Reader Contemplates Book

By ROMAINE SAUNDERS

distant places. An interesting letter comes from Newport, R. I., addressed to Prairieland Talker and is signed by F. M. Felts.

It is discovered by reading the letter that the writer of it is the Florence Roseler whose childhood home was on the prairie northeast of O'Neill a few miles. Her mother was born in a log cabin in 1888 in the Eagle creek country, the daughter of a pioneer family, the A. J. Mohrs who later moved into O'Neill. Her father, Albert Roseler, came to Holt county from Illinois during the 1880 homesteading period, married here and acted his part in the development of the town and



Romaine

She is interested in the history of prairieland and has in mind to produce such a work in book form. There is a mine of rich material for such a work and who but a native daughter should

The letter expresses a sincere word of esteem for what this department brings to its readers and I'm taking the liberty of having it reproduced

Dear Sir:

You do not know me and I do not know you, only through your articles in the O'Neill paper. O'Neill is my home town and very dear to my heart although I have traveled considerably since leaving there after graduating from high school in 1929.

I enjoy so much your articles in The Fron-tier. They are so full of human interest and so alive with the future as well as the dreamy thoughts of Nebraska in its past. Your bits of poetry and prose are fascinating. I do not get every copy of the home town paper, but when ever my sister, sees an article that she feels is of interest to me, she sends it on. I have the Diamond Jubilee Edition. Personally I have always wanted a history of O'Neill. My grandparents came to O'Neill about 1886 or '87, as my mother was born in a log cabin on Eagle creek the year of the big blizzard-1888. She was one of a family of 14 children, all of whom grew to manhood and womanhood but one. He died at the age of 14 and is buried in the cemetery at O'Neill. You will no doubt know some of my ancestors.

My grandfather on my maternal side was A. J. Mohr. He and his family came to O'Neill from Pennsylvania sometime in the 1870's in a covered wagon. He often made the remark that O'Neill was only a few buildings along the main street at that time, the K. C. hall being one of them. He and his family settled first on Eagle creek and later moved to O'Neill.

My father was Albert H. Roseler, who came to O'Neill from Illinois and married my mother. They settled on a farm northeast of O'Neill. To their union were born five children-Harry, Emmett, Florence, Helen and Violet, I am

is remarried and is living in Portland, Ore. Her | sell you a banana.

Each year The Frontier publishes a special issue known as the Christmas Shopper.

It is the one important time of the year when all the leading O'Neill retail stores collectively

and impressively herald the arrival of the yule

shopping season. They put forward their best foot

with interesting and attractive advertisements

familiar ring. You might say it's repititious. But

O'Neill has rapidly become the Christmas shop-

ping city for all north-central Nebraska and for

several South Dakota counties. And O'Neill merchants, whose appealing invitations appear in

these pages, are determined that this city will

this year, next year, the next and the next retain

The fine tradition and good will enjoyed by these

leading stores are not merchantable. They can-

not be sold like a chattel. They are the products

of many weeks, months and years of hard work

The splendor of yule merchandise bursting forth from show windows, cases and shelves

mer when the bulk of the yule merchandise was carefully purchased. Each buyer had uppermost

in his mind the likes and preferences of people

in this particular region. Buyers learn down

through the years how to buy for their clientele.

They know what quantities are reasonable and

then the yule merchandise begins arriving. It's

carefully unpacked, invoices are checked and

double-checked, and retail sale prices are com-

The yule buying season was officially ushered in on Friday, November 28, in connection

Frontier signals the start of the grand, final 12 days of yule shopping. These pages are jampacked with gift shopping information. The

advertisements colorfully tell the story of ex-

citing bargains that will thrill hearts, young

North Pole workshop. Merchants here have pro-

vided a wide selection of gifts from a celluloid

doll for baby to a new automobile for pop - a

selection that will rival the offerings of a city

task concerning our Christmas Shopper editorial

which entolled the wares of our merchants. He

said we missed the real meaning of Christmas

altogether; that our editorial was strictly com-

mercial and would be referred to as such from

is exactly what the name implies. The commercial

aspects of Christmas have come to make

it big business in every sense of the word. This

we defend as a fine American tradition. Other

customs are products of peoples from many lands.

