

to Neligh, Neb.

Magazine Section Soon for Frontier

Full-Color NOWADAYS Section to Be Weekly Feature Beginning Next Month

Starting in mid-November, The Frontier is adding a new, interest-packed magazine section, called "NOWADAYS," as a part of this newspaper each week.

This NOWADAYS section, especially designed for your reading desires and tastes, will be printed in color, tabloid-size, and will present news, articles, and features prepared by the foremost writers, artists, photographers, and authorities throughout the U. S. and abroad. It will be a complete, added magazine in this newspaper each week.

A typical week's issue will contain articles—and their accompanying photographic illustrations—on national affairs, foreign developments, cooking and homemaking, agriculture, youth, business, health, fashions, sports, cartoons, science, Hollywood—and many other subjects.

The NOWADAYS section is the result of five years' careful research and development, and is an expression of The Frontier's constant desire to offer a bigger and better newspaper to its readers in the O'Neill region. Already the section has received much national attention, being reported in the August 9 issues of both Newsweek and Time magazines, as well as in publishing journals throughout the U. S. It will carry features appealing to all members of the family.

The typography and design of the section is being styled by a national and international authority on typography, Otto Forkert, whom the Publishers Weekly praises as a "noted authority on design and layout." Mr. Forkert is the winner of the Architectural Forum first prize for new magazine format.

The Frontier is one of 305 newspapers in the Nation creating the NOWADAYS magazine section. When the magazine appears for the first time next month, The Frontier and 304 other publications are providing NOWADAYS with a circulation in the neighborhood of three-quarters of a million. This figure, of course, appeals to advertisers interested in mass circulation.

Initially, The Frontier will distribute NOWADAYS exclusively in Holt, Rock and Boyd counties.

The Frontier publishers feel that this brand new section each week will give this newspaper's readers a finished magazine comparable to one they would have to pay money for on a newsstand. Actually, subscribers will be receiving two newspapers for the price of one.

At present no increase in subscription price is contemplated.

O'NEILL WOMAN AUXILIARY HEAD

Mrs. John Davidson Is Named President of District II

Mrs. John Davidson, of O'Neill, was elected president of district II of the American Legion auxiliary at the annual district convention Wednesday, September 29, at Newman Grove. The auxiliary met in conjunction with the American Legion.

She succeeds Mrs. Opal Keating, of Atkinson, who presided at the Newman Grove session. One hundred and forty delegates and guests were registered.

Simonson post, of O'Neill, was awarded a gavel bell for attaining the highest percentage of the auxiliary membership above its quota. The post also won a standard activities citation; it placed second in the poppy poster contest, and won first place in the annual history contest.

District Commander I. O. Maurstad, of Newman Grove, extended greetings from the Legion and introduced Department Commander Richard McNamara, of Lincoln.

Mrs. Grant Peacock, of Emmet, sang two solos.

The Legion session was the second largest in history in the district. Pierce was selected as the host city for 1949.

After the close of the business sessions, a parade of massed colors, led by the Kramer high school band, of Columbus, and featuring the Gumbrecht band, of Pierce, and the Norfolk post band, drew a large crowd of spectators.

A joint Legion and auxiliary banquet attended by 300 members concluded the day's program. Gov. Val Peterson and Department Commander McNamara addressed the group. Entertainment featured small instrumental groups of the Kramer high school band.

Among those attending from O'Neill were: Mrs. Melvin Ruzicka, Simonson post auxiliary president; Mrs. Glen Tomlinson, Mrs. Donald Martin, Miss Donna Humpal, Mrs. Dean Streeter, Mrs. F. N. Brennan, Mrs. Davidson, Mrs. Max Wanser, Melvin Ruzicka, Mr. and Mrs. T. M. Harrington, Mr. and Mrs. Keith Abart, Mrs. Peacock, John Grutsch, Woodrow Melena and Edward Olson.

Lloyd Phelps' Widow to Hold Public Sale

REDBIRD — Mrs. Rheta Phelps, widow of the late Lloyd Phelps, who died September 19 following a tractor accident, will hold a public sale of personal property on Tuesday, October 12, at the farm located 10 miles south and 3 1/2 miles east of Lynch, or 33 miles northeast of O'Neill.

