

THE FRONTIER

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O'NEILL, NEBR.

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O'Neill's National Publicity

Extensiveness of O'Neill's publicity as a result of events during and following the Hurricane Blizzard of March 7 only now—some 2 weeks later—is becoming known. It is safe to say that the nation's press—particularly the daily press—was sufficiently impressed to give Mrs. Wallace O'Connell, her "blizzard baby," Timothy Joseph, and O'Neill street scenes "a big play."

Clippings have been filtering back from every state in the union.

Clyde Taylor, publisher of the Dawson County Herald, at Lexington, was a guest in Puerto Rico on March 7, 8 and 9 on a U. S. navy-sponsored tour of the Caribbean. While basking on a beach under the palms he picked up a newspaper and saw O'Neill's main street buried under mountains of snow. He had to examine the story to be sure he wasn't looking at a year-old newspaper. Mr. Taylor promptly advised The Frontier of its success in conveying the snow story to Puerto Ricans! Until Wednesday, this report held distance honors.

News has a fascinating way of getting around. The Hurricane Blizzard was news enough. But when Mrs. Wallace O'Connell, an expectant mother, became marooned in the violent storm for 10 hours and, after her rescue, gave birth to a bouncing baby boy the nation became interested. This news, the highly perishable commodity that it is, had to be gotten out right away. News is no respecter of broken communications lines. It must be dispatched rapidly and as accurately as possible. This The Frontier attempted to do by the media of special radio broadcasts, pictures and printed word. Photographs had to be flown.

The question arises: Can all this hum-drum produce an adverse effect?

The Frontier doubts that any bad can come from that sort of publicity even though it is of a negative sort. Most sections of the country at some time or another come to grips with Mother Nature and when this happens national attention is bound to be focused, for a short time, on that particular region. The Hurricane Blizzard was as dramatic as any storm that ever ripped the Everglades of Florida or any Mississippi flood. Subsequent cattle losses and other personal property losses are making it nearly as costly. Loss of human life was held to a minimum—thanks to forewarnings and neighborliness.

It all added up to thousands of inches of space in the nation's press and The Frontier defends its treatment of the news while it was news, in spite of what a stray critic might say in the Omaha World-Herald's Public Pulse column.

It's the Idiots!

(Guest Editorial from Dakota County Star, South Sioux City)
The Democrats aren't ruining the country. Neither are the Republicans.

It's the idiots.
At least, according to men of letters, idiot is derived from an old Greek word meaning one who takes no interest in public affairs.

And idiots are plentiful in America.
Our system of government, which we hail so proudly in our conversation, is based on a minimum of such idiots. But we have too many.

Actually, we cannot get any better government than we ask for. This is as true on the municipal level as in Lincoln or Washington.

If we fail to acknowledge our responsibility toward good government by keeping abreast of its activities, we can continue to expect such things as deficit spending and visionary programs.

The American press is accorded a place in our system as an informant. It generally strives to get all the governmental information before all of us.

But if we reject it for the funnies, leopard hunts or sensational trials, we are idiots.

And we will get in government, at all levels, just what idiots deserve.

80 HOLSTEIN AND BROWN SWISS
3 to 6 Weeks Old

DAIRY CALVES

(From Foremost Wisconsin Herds)

AT AUCTION

In the Norfolk Jr. Chamber of Commerce
7TH ANNUAL

DAIRY CALF SALE

TUESDAY, MARCH 28

— 8:00 P.M. —

NORFOLK LIVESTOCK SALES BARN

These Calves Are Eligible For The
Annual Calf Show in August

When in Omaha

HOTEL CONANT

200 ROOMS \$2 to \$3

Prairieland Talk —

March 7 Has Honored Place on Calendar; Not Worst Storm—Just Another Exhibition

By ROMAINE SAUNDERS

LINCOLN — The Lincoln Junior Chamber of Commerce has a committee



Romaine Saunders

production, have 48 per cent of the world's electricity, 85 per cent of the automobiles and 92 per cent of the bath tubs.

We believe in plunging into the bath tub in the morning and then getting there in a hurry on the rubber tires.

The juniors might mention, too, that only under the American form of government is it possible for 940,000 of its working citizens to acquire stock in a public utility like the American Telephone & Telegraph company, or that within the jurisdiction where Old Glory floats can a boy who starts his business experience carrying a paper route as a man become president of a great corporation.

The editor of a Dallas paper offers to build a portable tabernacle of aluminum to seat 25,000 and place it at the disposal of Billy Graham, a Billy Sunday type of preacher, who has been stirring the great cities to religious fervor, if he will spend a year among the cotton pickers, cowpunchers and oil field workers of Texas. The Rev. Dr. Graham receives hundreds of letters, telegrams and telephone calls from all over the country soliciting his services for evangelistic campaigns. He says: "I know we are beginning the greatest revival America has ever seen. Everyone, everywhere seems interested."

