

PrairieLand Talk . . .

Cattle Industry Going Aristocratic

By ROMAINE SAUNDERS

LINCOLN — Out there where Sam Dietrich put in an irrigation ditch, impounded Elkhorn and Dry creek waters in a gleaming crystal lake, where O'Neill bloods and bloodless bathed or floated about in sailboats, where still earlier stood sodhouses that comprised what was known as "the Bohemian settlement," where still earlier Sam Thompson and Nettie Mitchell raced their ponies after the antelope that were inclined to get acquainted with the cattle kids were herding and Joe McEvony found plenty of room to let the broncs buck, there now adorns a sizeable spot on lush prairie-land the gleaming white buildings of the C — M Hereford ranch. Guess they spell out the bar but for branding and in honor of ranch traditions it would look as written here.



Romaine Saunders

Barns, dwellings and the numerous buildings give this headquarters of the aristocrats of the whitefaces the appearance of a village set off from the highway in a setting of green - robed flat land. I went out there recently with Editor Cal Stewart whose mission was to take snapshots of some of the prize packages exhibited at fairs.

Herdsmen Art Engel gave us the run of the barns, sale pavilion and extensive grounds and also held the halter while Cal snapped a picture of some of the more-or-less cooperative bulls. Newspaper guys are after anything that makes reader interest but about all they know about the quality of beef is what they get at the dinner table. Probably Editor Stewart will have some pictures of these aristocrats as well as some others from fancy cattle breeders throughout the county to show to his readers. More and more the cattle industry is going to purebred strains and the C — M is in a position to contribute some of the best to the Hereford industry. But the best of bulls eventually hang on pegs in rings of balcony.

Wars and rumors of wars tell the story of the ages. Assyria, Greece, Rome, Carthage rose over the bloodstained earth of fallen tribes of men. Each in turn yielded to the flashing sword of a greater. Wars and rumors of wars are still our heritage. Must mankind forever fly at their youths with bayonets and bombs? War cuts down youth in youth's priceless vigor, manhood in its strength, brings heartache to fathers and mothers, robs little ones of home and parental love; it makes wives widows and children fatherless; it destroys cities and turns fruitful fields to desolation and waste. Fire and famine and desolation are the fruits of war with thousands lying dead while kingdoms perish and fall — and all for nothing at all, nothing but to satiate the blood carrying on the affairs of community life dwell lust of warlords who sound the drumbeat to battle but never face the guns themselves. Neighbors together in unity though of divergent political and religious faiths, an example of what might be among nations if ambitious men with their warlords were dumped into the depth of the sea.

Two from Lincoln and one from Omaha will represent Nebraska at least those two spots of Nebraska, at a gathering to meet this weekend at Stillwater, Minn., in behalf of a better educational setup for Young America. What the group regards as necessary for better education is not disclosed with the announcement of the gathering. Doubtless we need better education, but whether this can be brought about in the prospective or retrospective opinions might differ. Abe Lincoln got it lying on the floor of a log cabin in the flickering light cast by a burning log in the fireplace. Of course, there are not many Abe Lincolns being produced by educational methods of our day and maybe adherents to the retrospective idea in education have something worth looking at.

When you inspect O'Neill's new hospital and gape in stark amazement, you will be looking at more than a building filled with nice furnishings and medical equipment. You'll be looking at an electrocardiograph record of a heartbeat. Not a mere physical heartbeat, that is, but the very heartbeat of the great American way of life.

We are thinking of the way of life that permits free enterprise and allows man to meet with compassion the physical needs of his fellow men; the way of life that allows men to dream great dreams, and then, pick up a shovel and cause the dreams to come true.

When you join with thousands of others in touring O'Neill's grand new health center, you will definitely be looking at a representation of medical and scientific progress. But, more than that, you will be face-to-face with a glistening concrete example of the advance of man in this the last half of the Twentieth century. This is the type of advancement that has prompted other peoples of the complicated world to label Americans as "men of action."

No use looking backward now to the "good old days" or only to look ahead to "a brave new world." To live in the past or to dream idly of the future is to rob man's existence of its intrinsic meaning and to strip man of his inner dignity and personal value.

There is an old axiom that runs something like this: "Let well enough alone." There are a great number of cities large and small throughout our land to which the axiom might be applied.

O'Neill is not one of these. There are other cities where grandiose plans are created periodically but they never seem to materialize. Some communities, like men, dream idly of only the future and the status quo remains. O'Neill, likewise, is not one of these.

