

PrairieLand Talk

McClaran, Not a Millionaire

By ROMAINE SANDERS, 4110 South 51st St., Lincoln 6, Nebr.

LINCOLN—Perhaps it was newspaper tradition, the instinct that persuades those of the fraternity to nose into what promises to be a story. At any rate, as I saw him standing on the corner which I pass at intervals, I paused to greet a stranger to my neighborhood section of the capital city. Learned that his name was McClaran, a good Irish name, that his home is in Rhode Island, the smallest state under the stars and stripes, that his home is about midway between the city of Providence and the city of East Greenwich, a community I had visited some years ago.



Romaine Sanders

He and his wife were spending a week in Lincoln at the home of their daughter whose husband serves in the air force. That little state where the McClarans have lived just about a lifetime has more than its share of millionaires but Mr. McClaran admits he is not one of them and that he has provided for a large family, all now in homes of their own, by his daily toil.

Recently I was one of mob of dads and mothers, granddads and grandmothers, uncles, aunts, cousins, brothers and sisters who sat in the spacious lighted gathering place to listen and look on as another mob of kids put on a program—students of an elementary school in the suburbs of the capital city. It was a thriller for an old timer, the theme being "My Nebraska", taking us back to pioneer days and on down to the present. The open prairie, covered wagons, early settlers, industries, products, notables among prairie land dwellers, state house officials, all depicted vividly by the participants in the platform performance. A little third grader whose great-grandfather had once served as lieutenant-governor was assigned that part in the program. Judged from the volume of hand-clapping all in that crowded auditorium were glad to be Nebraskans. Give us more of such tribute to the memory of the pioneers.

His name is McManus. A young man came from his native home in Colorado and hung up on the galleys in a suburban district of the capital city. With six years experience, printer's devil, capable craftsman and a good business head, he has launched in business in that art preserving of all arts and has his 15x19 job press turning out the printed products, and gets in an hour or so from time to time keeping up with some college studies. I did not need it particularly but to help along a young fellow that is going to win I had him do me a job of printing instead of sending it up to Cal.

A few rods of green-robed prairie land, a house by a brook flowing by on a bed of sand; a neighbor near by who you may hear shout as you go out walking about; a garden of herbs, cabbage and beets, all things that grow and make good eats that your lady knows how to cook. A life of leisure, time to read a good book. If more you would seek, just get The Frontier that comes every week!

Editorial

'Business Is Good' Koppert

An ingenious Omaha businessman in combating all this nasty gossip about a recession by employing psychology. Whether or not Gordon Koppert's psychology will be effective in its limited way remains to be seen. Koppert is district manager of an appliance manufacturing firm. He is convinced that if there is a recession in Nebraska it is purely in the heads of people who talk about it. The one-man gloom chaser has adopted this attitude: "Think big and talk big!" On his lapel he wears a bright button proclaiming that "business is good." The same message is embroidered on the handkerchief which he carries in his breast pocket. Koppert also dispenses banners and balloons carrying the same message. When you call his place of business the telephone girl answers by saying, "Good morning, business is good!"

Koppert points out that retail sales in Nebraska are up five percent and his own sales are up 16 percent, which is indicative of the effect his "think big and talk big" philosophy is having on his own business. Already Koppert's one-man prosperity campaign is making some headway. When people see his lapel button, some laugh, some smile and some frown.

"Those who smile or laugh are on my side already," he points out. Now this prophet of optimism is trying to enlarge his campaign by urging all of his 351 dealers in Nebraska and Iowa to join him. And he is trying to sell the idea to his arch competitors in the appliance field.

Whether a nationwide campaign such as that of the Omaha appliance dealer would quickly put all the prophets of gloom-and- doom on the run is a matter of conjecture.

It's possible, however, the little men who work out blueprints for Koppert's products feel the credit for the firm's 16 percent sales increase belongs to them.

Boats Are Dangerous

Now that winter—apparently—has made its final return visit (Easter), people will be taking to lakes and streams for fishing and joyrides. With completion of the Ft. Randall dam several years ago, the boating interest has increased considerably and on a weekend you'll find dozens of boats mounted on trailers being hauled to and from the recreation area.

The young Randall reservoir already has claimed the life of one person from the O'Neill area, a few months back. The deep water there has claimed a dozen or more lives of others who come from considerable distance to fish and boat there.

A score of other people—including some from this area—have had close brushes with death in capsize, high winds and simple carelessness.

