

### THE FRONTIER . . . O'Neill, Nebr.

CARROLL W. STEWART, Editor and Publisher

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#### Another Special

In the past few months, The Frontier has published a number of special editions commemorating important events in the life of the community. The first of these was called the "Spring Edition," consisted of 30 pages and marked the arrival of the Spring season; the second was entitled the "Shelhamer Opening Edition," consisted of 22 pages and celebrated the opening of Shelhamer's Foods fine new store and produce building, and the third is being published this week in recognition of the dedication of another new, modern store building, the Ben Franklin. This special issue also contains extra pages, as were the others, with timely news, features and advertising.

These special editions, as the reader can readily see, are produced at considerable extra expense in time, material and labor. They pose a rather difficult problem in these days of paper shortage and high prices, but The Frontier believes that such an edition is a good investment. Aside from the immediate returns in cash, it believes that a special edition of a newspaper, setting forth favorable facts about any community, is the best kind of publicity.

It may be interesting to our regular readers to know that while this is the third special edition in recent months (or in 1948) it is also the fifth since this newspaper changed ownership in 1946. These editions, made possible by citywide cooperation from business firms, have pioneered in their way a post-war merchandising era in this region.

One regular advertiser, by no means our smallest, this week told us our special efforts "are a hypo for the town." This, of course, pleased us very much and partially compensates us for the enormous amount of additional work.

Further proof of the effectiveness of The Frontier's promotional activity is the fact that at least 2 other Holt county newspapers this week are in the throes of producing special editions patterned and distributed in a manner already established by The Frontier.

The Frontier is proud of its recent promotional record and particularly proud of the precedent-making 30-page "Spring Edition," which circulated 4,500 copies in a half-dozen Nebraska and South Dakota counties. When this particular edition had been run, there was not a pound of newsprint remaining in our plant. The same will have been true in this instance.

Many hundreds of dollars worth of advertising has been omitted because of limitations imposed by the newsprint shortage. Newsprint is still on a quota basis and The Frontier's newsprint consumption, by virtue of these special editions, its growing lineage, and rapidly-expanding circulation, is many times over its 1941 consumption, on which quotas and commitments are based.

All members of The Frontier staff work hard on any special issue of the paper. They put in long hours and expend a great deal of extra effort in producing it, but they are glad to do it. They believe they are working for the benefit of the entire community and the favorable response of O'Neill people to their efforts along this line in the past is gratifying. The members of The Frontier staff take a personal pride in a special edition.

The new Ben Franklin store building, which is opening in O'Neill, is a large up-to-date structure. It has been necessitated by the expansion of the firm's business and will take care of its growing needs for some time to come. It adds one more to the steadily growing list of modern stores.

This special edition of this newspaper is intended to come into the hands of various people who are not now subscribers or regular readers. It may also reach the desks of merchants and other business men who are not now subscribers. If so, we suggest you read it carefully and thoughtfully. Compare it page by page and column by column with other publications which come into your home or office and ask yourself the question whether or not you can afford to do without it.

These noteworthy special editions of The Frontier which are published from time to time suggest 2 things; viz., business expansion and building activity. The 2 are closely related, in fact, they go hand in hand. Wherever there is business expansion, there is also building activity and, wherever you see construction going on, you may be certain business is booming.

Dead towns are static. They are at a standstill. The dictionary defines static as "at rest, not in motion, stationary." How expressive that definition is! And a static town has no business expansion and, consequently, no building activity. You see such towns occasionally and they are a sad sight. Apparently, they are making no progress from year to year.

Moreover, communities which are static—which are "not in motion"—invariably slip backward. They are just like an individual in that respect. They may appear to be "at rest" and "stationary," but, as a matter of fact, they are retrograding, deteriorating; a little shabbier, a little more run down every year.

Business expansion and building activity are a barometer of growth and prosperity and it is certainly gratifying to observe that, judged by these standards, O'Neill is on the march. It is not static or "at rest" or "not in motion" or slipping backward, but it is constantly and consistently forging ahead.

O'Neill has made rapid strides in the past by reason of its favorable location, its natural resources and the character of its citizens. The prospect of its future progress and prosperity is exceptionally bright.

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Many thousands of dollars are spent in O'Neill annually by tourists. O'Neill has an enviable location for receiving this influx of outside visitors. In summer the presence of these visitors in our midst is casually accepted. Actually their presence is important and the envy of many of our neighbors.