Buv Wanser will be the auctioneer. The Dorsey Ladies Aid will serve lunch at noon. (For details see advertisement on page 2 of this section.)

Andersen Rites Are Held Monday

ATKINSON — Mrs. Alfred Andersen, 60, daughter of Lewis B. and Mary Palmer, was born at Peotone Hill, Ill., in 1888, and died at Our Lady of Lourdes hospital in Norfolk at 1 a. m. Saturday, October 2. Mrs. Andersen had been in ill health for the past several months and on Saturday, September 25, she became critically ill.

The following Monday she entered Our Lady of Lourdes hospital. For a time she seemed to respond to treatment but Friday evening she began to fail rapidly. Her daughter, Alpha, was with her at the time of her death.

Survivors: Husband; four sons — Wilford and Gene, of Scotland, S. D.; Allen, of Yankton, S. D., and Leland, of Atkinson; two daughters — Annabelle, of Scotland, S. D., and Mrs. Charles (Alpha) Kirkland, jr., of Atkinson.

Funeral services were held in the Presbyterian church Monday afternoon at 2:30. Rev. Orin C. Graff officiated.

Pallbearers were: Carlton Davis, Charles Mitchell, Herman McDaniels, Emery Hickock, Lewis Kirkland and Paul Roth.

Burial was at Woodlawn cemetery in Atkinson.

Mr. and Mrs. Gene Sullivan and daughter, of Omaha, have recently moved to O'Neill. They are living in the Brown apartments. Mr. Sullivan is the internal revenue collector.

Clerk to First Assistant Postmaster General, C. B. Uttley Anticipates Retirement

ATKINSON — C. B. Uttley, a former Holt countyman who rose from a postal clerk in the Muskogee Indian territory of Oklahoma to the post of deputy first assistant postmaster general, is eyeing retirement.

"In the not too distant future," he tells his friends, he'll quit the department after 41 years of service.

Mr. Uttley is the youngest son of Mrs. H. M. (Alberta) Uttley and the late H. M. Uttley. His mother, 93, resides in Alvin, Tex., with another son.

Mr. Uttley joined up with the postal service at the age of 18 in the Muskogee territory, which is now Oklahoma. On May 1, 1911, he transferred to become a city carrier.

On May 19, 1920, he was appointed post office inspector in the Chicago, Ill., division, later transferring to the St. Louis, Mo., division.

He was appointed post office inspector in charge of the San Francisco, Calif., division on May 1, 1933, and was upped to superintendent of the post office service in 1934. His present appointment was confirmed on March 1, 1943.

Mrs. Uttley, his wife, is also a civil service work. They have a son, George, and their

THE FRONTIER

North-Nebraska's Fastest-Growing Newspaper

16 PAGES

2 Sections

Section 1

PAGES 1 to 12

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O'NEILL, NEBRASKA, THURSDAY, OCTOBER 7, 1948.

PRICE 7 CENTS.

GOP-DEMOS ADOPT SAME TICKET

Scott Precinct Nominees Are Same for Both Political Parties

Reports to be Made

Partial returns from Holt county's 36 precinct caucuses have been received by County Clerk Ruth Hoffman here. Thirty-three party gatherings out of 76 have been reported to date, Miss Hoffman said.

According to law, both Republican and Democrat caucuses were to have been held in each of the precincts on Wednesday, September 29.

In Scott precinct Republican-Democrat cooperation reached a new high. The same ticket was adopted by both parties as follows: Clyde McKenzie, clerk; Howard Oberle, treasurer; Ray Wilson, justice.

Unofficial reports from other precincts follow:

REPUBLICAN

Holt Creek: Henry Dickau, clerk; Fred E. Boettcher, justice; Harold L. Shaw, treasurer; Harold L. Shaw, chairman; Florence Boettcher, secretary.

Shamrock: Francis Peter, clerk; Tom Englehardt, justice; Ray Hoffman, treasurer; William Jutte, chairman; Mrs. Ray Hoffman, secretary.