When the torch of the hospital was lighted in the fire of her citizens, O'Neill exposed her chin to a mortal blow. The consequences of a failure would not have been good. There was an unimportant minority of Doubting Thomases. They chided that O'Neill was building a "hotel" — that it would never emerge as a wonderful, first-class hospital.

But failure was a hostile thought — an unthinkable one in a heroic, cosmopolitan circle that recognized a distinct need and proceeded to do something about it. Shirisleeves wouldn't be rolled down until O'Neill had a hospital.

In a 20-page magazine supplement we have attempted to tell the story of O'Neill's new hospital. We have tried to record on paper the drama of an undertaking so big, so important and so wonderful. But no journalistic effort extended over a few days' time and a mere 20 pages could possibly do justice to such a story.

It is treading on sensitive ground, perhaps, to single out any individuals in fixing credit. But we are impelled to mention the original hospital

This morning he was at the mike early expounding his statesmanship in the Yankee's legitimate bid for votes. He proposes to put us all on the gravy train and in Fifth Avenue mansions. Nobody, said he, can live on an income of 75 cents an hour daily pay.

Seventy-five an hour, \$7.50 a day — what a bonanza that would have been when I "kicked" the Geo. P. Gordon jobber 10 or 12 hours a day at five a week, or the days riding the cow trails with Hay McClure at 50 cents a day and we didn't always get the fifty!

But don't think those days of small pay were starvation days. Everybody had a "full dinner pail" and time for lots of fun as well as spiritual and cultural growth. "For what shall it profit a man, if he shall gain the whole world, and lose his own soul?" In our scramble for more and better pay for less and less productive effort, haven't we lost something fine? Everywhere there is unrest, on the go chasing after some will-o'-the-wisp. After the politician this morning had his say at the mike, a city bank took over to invite you to come around and let them finance the purchase of a new car for you. New cars, new modernistic homes, new furnishings, new duds all on time, so the debts pile up. Pay day, inexorable, unavoidable, lies ahead. What then? Why worry, many say, we'll have fun while it lasts. The \$2 an hour workman today has wrinkles in his brow from figuring how to make the family budget reach till the next pay day, while the \$2 a day worker of a vanishing generation owned his own unencumbered home, a horse and buggy, and kept the wife and kids in comfort, if he was one of many citizens who rated as thrifty patriots.

Holt is one of the four largest counties in Nebraska with 1,546,000 acres. Cherry is the largest with 3,864,000. Custer county has 1,635,000 acres and Lincoln county, 1,633,000 acres.

Some 50 years ago a portly and good natured Irishman, M. M. Sullivan, was in the mercantile business on Douglas street about the middle of the block between Fourth and Third streets on the north side of the street. One day Mr. Sullivan received a letter from a patriot up in Alaska which read: "To pay for a pair of suspenders I bought in your store a little more than 10 years ago. I did not pay for them when I got them and now want to make it right. The price was 35 cents but I will send you 50." Enclosed with the brief letter were postage stamps in the amount of 50 cents.

We learn through the medium of a note from Montana Jack Sullivan to The Frontier editor that Jack is still interested in fishing and hunting. Fellows who retain their interest in life's activities enjoy long life without growing old. Enjoyed a visit with Walter O'Malley during a recent sojourn in O'Neill. We each had a visit with Jack in spirit though separated in person by several hundred miles. One of life's worthwhile contacts is sharing mutually with a friend memories of one at a distance.

Through the medium of our state's highest court, it was left to a cowpuncher under a 10-gallon hat up by Atkinson and a clodhopper out Redbird way to show some of the hiccups of the state legislature where to head in when providing for school tax levies in the future.

A statement by General Eisenhower: "I am in this business running for office because I believe America is in peril." A statement by Governor Stevenson: "If elected president I will not appoint an ambassador to the Vatican."

Air travel has "highway" numbers similar to ground travel but there is not the "bad road" worry autoists complain about.

4 Holt Youths to 'Ak' Show

Holt county will be well represented at Ak-Sar-Ben's silver jubilee livestock show and world championship rodeo to be held from October 3 to 12 at Omaha.

Harry B. Coffee, a governor of Ak-Sar-Ben and chairman of the civic organization's stock show committee, announced that entries were received this week from Holt county, through the office of County Agent A. Neil Dawes. This year's exposition, Ak-Sar-Ben's 25th consecutive livestock show, will feature one of the greatest 4-H baby beef, dairy and sheep shows in many years.