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#### This Is Farm Safety Week

In U. S. farm homes in 1947, 25 residents per 100 thousand died in home accidents. Agriculture has more accidental deaths than any other major industry. Farm losses annually from accidents total around 90 million dollars.

These figures need no analysis. They only explain in cold dollars and sacrificed lives a part of the results of one year's carelessness on American farms.

How long can it go on before tragedy will become a personal matter with you—and yours?

This is farm safety week, having been duly proclaimed by President Truman. Public officials and safety leaders alone cannot handle this gigantic safety problem. Individuals are the only ones who can cut down this mounting death toll by becoming aware of the need for caution—and acting upon it.

There are many suggestions and publications for making farms and homes more safe. These and safety bulletins are available at the office of Holt County Agent A. Neil Dawes.

Members of 4-H clubs in Holt county also are particularly interested in carrying out the farm safety program. All

4-Hers are eligible to compete in a national contest and through the contest may make a survey for better safety in their communities if their neighbors so desire.

The Frontier believes these youths should be given every encouragement in promoting safety consciousness.

There are, of course, many ways to cultivate safety. Here are a few suggestions, but don't overlook others:

1. Keep the work shop orderly.
2. Handle bulls carefully. Remove tusks from boars and keep bulls in high pens if possible.
3. Don't leave pitchforks laying around carelessly. A simple rack will provide a safe place for storing pitchforks.
4. Check harnesses and other equipment for weak or worn parts. Keep alleyways clean and free from tripping hazards.
5. Keep steps and railings in repair.
6. Remember that neglected ladders or things like open cisterns and other tempting hazards lead children to tragic accidents.
7. Keep poisonous drugs or sprays, guns, matches, sharp knives away from children.
8. Clean up protruding nails, old boards, broken glass and other rubbish around the farm yard.

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These occasional military funerals of boys who died in action and whose bodies are just being brought home are a grim reminder of terrible World War II.

#### With Other Editors

**VETERANS BENEFITS**  
Dakota County Star: The Veterans administration regional office in Lincoln has pointed out that 2 out of 3 World War II veterans in Nebraska have received benefits of some measure from the GI bill of rights. That is an estimated total of 75,200 veterans in Nebraska using the bill in the last 4 years.

The GI bill became a law June 22, 1944, and embodied the grateful thoughts of Congress to the GI.

**Educational and training, loans for farms, homes and businesses, and readjustment allowances led the rest. Forty-one per cent of 114,000 or 46,269 state vets have received schooling or job training. 46,269 have drawn \$16,663,000 in readjustment allowance payments, and 11,672 received loans amounting to \$48,365,983.**

These totals indicate some veterans have received more than one type of benefit. Some 18,919, including 1,400 disabled, are receiving training now, and about 4,410 are drawing unemployment or self-employment readjustment allowances.

The veterans in most cases have responded excellently to the GI bill. Only 34 of the nearly 11,700 loans were defaulted so lenders required payment from the veterans administration.

This is for the veterans who have not been drawing any pension for disabilities.

Monthly checks to Nebraska veterans for subsistence, compensation and pensions total \$22,089,963 to 35,387 veterans and veteran-dependents in Nebraska.

These are credits by the national government for whom the veterans served.

The state bonus plan proposed for Nebraska in November has few merits other than a sop to former servicemen who should be attempting to build rather than tear down the state's financial structure.

Department Adjutant R. A. Lowe of the VFW said the organization conducted polls among the War II veterans in the VFW posts throughout the state and found that 96 per cent of the veterans favored the adjusted pay.

**NEBRASKANS AT HEART**  
Blair Pilot-Tribune: We'll probably be deluged with letters from Nebraskans who now call themselves Californians but noticing that some 10,000 of them will gather in Long Beach Saturday for a picnic, we can't help wondering if about 9,998 of them don't often wish they were back in Nebraska again.

Most of these former Nebraskans will declare immediately, of course, that they like California for its weather, and its job opportunities and its everything else.

But why, then, do they keep gathering each 6 months to gaze wistfully at the home-town papers on exhibit and to try desperately to find someone in the crowd who used to live in Blair or wherever they may come from. And why do they use up all their savings to get back to Nebraska on vacation, even though they may not have families living here.

The truth is that anyone who's ever lived in Nebraska can't quite get it out of his system, even though he remembers full well the summer heat spells, the winter blizzards and the droughts which occur in clocklike cycles.