Willowdale: Ben A. Miller, clerk; Fred Timmerman, justice; N. A. Lindquist, treasurer; N. A. Lindquist, chairman; Fred Timmerman, secretary.

Verdigris: Merwyn French, clerk; Orville Kemper, treasurer; Harry Tegeler, justice; H. L. Banta, chairman; J. E. Smith, secretary.

Chambers: Henry Walter, clerk; H. R. Holcomb, treasurer; H. R. Farrier, justice; Leo T. Adams, chairman; Thos. E. Newhouse, secretary.

Atkinson: Eli McConnell, clerk; Joe Roche, justice; John Hamik, treasurer; Earl J. Collins, chairman; Eli McConnell, secretary.

Francis: Floyd Butterfield, clerk; Jay Dobrovoly, treasurer; Evan Garwood, justice; Floyd Butterfield, chairman; Henry Dobrovoly, secretary.

Rock Falls: Henry Vequist, clerk; Levi Yantzie, treasurer; Orville Thorson, justice; Henry Vequist, chairman; Bertha Vequist, secretary.

Emmet: Herman Grothe, clerk; Sewell Johnson, treasurer; Charles Fox, justice; Joe Winkler, chairman; Ethel Cole, secretary.

Grattan: Clarence Ernst, treasurer; Guy Beckwith, justice; Carl Lorenz, clerk; Mrs. Mary Beckwith, chairman; Andy Clark, secretary.

Antelope: Ralph Prill, treasurer; Lyndley Crumly, clerk; Dee Grass, justice; Ronald Grass, chairman; Lyndley Crumly, secretary.

Coleman: Carl Damero, justice; Arthur O'Neill, treasurer; Arthur Doty, clerk; John M. Johnson, chairman; Mrs. Arthur O'Neill, secretary.

Stuart: F. O. Zink, justice; Wilbur Moon, treasurer; Ora K. Yarges, clerk; Walter K. Smith, chairman; Ora K. Yarges, secretary.

Steel Creek: Guy Johnson, clerk.

(Continued on page 7)

Brown-McDonald's in Name Change

Changing of the name of the Brown-McDonald Co. to the J. M. McDonald Co. was approved at a recent meeting of the stockholders. It was announced last week at Hastings. The O'Neill store is one of the company's 45 stores in Nebraska, Iowa, Kansas and Colorado.

The following officers were elected: J. M. McDonald, jr., president; V. H. Green, executive vice-president; Rolla Johnson, vice-president in charge of merchandising; A. L. Edwards, secretary-treasurer.

J. M. McDonald, jr., formerly held the post of vice-president; Mr. Green, treasurer; Mr. Johnson, merchandise manager, and Mr. Edwards, secretary.

J. M. McDonald, sr., former president, was named chairman of the board of directors.

The concern was incorporated in 1927, and has maintained headquarters in Hastings since 1936. Four stores have been opened in recent months, and considerable further expansion is planned.

"No change in the company's policies are contemplated under the new name," President McDonald said. "There is no change in ownership, management, or control of the corporation."

REGION COULD DO NICELY WITH RAIN

Ranchmen and Cropmen Alike Would Welcome a Two-Inch Soaker

Corn Above Average

If farmers and ranchers in the O'Neill region were to be granted a wish, it would be almost unanimous for rain—a good two-inch soaker.

But despite the concern over dry surface soil as October gets underway, farmers generally are pretty well satisfied with their lot.

An above-average corn crop is assured. Not primarily a corn country, the area north of Stuart, for example, is reporting yields of 30 to 35 bushels per acre, excellent for that locality.

Elsewhere in Holt county, yields are frequently greater. Because of the variation in types of soil, most observers are reluctant to venture an average for the county.

Considerable benefit was received from September's rains. The moisture particularly helped pastures and cattle are reported holding up well on the range.

The movement of sandhills cattle into the feed lots has been slow in getting underway. The hesitancy on the part of the feeders and ranchers alike has been brought about as alike they eye the market waiting for a break in their favor.

