

THE FRONTIER

Editorial & Business Offices: 10 South Fourth Street
O'Neill, Nebr.

CARROLL W. STEWART, Editor and Publisher

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The Next 75 Years

Here is an interesting question—what is going to happen in O'Neill during the next 75 years?

We have a comprehensive and accurate picture of what has happened during the past 75 years. The history of that period has been published and proclaimed to the world in The Frontier's mammoth Diamond Jubilee Edition.

That edition, consisting of 64 pages in eight sections, of which more than three thousand copies were printed, totaling 206,016 pages and containing news and advertising matter, which, end to end, would reach about three blocks, tells the graphic and fascinating story of the town's past history.

This great weekly newspaper, which was an outstanding achievement in country journalism and would have been a credit to a city daily, records the history of O'Neill between 1874 and 1949, especially the period of 1874 to 1900, and it is ample and convincing proof of the extraordinary progress the community has made.

Obviously, the edition, both by reason of its contents and its literary and typographical excellence, has attracted wide attention and The Frontier has received numerous congratulatory messages and orders for extra copies from near and far.

The Diamond Jubilee Edition was intended to commemorate the first 75 years of the history of O'Neill and it will be followed by a big community celebration, in which both old and young will join and which will also be a fitting observance of this notable year. It will no doubt be one of the greatest celebrations of its kind ever staged in this part of Nebraska and will be a fitting climax to a long and important era of Midwestern history.

And thus the first 75 years of O'Neill's history comes to an appropriate close with The Frontier's big Diamond Jubilee Edition and a rousing community celebration, and the question suggests itself: What about the next 75 years?

We have a detailed, picturesque and accurate record of the past 75 years—that is now history, but what about the future?

What about those 75 years which now seem to stretch endlessly away in the misty and uncertain days which are yet to come?

Of course, we don't know. The most astute historian doesn't know and would not undertake to predict for the future is always vague and unpredictable and all the smartest of us can do is to guess and conjecture. However, we may do that and The Frontier's guess is that O'Neill and Holt county will continue to forge ahead and progress and prosper during the next 75 years as they have during the past.

That is, we believe, a safe and conservative opinion, based upon facts which have been revealed in the unusual history of this community up to the present hour.

The past is history—unchangeable history; the future will be determined by the hopes, aspirations and efforts of the people of O'Neill and surrounding territory. It is a tremendous challenge to us all.

No, we can not predict or prophesy with any degree of certainty, but there is one thing we can always do and that is argue from the known to the unknown and, on that basis, we may reasonably assume that the next 75 years will also be a period of progress—probably even greater progress than the last 75.

There are several reasons for assuming this. In the first place, there are a number of projects now being worked on which will assure community activity for years to come; in the second place, the progressive character of our people is a guarantee of continued progress and, in the third place, the normal trend of healthy towns like O'Neill is always upward and onward. So to The Frontier, the outlook at the end of the first 75 years and the beginning of the second is very bright and promising.

There will be very few of the present inhabitants of this area, even including the babies, who will be around to participate in the celebration commemorating the next 75 year period; but it will likewise be an outstanding historical event.

Time's a-Wasting



PrairieLand Talk —

Bankers and Bakers Move into Picture to 'Conserve the Soil'

By ROMAINE SAUNDERS

LINCOLN — Nebraska clod-hoppers better look out. We are going to be conserved, preserved and pickled. Another group organization is announced. This time it is the bankers and bakers that have moved into the picture to "conserve the soil."



Romaine Saunders

Another uplift band of patriots moves upon the farmers to show them how to do it. What this new group will contribute to the welfare of prairieLand is not difficult to foresee.

The men and women working the land they own know more about preserving its usefulness than the custodians of the country's filthy lucre and the dough mixers.

Frank Williams, on a visit to Lincoln from the industrial centers on the Illinois side of the Mississippi river, says the wheels are slowing down and men are out of jobs formerly employed in turning out farm machinery. Among other things one gent has mentioned as "soothing clucking" down there at Washington comes now a presidential call for greater production. Business knows if politicians don't that production can only go along with the demand for goods. People have had their fill of paying high prices for stuff and now curtail on buying.