the vule season will have an important place

tween now and Christmas day, the columns of

this newspaper will deal at length with the real

Christmas story. In church and school news, in greetings and in editorial content we'll deal at

length with the story concerning Him whose

birthday the Christian world is about to cele-

capitol for Ike's inauguration. Wonder who they

O'Neill stores mirror a big corner of Santa's

An O'Neill clergyman last year took us to

We agree — except: the Christmas Shopper

As long as most folks find a special source of satisfaction in giving rather than receiving

In subsequent issues of The Frontier, be-

with the citywide store window unveiling.

A few weeks elapse, possibly a few months,

Finally, in November, out it comes from the

This Christmas Shopper issue of The

It all began last spring and early in the sum-

simply doesn't come about by coincidence.

This unique recognition does not come easy.

What we are about to say may have a

The Commercial Christmas

Editorial . . .

to be found in these pages.

its position of preeminence.

and sound business practices.

stockrooms and basements.

many times the size of O'Neill.

his pulpit the following Sunday.

in the business world.

LINCOLN — The Frontier has friends in present name is Mrs. J. M. Filsinger. My steptant places. An interesting letter comes from wport, R. I., addressed to Prairieland Talker is signed by F. M. Felts.

It is discovered by reading the letter that

in Portland. Two years ago after not seeing my family for 12 years I took a trip to the West coast. I did so regret not having the time to stop in O'-Neill. Recently I saw the inclosed snap of a street scene in O'Neill in Quick magazine. I think it would be difficult for me to recognize the town. I can't seem to place this scene unless it is

on the Golden Hotel side of the street. Now, I will get to the reason for my writing you, that is besides telling you what a pleasure

it is to read Prairieland Talk. I wonder if you have any data on O'Neill before 1878? Just how many buildings it consisted of and its first population census? The size of the first postoffice and courthouse, and the same in its present buildings? What year the two railroads entered O'Neill and why, if there is a reason one of them ends there?

How can I get the statistics on the corn, wheat and hay out put of Holt county. The mileage area of same? Nebraska's present rating in regard to its cattle production per year? I hope to some day write the history of Holt county centeralizing around O'Neill. Would it be too much trouble for you to give or tell me where. I could obtain such information as might be

necessary? Since I work eight hours a day five days a week it doesn't give me much time for reseach. And Newport being a New England seaport town doesn't have a very large library.

I should like to get started on my history these long cold winter evenings. Any possible information you can give me will certainly be lion: "Yes" unqualifiedly.

Since I do not know your address in Lincoln Britt, Lincoln: "I am definitely the people in the 1950 election. under construction. am mailing this in care of The Frontier. Thank you for taking the time to read my

Most sincerely, F. M. Felts 24 E. Bowery Street Newport, R. I.

One of those packages of dry nothing known as breakfast food encourages us to make a meal of it on the grounds it has incorporated within 2 to 1 in my district. I thought its crumbled contents 146.7 percent—One thing and another, everything but something to eat . . | I was doing what the people wanted in '49. There is only one Alcoholics Anonymous now number more than question before the people and 90,000 men and women who had been floored by that is who pays for the roads." raising a national fund of \$4,000- posts at a department of roads that is who pays for the roads." John Barleycorn, according to a woman writer, one of them . . . Washington is going to let the corn planter alone for '53 and he can plant as he sees fit . . . He was lugging quarters of beef into the locker plant as I passed. Been butchering? Yep-cattle too cheap now; we're going to eat 'em. Cheap at \$25 and \$30 a hundred! We thought we were not doing so bad when we got \$5 . . . The individual's share in the 343 billion dollar national production for the year is about \$230. A family of 10 would have only \$2,300 . . . O'Neill has had in the past a half dozen or more native sons of Syria in the mercantile business. Unlike the native sons of Ireland, a Syrian has no urge to run the country by seeking public My father is buried at Columbus. My mother office or pack a policeman's gun. He would rather

It's Our Number One Problem

(Guest Editorial from the Nebraska Signal,

Geneva)

failed to excite any strong affirmative views.