Only about 60 percent of the shipments had been contracted for by this week. Most of the feeders have simply been "shopping around."

The range, some observers say, is in the best shape for a long time. But like the crop men, ranchers could do nicely with some rain.

Meanwhile, the state-federal division of agricultural statistics reported Tuesday that the overall index of prices received by Nebraska farmers and ranchers declined one percent between August 15 and September 15.

Week's weather summary:

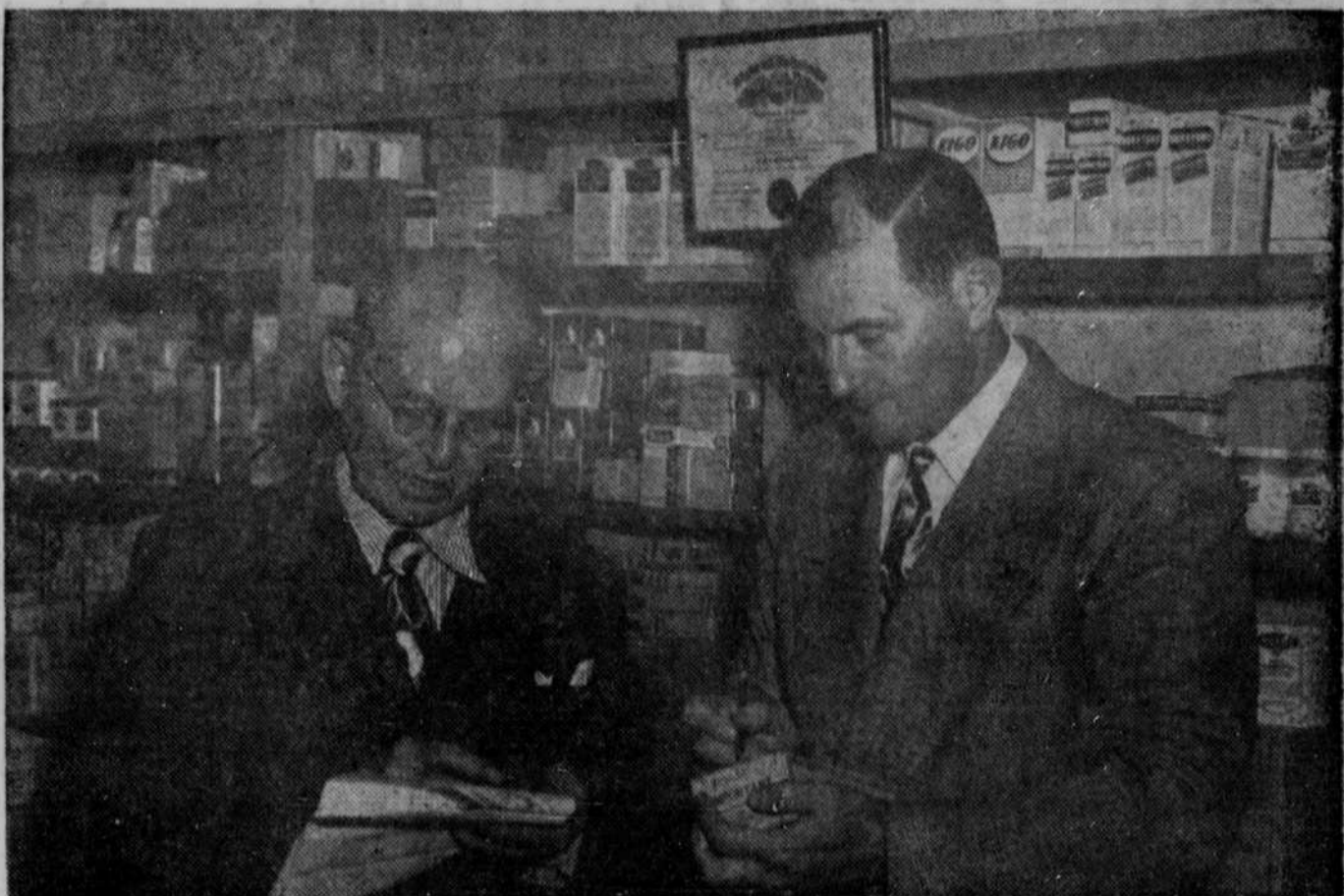
	Hi	Lo	Moist.
Sept. 30	77	45	
Oct. 1	79	47	
Oct. 2	65	46	
Oct. 3	77	48	
Oct. 4	79	49	
Oct. 5	71	46	
Oct. 6	69	44	29

