch was served and  
a good time had by all. The guests  
of the club were Laura Ryache, Mrs.  
Forest Henderson and Mrs. Harley  
Kennedy.

Mr. and Mrs. Robbins and Mr. and  
Mrs. Porter of Lincoln visited Thurs-  
day and Friday at the Frank Snyder  
home.

Art McClure and George Fink  
trucked a load of Hogs to Tecumseh  
the later part of last week.

Mr. and Mrs. Elmer Snyder were  
entertained Sunday by a group of  
friends at a picnic dinner. It was  
their twentieth wedding anniversary.  
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The Crumley boys, Arthur Grass,  
George Fink and Dr. Bennett are  
duck hunting at the lakes this week.

Mr. and Mrs. Schlender of De Smet,  
S. D. and James Perkins of Lake Pres-  
ton S. D., were visitors at the Ernest  
Perkins home last week.

Mr. and Mrs. Howard Arnold and  
Mr. and Mrs. Converse of Lincoln  
visited Sunday with the Roy Zellers.  
The school nurse was at the Dis-  
trict 23 school Monday afternoon.

**CITY COUNCIL**

O'Neill, Nebraska, June 2, 1931.  
Council met in regular session.

Present Mayor Stout and Council-  
man Gillespie, Coyne, Brennan, John-  
son, Harty and Phalin.

**HIT THE TRAIL FOR OMAHA**  
AND  
**The Fourth Annual Ak-Sar-Ben**  
**Live Stock, Horse Show and Rodeo**  
October 31 to November 6  
Providing  
**"A THRILL A MINUTE"**

Never before have you had an opportunity to see  
assembled under one roof, the following spectacles:

**Exhibition of Live Stock**

The finest specimens of blue blooded live  
stock in the land drawn to this national  
exposition from every section of the  
United States.

**4-H Club Baby Beef Show**

Put on by The Farm Boys and Girls of  
Nebraska, Iowa and adjoining States.  
1,000 animals expected in this Show alone.

**Crack Western Riders**

Men and women whose names have be-  
come famous in such shows as those put  
on at Cheyenne Frontier Days, and The  
Pendleton Round Up.

**Wild Brahma and Mexican Steers**

A herd of 75 untamed animals will partic-  
ipate in these Rodeo Events.

**Horse Show Events**

For Saddlers and Roadsters, featuring  
many of the best known Stables in the  
Country.

**"MIDNIGHT" the Horse That Has Never Been Ridden.**

**Gorgeous Array of Exhibits**

Including those featuring Nebraska's ag-  
ricultural and commodity resources, as  
well as unique and educational govern-  
ment displays.

**A Breath Taking Rodeo**

Including bronco-busting bulldogging and  
roping events, offering spills aplenty.

**Nebraska State Pigeon Association's Annual Show.**

**PLAN NOW to Join the Throngs Which Will Spend A Week In Entertain-  
ment And Education At Omaha, Commencing Saturday, October 31st.**

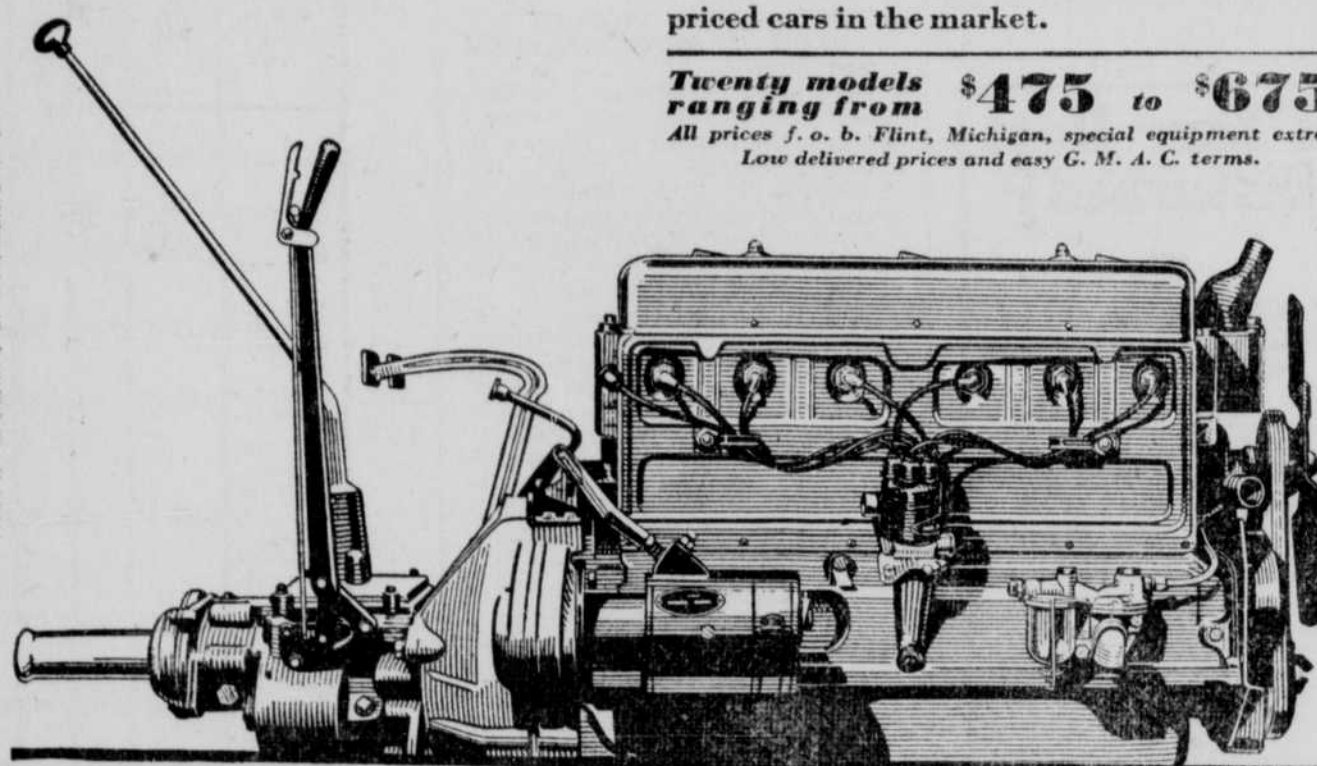
**PAVED ROADS ENTERING THE CITY FROM ALL DIRECTIONS.  
SPECIAL LOW RATES IN EFFECT ON ALL RAILROADS SERVING  
OMAHA DURING "SHOW WEEK."**

**Nothing less than a six can give you built-in smoothness**

**CHEVROLET** The whole question was settled long ago—as to how many cylinders it takes in a motor car engine to give satisfactory smoothness. Science definitely established the fact that at least six are necessary. And today, the public accepts the multi-cylinder engine in the same way that it accepts 4-wheel brakes, parallel-mounted springs and every other principle of proved and acknowledged superiority. Everybody knows that nothing less than a six can give you built-in smoothness.

Today, six-cylinder smoothness is within reach of every new car buyer. For Chevrolet has produced a quality car, powered it with a firmly-mounted six-cylinder motor—engineered it to run with unsurpassed economy—and priced it down among the very lowest-priced cars in the market.

**Twenty models ranging from \$475 to \$675**  
All prices f. o. b. Flint, Michigan, special equipment extra.  
Low delivered prices and easy C. M. A. C. terms.



**NEW CHEVROLET SIX**  
*The Great American Value*

**ARBUTHNOT & REKA**  
Telephone 216 Service Station and Dealers O'Neill, Neb.