The 7th of March will have an honored place on the calendar that brought Nebraskans another big blow. No, not the worst ever—just another exhibition of raging elements that have been experienced at times on the great plains anywhere from September to May.

In the capital city, the center of erudition, culture and political intrigue, tongues of spellbinders wag daily expounding wisdom or nonsense. One of the city's educational institutions put on an oratorical contest and along came a young colored gent with a tongue of fire from Washington, D. C., won the laurels, captivated the crowd with a flow of eloquence that marked him for a seat among the best.

Among the walkie-talkies around the statehouse is the authenticated rumor that the governor has up his sleeve a plan for a law authorizing and requiring a blend of alcohol in gasoline sold in the state for use in motor vehicles. It is assumed the regulations as to alcoholic blend at the steering wheel will continue in force.

During 1949, 584 men and 288 women lost their lives in Nebraska by accidental means. The biggest killer was motor vehicles. Falls took a total of 121 men and 149 women. Machinery, explosions and fire accounted for some, drownings and accidents with guns had a part in the total loss of life by preventable crackups.

More tractors, bigger farms and nightly visits to the movies inspired Rev. Ellwin W. Mueller when addressing the Lutheran National Council at Minneapolis, Minn., to say: "Rural people are being caught in the web of a social pattern in which it is more desirable to beget a refrigerator than a child."

Thirty-two national administrations covering a period of 156 years spent 179-billion-dollars. During 5 years of the present national setup in Washington, D. C., more than 191-billion-dollars have been extracted from the United States treasury, or more directly from taxable citizens.

It's admirable to fight for a principle—but be sure it's a principle, not a prejudice, observes a Mason City, Ia., editor.

MONEY TO LOAN

ON
AUTOMOBILES
TRUCKS
TRACTORS
EQUIPMENT
FURNITURE
Central Finance Corp.

C. E. Jones, Manager
O'Neill, Nebraska

Elegance not luxury, culture and refinement not gay fashions, mental and moral and spiritual treasure store not riches, character not merely respectable; to hear the song of birds and the laughter of children, to see in the gold of sunset, in the quiet charm of a starlit night, in the blooming rose and the fragrance of the apple blossoms, the sweep of the far-flung landscape or in the throbbing haunts of men our opportunities for growth into the full measure of men and women, the enrichment of this life and making sure of the life to come.

Read understandingly, think calmly, talk pleasantly, work and play with moderation, live simply, save something and help the less fortunate. And so the shadows will be tinted with the bright glow of life's sunbeams.

A section of the state from Boone to Pawnee counties, from Dodge to Jefferson and from Hamilton to Cass, comprising 21 counties, is the milk pail that furnishes the capital city daily with 125,000 pounds of milk, according to city health officers. The milk is processed, homogenized, sterilized, cooked and baked and cooled until no Nebraska cow would own it as her product. That a cow doesn't know how to turn grass and grain into milk is a modern scientific notion that robs humans of the real value of milk. Take a look at a calf that has run with the cow all summer if you care to see what the natural product does for body development.

The flight across the continent, from coast-to-coast, has been reduced to 4 hours, 52 minutes, 48 seconds—about the stretch that it took a pioneer to drive from O'Neill to Chambers.

A striking blond up in old New England fired the fatal shot that killed her father. Daughter took this tragic means of ending the suffering of her cancer-afflicted parent. She has been acquitted by a jury. Mercy killings are receiving more and more attention. Whether such killings involve a moral principle depends on individual conviction. A case I am familiar with in the Lincoln community it is really a pity he doesn't die. Should this be hastened by medical science or a pistol shot, or let the ravages of time do the work.

O'Neill has had visits from street preachers, political spellbinders, medicine show performers, grafters and fakers of one kind or other. A summer evening in the long ago a gent with figures in his head entertained street loafers with his skill in juggling numbers. Asked by one of the spectators to multiply 456,782,345 by 142,857, 143 while you batted an eye and he came up with the answer—65 quadrillion, 620 billion, 779 million, 540 thousand, 335. Nobody contradicted the gent.

Mr. Truman asks for a million dollars with which to provide a tomb for an unknown soldier. Probably that soldier, if he could know about it, would prefer that the million be used in ministry to the needy living.

The queen mother of the British sovereign, now 82, has been working on a rug since 1941. This rug is soon to be brought to our shores and sold to raise some Yankee dollars to help out the financial stringency at the British exchequer.

The addition of a television tower 199 feet high to the Empire State building will make that structure 1,449 feet towering above the busy streets of New York.