Draft Board Begins Classifying Registrants

The Holt county two-member draft board, consisting of John Q. Archer, of Ewing, and Glea H. Wade, of O'Neill, has begun classifying the 750-odd registrants that are on the rolls here under the new draft law.

The board has met three times with the chief clerk, Mrs. W. H. Hartly, since October 1.

State selective service headquarters has ordered the two-member Holt board to function without the third unnamed member. "A third member is needed badly," Mrs. Hartly said.



TO OPEN NEW DRUG STORE . . . C. E. Stout (left), veteran O'Neill pharmacist and businessman, and Bennett ("Ben") Gilligan are checking merchandise as they prepare to open soon O'Neill's third drug store. The Gilligan-Stout combine dates back to the turn of the century when the late Dr. J. P. Gilligan, pioneer physician here, and Mr. Stout entered partnership in the drug business. Mr. Stout purchased Doctor Gilligan's interest in 1920. Young Bennett Gilligan, son of Dr. and Mrs. J.

P. Gilligan, and nephew of Mr. Stout, left O'Neill 18 years ago. A registered pharmacist, he served in the Navy medical corps during World War II and since the war has been working with the Nebraska department of health and the Omaha sanitary commission. His wife and son, who live in Omaha, will move to O'Neill when suitable living quarters are found. The new drug store will be located in the Stout building, a half-block north of the First National bank corner.

These Guys Dead Serious About Dead Birds

Thrice during recent weeks birds fluttering aimlessly around high voltage fixtures at the Consumers Public Power district plant here have electrocuted themselves and, by the way, inconvenienced O'Neill residents in so doing.

The first victim was a sparrow, who was attempting to enter a nest when his (or her) body short-circuited a 24,000-volt fixture with the substation's steel framework. The feathers were singed off and the body was charred.

Sparrow number two was short-circuited in a similar manner. He (or she) likewise was charred.

Came along bird number three—a blackbird. His (or her) chances, being a larger bird, were slim in crowded high tension quarters. An untimely flap of a wing and electrocution number three had been performed. The feathers were singed but the body wasn't charred as badly as the two sparrows.

The electrocutions of birds, as such, isn't necessarily news. But when sections of the city are plunged into blackout as a result, then the inconvenience becomes newsworthy. The blackbird, for instance, imposed a five-minute blackout.

The electro-burning of the birds may be amusing to you, but Consumers technicians at the power plant move into high gear, throwing switches, twisting knobs and replacing blown-out fuses. They're dead serious about dead birds.

Holt Entries Win Ak-Sar-Ben Honors

Four Holt county entries in the Ak-Sar-Ben 4-H club fat stock show placed during Tuesday's judging.

These included: Bobby Sitz, of Atkinson, purple ribbon, Aberdeen Angus champion class; blue ribbon, Aberdeen Angus, steer 755 to 925 pound class; purple ribbon, Aberdeen Angus fat heifer class.

Charles Tasler, of Atkinson, red ribbon, Shorthorn steer; 975 to 1,240 pound class; thirteenth, Shorthorn showman-ship.

Hereford judging took place Wednesday.

Miss Ruth Lawrence, of Grand Island, visited her mother, Mrs. Emma Lawrence, for the weekend.

Robert Peltzer's Remains in U. S.

CHAMBERS — Word has been received from the war department by Mr. and Mrs. Ruben Peltzer that the body of their son, Robert Peltzer, has reached the United States.

The remains are being forwarded to the graves and registration center at Kansas City, Mo., pending funeral arrangements.

Robert Peltzer was killed in Europe during the latter days of World War II while serving in the army.

