

First Annual Spring Edition

Spring . . . the magic season when all nature comes forth with that "new look" . . . is just around that well-known corner.

In welcoming Spring and the joyous Easter season, The Frontier in cooperation with O'Neill's leading business firms presents this week its first annual Spring edition. In it you'll find 30 pages jam-packed with the latest news, features and pictures as well as up-to-the-minute shopping news. For folks who like round numbers, there are over 1,200 inches of news and pictures alone!

This mammoth paper is entering 4,500 homes in the greater O'Neill trade territory. In addition to The Frontier's regular subscribers, more than 3,300 copies are going into rural homes in Holt, Boyd, Rock, Knox, Garfield, Wheeler and Antelope counties, in Nebraska, and Gregory and Charles Mix counties in South Dakota.

This extended coverage effort is the greatest in The Frontier's history and possibly the biggest single issue ever published in Holt or its adjoining counties.

Perhaps never before in history have the O'Neill business people offered the variety and selection in clothing, foods, furniture, implements and other items as told about in this issue.

Certainly never before in history have the service institutions offered the quality service that is available in O'Neill today—ranging from repair of automobiles and tractors to doctoring delicate timepieces and dry cleaning of garments.

It's The Frontier's guess that the thousands of readers from Lake Andes to Ericson and from Bassett to Orchard will agree that there is no shopping center comparable to O'Neill within nearly a hundred miles.

—THE PUBLISHER



30 Pages
SECTION A
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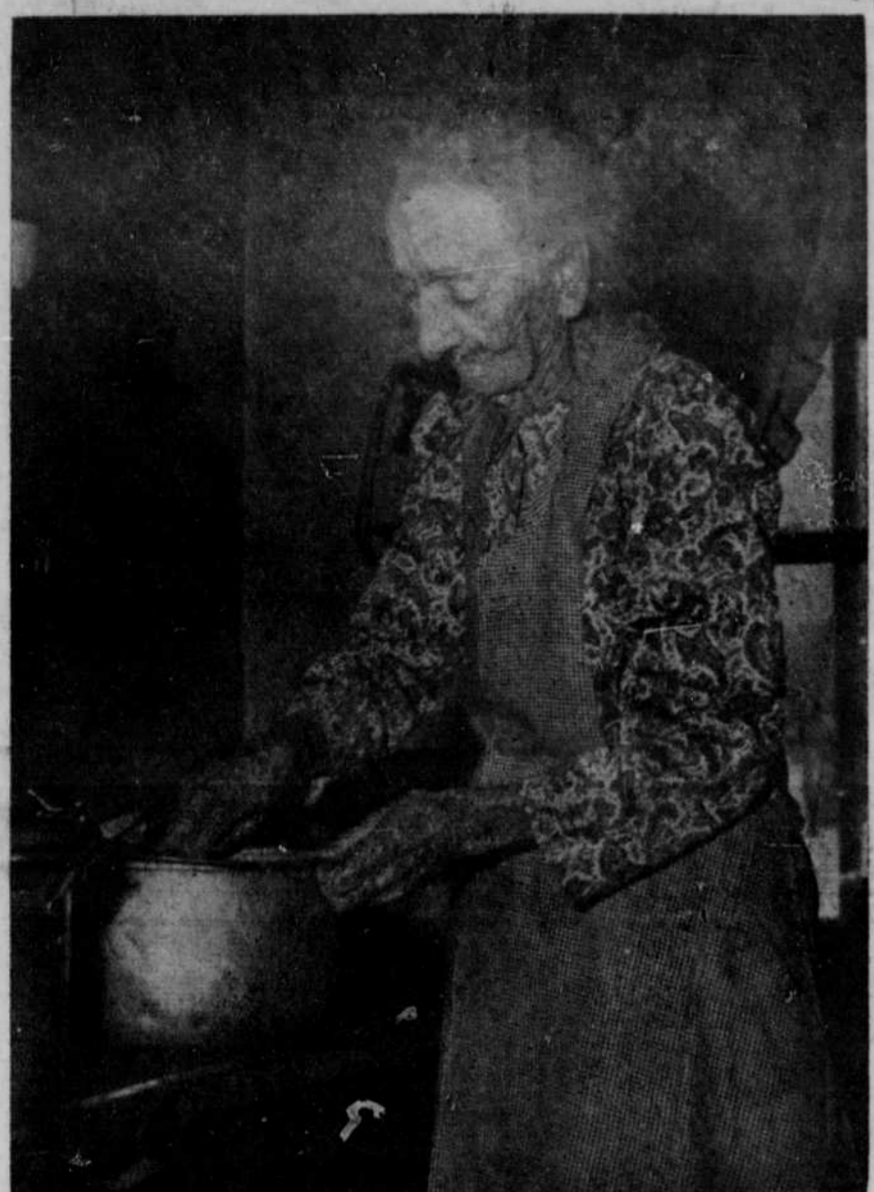
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PRICE 7 CENTS.



