

THE FRONTIER

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Let's Be Safety-Conscious

Safety, like freedom, is everybody's business. No one escapes the effects of job accidents—neither the worker who gets hurt, his family and the community which suffer from his loss of earning power, the employer who loses a valued employee's service, nor the nation itself which cannot afford this waste of skill and production.

Nevertheless, 70 men and women continue to be killed and more than 8,000 others injured at their jobs each and every day of the year. The cost of these accidents last year, according to statistics amounted to more than \$4,500,000,000.

Aside from the tragic humanitarian angle, think of the losses that are suffered by our economy as a result of more than 2,000,000 job accidents each year!

Since the birth of the industrial safety movement 40 years ago, some industries, some establishments and some states have made remarkable progress in reducing the toll of occupational accidents; others have not done so well. This is true in spite of the fact that, in 99 out of 100 cases, it has been proven that the safe factory or farm is the efficient one.

Like pestilence, accidents strike everywhere. There is no single cause or cure for occupational accidents. Each may be created by a variety of factors, all of which can and must be controlled. Accidents don't "just happen." They are caused and, therefore, can be prevented.

Citywide Cleanup? Let's Go!

O'Neill's city council has been talking a clean-up campaign. If plans for a citywide project go through, to include spraying against mosquitoes and other insect pests, the move should have the unqualified support of every real estate owner and every resident of the city.

We've all been lax in the business of keeping our city clean. The council is determined to do something about it and keep it clean.

Let's go!

Holt countyans are promised quite an array of candidates from which to choose when they go to the primary election polls on August 8. Judging from the list of those in quest of the county sheriff's job, it is far-and-wide the most attractive of them all.

Gov. Val Peterson is said to have had an automobile ride over state highways 281 and 11 recently. We've always subscribed to the idea that a few hard knocks in the right places does no harm.

Noticed the city dump lately? It has been fenced in, cleaned up around the fringe, and is as orderly as a dump grounds could be. We commend the city council for its action.

Not Conducive to Efficiency



Prairieland Talk —

Mechanized Farming, Bright Lights Responsible For Today's City Youth

By ROMAINE SAUNDERS

LINCOLN — Universities now confer what they call master of science in journalism. I don't know just what that involves.

A course where you can come out a "master of science in journalism" once began as printers' devil. Time was when you put in 60 hours a week feeding a George P. Gordon press run by foot power and pulling the lever on a George Washington hand press, the science being to get a good print, a passable register and get the paper out on time.

The next step was boss of the shop when you still had more worries how to stave off creditors, deal with delegations that thought their mission in life was to prescribe the course of the "free press," and sometimes throw out an irate subscriber.

The present generation of "masters" may look at their "sheepskin" when they have got into the cold reality of journalism as it is today and then wonder.

One thousand, seven hundred and ninety-nine "educated fools." That's the way a graduating senior at the University of Nebraska classed the group with which he graduated "a highbrow." They were added to the long honor roll of citizens who have come from the classic halls of our state university through the years. A minister of the gospel a native of the old sod who has seen a lot of the globe on which we abide, says of all the cities he has seen, New York is the worst, and Lincoln the best, the cleanest, most beautiful and an ideal education center.

So these 1,799 graduates that mastered the university courses should sense their responsibility in upholding the traditions of their alma mater.

In all, there has come again into the world's whirlwind this year from the several institutions of learning in our capital city, a numerous body of young men and young women.

One of the commencement speakers told the graduates that they were venturing out on life's sea at a time when the need is for "dynamic leadership." That is more or less old stuff from commencement platforms. Maybe the word now



Romaine Saunders

should be atomic leadership. An transcending it all, how many will catch the vision to submerge personal ambition in the larger scope of the general welfare?

that go with life in the city has beckoned youth who for a time are responding but the tide must eventually turn in favor of country living.

thereof are the ways of death," is as inexorable as the law of gravitation. Don't mistake the swish of bats' wings for good fortune coming your way.