There was held last week at the University of Nebraska what was designated a clinic, some of the wise ones giving lectures to baldheads and others about the "Missouri river basin." For a century past settlers along the Big Muddy river have been taking care of themselves pretty well but the busybodies must have something to promote and Missouri seems the most likely victim just now. Government fools away money on and the functionaries, a my brass and university instructors will find enough to do in the various realms in which they have been placed without taking over a job to revamp the handwork of the Creator.

The Old Timer says he would like to know about a 75-year-old house over at Lynch as at that remote period the tepees of the Santees were the human habitations of the region.

Mother Earth has swallowed another victim. A dirt slide buried a workman in a ditch on South Forty-Second street. A few minutes in the agony of suffocation and his troubles were all over. The worries of life, the struggle for life and maintenance of home that the man with the shovel only can know are over for him. But there in a moment of time desolation settled down upon a home when the bitter word came to the young wife and two small children. Accidental death, the burial permit will indicate. What horror-haunted tragedy lurks in that cruel word. Accident. Must man to win his bread for himself and his dear ones do so under the shadow of possible doom? Is there no way to furrow the earth and lay the conduit without the sacrifice of a life that overwhelms some hearts with sorrow? The accident is reported; we say it was too bad, and the smug old world moves on.

Hollywood, on the hunt for such things, lists 10 most dramatic sound as follows: The baby's first cry, the shriek of a siren, blast of a foghorn, the slow drip of water, galloping herd of horses, distant train whistle, the thunder of breakers on the rocks, the roar of a forest fire and the howling of a dog. A country editor came out once with his view of what constituted the most pleasant sound, which ran something like this: "Though a man may have a rasping voice that like a scythe doth mow you, 'tis sweeter than sweet music when he says, Here's what I owe you!"

In the display window of one of those swank stores where they try to impress you with "quality" by the medium of high

Readers Like, Dislike Jubilee Edition

(Editor's note: Since our mammoth Diamond Jubilee Edition went into the mail June 30, The Frontier has received hundreds of congratulatory messages and a stray condemnation or two. Hundreds of extra copies have been sold and mailed to most of the 48 states and several countries abroad. One woman cancelled her subscription because of a reference made by the Jubilee editor that she thought was unnecessary. An agitated Phoenix, Ariz. reader—a former resident—wrote in and that letter—along with a cross-section of complimentary ones—is reproduced below):

STATE OF NEBRASKA
Executive Office
Lincoln, July 11, 1949
Mr. Romaine Saunders, Editor
The Frontier Diamond Jubilee Edition,
O'Neill, Nebraska.
Dear Romaine:

Just got back to the office today, and, among other things, I found the Diamond Jubilee Edition of the Frontier on my desk. It is an excellent piece of work, and I want to offer my congratulations to you, to Publisher Cal Stewart and the entire Frontier staff for turning out such a fine paper.

As a former newspaper man, I can fully realize the work that such an edition entails. However, the enjoyment that many oldtimers, and others, will get from it will more than repay you for your efforts, I am sure.

Good luck to you always.
Sincerely, VAL PETERSON.
CONGRESS OF THE UNITED STATES
House of Representatives
Washington, D. C., July 5, 1949

Carroll W. Stewart, Publisher,
The Frontier,
O'Neill, Nebraska.
Dear Mr. Stewart:
I have just finished reading the Diamond Jubilee Edition of The Frontier and I want to com-

pliment you on the fine service you rendered your community by publishing it. It will afford the people of O'Neill and vicinity a lot of interesting information about the past and the development that has come through the years. Please express my congratulations to Mr. Romaine Saunders for the excellent job he did in assembling the material for the edition.

With kindest personal regards to all the members of your staff, I am,
Sincerely yours,
A. L. MILLER, M. C.,
Fourth District, Nebraska.

NEBRASKA STATE HISTORICAL SOCIETY
State Capitol, Lincoln, 6 July 1949

Mr. Carroll W. Stewart
Publisher The Frontier
O'Neill, Nebraska.
Dear Mr. Stewart:

I have just seen a copy of the Diamond Jubilee Edition of The Frontier. It is magnificent. You, Mr. Saunders, and all who had anything to do with it are to be congratulated on a tough job very well done. I'm proud to have an article in it.

Very sincerely yours,
JAMES C. OLSON,
Superintendent.

Phoenix, Ariz.
July 14, 1949

Frontier:
I was disappointed in your 75th edition. Too much Romaine Saunders. . . Very skimpy about M. F. Harrington, McNichols, Horiskey's. . . If I had time I could remember dozens of others—early teachers, professors, farmers. . .
MIKE SULLIVAN.