Of the 3,069 counties into which the 48 states are divided 857 are now dry territory.

To be hard up is no disgrace. To be too lazy to remedy the financial stringency is.

Real Estate Transfers

1-6-50 \$10,000. E½ 35-33-15 S½-SW¼ 6-32-14
WD-Mary Husemann to William Wason & wf 3-1-50 \$4800-NE¼ 30-SE¼ 19-31-14
WD-Neil F Sammons et al to George Fullerton & wf-no-date-\$8800-SW¼ 18-26-13
Goes to Chicago—
Julius D. Cronin departed Sunday for Chicago, Ill., where he was to spend several days on business.
QCD-Merie Richards to Fred Wagman 2-23-50 \$1-Part Block 29-Matthews Add-Atkinson, lying south of C & N W R R.
WD-George F Wadsworth to Richard C Wadsworth 12-13-44 \$1-S½ - S½NE¼-NE¼NE¼ 15-NE¼-N½NW¼ 22 - 31 - 15 subj to mtg to Fed Land Bk
WD-Nellie S Waynick to Arthur E Olberding 2 - 24 - 50 \$15,640-N½ 7-SW¼-S½SE¼-S½N½SE¼ 8-S½NE¼- 5-32-15
WD-N Louis Neilson to State of Nebr 1-19-50 \$5-Part N½ NW¼ 28-26-13-2 acres
WD-Geo Atkinson to St of Nebr 1-19-50 \$80-Part N½NW¼ 28-26-13-2 acres
WD-Lloyd B Fusselman to Donald Cunningham & wf 3-14-50 \$2500- Lots 16-17-18-19 & 20 Blk 14- Page
WD-James Curran to Ardell V Curran 3-15-50 \$1- ½ Int in E½ 21-31-12-Subj to mtg
WD-Ralph E Stowell to Robert H Fox & wf 2-27-50 \$5200-NW¼ 33-30-13
WD - Joseph A Mlinar to George H Beck & wf 3-14-50 \$1-Lot 3 Blk 26-Bitneys Add-Atk WD-Elmer Thomas Hewett et al to Russell P Hipke & wf

1-6-50 \$10,000. E½ 35-33-15 S½-SW¼ 6-32-14
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DANCE

DANCELAND

O'NEILL

WNAX Bohemian Band

Sunday, March 26

Adm. & Dance: \$1

FALSTAFF'S GOT SOMETHING!

It's DRY, LIGHT -- but LIVELY

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Tune in HENRY J. TAYLOR, ABC Network, every Monday evening.

Even the COLORS sing of Spring!

Too bad a newspaper has to be printed in black and white.

For here we can show you only half the picture you can make this spring, this summer and for a long time to come.

True, you can see the lines of this tidy 1950 SUPER Convertible.

You can, perhaps, imagine the top-of-the-world feeling you'd know with the wind combing your hair, a great valve-in-head straight-eight filling your ears with its song, these spinning wheels cradling each mile of your going in soft, coil-spring comfort.

What we can't show you here are the

bright, gay colors we have made ready just for you and just for this year.

We can't show you how they dress you up, clothe you in the very spirit of the season, add their own special plus to that unmatched I-drive-a-Buick feeling.

Best we can say is they won't cost you one cent extra.

They are part and parcel of this gorgeous Buick package, like the Fireballing power of our new F-263 engine—the level going of all-coil springing—the steady roadability of Buick's solid structure—the handy controls for top, windows and front seat, the satiny smoothness of Dynaflow Drive.*

*Standard on all ROADMASTER models, optional equipment at extra cost on SPECIALS and SUPERS.

Why not come see the whole package for yourself? Your Buick dealer can get right down to cases—prices, trade-in, terms and all.

See him—and this year you'll want to meet spring in the gay Buick manner.

Only Buick has Dynaflow—and with it goes:

HIGHER-COMPRESSION Fireball valve-in-head power in three engines. (New F-263 engine in SUPER models.) • NEW-PATTERN STYLING, with bumper-guard grilles, taper-through fenders, "double bubble" taillights • WIDE-ANGLE VISIBILITY, close-up road view both forward and back • TRAFFIC-HANDY SIZE, less over-all length for easier parking and garaging, short turning radius • EXTRA-WIDE SEATS cradled between the axles • SOFT BUICK RIDE, from all-coil springing, Safety-Ride rims, low-pressure tires, ride-steadying torque-tube • WIDE ARRAY OF MODELS with Body by Fisher.

YOUR KEY TO GREATER VALUE

WHATEVER YOUR PRICE RANGE

"Better buy Buick"

Phone your BUICK dealer for a demonstration—Right Now!

A. MARCELLUS

PHONE 370

O'NEILL

When better automobiles are built BUICK will build them