

**Page News**

By Mrs. Ben Asher

**WSCS MEETS**

The regular meeting of the WSCS was Thursday afternoon in the Fellowship Hall of the Methodist church. Mrs. Harold Heiss had the devotion and lesson entitled "The World in our Midst", he was accompanied on the piano by Mrs. Dora Townsend. On September 15 the 20th anniversary of the WSCS will be observed. On September 29 the members having birthdays from July to September will be honored. Get well cards were signed to be sent to Mrs. Stella Russell, who is a patient in Lincoln hospital and Mrs. Earl Park. Mrs. Edgar Stauffer reported on the school of mission she attended. The topic she studied was "Alcohol, A Christian Concern." Hostesses were Mrs. Leila Snell and Mrs. Orville Kemper.

Leona Mudloff came home Saturday from Omaha where she had ended with her parents, Mr. and Mrs. Tony Mudloff. She brought Darlene and Karen Prokop of Spencer home for supper.

**CHATTER SEW CLUB**

Mrs. Arthur Grass was hostess to the members of Chatter Sew when it met with her Friday. The afternoon was spent in visiting and doing fancy work.

Mr. and Mrs. Vernon Park and Ronnie of Omaha was for the weekend to visit Mr. and Mrs. Bryan Stevens. Also here visiting from Omaha was James, son of Mr. and Mrs. Don Nissen.

District 23 celebrated the birthdays of the students who had birthdays in August and September Friday. They included Linda, Carol, and Everett Thompson, Danny Wetlaufer, Jim Myers and Roberta Asher. The parents furnished lunch.

Wednesday dinner guests of Mrs. Emma Kemper were Mrs. Frieda Asher and Mrs. Hester Edminsten.

**NEIGHBORHOOD CLUB**

Mrs. Glen Harris was hostess Wednesday to members of the Neighborhood Club. Mrs. Roy Grubbs and Karen Harris were guests. The afternoon was spent playing cards. Mrs. Roy Grubbs and Mrs. J. W. Finch won prizes. Mrs. Leslie Summers will be the next hostess.

Mr. and Mrs. Edgar Woods of Lincoln were over the weekend visiting Mrs. Hester Edminsten, Mrs. Kenneth Asher and Mrs. Calvin Harvey and their families.

**Dr. H. D. GILDERSLEEVE**  
**OPTOMETRIST**

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Phone 167 — O'Neill, Nebr.  
Hours 9-5—Mon. thru Saturday  
Closed Wednesday

**Royal News**

By Mrs. R. J. Hering

**Plan Reception**

A reception for the minister and the teachers of the public schools will be held Thursday, Sept. 15 at the church according to plans made at a recent meeting of the WSCS at the home of Mrs. Dale Weber. Mrs. Bus Chair was appointed general chairman and will be assisted by other wives of school board members, Mrs. Herman Ennen, Mrs. Link Henry, Mrs. Walter Beutler and Mrs. Herbert Wilby. Mrs. Clarence Weber will take the place of Mrs. Wayne Walmer if Mrs. Walmer cannot be present. Mrs. Warren Holm is chairman of the program committee with Mrs. T. R. Dobbs and Mrs. Gus Erickson assisting.

Mr. and Mrs. Fremont Curtis and Mrs. Ed Shaw were in Sioux City, Ia., Wednesday to visit Mr. Shaw who underwent surgery on his leg. He was reported to be improving satisfactorily.

Mr. and Mrs. Alfred Nelson of Orchard were Royal visitors Saturday.

Mrs. George Hamill and Mrs. Gerald Maple were Royal callers Friday.

The families of Everett Johnston, Andrew Jensen, Oliver Dempster, Wendell Wilson and Clarence Weber joined the WJAG caravan to the State Fair in Lincoln Sunday.

Mr. and Mrs. Harold Dawson and Mr. and Mrs. Truman Kirby were Niobrara visitors Sunday.

A houseful of guests were present at the home of Mr. and Mrs. W. J. Reece Sunday. Their son, James and three children and their daughter, Thelma, Mrs. Neal Darr and children of Denver, Colo., came Saturday. Sunday their daughter, Mrs. Henry Rice and family came from Clearwater. Mrs. Rice's daughter, Nadine and baby of Neligh also joined the group. The meeting was in compliment to the birthday of the older Mr. Reece, who is an invalid.