THE HAMBURG REPORTER
Hamburg, Iowa, July 16, 1949
Frontier, O'Neill, Nebr.:
Have been reading, as time permitted, your ex-

(Continued on page 4-A)

prices, hung a lady's dress that a man might wad up and put in his pocket price marked \$97, a line drawn over the \$97 with \$70 written in, what they would take—maybe less—for that morsel of feminine attire. Show windows about town are a study in price tags that have been marked down.

It was the regret of both the publisher and the editor of the

Diamond Jubilee number of The Frontier that photographs of a few of O'Neill's prominent people of a past generation could not be found. Pictures of these would have given a completeness to that feature of the paper. Producing such a paper was a large undertaking but all concerned went into it with enthusiasm. The result has been gratifying, yet within the scope of 64 pages there

was not room for all the matter that had been prepared. That the fruition of the effort has met with popular favor is also gratifying and has exceeded expectations. That I have had a part in placing in thousands of homes stories and material of pioneer life in Holt county gives me personal pleasure.

WJAG . . 780 on your dial!

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No matter how low the price, IT'S NO BARGAIN if the food you buy is of poor quality—likewise IT'S NO BARGAIN if you must pay exorbitant prices to obtain quality.

Here at COUNCIL OAK we believe that our customers deserve quality merchandise at low prices and our every effort is expended towards that end. We are proud of the reputation we have made throughout the years in the achievement of that goal. . . The slogan "YOU CAN BUY WITH CONFIDENCE AT COUNCIL OAK" was not born in the mind of an advertising agency—it was on the lips of grateful customers who had found quality at low everyday prices.

We cherish that customer confidence and will continue to do our utmost to preserve and DESERVE it.

DOLE PUNA PINEAPPLE JUICE	6 No. 2 Cans	\$1
FRUIT COCKTAIL SUPERB Luscious Cubes	3 No. 2 1/2 Cans	\$1
PEACHES SUPERB Halves or Sliced	2 No. 2 1/2 Cans	59c

FREE PARKING SPACE

Use parking lot made available by City Council in alley back of store. Customers welcome to use our back entrance.

CELERY, Bunch	19c
TOMATOES, Lb.	15c
CORN, 6 for	19c
PLUMS, Basket	1.09
CANTALOUPE, Lb.	9c
APPLES, 3 Lbs.	29c
Lug PEACHES and APRICOTS FOR CANNING!	

SUPERB GOLDEN CORN WHOLE KERNEL	2 No. 2 Cans	33c
PORK & BEANS In Tomato Sauce	3 16-oz. Cans	25c
CAMPBELL'S TOMATO SOUP The One Hot Dish	6 10 1/2-oz. Cans	63c
CHURCH'S PURE GRAPE JUICE Naturally Sweet, Quart Bottle		39c
FOR COLD DRINKS ZEPHYR NECTAR Big 8-oz. Bottle	2 FOR	15c
ROBB-ROSS GELATIN 7 Delicious Flavors	4 PKGS.	19c
SALAD BOWL SALAD DRESSING Makes Any Salad Better, Quart Jar		43c
FRESH PACK DILL PICKLES Crisp and Cool, Quart Jar		29c
THE BETTER GRADE CHUM SALMON For Salmon Loaf, 1-Lb. Tall Can		47c

THIN CRACKERS JOHNSON'S EVERYDAY	2 Lb. Box	39c
COOKIES FROSTED DEVIL'S FOOD	1 Lb. Bag	33c
COCONUT SHREDDED, 1/4-LB. BAG		15c
CARNATION MILK, 2 for		25c

PARD DOG FOOD
8 1-LB. TINS \$1.00

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PICNIC JAMS READY-TO-EAT
43c PER LB.

Mild Cure SUMMER SAUSAGE For the Cold Meat Tray	59c LB.
Cello Wrap BACON SQUARES	27c LB.
Sirloin STEAK Govt. Inspected	Per Lb. 59c
TENDER, TASTY SHOULDER CUTS	BEEF ROASTS Lb. 49c
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FRESH GROUND PURE BEEF	Lb. 45c
BEEF SHORT RIBS, lb.	29c
PIECE OR SLICED FRESH SIDE PORK	Lb. 27c

Spring Fryers

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- Dancing
- Entertainment

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