Youths from Holt county will exhibit prize stock at Ak-Sar-Ben include Lanny LaRue of Ewing, Kathryn Hoffman of Ewing, Don Hoffman of Chambers, and Donald Strong of Chambers.

Mrs. G. D. Janzing Heads Club

The Victory Homemakers club met at the home of Mrs. G. D. Janzing Wednesday, September 10, for a covered dish lunch followed by a meeting. The program was the revelation of mystery sisters for last year and drawing of new ones, followed by election of officers. The following were elected: Mrs. G. D. Janzing, president; Miss Clara Conway, vice - president; Mrs. John Jensen, secretary; Mrs. Ray Tunender, treasurer; Mrs. George Pongratz, reading leader; Mrs. A. J. Havranek, song leader; Mrs. James Conway, reporter.

The club met again at Mrs. Janzing's home Sunday, September 13, for an evening of progressive pitch. There were eight tables.

The winners of the prizes were John Jensen, high for men; Miss Rose Schaefer, high for women; James Conway, low for men; Mrs. Anna Ramold, low for women.

The evening was terminated with a lunch of cake, sandwiches and coffee. — By Mrs. James Conway, news reporter.

REAL ESTATE TRANSFERS

WD—Charles E Stout to Fred M Saunto & wf 9-18-52 \$5000 North 26 ft of Lots 26-27 & 28-Blk 16 - O'Neill

WD — Clara Rakowski to Esther & Sumner Downey 9-3-46 \$1000- Lots 1-2-3 & 4 Blk 1 - O'Neill

WD—James F O'Donnell to Anthony J O'Donnell & wf 9-10-50 \$1- 1/3 Int in NW 1/4 11-29-13

WD—Atkinson Memorial Hospital, Inc., to Franciscan Sisters of Kanegunda 7-1-52 \$1- Lots 5-6 & 16 AVW Add- Atkinson

WD — Lorena Duffy et al to George M McCarthy & wf 6-11-52 \$1- Lots 6-7-12 & 13 Blk 1 - Mathew's Add O'Neill

WD—W A Smith to T E Newhouse 8-20-52 \$2000- Part of SW 1/4 20- Twp 26- Range 12- 2 acres

WD — Minnie Wright to Anna Holz & Chas Cronin 12-17-49 \$1-SW 1/4-SW 1/4 SE 1/4 Sec 11-25-9

To Duchesne—

Miss Mardi Birmingham, daughter of Mr. and Mrs. H. J. Birmingham, has returned this fall as a sophomore at Duchesne college for women in Omaha. Miss Joelyn Backhaus, daughter of Mr. and Mrs. Leroy Backhaus, has entered as a freshman to start her nursing career.

NEW! DELUXE EASY SPINDRIER with 3-minute Automatic Spin-Rinse



BUY NOW New, Easier Credit Terms Model 516 Packed with Deluxe Features Gentle Spiralator Washing Action Automatic rinsing...damp-drying Speedy two-tub washing, rinsing New "Cleanflow" Water filter

only 15% DOWN 78 Long Weeks to Pay

GILLESPIES Phone 114 — O'Neill

State Capitol News . . . General Ike in Major Speech at Omaha, Then Whistlestops Out of State

LINCOLN—Politics took over the headlines in Nebraska this week.

Candidates for state office were able to claim some of the spotlight for themselves after being muscled out last weekend by the appearance in the state of national figures from both parties.

Democrats were planning a series of meetings across the state to bolster the candidacy of the state ticket headed by Walter R. Raeeck of Central City and the republicans kicked off their biennial campaign caravan.

Last week's big noise in Nebraska was made by the throngs cheering Dwight D. Eisenhower who delivered a major farm speech at Omaha, then whistlestopped through Plattsmouth, Nebraska City, Auburn and Falls City with rear-platform appearances.

Ike swiped at Secretary of Agriculture Charles Brannan by referring to a congressional committee report that \$5 million in commodity credit corporation funds had disappeared over the "The secretary said that \$5 million was not very much to lose in a \$10 billion operation," Eisenhower noted. "He said it could disappear through the cracks in the floor."