Mrs. Walter Beutler substituted in the intermediate room the first week of school due to the absence of the teacher, Mrs. Grace Thomson of Page, who was ill.

Mr. and Mrs. Russell Burch went to Orchard Sunday evening to see her father, Carl Rabbass, who had recently returned home following hospitalization and surgery. He is fully recovered.

Mrs. Anton Pruss sr., went to Omaha Friday when informed that their daughter, Lillian and family, Mr. and Mrs. Robert Horak, were hospitalized as the result of an accident when the car in which they were riding was struck by one driven by a 79-year-old carnival worker. The carnival worker was killed and all of the Horak family except two children were seriously injured. Mrs. Horak suffered broken ribs and cuts. Mr. Horak received a broken arm, and three of the children received broken legs and arms.

Mrs. Alfred Ziegenbein was badly bruised about the back when she tripped over the rockers of a chair and fell against a window sill. She was taken to the hospital at Plainview. She returned home Saturday when it

was ascertained that she had received no broken bones.

Mrs. Zola Hering is taking a vacation from her duties as acting postmistress and is spending the week in Beatrice having taken her niece, Jolene Hering home on Monday. Miss Jolene, employed in a secretarial position in Omaha, had attended a wedding in Petersburg and came to Neligh Saturday where she was met by her aunt.

**Rosedale News**

Carol Mahlendorf  
Phone 7374

Herman Landholm was a Sunday dinner guest at the Harry Mahlendorf home.

Mrs. Edwood Martinson, Wendell and Wayne returned home Sunday after spending a few days with her parents, Mr. and Mrs. August Johnson in Stromberg.

Margaret Johnson is going to high school at Sunshine Bible Academy near Miller, S. D.

Karen Anderson was a Sunday dinner and afternoon visitor at the Richard Anderson home.

Mr. and Mrs. Duane Mahlendorf and family went to Emery, S. D., Friday to attend the fortieth anniversary of her uncle and aunt, Mr. and Mrs. Ed Roskens. Mrs. Mahlendorf decorated the three tier cake.

Sunday evening luncheon guests at the Harry Mahlendorf home were Mr. and Mrs. Duane Mahlendorf and family and Ronnie Witherwax.

Mrs. Arthur Fredrickson and Gordon left Tuesday for Modesto, Calif., for an extended visit with her daughter and family, Mr. and Mrs. Mark Lippert and family.

Mr. and Mrs. Ray Nelson of Eugene, Ore., visited at the Fred Nelson home from Monday to Thursday.

Mrs. Raiza Armfield, Avis and Shirley of Mills visited at the Fred Nelson home Monday afternoon and evening. Mrs. Armfield is a sister of Fred Nelson.

Mr. and Mrs. Glenn Jones and family of Sioux Falls, S. D., spent Labor Day at the Duane Mahlendorf home.

Visitors at the Fred Nelson home Tuesday evening were Mr. and Mrs. Ray Nelson, Mr. and Mrs. Oliver Nelson and family, Mr. and Mrs. Clifford Nelson and Diane.

Mr. and Mrs. Leonard Martinson and children from Estherville, Ia., Lillian Martinson of Omaha and Mr. and Mrs. Fred Nelson and Kenneth were Sunday dinner guests at the L. S. Martinson home. Mr. and Mrs. Oliver Nelson, Douglas and Vicky were afternoon callers.

The Commission Covenant Youth held their meeting Monday at the Rosedale church. The evening was spent playing games. A short program, wiener roast and watermelon feed were a farewell party for Margaret Johnson who will attend Sunshine Bible Academy and Beverly Anderson who will attend Wayne State Teacher's College.

Mr. and Mrs. Glen Mahlendorf, Mr. and Mrs. Dick Halder of Alendale, N. D., Leonard and Carol Mahlendorf, Darleen Johnson and Ronnie Witherwax attended the races at Stuart Sunday evening. Leonard drove in the races.