In proportion to the number of cars and planes in use, boats are more deadly, and this is a subject not to be lightly dismissed if you're in the habit of using boats.

The boat—usually innocent-looking contrivances, sometimes sleek and loaded with fancy gadgets—can become as deadly as a car crash.

It was 58 years back on the record of time, an autumn day in 1900. The community was shocked, the Ed Wagers home desolated. The two small boys of Wagers were drowned in Dry creek not far from the Patrick Barret ranch home. With two others from town, Clara Reed and another kid, the Wagers boys were crossing Dry creek when they slipped into a hole and drowned. Thirty couples made up the party at the rink that introduced something novel in social events in O'Neill. Somewhere the youthful society lads and dames laiden a pumpkin patch, turned these into jack-o-lanterns for lights and fantastic figures hung along the walls. Tom Morris came up from Meadow Grove for a visit with O'Neill friends. S. J. Weeks was in Omaha participating in the deliberations of the Republican State Committee. Mrs. J. H. Riggs, returning from a visit to relatives in Boyd county to her home in Waterloo, Douglas county, spent a few days with friends in O'Neill. Her husband was the former publisher of The Frontier. Miss Maude Gillespie and Miss Grace Adams, two of the popular ones of the O'Neill younger set, were visiting friends in Neligh.

Those Muscovites who could trace their family tree back to Japheth, the youngest son of Noah, have a grandson they can be proud of. Over there in Moscow lives an ancient lady said to be 156 years of age. A country of South America exhibited in Yankeland one of the natives said to be 167.

A young couple, he 19 and she 17, said to be husband and wife, citizens of our Nebraska Capital City. Caught in the net of officers out on the hunt for teenager shop lifters, otherwise known as a thief in the night, a lawless young gentleman and his lady. But he without the gallantry to head the procession and do the "shoplifting," the hands of his 17-year-old mate doing the initial work, sneaking out of the store with stolen goods and he on the outside to "receive" all such. He is fined \$10 for "receiving," she \$50 for "shop lifting." A capable young couple thus starting life if not overtaken by moral and spiritual regeneration leads to the depth of hell. But at our modern marts of trade with merchandise piled all about as if to invite you to help yourself—such are a lure to even an honest kid.

Little Johnnie is dead. A home on a rural route out from Lincoln is in mourning. Another highway tragedy that took the life of a three-year-old boy, a tragedy that would not have been had he not been taken that child to her side in the front seat of her car as she was at the steering wheel driving to Lincoln. It would not have happened if she had locked the doors to the back seat where Johnnie rode and toyed with the car door that swung open. The little fellow plunged into the pavement and was run over by the car following behind. Had I only known, had I only thought! How often, oh how often, we have wished that we had!

Most people are willing to attend to everything except their own business.

No man who is afraid of his job is big enough for the job.

Young Scientists at Work

(Guest editorial from the Valentine Newspaper) A Valentine druggist tells us he is receiving an increasing number of calls for chemicals which are readily recognizable as rocket fuel components. He is now refusing to sell these items to minors without a written note from the parents.

This is a commendable attitude on the part of the druggist, but he alone cannot protect our young people. It behooves all parents of boys who are interested in rocketry to take a long, searching look at their sons' activities. Some very common substances become deadly fuels and explosives when compounded in the proper proportions. Certainly experiments with materials of this nature should be forbidden unless supervised by trained adults.

The price of complacency with regard to rocket fuel experiments could easily be a hand, an eye, or a life.

Think Elevator Good Idea

Many persons have expressed agreement with our recent editorial calling for an elevator being installed at the Holt county courthouse.

One woman in our office said she had two flights of stairs to climb during her visit to O'Neill and one of these was at the courthouse. "I'll be 'done-out' for the rest of the week," she complained.

A farmer in our office said the other day this has been the first year he can remember when Nebraska farmers and ranchers had plenty of feed of all kinds for livestock and the prices for what he raises good.

THE FRONTIER

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When You & I Were Young... Kiernan to Manage Telephone Company

'Goodbye' Party Is Held at Atkinson

50 Years Ago A goodbye party was held for Mr. and Mrs. Frank J. Kiernan of Atkinson, who are moving to O'Neill to make their home and where Mr. Kiernan will be the manager of the Holt County Telephone Company. Mrs. Kiernan and Miss Anna Coufal will run the exchange. Those attending the party were Mr. and Mrs. William Bokhof, Mr. and Mrs. C. Wilson, Mr. and Mrs. C. Williams, Dr. and Mrs. Douglas, Mr. and Mrs. R. N. Hart, Mr. and Mrs. A. T. R. and Mr. and Mrs. M. Campbell. Daniel Burr, travelling man and ranch owner, and T. V. Golden will start a factory of cement building blocks and cement shingles. Jessie Farnsworth of Page was elected principal in the Wood River schools at a salary of \$70 a month. A large number of boys went out to Jack Taggart's place near Chambers and helped him dig a ditch to drain his fish pond. We were there and every-one got plenty of fish.