"Now my old Dutch ancestors never had \$5 million but five cents could never have been lost in our house having to answer for it or go hunting for it on hands and knees"

The democrats, meanwhile, were getting in their licks at Ike. National Chairman Stephen Mitchell told 1,110 party wheelhoors at a banquet in Omaha:

"Generals have little time to worry about domestic political and economic crises. They have reason to be concerned over the midwest grain yield, a rise in living costs, collective bargaining, or parity prices for the farmer."

The American people, Mitchell said, will not like "this almost habitual application of military methods to civil and political affairs." He said Eisenhower's thinking "comes straight from the War college."

At the same banquet, Bernard J. Boyle of Omaha, the new democratic committeeman, promised a clean, but "fighting" campaign. "I hope our opponents will be able to say we've conducted ourselves as honorable opponents."

The republican caravan was rolling across the Nebraska midlands this week. Crowds, as usual, were something less than throngs. Often only a handful turned out to hear the office-seekers peddle their political wares.

State GOP Chairman Dave Martin refuses to be dismayed by small turnouts. He explains that the newspaper publicity attendant on the caravan, along with the idea that "Well, we brought the candidate to see you; if you didn't see him, that's your fault," makes the trip worthwhile.

This is the schedule for the remainder of this week: Wednesday: Grand Island, Ravenna, Kearney, Lexington, Cozad and Gothenburg. Thursday: North Platte, Stapleton, Arnold, Broken Bow, Loup City, St. Paul, Greeley

Friday: Ord, Burwell, Bartlett, O'Neill, Atkinson, Bassett, Saturday: Ainsworth, Valentine,

Cody, Merriman, Gordon, Rushville, Hay Springs.

Convert— Every two years, just about as regularly as there is an election, Nebraska republicans announce a convert from democracy. Last time it was Terrence Terry Carpenter, the Scottsbluff millionaire.

"This year it's Emil Placek, a Wahoo banker and lifelong democrat. But he's a convert with reservations.

"During this campaign," he said, "my slogan will be 'Get rid of the democrats in Washington. They've been there too long. And get rid of the republicans in Lincoln. They've been there too long.'"

Sen. Robert A. Taft, the smiling winner in Nebraska's preferential presidential primary last April and the glum loser for the GOP presidential nomination in Chicago last July, returns to the Cornhusker state October 16 for a speech on behalf of the man who took the nomination away from him, Gen. Dwight D. Eisenhower.

LEGAL NOTICE

(First pub. September 11, 1952) John R. Gallagher, attorney IN THE COUNTY COURT OF HOLT COUNTY, NEBRASKA IN THE MATTER OF THE ADOPTION OF FLOYD CHARLES GREEN, A MINOR CHILD.

THE STATE OF NEBRASKA, TO ALL CONCERNED: Take notice that William J. Boies has filed his petition and consent to adoption for the adoption of Floyd Charles Green, a male minor child, with bestowal of property rights and change of name, which has been set for hearing before this court on the 25th day of October, A.D., 1952 at 10:00 A.M., when you may appear, object to, and contest the same.

Dated this 9th day of September, A.D., 1952. LOUIS W. REIMER County Judge (COUNTY COURT SEAL) 19-21c

(First pub. Sept. 11, 1952) William W. Griffin, attorney IN THE COUNTY COURT OF HOLT COUNTY, NEBRASKA IN THE MATTER OF THE ESTATE OF MINNIE H. BETTEN, DECEASED.

STATE OF NEBRASKA To All persons interested in said estate, take notice that a petition has been filed for probate of the Last Will and Testament and the Codicil thereto of Minnie H. Betten, Deceased, with authenticated copy and record of proceedings thereon by the County Court of Milwaukee County, State of Wisconsin, and for the appointment of William W. Griffin as Administrator with the Will annexed thereof, which has been set for hearing herein on the 2nd day of October, 1952, at ten o'clock A.M.

Dated September 5th, 1952. LOUIS W. REIMER County Judge. (COUNTY COURT SEAL) 19-21c

particularly pleased that Taft will come to Nebraska because they hope he will sweep away the last vestiges of the feather-dragging which has slowed down the Republican campaign somewhat in Nebraska.

Scouts Meet in New Quarters

EWING—Boy Scout troop 181, held its first meeting at the new scout headquarters located in the east wing of the city hall on Thursday evening. Twelve scouts were present, also one guest, Jim Good, a former member of the troop several years ago, and committeeman, Gail Boies.

The meeting was called to order by the assistant scoutmaster, H. R. Harris. After the routine business of the evening was completed, plans were discussed on providing equipment for the new headquarters. Rally day at O'Neill was also discussed and plans made to attend in a body.