MRS. MENISH IS 99 . . .

Well and active, Mrs. William Menish, of O'Neill, assisted with the preparation of the dinner on her 99th birthday anniversary on March 9. The anniversary was a quiet affair with a dozen neighbors and several of her own in for a dinner. Mrs. Menish, formerly Bridgett O'Malley, was born at Carbondale, Pa., in 1849. As a school girl her heartbeat quickened when she saw Abraham Lincoln on several occasions. She and her husband were homesteaders in Shields township, north of O'Neill. They reared a family of 8 children. Mrs. Menish has a remarkable sense of humor despite her advanced age, wryly asking the cameraman if the flash would "help the gray" she was stirring.—The Frontier Photo by John H. McCarville.

FORMER INMAN RESIDENT DIES

Mrs. Frank Manchester and Husband Came to Holt in 1893

SPECIAL TO THE FRONTIER
INMAN—Mrs. Frank J. Manchester, 87, a Holt county resident between 1893 and 1920, died February 28 at Santa Cruz, Calif., according to word received here. She and her husband came to Holt county from Iowa, moving to Gilroy, Calif., in 1920.

Mrs. Manchester, the former Lydia M. Ballantyne, was born January 29, 1861 at Madera, Tex. She was married to Mr. Manchester in Iowa on March 7, 1890.

Arriving in Holt county, they settled in the Inman vicinity.

Six children were born to Mr. and Mrs. Manchester and 2 preceded her in death. Mr. Manchester died August 7, 1937.

Survivors include: Daughters—Mrs. Harry McGraw, of Inman, and Mrs. Edith E. Clement, of Morgan, Ill.; sons—Clarence F. Manchester, of Santa Cruz, and Floyd E. Manchester, of Palo Alto, Calif. There are 10 grandchildren, 8 great-grandchildren, and 1 great-great-grandchild. She is also survived by a brother and a sister in Charter Oak, Ia., and a brother in Lexington, Okla.

Funeral services were at Gilroy in charge of Elder Charles J. Cody of the Reorganized Church of Latter Day Saints to which the late Mrs. Manchester belonged.

BEG YOUR PARDON.

In an advertisement for the Montgomery hardware, in section A, page 6-B, a combination Majestic gas-coal range is erroneously termed a combination oil-gas range.

In a political advertisement for Frank Nelson in section C, page 3, it is erroneously stated that Mr. Nelson resides 17 miles south and 4 miles east of O'Neill. It should have read that Mr. Nelson resides 17 miles north and 4 miles east of O'Neill.

JOSEPH SEDIVY DEAD AT LYNCH

Pioneer Boyd County Homesteader Suffers a Stroke

LYNCH—Joseph Sedivy, 92, of Lynch, died March 10 at the Sacred Heart hospital. Death followed a light stroke and a heart attack, which occurred 2 days before his death. Services were held Monday at the Catholic church in Lynch.

Mr. Sedivy came to Boyd county many years ago and homesteaded on a farm 1 mile east of Lynch. Up until the time of his death, he still resided on the farm which was operated by a daughter and husband.

Survivors include: Sons—John, in California; Emil, of Tilden; Andrew, of Monowi; Frank, of Gross; daughters—Anna and Martha, of Lake Andes, S. D.; Frances, in Oregon; Helen, of Ravinia, S. D.; Rose and Marie, of Lynch.