Attorneys Meet

ATKINSON — The Fifteenth judicial district bar association convened at Atkinson Wednesday in a quarterly session. Atkinson attorneys, Charles E. Chace and Francis D. Lee were cohosts.

Celia Sidelines, School Paper, Announces to World It's Almost a Fricke! Affair

CELIA—Volume one, number one of Celia Sidelines, a miniature newspaper published by the pupils of the Celia school, came off the mimeograph press last week and announced to the world that it was pretty much a Fricke! affair.

The masthead reads: Donald Fricke!, editor-in-chief; Ronald Fricke!, managing editor; Carolyn Fricke!, Donald Fricke! and Ronald Fricke!, reporters.

A recent subscription drive prompted this report for Managing Editor Ronald Fricke!:

"Our first visit was at the Terwilliger home. We did not get only two subscriptions, one from Lawrence Smith and one from Mrs. Terwilliger, but also got two watermelons. At our next visit, which was at the Victor Fricke! home, we made so much noise that Harold woke up with a scream. We got our subscription anyway.

"At P. W. Kilmurry's we were almost afraid to get out of the car because we thought the dog might take a leg off us. Then, inside, we made

some more trouble when we woke Mary Catherine, who was taking her nap. But even after all this trouble we got the subscription.

"With our pockets jingling, we went back to the school."

The four-page paper, typewritten and illustrated with the pupils' own art work, is filled with timely school news, including a class schedule for visitors' reference; a column of jokes; a paragraph concerning each of the subjects, and news notes concerning pupils and school patrons.

Miss Jeanne Scott, teacher, is the newspaper's sponsor. The typing and reproduction is done by the commercial department of Atkinson high school. Miss Scott says that the present Fricke! staff will relinquish in a few weeks and a new one will be named.

FIREMEN SUMMONED

The O'Neill volunteer fire department was summoned to the southwest part of the city early Wednesday. The alarm was turned in from the Anna Brown residence. A small blaze had been extinguished when the firemen arrived.

VITAL POWER LINE NEARS FINISH

O'Neill - Norfolk Link Ultimately Will Figure in Randall Project

Soon to Be Energized

The new 115,000-volt transmission line being constructed by Consumers Public Power district from Norfolk to O'Neill by way of Neligh, which is nearing completion, will form an important link in the state electrical grid, both for present operation and to tie in with the power project now underway at Ft. Randall, S. D.

One of the functions of the new line will be to provide power from the Nebraska grid for construction of the Ft. Randall project and, after the project is completed, the line will serve as a connection with the South Dakota project to carry additional power into Consumers northeastern area from Ft. Randall.

The bureau of reclamation now has a line under construction to connect with Consumers line at O'Neill from Ft. Randall, which will complete the link between Nebraska and the South Dakota project.

Engineers of Consumers Public Power district expect the new O'Neill-Neligh-Norfolk line "to be completed within the next couple of weeks." However, due to delay in material, it may be several months before "dead-end" towers at O'Neill and Norfolk can be completed.

As soon as completed, the new line will go into immediate service to carry additional power from the Nebraska Public Power system network at Norfolk to the Neligh and O'Neill areas. The line, although constructed for 115,000-volt operation, will be used at 33,000 volts temporarily until substation equipment for 115,000-volt operation can be received and installed. This will be done some time next year. However, operating at 33,000 volts, the line will provide a much-needed additional power source for the area during the heavy winter season ahead.

The line is being constructed.

(Continued on page 7)

Osborne's Shoe Store to Open Saturday

Osborne's shoe store, the latest addition to O'Neill's ever-expanding business directory, will formally swing open its doors Saturday at 9 a. m., according to John Daly, manager.

The store is located next door east of the Ben Franklin store. The new building, measuring 22x78 feet, will be devoted entirely to shoes. There will be comic book gifts for children on the opening day.

Mr. Daly for several years prior to and since his service in World War II has been employed by the Brandeis store in Omaha as shoe department head. D. M. Osborne, of Holdrege, is the owner. (See formal announcement on page 3.)



C. B. Uttley . . . ex-Holt countyman near top rung of postal service ladder.