On adjournment, the boys were given a treat of popcorn and pop after which each pronounced it an enjoyable evening.

Margaret Reimer, daughter of Judge and Mrs. Louis Reimer of O'Neill is being transferred from Kansas City, Mo., to Los Angeles, Calif., by a farm agency for whom she has worked for a number of years.

Gene O'Neill to Head Evergreen Club

The Evergreen 4-H club met Tuesday, September 16. The meeting was conducted by Corinne Doty, vice-president for the past year. Election of officers for the following year was held. Elected are: Gene O'Neill, president; Darleena Johnson, vice-president; Dean Johnson, secretary; Helen Rakes, reporter; Corinne Doty and Peggy Rakes, roll committee, and Mrs. O'Neill, leader.

Projects chosen were first year sewing and first year cooking. Meetings will be held the first Monday of every month at 1:00 p. m. Gene O'Neill was absent. Roll call for next month will be the 4-H pledge.

Helen Rakes, reporter

The Frontier want advs, assure you of quick, economical results on anything you wish to buy, sell or trade.

DR. H. D. GILDERSLEEVE, OPTOMETRIST Permanent Offices in Magedick Bldg. O'NEILL, NEBR. Phone 167 Eyes Examined - Glasses Fitted Office Hours: 9-5 Mon. thru Sat.

533-ACRE FARM & PERSONAL PROPERTY AUCTION FRIDAY, OCT. 3 I have decided to reduce my farming operations to a smaller unit and will sell the following described real and personal property at public auction at my place located 2 miles east of Bristow, Nebr., on highway 12 on— FRIDAY, OCT. 3 Sale starts promptly at 12 noon. Lunch served on grounds. LEGAL DESCRIPTION—Lots 3 & 11 in Section 18 and Lots 1 & 2, and E 1/2 NW 1/4 Section 19, SW 1/4 SE 1/4 Section 19, NE 1/4 SE 1/4 NW 1/4, NE 1/4 SE 1/4 Section 30, SW 1-4 NW 1-4 Section 29 all in Twp. 30 Range 10, Boyd County, Nebraska. This is a good productive combination farm for livestock raising and farming, located on Highway 12, two miles East of Bristow, 12th grade high school, Lutheran and Methodist churches. It consists of 100 acres of farm ground which includes, 30 acres of alfalfa hog tight with running water, and 14 acres of a very good stand of new alfalfa; also 120 acres of prairie hay land, and the balance good pasture with plenty of running water through the pasture, as well as, 2 dams and 2 wells on the farm. This farm is all fenced and cross fenced. The buildings are ample with an 8 room house wired for REA and staked out for installation soon. Now has complete electric installation with wind charger, automatic 8-plate batteries and engine that goes with the place. The other buildings consist of 30x38 barn, 22x40 hog house, cattle shed, corn crib and granary, garage and tool house, together with other small buildings. This place should be an attractive one for someone desiring a 75 cow unit. If it should be desired can be sold in two units or combined to suit the buyer. Time can be arranged on part of the purchase price. Opening bids will be taken at 1:30 P. M. Owner intends to sell. Right is reserved to reject any or all bids. 92 HEAD OF CATTLE 95 HEAD OF HOGS 8 HEAD OF HORSES FARM MACHINERY 40 Acres of Corn in the field; 3 Stacks of Alfalfa 5 Stacks of Prairie Hay 130 Leg-Hamp Hens 30 Ducks Household Goods and other items too numerous to mention TERMS CASH: No property removed until settled for HAROLD SMIKLE, Owner Lester Pearson, Auctioneer Nebraska State Bank, Clerk

Editorial . . .

Result of a Way of Life

When you inspect O'Neill's new hospital and gape in stark amazement, you will be looking at more than a building filled with nice furnishings and medical equipment. You'll be looking at an electrocardiograph record of a heartbeat. Not a mere physical heartbeat, that is, but the very heartbeat of the great American way of life.

We are thinking of the way of life that permits free enterprise and allows man to meet with compassion the physical needs of his fellow men; the way of life that allows men to dream great dreams, and then, pick up a shovel and cause the dreams to come true.

When you join with thousands of others in touring O'Neill's grand new health center, you will definitely be looking at a representation of medical and scientific progress. But, more than that, you will be face-to-face with a glistening concrete example of the advance of man in this the last half of the Twentieth century. This is the type of advancement that has prompted other peoples of the complicated world to label Americans as "men of action."