BERGER RITES HELD SUNDAY

Holt Resident Since 1890 Victim of a Heart Attack

Funeral services for Charlie E. Berger, 65, were held at the Methodist church here Sunday at 2 p. m. Mr. Berger died early last Thursday at his home, located 18 miles north-east of O'Neill. Death was caused by a heart attack.

He was born at Monona, Ia., on August 20, 1882, and came with his parents to Holt county in December, 1890.

In 1900 the late Mr. Berger and his brother, John, entered into partnership in farming the Berger family place, later purchasing it. The place has been developed into a large ranch.

On April 22, 1905 he married Miss Lillian Brady, of Euclid, Wis. They had one son, Kenneth, who was a drowning victim in O'Donnell's lake in July, 1936.

Survivors include: Widow; brothers—John, of O'Neill; George, Sam and Chris, all of Weiner, Ark.; sister—Mrs. Minnie Joyce, of Chaffee, Mo. One brother, Fred, and 1 sister, Elizabeth, are deceased.

The pallbearers at the funeral rites were: Carl Widfeldt, Lloyd Whaley, Melvin Johring, Henry Martin and August Smith.

Among those from out-of-town attending the funeral were: Sam Berger, Mr. and Mrs. Chris Berger and Mr. and Mrs. George Berger, all of Weiner, Ark.; Mr. and Mrs. Robert Colless, of LeMars, Ia.; Mrs. Minnie Joyce, of Chaffee, Mo.; Mr. and Mrs. Les Smith, of Atkinson, and Miss Della Brady, of Omaha.

FIREMEN SUMMONED

A fire that developed near a leaking fuel pump on an automobile owned by Al Strube resulted in fire alarm Friday. The O'Neill volunteer fire department responded. Damage was slight.

Guests Tuesday at the home of Mr. and Mrs. C. E. Melena were Mr. Melena's brother and wife, Mr. and Mrs. Jack Melena, of St. Paul, Minn. This was the first visit of the brothers for a number of years.



The Lloyd Black family . . . 3 sets of twin boys have boosted the total in the family to 11. In the photograph are: Back row—John Richard, 13, Marlene, 9, and Dorothy, 11; front row—Lloyd, Mr. Black, Donald, Larry (in his father's arms), Mrs. Black, Gary (in his mother's arms), Ronald, and Floyd.—The Frontier Photo by John H. McCarville.



Some doctors describe the coming of 3 sets of twins in succession as a "medical phenomena."—Larry (left) and Gary were the third set of twins boys arriving in the home of the Ewing family. Larry weighed 6½ pounds; Gary, 7½.—The Frontier Photo by John H. McCarville.

FARM WOMAN SUFFERS BURNS

CELIA—Dorothy Scott, of Celia, was badly burned recently while attempting to fill a lamp, presumably because she attempted to use gasoline instead of kerosene.

She suffered second-degree burns on her arms and hands when the can exploded and set fire to some furniture. Her sister, Mrs. Chuck Dobias, husband and children, were also in the house at the time but escaped. Mrs. Dobias received some facial burns. Mr. Dobias succeeded in putting out the fire but the room and its contents were ruined.

The fire happened on the Dell Scott place and in the smaller house located on that farm.

BECKWITH LAND SELLS AT \$70

A public auction of the late Fred Beckwith lands held Monday attracted a large crowd. Some personal property was sold, but interest centered mainly on the sale of real estate.

The home place of 310 acres was sold for \$70 an acre. Rex Beckwith was the purchaser.

A 150-acre pasture was purchased by Tom Welsh, of Emmet, at \$22 an acre. Two other tracts of pasture land, totaling 135 acres, were sold for \$24.50 and \$25.75 an acre respectively. Purchaser of these two tracts was Leon Beckwith.

These properties are located about 6 miles east of Atkinson. The home place was owned since 1911 by the late Fred Beckwith. Ernie Weller, of Atkinson, conducted the auction.