30 Years Ago Henry Schacht and Bill Egger wished they had stayed in Texas a few days longer because of the cold winds covering this section from the north. A kite contest will be held for the youngsters sponsored by the O'Neill businessmen in cooperation with the recreation center. Mrs. Mary Mullen of Portland, Ore., arrived to visit relatives, including her daughter, Mrs. W. H. Hartly, for an extended visit. Mrs. L. A. Her of Gregory, S.D., who was taken seriously while passing through this city, submitted to surgery at the O'Neill hospital. The trumpet trio—Howard Graves, Wm. Melena and Dorothy Vocum—rated superior and the vocal solo by Charles Yarnell also won a superior in the music contest at Fullerton.

10 Years Ago Mrs. Thomas Slattery, 44, a mother of four children, and Edward L. Hamik, 48, a gasoline and oil dealer, both of Atkinson, were killed by an explosion at the Slattery home when Mr. Hamik was delivering fuel oil to a barrel in the Slattery basement. It is believed Mrs. Slattery, turned on an electric light switch and a spark ignited the fumes. O'Neill and Neligh high school bands received the rating of superior in class B in the music contest.

One Year Ago Dr. Leonard F. ("Jimmy") Lovely of Verdigris was honored by the American basketball hall of fame. He was a Creighton university star. Lt. Donna Shelhas, arrives home from Japan where she served in the army nurses' corp. Six inches of snow fell during the week. Twenty-six schools are entered in the annual district music contest here. Deaths: Ray Siders, 53, of Inman, a prominent Angus breeder; Lyle Wertz, 63, of Star; Joseph M. Scripper, 53, of Atkinson; Mrs. Arthur Frahm, 68, of Page. Arden Uhlir, 17, of Verdigris, won the honor of being the state's star farmer.

Dinner Guests—CHAMBERS—Mr. and Mrs. Elmer Coolidge of Amelia, Mr. and Mrs. Charles Coolidge and Kenneth and Mr. and Mrs. James Grimes of Chambers were Sunday, March 30, dinner guests of Mr. and Mrs. G. H. Grimes.

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Hold Presses! Johnson Tells New Use of Castor Oil!

Andy Johnson who lives on a ranch north of O'Neill and is a perennial at the Nebraska race tracks, comes up with this: "Best belt dressing in a world is a bit of castor oil. A teaspoon does wonders on a grinder or buzz saw." Johnson and his wife will be leaving in about 10 days for the race circuit, taking several horses that Johnson has trained. Their first stop will be the Ak-Sar-Ben track at Omaha. "No need for belt dressing at a race track," quipped Johnson, "unless it'd be for the pocketbooks of newspaper guys who never spend a dime at a racetrack."

Victory Homemakers in Two Meetings—The March meeting of the Victory Homemakers club was held at the home of Mrs. John Schaaf with a covered dish dinner. Due to bad roads and sickness there were only six members present and three guests. Mrs. Charles Deemer and daughter, Marian, and Mrs. Clarence Gilg. Roll call was answered by "If you were moving, where would you like to move?" Mrs. Deemer gave a lesson on "Upholstering." Mrs. Schaaf won the door prize. The club gave \$10 to the Red Cross.

A meeting was held Wednesday, April 9, with Mrs. Joe Gokie, jr. The lesson was soups and sandwiches.—By Mrs. Ray Conway, reporter.

Lawrence Back from Far East—Robert L. Lawrence, seaman, USN, son of Mr. and Mrs. Ray W. Lawrence, returned to San Diego, Calif., Tuesday, April 1, aboard the dock landing ship, USS Gunston Hall, after a tour of duty in the Western Pacific. Between the operations and fleet exercises the ship's crew visited Hawaii; the Marshall Islands; Formosa; Hong Kong; Yokosuka, Eiseko, Tokyo, Kamekura, and Nagasaki, Japan.

Rural Youth in Birthday Party—At a special meeting Wednesday, March 26, the Holt county rural youth held a birthday party for the organization. The committee for the party was Ramona Wayman and Mrs. Harold Coburn. The evening was spent playing games after which a lunch was served by the committee. Raymond Wagman of Atkinson was a guest.