We were interested in noting reactions to a

We do not interpret Mr. Crosby's statement

to mean he will ignore the problem of improving

Nebraska's roads, merely that he will give first

place to meeting the problems of Nebraska's

schools, which, in view of the seriousness of the

problem in some localities, would seem to be a

schools probably appreciate the problems faced

in many localities. The general public doesn't realize that in spite of high taxes most schools

have to operate with insufficient funds, the result of which is that they are not able to secure

the type of teachers they would like. Many do not

know of the crowded conditions in some schools,

nor do they know that hundreds of high school

graduates are being offered horse and buggy cur-

average person, while admitting the accuracy of

the statement, is too concerned with national

policies such as taxes, the war in Korea and the

business of changing administrations, to give thought to matters so close to home. If we can

bring ourselves to the realization that the chil-

dren we are educating won't stop growing while

we solve world problems, it will be possible for us to give intelligent cooperation to efforts of the

new governor to handle Nebraska's number one

money we spend. Here's a tip. In terms of pro-

tection from tuberculosis, there's no better buy than Christmas seals. Christmas seals are a down payment on the gift of good health for others-

and for yourself, too. So buy Christmas seals-

An oldtimer with 70 years of Nebraska living

Does anyone ever long for a ride in the good

Now a whirl of church and school activities

behind him forecasts the Thanksgiving week

storm means a mild winter. As far as we are con-

cerned Nebraska's weather is so utterly unpre-

dictable that weather vanes of any sort don't

ol' bobsled? That unfortunate young generation

-they'll never know what they've missed.

for the children-all with the yule theme.

All of us like to get the most value for the

Perhaps one reason the governor-elect stirred up so little comment by his statement is that the

riculums in an atomic age world.

Only those who are working closely with the

commendable attitude.

and use them!

impress us much.

Prairieland Talk . . .

About Highways . . . 11 New Unicam Senators Go on Record for Increased Road Revenue Legislation

By CLIFF SANDAHL Chairman, Nebraska Editors Highway Conference

When the Nebraska legislature goes into session next month, there will be 11 new members and, significantly, most of them will be ready to act quickly and revenue legislation.

That's obvious from commitments made to the All Nebraska in. Association of Road and Highway Associations (An-Ar-Ha). All of the senators-elect except Ernest A. Hubka of Beatrice are on record.

Some say "yes" flatly while others qualify their answers as to whether they believe urgent need exists and whether they will give active support to im-

Second — John Aufenkamp, Julian: "I believe that present revenue is inadequate to maintain our present highways and build the new roads and bridges that are desirable. I have refrained from any firm commit-

"I am particularly interested in a good longrange building program, but I believe that in the meantime we have emergency situations as to certain

Nineteenth - Howard L. for an adequate ton-mile levy on the heavier trucks, graduated up-ward as the weights increase. I am against increasing gas tax and car licenses at this time."

Twenty-Fifth-Lester H. Anderson, Aurora: "I was one of the introducers and supporters of the 1949 session gasoline tax and license increase. Well, you know what happened—defeated nearly Thirtieth — Joseph D. Martin, activities of radio free Europe Grand Island, "Yes" unqualifed- and radio free Asia. plans introduced."

