



More than a half a century ago Robert Barry Coffin wrote:

"I have ships that went to sea
More than fifty years ago;
None have yet come back to me,
But keep sailing to and fro."

We don't want that to happen to you, kind friend. This year A.D. 1944 is the year we want your ship to come in.

HAPPY NEW YEAR

James Davidson & Sons



ON THE THRESHOLD OF 1944 IT MAY BE APPROPRIATE TO ENVISION A BETTER WORLD . . . "A WORLD WHICH SHALL AFFORD TO ALL NATIONS THE MEANS OF DWELLING IN SAFETY WITHIN THEIR BOUNDARIES, AND WHICH WILL AFFORD ASSURANCE THAT ALL MEN IN ALL LANDS MAY LIVE OUT THEIR LIVES IN FREEDOM FROM FEAR AND WANT." MAY GOD SPEED THAT DAY, WE PRAY, AS WE SEND YOU OUR NEW YEAR'S GREETINGS.

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J. C. Penney Company



Paul Revere was born on New Year's Day, 1735. We hail that day! And just as he returned to his goldsmith's work, long after his historic ride, so will we return to the normal occupations of the ways of peace. That day we also hail, looking forward to it with renewed hope.

On this Eve of New Year, 1944, we salute all of our friends. Happy New Year to you!

Lohaus Motor Co.



The future? Your guess is as good as ours—but, if our wishes count for anything, there is a lot of health and happiness in store for you in 1944.

SANDWICH SHOPPE

Edith Castleman, Prop.



CHURCH BELLS RINGING . . . CRISP CRUNCH OF SNOW . . . LEADEN SKIES . . . EAGER FACES. IT'S NEW YEAR'S . . . AND MAY NEW YEAR OF 1944 OPEN A CHAPTER OF HAPPINESS FOR YOU.

A. P. Jaskowiak
Western Auto Associate Store
O'NEILL, NEBRASKA



WE pause to extend our sincere holiday greetings to our customers and friends. It has been a pleasure to have served you in 1943. We hope for a continuance of your friendship in 1944.

Council Oak Store



May this New Year's bear a photographic likeness to the one of your heart's desire, and may 1944 be an album of 366 very happy days. This, friends and patrons, is our New Year's wish for you.

Margaret's Beauty Salon



An old adage assures us that "silence is golden," but, on the Eve of New Year's, we can hardly agree. We believe this is the time to speak up and tell you how much we have appreciated your patronage during the past year, and to wish you good luck in 1944.

J. B. RYAN



TO GIVE OUR NEW YEAR MESSAGE EXTRA FORCE WE'RE BACKING IT UP WITH A SOLDIER, SAILOR AND MARINE. YES, HERE'S WISHING YOU A GREAT, WONDERFUL NEW YEAR.

Dean Streeter Barber Shop



The hum of those Liberators high in the sky is a portent of progress—a glimpse of the reality that, speed the day! lies beyond the turn of the road. Freedom is on the march!

That you may participate in all of the good things that 1944 may bring is our sincere New Year's wish for you.

PAT'S BAR



The past comes before us in review . . . memories of peaceful New Years', memories of rainy New Years', and of New Year's Eves when the wind shrieked like a banshee and sleigh-bells jangled along country roads; memories of when this town was young. Yes, we have seen many a New Year's come and go.

To the oldest inhabitant, to the youngest, and to all the good folk in between, we say now, as we have said so often,

HAPPY NEW YEAR!
DENNIS SHOE SERVICE
DENNIS STESKAL, PROP.



WE WISH ALL OF OUR FRIENDS A VERY HAPPY, PROSPEROUS NEW YEAR

COYNE HARDWARE



HEAR THE MUSIC OF THE BELLS

Ring out wild bells your New Year's greetings. Blow, whistles, blow! On with the dance, let the joy be unconfined! Again we wish for you all the good things that 1944's cornucopias may contain.

Dr. H. L. Bennett
VETERINARIAN

ABOVE THE CLOUDS
That "Rolling Along" column of Guy Williams, published daily in the Omaha World-Herald, always provides "kick" if one prefers a stretch of entertainment while reading. In fact it's good whether he prefers entertainment or not. At the present time Guy is relating his experiences while

on a fishing outing at Lake Okemoji over in Iowa, and what trials he did have! The following article, "Above the Clouds," is one of his top-notch mirth provokers:
"People who know anything at all about my military training exploits are amazed when I tell them I did not receive my early training at West Point. And you

could knock nine out of ten of them over with a feather—the tenth usually goes down without even a feather—when I tell them where I did get it.
"I got it on a manure pile outside the Methodist parsonage in Liberty, Kan. Rev. Corning was the minister at the time. There was only two of us in the class—

me and Pop McGugin. Pop got elected to congress 25 years later, but if you think that was so much wait till you hear the rest of it.
"Two years after he got elected he got beat for the same congress and hasn't been back since except on his own mileage.
"Back in the manure pile days Pop was General Sherman, I was

General Sheridan, and the manure pile was the Battle Above the Clouds. We used laths for swords. They weren't perfect, but they were as good as wooden guns, if you ask me.
"Pop liked to be General Sherman on account of it gave him a chance to keep hollering, "War is hell!" I liked to be General

Sheridan because Pop wouldn't let me be General Sherman, and it also gave me a chance to ride from Winchester 20 miles away and yell, as I rode into the thick of the fray, "Turn, boys, turn, we're going back!"
"General Sheridan's ride actually had nothing to do with the Battle Above the Clouds, they tell

me, but with the Union at stake a man can't let a little thing like geographical location stand in his way. I rode from Winchester to the Battle Above the Clouds, and I'm only sorry I can't do it again.
"The Burt boys used to serve under us as Union Volunteers sometimes, but as they were
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