Mr. and Mrs. Warren Burgess and family of Omaha spent the Easter weekend with his parents, Dr. and Mrs. L. A. Burgess.

Mrs. Juliana Kamphaus and Mary were Sunday March 30, evening guests of Mr. and Mrs. Frank Arnsberger of Norfolk.

Mr. and Mrs. Don Asher and daughter, Susan, of Valentine were weekend guests of Mrs. Asher's mother, Mrs. Millie Wyant.

King's Daughters Select Officers

PAGE—Mrs. Carl Max was elected president of the King's Daughters society Tuesday, April 1, when the group met at the Wesleyan room at the Page Methodist church. Other officers chosen were: Mrs. Norman Trowbridge, vice-president; Mrs. Roy Hansen, secretary; Mrs. Leland Knudsen, treasurer; Mrs. Richard Heiss, condolee secretary; Mrs. Robert Van Horn, spiritual life secretary; Mrs. Roger Bowen, director of youth; Mrs. Merwyn French, jr., secretary of missions; Mrs. Dale Stauffer, secretary of literature and publications. "Our Youth" was the topic of the lesson with Mrs. Carl Max as leader. Mrs. Kenneth Heiss had the devotional period. Mrs. Merwyn French, sr., reported on the mission work and other projects in the Page MYF. The project, "One By One", previously given at WSCS, was repeated with Mesdames Dora Townsend, Harry Harper, Carl Max, Orville Kemper, and Merwyn French, sr., taking part. Mrs. Lisle Mewmaw was narrator.

Mrs. Robert Van Horn and Mrs. Roger Bowen served refreshments. The tables reflected spring flowers in decoration.

Other Page News Mr. and Mrs. Anton Nissen returned last Thursday from Phoenix, Ariz., and Columbus where they spent the past three weeks visiting their son-in-law and daughter, Mr. and Mrs. Lem Webb, and son and Mrs. Nissen's brother and wife, Mr. and Mrs. Walter Fuelberth of Corning, Ia., who are spending the winter at Mesa, Ariz. Mr. and Mrs. Edmond Weber and daughters of Denver, Colo., surprised them Saturday, March 29, by meeting them at the Webbs where they had gone for the Easter vacation. De Nissen met his parents in Omaha Wednesday, April 2, and they were overnight guests at Columbus.

Mr. and Mrs. H. S. Harper, Mr. and Mrs. Frank Belarert and family and Mr. and Mrs. Marvin Stauffer and family were Sunday, March 30, guests of Mr. and Mrs. James Jarman at Chambers. The Jarman moved last week to Bassett.

Mrs. Harold Heiss entertained the members of the NOA club Tuesday, April 1, for an afternoon of fanework and visiting. Mrs. Duane Allen was unable to be present. Mrs. Richard Heiss and Mrs. Harry Lampert, jr., were guests. A 30-dozen case of eggs was packed to be sent to the Nebraska Children's Home. Mrs. Leland Knudsen will be the April 15, hostess.

Mr. and Mrs. Paul Hartigan of Le Mars, Ia., arrived last Thursday evening to visit Marye Hartigan at Inman and with her parents, Mr. and Mrs. Herbert Steinberg. They were Easter dinner guests of the Steinbergs. A brunch hour was arranged Thursday for Mrs. Thomas Kelly in farewell. The Kellys moved later in the day to Wisner where they have employment on a farm. Guests were Mrs. Lyle Abney of Inman, Mesdames Neven Iekes, jr., Norman Trowbridge, Dale

Matschullat, Richard Trowbridge, Jerry Summers, Ivan Heiss, Robert Nissen, Warren Cronk, Richard Heiss and Carl Max. C. R. Hill, Harvey Krugman, Elmer Juracek and Merwyn French, sr., were present and showed slides of work accomplished in the soil conservation department Tuesday evening, April 1, when the members of the Commercial club and guests met at the IOOF hall. Mr. French and Mr. Hill were narrators for the film. The wives of the club members served lunch to 84 guests.



Where is it... IN NEBRASKA? More than a century old, this historic building still is used as City Hall by Bellevue, Nebraska's oldest existing town. It was erected about 1856 to house the short-lived Fontenelle Bank, and for a time, was the Sarge Courthouse.

Ever think of your local tavern owner as a hardworking citizen, businessman, taxpayer? Get to know him because he's all that and more—your friend and neighbor.

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