Thirty-Second — Dr. William A. McHenry, Nelson: "We have fooled around too long with the highway situation. It is time that the legislature does something about it. I think the way to get this done is in a real appraisal of highway needs, on a longrange program, which should be worked out by all interested parties. We must realize that the highway improvement, which is needed, will require more funds, and I think the legislature should

Thirty-Third — Tom Coffey, Alma: "I believe that the Ne- to Arthur Humpal 7-1-52 \$1000braska highway problem is considerably larger than finance Atkinson. alone. I shall insist that the entire highway problem be taken County of Holt 10-29-52 \$79 up and not just one section. I Part of SW1/4SE1/4 Sec 1-25-9 realize that this will delay the 21/4 acres. highway construction program by a month or two, but I am EYES AND STOMACH AGREE firmly convinced that if the entire highway problem were given | can boast that his "eyes are not consideration and action that 5 bigger than his stomach." He recent statement by Nebraska's governor-elect, or 10 years from now Nebraska is Floyd Clement, a Scotia farm-Robert Crosby, who announced that he considers | would be much better off. We | er who won first prize at Sco-Nebraska's number one problem is its schools, cannot approach this problem tia's annual pancake day by not its roads. Peculiarly, the statement seems to from a short-sighted, panicky eating 32 pancakes — complete have aroused no opposition. Also, we note, it has | view."

Forty-First — J. Monre Bixler, Harrison: "Yes" unqualifiedly, plus: "Without a doubt the inadequate system of financing new roads along with the past methods of taking care of the big pressure groups or those who yelled the loudest with political implications, all on a year-tofavorably on increased highway year basis, is in my opinion, one of the biggest reasons for the road mess we now find our state

> "To correct this, or at least get started on the way, we need new methods of collecting revenue, or expanding the

Forty-Second — Terry Carpenter, Scottsbluff: "Yes" un- grading, culvert work, construcqualifiedly, plus: "There is ur- tion of reinforced concert apgent need for additional road proaches to the scale pits and mediate and long-range financing. Here is what they say, by revenue and this is the only problem that no one has the guts to try to solve to the extent weighing facility is to be built that it will some day have to be at the Stafford junction of U.S. solved. If I understand the road highways 20 and U.S. 275. The problem, the amount of money station will be just southeast of we need can only be raised by a sales tax. Why not face it? Why use arguments of a diversionary nature in order to split 50 feet wide and build concerete opinions so that we will end up approaches to the scale pit. with nothing? Let's get the job Other surfacing will be done by

Forty-Third — A. A. Fenske, Sunol: 'Yes" unqualifiedly. those who did not have a chance

Gallagher Heads Crusade Fund

banker, has been appointed as a state committeeman for the 1952 Crusade for Freedom campaign, it was announced by State 34. Chairman George W. Holmes of

"The Crusade for Freedom ofare piercing the iron curtain," said Mr. Gallagher.

He urged citizens of O'Neill to support the campaign by mailing a contribution to Crusade for Freedom, care of the post-

REAL ESTATE TRANSFERS WD-William P. Seger to George Schiffern & wf 4-30-52 \$42,250-SpSW1/4 4-S1/2-NE1/4 5-

Lots 11 & 12 in A.V.W. Add -

At least one Nebraska man with butter, syrup and sausage.

Letting Soon for 6 Weigh Stations are erected a smaller fills.

Concrete Approach for Stafford Pit

Bids for constructing six truck weighing stations are being requested for a department of roads and irrigation letting December 18, State Engineer Harold L. Aitken said this week. Bids for two of the stations, near Waverly and Hebron, were taken at a letting October 9 and rejected.

The other four stations proposed for the December letting are to be located near O'Neill, Columbus, Northport, and Culbertson.

The proposed work at all weighing stations will consist of the building of a scale house.

Southeast of O'Neill a truckhighway department employees.

The station at Waverly is to be on the southeast side of the All in all, that gives a pretty highway, about a half-mile good idea of the thinking of northeast of the corporate limits. If contracts are awarded for Third — Tom Dooley, Papil- to vote in the 1951 session on these six stations, all 12 weighreenactment of the 1949 highway ing scales, authorized by the '51 financing legislation repealed by legislature, will be erected or

> The weighing site near Columbus is to be built in the island at the junction of U.S. 30, and U.S. 81 just south of the Loup

Edward N. Gallagher, O'Neill to be constructed on the north side of the highway just east of the junction of U.S. 6 and U.S.