Census returns show a considerable decline in rural population in Nebraska, while most towns and cities have increased in population. A change in equipment with which to operate on the land that enables one man to do the work of 2 accounts for some of the decline in rural population but not all. Bright lights and the things

The 2 armies met at Ohod. Mohammed said to his fanatical army: "Charge them! I can hear the wings of angels as they hasten to our help." The Turks were cut down and Mohammed made good his escape. He had heard the flapping of vultures' wings following his army to feast on fallen men and beasts. "There is a way that seemeth right unto a man, but the end

Rearm free nations; reds in the government and government in the red; H-bombs; cold wars; nerves at high tension; when will the fighting start; fair deals and rank deals; security and the welfare state; billions blown away to bolster prices of farm and dairy products; more and higher taxes; road and flood worries; and everything's "Rot- (Continued on page 3)

HEY MOM!

WHY DON'T YOU BAKE DAD A CAKE FOR FATHER'S DAY?

Get a charming GOLDEN CROWN

TO DECORATE YOUR FATHER'S DAY CAKE!



"Why I'd bare my soul for Dad 'cause he buys me Clapp's CEREAL FOOD"



YOURS WITH

SWANSDOWN CAKE FLOUR 39c
INSTANT CAKE MIX .. 37c
DEVIL'S FOOD MIX .. 37c

BAKER'S PREMIUM CHOCOLATE

For Finer Flavor. 1/2-Lb. Pkg. 40c

BAKER'S SHREDDED COCOANUT

Dress Up That Cake. 4-oz. Pkg. 19c

CRISCO 1-LB. TIN 29c 3-LB. TIN 75c

CLAPP'S CEREAL FOOD 17c
8-oz. Pkg.

CLAPP'S INSTANT OATMEAL 17c
8-oz. Pkg.

FRUITS & VEGETABLES

CELERY each 19c
LETTUCE 2 heads 25c
CANTALOUPE lb. 10c
CABBAGE 3-lbs. .. 13c
CUCUMB'R 2-lbs. 17c
LEMONS doz. 45c
ORANGES doz. 43c

COUNCIL OAK
★ FRESH GROUND COFFEE 67c
Ground As You Like It. 1-Lb. Bag

FINEST
★ PORK & BEANS 3 1-Lb. Cans 25c
In Tomato Sauce

MILD BARBECUE SAUCE with
★ OSCAR MAYER WIENERS 45c
Full Size in Tall 12-oz. Can

SALAD BOWL
★ SANDWICH SPREAD 32c
A Spread You'll Like. Pint Jar

SUPERB
★ GRAPEFRUIT HEARTS 49c
Luscious Segments. 2 No. 2 Cans

SUPERB
★ FRUIT COCKTAIL 5 1-Lb. Cans \$1
Glistening Fruit Cubes

NY-T-FINE
★ PUDDING Desserts 4 Pkg. 27c
Smooth and Rich

AMERICAN
★ OIL SARDINES 3 No. 1/2 Cans 25c
Grand for Snack Time

DASH
★ DOG FOOD 8 1-Lb. Tins \$1
With Liver

★ TIDE GIANT PKG. 69c
LARGE PKG. 25c

BLUE BONNETT
COLORED OLEO, lb. 44c

SWEET PICKLES Pint 35c
DILL PICKLES Quart 35c

Star-Kist TUNA CHUNK STYLE. No. 1/2 Can 33c
Thin CRACKERS EVERYDAY. 2-Lb. Box 39c

ARMOUR SAUSAGE TREATS

EASY TO FIX — EASY TO SERVE

Braunschweiger lb. 53c
RICH AND SMOOTH.....