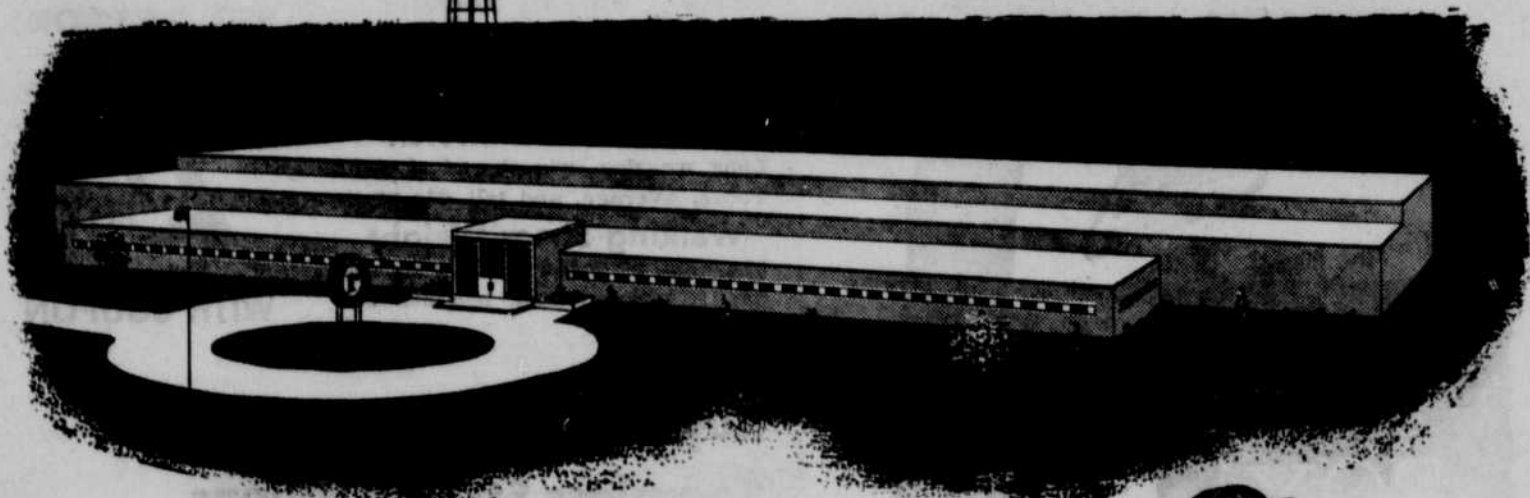
**A  
THOUGHT  
FOR  
RETAILERS**

**DID  
YOU  
JUST  
LOSE**

**A  
CUSTOMER ?**

*It's the unity  
in a community  
that gets the job done*

**The job in Kearney...  
A NEW INDUSTRY**



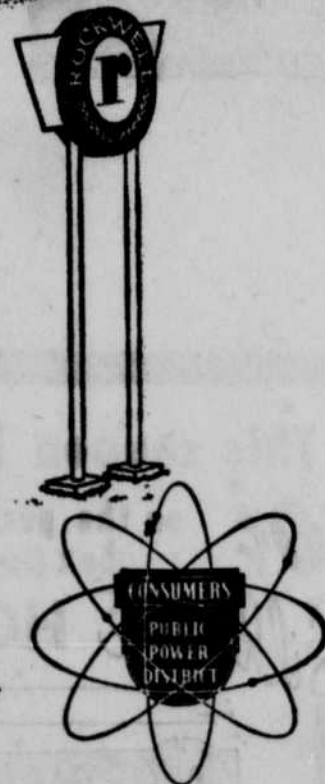
The Rockwell Manufacturing Company, which began operations in Kearney in 1957, now employs approximately 200 people in the production of commercial valves.

The job of attracting this important new industry and of financing the construction of the \$2,500,000 factory building was accomplished by the united effort of the entire community.

Another factor that figured in the Rockwell decision to locate in Kearney, according to company officials, was the availability of a dependable supply of low-cost electricity.

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**CONSUMERS PUBLIC POWER DISTRICT**



**Every year (on the average) 18 per cent of a store's customers move away or die**

Many others shift their buying from one store to another, perhaps because of a grievance, perhaps because they think they're getting better merchandise, or lower prices, or perhaps because of one store's apparent indifference, and the other's aggressive promotion.

**ON THE OTHER HAND . . .**

**Many new families move into the community each year, replacing those who move out**

Many young people become adults annually. They marry, and create new families, which require food, clothing, homes, cars and a multitude of other things.

**THE POINT IS . . .**

**A retailer isn't dealing with a fixed group. He is selling a passing parade, an ever-changing market**

That is why advertising—consistent advertising—which reaches all the potential customers is an essential part of successful merchandising today.

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