Mr. and Mrs. Emmett Moore spent March 8 and 9 in Sioux City attending a Shorthorn cattle show.



Twins are common in the families of both the father and mother. This photograph, taken out of an old album, shows the father of the 3 sets of twins, Lloyd Black, sr., (right) and his twin brother, Floyd.

COOKS MARRIED HALF-CENTURY

CHAMBERS—Mr. and Mrs. Edward Cook, former Chambers residents, celebrated their golden wedding anniversary on March 9 at the Methodist church in Ericson, where they reside.

Highlight of the celebration was a dinner in which 3-tiered wedding cakes, topped with a miniature "bride," "bridegroom" and bells, decorated the tables.

All but 2 of the Cook's 11 children were present in addition to about 60 other guests.

The Cooks formerly resided on a farm near Chambers. Among the guests were Mr. and Mrs. J. W. Wintermote, of Chambers, and Mr. and Mrs. R. C. Boughn, of Brookings, Ore.

RED CROSS DRIVE IS LAGGING HERE

Funds Are Short as Push Passes Half-Way Mark

The Holt county 1948 American Red Cross membership drive and fund-raising campaign has passed the half-way mark as far as the time element is concerned, but is considerably behind the half-way mark in regard to funds.

Mrs. J. J. Berigan, Holt drive chairman, said that undoubtedly adverse weather conditions during the early part of the drive have retarded solicitation in many localities.

In a statement, Mrs. Berigan said, "The Red Cross asks your help only once a year. Please give generously."

HERRE JEWELRY SOLD TO IOWAN

The O. M. Herre Jewelry store, a familiar name in the O'Neill business directory for the past 16 years, changed ownership this week, according to an announcement made Tuesday. The new owner is N. O. McCrary, of Carroll, Ia.

Mr. Herre and Mrs. Herre have not announced their plans for the future, but indicated they would remain in O'Neill for the present.

Mr. McCrary, who served 2 years in the South Pacific during World War II, is a graduate of the Kansas City School of Watchmaking and is a member of the National Horological Association of America.

Mr. and Mrs. McCrary are the parents of 2 children: Danny Jay, 2½, and Martha Jean, 1½.

RECEIVES SERVICE PIN

D. A. Baker, of the Midwest Motor Co., Ltd., Friday was awarded a 10-year service pin by the Chevrolet division of General Motors. John A. Hurst of Norfolk, district representative, made the award. Baker heads the Midwest's body department.

Artives from California—LYNCH—Mrs. Margaret Levi, who has been in California, arrived for a visit at the home of her daughter, Mrs. Hugh Glaze, and family.

Miss Hanley Here—Miss Mary Hanley, of Omaha, arrived Monday for a several days' visit in O'Neill.

Mrs. J. D. Waters, of Schuyler, spent 5 days as guests at the Thomas F. Higgins home. She returned Saturday.

\$180 PER MONTH FOR NECESSITIES

Black Family, Swelled by 3rd Set of Twins Needs Help

(See pictures at left)
By a Staff Writer

EWING—The Lloyd Black family, which counts the mouths of 9 children including 3 sets of twins boys, needs help.

Mr. Black, 38, is a day laborer working, he says, for 50 cents per hour. A self-appointed committee of Ewing people, trying to help the Blacks, estimates that the family needs \$180 per month for "bare living necessities."

While Mrs. Black was confined during the birth of the third set of twins, Mr. Black stayed close to home. During that period the family was without his 50 cents per hour income.

To complicate matters further, at least 3 of the children need medical attention "and need it badly," according to one of the committee members.

Mrs. Black is the former Edna Johnson, daughter of Mr. and Mrs. William Johnson, who reside near Ewing.

The Black's first-born was a boy, John Richard, now 13. Next came 2 girls, Dorothy, now 11, and Marlene, 9.

On June 14, 1941, twin sons came to live with the Blacks and they were named Floyd and Lloyd. They were named for their father and his twin brother, Floyd Black, also of Ewing. The elder Floyd and Lloyd are now 38, the little fellows will soon be 7.

On November 9, 1942 there came along another set of twin boys—Donald and Ronald.