SKINLESS FRANKS 49c
Plump and Tender. Pound

BIG BOLOGNA 45c
All Meat. Pound

OLD FASHIONED 49c
Meat Loaf. Pound

PICKLE AND PIMENTO 39c
Luncheon Loaf. Pound

SMOKED PICNICS READY-TO-EAT. POUND 39c
SLICED BACON MILD AND SAVORY. 1-LB. PKG. 45c

SAVORY SIRLOIN STEAK 79c
Beef At It's Best. Pound

PORK LIVER 25c
Fresh Sliced. Pound

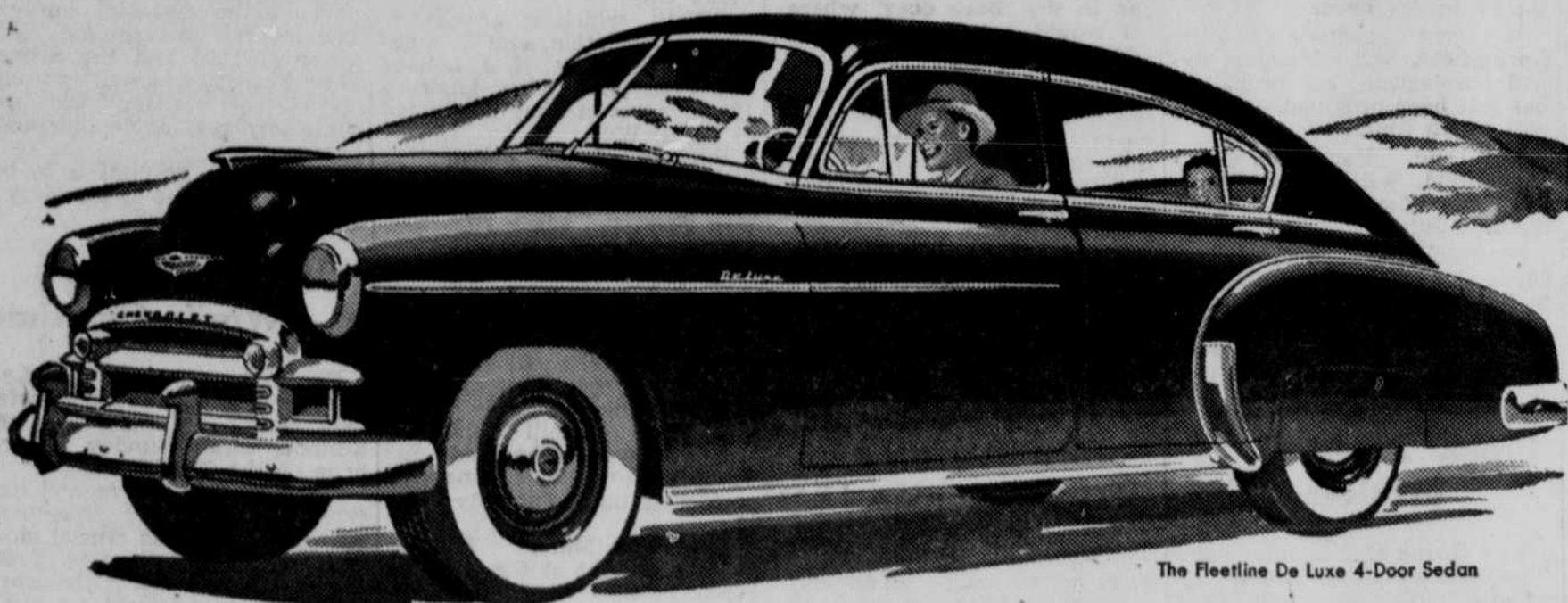
STANDING RIB ROASTS 59c
Juicy-Tender. Delicious. Pound

PIGS' FEET CUTLETS 35c
Armour's Star, Pickled, Boneless. 9-oz. Jar

PERCH FILLETS *OCEAN CAUGHT. FRESH FROZEN. POUND... 29c

THE COUNCIL OAK STORES
YOUR FRIEND AT MEALTIME

PRICES FOR JUNE 16TH & 17TH



The Fleetline De Luxe 4-Door Sedan

Drive home the facts...

and you'll drive home in a new Chevrolet

There's nothing like making your own tests—getting your own facts—and being your own judge of value before buying any product!

That's why we invite you to come to our showroom, take out a new Chevrolet without any obligation whatever, and learn from your own experience why more people buy Chevrolets than any other make of car.

Look at the new Chevrolet from every angle! Let

your own eyes tell you it's more beautiful . . . inside and out! And then press the accelerator, glide forth and experience a combination of driving and riding ease, performance and economy, and roadability and safety exclusive to this one low-priced car!

Yes, we cordially invite you to drive home the facts of Chevrolet superiority in your own way and at your own pace; for we know when you do this you'll decide to drive home in a new Chevrolet!

Come in . . . drive a Chevrolet . . . and you'll know why it's first and finest at lowest cost!

AMERICA'S BEST SELLER



AMERICA'S BEST BUY!

MIDWEST MOTOR CO.

PHONE 100

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