Nebraska, with all its so-called faults, still lacks some of the more serious deficits of the glamorous state of California—and we'll bet our bottom dollar that before many years there'll be a generation of Californians leaving "home" to take up residence in the Cornhusker State.

Meanwhile, Nebraska's loss in good citizens is California's gain.

#### Refrigerator Stops, Stirrs Memories

By A. Stroller

On a recent Sunday morning, just about church time, our refrigerator went on the blink.

For 10 years or more, for as long as we had owned it, the wonderful machine had been running day and night without any attention except an occasional defrosting. Then, all at once it stopped.

Talk about never missing the water "until the well runs dry;" that was certainly true of this important piece of household equipment. So effectively and silently had it worked during the passing years that we never even thought about it. We just took it for granted.

Then, it stopped and we realized how indispensable it had become. There was consternation in the home and we started running around the neighborhood with food and drink to find a place to keep them from spoiling.

The refrigeration was out of commission and we were bewildered. We didn't know what to do.

Of course, we are going to have it repaired as soon as possible, but its temporary breakdown illustrates how dependent we are on modern inventions.

We say a refrigerator is a necessity, but is it?

Think back a few years. There were no refrigerators, only ice boxes. Think back a few years more. There were no ice boxes, only cellars and caves.

And yet people got along without all these modern conveniences and managed somehow to be quite contented

#### Velma Bernholtz, Stanley Silver Wed

PAGE—At 10 o'clock on Monday morning, July 19, Miss Velma Bernholtz, of Page, and Leonard Stanley Silver, of Loup City, were united in marriage in a lovely ceremony at St. Patrick's Catholic church in O'Neill.

Attending the couple were the bride's sister, Miss Bonnie Bernholtz, and Robert Krason, cousin of the bridegroom.

Following the ceremony a wedding breakfast was served at the Golden hotel. Guests at the wedding and breakfast were: Mrs. Charles Silver, Mr. and Mrs. Floyd Silver, Ervina Obermiller, Philip Janulewicz, all of Loup City; Mr. and Mrs. Rudolph Kokes and family, of Ord; Mr. and Mrs. E. H. Bernholtz, Mr. and Mrs. E. H. Farnsworth, Mr. and Mrs. Carl Mak, and Mrs. Helen Knudsen, of Page; Will Knudsen, of Neigh; L. F. Knudsen, of Manning, Ia., and Mrs. Henry Ostendorf, Mrs. Carl Holmes, Mrs. Maud Blotz, Mr. and Mrs. Harold Blotz and Mr. and Mrs. John Borst, all of Randolph.

During the afternoon, the parents of the bride, Mr. and Mrs. L. G. Bernholtz, held open house at their home in Page for the bride and bridegroom and all of their wedding guests. Later in the afternoon the newly married couple left for a honeymoon trip.

Mr. and Mrs. Silver will make their home in Loup City for the rest of the Summer.

#### Bride-Elect Feted

PAGE—A pre-nuptial shower for Miss Mary Rayburn was held Monday afternoon, July 19, at the Ivan Heiss home. There were about 50 in attendance. Miss Mildred Haynes accompanied by Mrs. John Lamason at the piano, sang a number of songs. The honored guest received many gifts.

Bees must travel an average of 150 thousand miles to gather a single pound of honey.



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## FARMS FOR SALE

Northeast Nebraska

featuring

160 ACRES — Improved. Boyd county, Nebr. On State Highway, RFD, telephone line, REA approved for construction. Moody silt loam soil lays well, about 130 acres cultivated with 10 acres alfalfa; balance pastureland. Good improvements include 8-room house, all buildings repaired.

280 ACRES — Improved. Knox county. NW of Bloomfield. A good stock unit, with plenty of grass, water. This is what some stockman is looking for and priced to sell. Terms offered. Good 6-room house, 80-foot stock barn.

160 ACRES — Improved. Dixon county. On County road, RFD, telephone line, REA close now. Repaired, painted in 1948. Lots of leugue rotation here with 25 acres alfalfa now, 12 acres new alfalfa seeded 1948, and 25 acres Excellent Brome pasture. 7-room house, large barn, other buildings. With a little cleanup in grove, etc., this would again be a picture place of the community. Close school, church.

ABOVE ALL OFFERED ON TERMS

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Bloomfield, Nebraska

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