And on February 23, 1948—less than a month ago—there came along still another set of twin boys—Larry and Garry.

The third set of twins boosted the total number of children in the family to 9.

"Dr. J. W. Bennie, veteran Clearwater physician, attended the birth of all 3 sets of twins, and Mrs. C. C. Hahlbeck, who lives 2 blocks away, cared for the mother and babes on the last 2 occasions.

Mrs. Black has a sister who is the mother of twins—a boy and a girl—and she has a cousin with a set of twins.

Mr. Black's father was the late John Black. His mother lives at Ewing.

The family has been living in the present house less than 2 months.

When Garry and Larry arrived, a band of women converged on the house. They papered 3 rooms, scrubbed the entire house, painted some of the walls, put up curtains, replaced the mattresses, and in general transformed the interior of the shabby, run down dwelling.

These women were: Mrs. Frank Vandersnick, Mrs. Frank Bahn, Mrs. Walter Sievers, Mrs. Ray Butler, Mrs. Lionel Gunter, Mrs. Herman Schradler, Mrs. J. Q. Archer, Mrs. Leo Deblivan, Mrs. Everett Ruby and Mrs. J. B. Splitler.

The women spent 2½ days readying it for the enlarged Black family. Other women brought food to the workers.

The Ewing chapter of the American Red Cross, which is headed by Mrs. Spittler, purchased materials for diapers and undershirts for little Garry and Larry and some of the neighbors did the rest.

Rev. C. Donald Vogel, of the Presbyterian church, Mrs. Ruby and Mrs. Spittler head the committee that wants to help the family. They are mainly concerned with the 9 little mouths and the 3 medical cases.

Some clothing was brought (Continued on page 4).

Mona and Her 'Mary Muffet'

(Editor's note: Excerpts from Farm Journal, Washington Square, Philadelphia, Pa., are made with special permission from the magazine's publisher.)

The March issue of the Farm Journal, a well-known monthly magazine with more than 2½ million circulation, took its feminine readers shopping for "something new, something fetchingly Easter-like." The article was entitled, "In the Easter Parade."

In doing so, Polly, Farm Journal's fashion editor, singled out for a model a pert 4-H club girl named Joan Johnston, who comes from a hilltop farm in southwestern Virginia. Polly took Joan shopping in nearby Roanoke, Va.

"Since dress designers in St. Louis create some of the very prettiest clothes," Polly wrote, "it's no surprise that the outfits Joan chose were made there."

"Joan's been buying St. Louis 'Mary Muffet' dresses ever since she's been a teen. She's a slender girl and 'Mary Muffets' always seem to fit her through the waist," her mother says. The perky styles suit Joan, too.

"The Mary Muffet manufacturers told us that Mona Shelton, one of their young designers, is a former 4-H club

clothing winner from Nebraska."

To many O'Neill readers the name of Mona Shelton did not register as one of the city's native daughters. But the accompanying picture readily identified her as the former Mona Melvin, daughter of Mr. and Mrs. John Melvin.

Mona started designing when she took first prize for the best-tailored costume in her

4-H club at O'Neill when she was a student at St. Mary's academy. She went to St. Louis back in 1935 to study a Washington university school of design. From there she stepped right into her design rooms of Mary Muffet.

"We asked Mona to dream up a dress especially for Joan and exclusively for Farm Journal," the article continued.

"A 2-tone butcher linen wrap-around in Joan's favorite color—pale pink, plus navy blue—was what she turned out. Right now it's in stores all over the country.

"Joan's Easter dress shows that the day of the Sloppy Joe is over. Easter '48, we're looking dainty . . ."

"Joan's dress is fastened with tiny feminine cord bows—half pink, half navy blue—at her neck, hip and waist. Her wrap-around curves at the hem. In the Gibson Girlish collar, Joan has an appealing look."

Mona and her engineering husband, Harry, are currently remodeling a barn into a permanent home. It is located near St. Louis.

Mona will be more at home in the country than in the bustle of the big city. After all, she's a girl from the country town of O'Neill.



Mona Melvin Shelton . . . her 'Mary Muffet' dresses are on sale all over the country.