Contractors also will be asked to bid on erecting 7,937 linear Mr. Gallagher will assist in feet of guard rail and 1,321 guard

State Engineer Harold L. Aitly, plus: "My final answers will depend on the efficacy of the fers each one of us, as individual ken said this week that the procitizens, an opportunity to strike alongside highways newly cona blow for freedom-to add our structed or now under construcvoice to the voices of truth which | tion. He said that guard rails are

> W. F. FINLEY, M.D. O'NEILL First National Bank Bldg.

OFFICE PHONE: 28



DR. H. D. GILDERSLEEVE. OPTOMETRIST Permanent Offices in Hagensick Bldg. O'NEILL, NEBR. Phone 167 Eyes Examined _ Glasses Fitted

Office Hours: 9-5 Mon. thru Sat.

are erected at curves and along sell or trade.

In Boyd and Holt counties, 139 guard posts and 200 linear feet of guard rail are to be placed on highway U.S. 281 between the intersection with Nebraska highway 12 and the south side of the Niobrara river.

DR. J. L. SHERBAHN CHIROPRACTOR O'Neill, Nebraska Complete X-Ray Equipment 1/2 Block So. of Ford Garage

placed at bridge ends and along high fill sections and that guard you of quick, economical results on anything you wish to buy,

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AUTOMOBILES TRUCKS TRACTORS EQUIPMENT FURNITURE

Central Finance Corp. C. E. Jones, Manager O'Neill

DEAD ANIMALS REMOVED "ONE HOG OR MORE!"

CATTLE - HOGS - HORSES

Prompt Sanitary Service Call Long Distance and

Ask for ENTERPRISE 1000 (No Toll Charge for Enterprise Calls)

ATKINSON - O'NEILL RENDERING

O'NEILL, NEBR. (Owned by Valley Rendering, Ord, Nebr.)

For You Feeders who want

A SWEET SUPPLEMENT WITH HIGH PROTEIN



PHONE 173

Merry's the Day you make this yours Television treat -BUICK CIRCUS HOUR . every fourth Tuesday

T Tow would you like the fun of Christmastime to last all the year through?

That's the way it seems to be when you call this Buick beauty your own-what with the constant cheer it brings to you week after week, month after month.

The cheer of traveling in style that's bright and gay as a holiday wrapping.

The cheer of having rich and spacious comfort - plus the cheery thought that nowhere else can you get as much room for the money.

The cheer of knowing abundant and mighty able power is on call, with all the solid thrift of a Fireball 8 Engine that's valve-in-head - and also highcompression.

The cheer of riding wonderfully buoyant, level and steady—with a ride that feels like the million dollars it cost to perfect.

The cheer of taking your travel free and easy-with Dynaflow Drive* doing the chores in letter-perfect smoothness with Power Steering** assisting to make parking and slow-motion maneuvers no task at all.

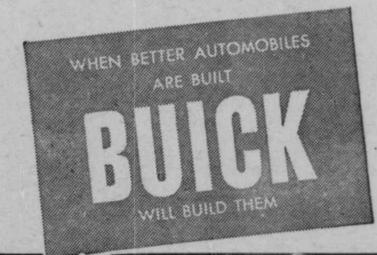
Even the price is a cheerful note here -low enough, you'll find, to crowd the so-named "low-price three."

That means action is called for this very

week, to make the most of this good deal while it lasts.

Why not drop in today or tomorrow and see how much cheer is to be found in a Buick showroom right now?

Equipment, accessories, trim and models are subject to change without notice. *Standard on Roadmaster, optional at extra cost on other Series. **Optional at extra cost on Roadmaster and Super only.



O'Neill

Enter GENERAL MOTORS \$194,000 BETTER HIGHWAYS CONTEST-See Your Buick Dealer for contest blanks and full information A. MARCELLUS

PHONE 370

Meanwhile, we offer the Christmas Shopper issue. We hope you'll find it a worthy guide to Bureau of Circulations. happier, easier and better yule shopping. Certainly Holt county will be represented among the thousands who'll invade the nation's

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