No use looking backward now to the "good old days" or only to look ahead to "a brave new world." To live in the past or to dream idly of the future is to rob man's existence of its intrinsic meaning and to strip man of his inner dignity and personal value.

There is an old axiom that runs something like this: "Let well enough alone." There are a great number of cities large and small throughout our land to which the axiom might be applied.

O'Neill is not one of these. There are other cities where grandiose plans are created periodically but they never seem to materialize. Some communities, like men, dream idly of only the future and the status quo remains. O'Neill, likewise, is not one of these.

When the torch of the hospital was lighted in the fire of her citizens, O'Neill exposed her chin to a mortal blow. The consequences of a failure would not have been good. There was an unimportant minority of Doubting Thomases. They chided that O'Neill was building a "hotel" — that it would never emerge as a wonderful, first-class hospital.

But failure was a hostile thought — an unthinkable one in a heroic, cosmopolitan circle that recognized a distinct need and proceeded to do something about it. Shirisleeves wouldn't be rolled down until O'Neill had a hospital.

In a 20-page magazine supplement we have attempted to tell the story of O'Neill's new hospital. We have tried to record on paper the drama of an undertaking so big, so important and so wonderful. But no journalistic effort extended over a few days' time and a mere 20 pages could possibly do justice to such a story.

It is treading on sensitive ground, perhaps, to single out any individuals in fixing credit. But we are impelled to mention the original hospital

committee general chairman, William J. Froelich, and his tireless successor, James M. Corkie. We must mention L. C. Walling, treasurer; James W. Rooney, secretary; L. D. Putnam, the liaison man; Dr. W. F. Finley, who early conceived such a hospital and was generous with his gifts, moral support and good advice. There is an unending list of others.

And so now it stands, O'Neill's new hospital. The courage, generosity and loyalty of many, many people is engraved in its every brick. St. Anthony's hospital is testimony of belief in the advance of man, an assertion of the entire community. O'Neill's new hospital is a reality.

The Political Foot in Mouth

Small things can often decide big issues. That may be true of the election in November.

A few days ago Oscar Ewing, federal security administrator, came out against General Eisenhower. His was quite a vicious political onslaught.

This indicates the power and attitude of bureaucracy. The Ewing charges that the general and his administration would have no heart for older people might affect the votes of some who wish more than they get. On the other hand, it might well alarm a great many people who think that federal officials ought to obey the law that tells them to stay out of politics.

One of the great fears of more helpful government has always been the creation of political machine welded by the common cause of getting more from Uncle Sam.

The indications are for a very tight election where the foot in the mouth can have serious effect.

Those University of Nebraska Cornhuskers are in the limelight again. Our guess: Quote. If Bobby Reynolds can avoid the injury jinx they'll win six games. Unquote.

People who use the same surname should try to give it good standing.

THE FRONTIER Editorial & Business Offices: 122 South Fourth St. CARROLL W. STEWART, Editor and Publisher Established in 1880—Published Each Thursday

Entered at the postoffice in O'Neill, Holt county, Nebraska, as second-class mail matter under the Act of Congress of March 3, 1879. This newspaper is a member of the Nebraska Press Association, National Editorial Association and the Audit Bureau of Circulations.

Terms of Subscription: In Nebraska \$2.50 per year; elsewhere in the United States, \$3 per year; abroad, rates provided on request. All subscriptions are strictly paid-in-advance.

The Most Wonderful Miles of Your Life! A Great General Motors Value! More Go! Less Gas! Drive it Yourself! Get all the wonderful things you want in a car—including low price! The perfect way to get this done is to come in and look at the great new Dual-Range Pontiac, then get behind the wheel and drive it yourself. You'll see what we mean! Pontiac is big, distinctive and famous for dependability. Pontiac gives you spectacular Dual-Range performance — to match your power to traffic or to the open road, automatically! And what economy this car will show! In Cruising Range, engine revolutions are cut 30 per cent— for more go on less gas! Dollar for Dollar you can't beat a Pontiac. WATCH THE TV FOOTBALL GAME OF THE WEEK EVERY SATURDAY ON NBC TELEVISION—STAY TUNED FOR HERMAN HICKMAN'S PONTIAC SHOW AFTER EVERY GAME. WM. KROTTER CO. PHONE 531 O'NEILL