

**THE FRONTIER**

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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 advertisements, 10 cents per line first insertion, subsequent insertions 5 cents per line.

Every subscription is regarded as an open account. The names of subscribers 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 between 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 include 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 horizon. 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 nature has done.

Accustomed to viewing the country about us from the standpoint of bushels 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 characteristic 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 business 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 substantial 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. Another bit added to the sum total to be financed by taxation. No doubt the expenditure of this item is necessary. It is another reminder that all our protests and raving about reducing 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. Another 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 representative.

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 steering wheel came off and his car landed in the ditch on-half mile east of Emmet. A broken windshield was the only damage done.

Mr. and Mrs. Fred Becwith visited at the Hershberger home Sunday afternoon.

In order to cut down on expenses and yet not dismiss any men the Emmet section crew are taking a vacation. Each man takes his turn at being layed off two weeks. One mile of the county road is being clayed past Cal Tenborgs and Joe Winklers this week. The work is being done by men of the Emmet Precinct 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 parents 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 marriage 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 charivari 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 Saturday.

Mrs. Bob Worth, who was taken to Norfolk hospital last week, for treatment 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 afternoon. 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 Thursday 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. rShkt hesThe vbgk emfw shrd emfw 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 Preston 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 District 23 school Monday afternoon.

**CITY COUNCIL**

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

Present Mayor Stout and Councilman Gillespie, Coyne, Brennan, Johnson, 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 become 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 participate 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 agricultural and commodity resources, as well as unique and educational government 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 Entertainment And Education At Omaha, Commencing Saturday, October 31st.

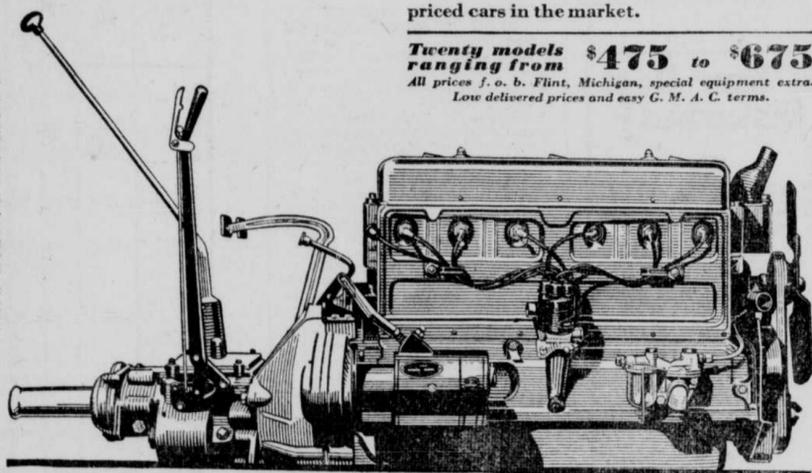
PAVED ROADS ENTERING THE CITY FROM ALL DIRECTIONS. SPECIAL LOW RATES IN EFFECT ON ALL RAILROADS SERVING OMAHA DURING "SHOW WEEK."

**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.