



**New Year's
is here!**

It is easy to tell. The bustle and merriment; the good fellowship. We are wishing you, and You and YOU all the good things that 1944 can possibly bring.



**HARTY LAUNDRY AND
DRY CLEANERS**



HAPPY NEW YEAR

For many years in succession we have been wishing our friends and customers a Happy New Year. It is with the greatest of pleasure that we now renew this custom. Many thanks, and every good wish for you.



O'Neill National Bank



With the Hun on the way out, there is unusual cause for rejoicing this New Year's of 1944. So, let us make merry in the fullest sense of the word.

We wish you a Happy New Year, and look forward to greater service to all of you in 1944.

Travelers Insurance Co.
R. E. Moore, Supt.

ABOVE THE CLOUDS
(Continued from page two)

Catholics they weren't any too enthusiastic about pouring out their life's blood on a Methodist manure pile, union or no union. "I won every battle I ever fought up there above the clouds, but I usually got licked as soon

as I got home. My mother had no objection to clouds in their proper place, but she said she was not going to have me tracking out the house with them. To say nothing of the way they smelled."

The Misses Regina and Agnes Ruher left Friday for Omaha, where they will visit for a week.



Our entire business has been built upon friendship. We look upon all our customers as our friends, and are determined to give them the friendliest service possible. It is our aim to wrap up a little friendliness in each transaction.



Thanks, friends, one and all, for the privilege of serving you. And we want to say right now, as fervently as we can say it . . .

HAPPY NEW YEAR

WE SELL FOR CASH AND SAVE YOU MONEY
BROWN-McDONALD
CONSISTENT LOW PRICES THE YEAR 'ROUND



SOME day soon we hope to thank you personally for your kindness to us during 1943. But right now, with the Spirit of New Year's in the air we want to say

HAPPY NEW YEAR



BIGLIN BROTHERS



OF what value is gratitude if it forever remains unexpressed? We are grateful to you for the loyalty which has enabled us to make measureable progress during these difficult times. And we want you to know it.

**WE WISH FOR YOU IN 1944
LOADS OF GOOD LUCK**

ANTON TOY
QUALITY MERCHANDISE



Above the clangor of the midnight bells one might hear the ringing of another Bell, whose chimes mean "life, liberty and the pursuit of happiness."

In your pursuit of happiness during 1944 we wish for you the fullest measure of attainment.

**HAGENSICK
DRESS SHOP**



The success we enjoyed in 1943 is not merely the result of chance. It is the accumulating reward of long years of effort on our part to give the most in quality and service for your money. That policy holds good in 1944, a year which, we hope, will shower many blessings upon you.

Lloyd's Booterie



WE can hardly wish you 366 SUNNY days during 1944, but we can and do wish you 366 HAPPY days. We hope that the coming year brings you more true happiness, true friendships, and more opportunities than any year that has gone before.



Spelts-Ray Lumber Co.



The first Union Flag of 13 stripes was unfurled by George Washington on New Year's Day, 1776. This is another good reason for rejoicing at this time, for Old Glory is a symbol of freedom wherever it waves.

So, Happiest New Year to you, and God bless you, one and all



Ben Franklin Store



IT IS on New Year's that we keep "open house"—a happy old traditional custom. On such occasions how important that one's home be inviting and comfortable. We have been particularly fortunate for many years in that we have helped our customers and friends to make their homes more livable.

To all whom we have thus served, to all whom we may serve in the future, we send the season's greetings.

Central Finance Co.

Aviation Cadet Ted Manzer, 19, has just commenced the Army's Primary Flight Training Course at Thunderbird Field No. 1, Glendale, Arizona. A-C Manzer, the son of Mrs. Myrtle Manzer of O'Neill, Nebr., is a graduate of Lincoln Sunday, after spending Christmas here visiting Mr. and Mrs. John Osenbaugh and family.

racks, Mo., he was employed by the Montgomery Hardware, of this city. He served at Jefferson Barracks, Sioux City and Santa Ana, Cal.

Pfc. Warren Steele returned to Lincoln Sunday, after spending Christmas here visiting Mr. and Mrs. John Osenbaugh and family.