

# S.C.E.F

Why William Mattern was hostess Oct. 28 to NTTF club. A guest was Mrs. Bob Clements. Winners were Mrs. Bob Forwood and Mrs. Clements. A dessert function was served.

Merrimyx Merrimyx bridge club met Tuesday afternoon with Mrs. H. S. Moses as hostess. Guests were Mr. L. F. Beckenhauer and Mrs. Arlo Hiatt.

Wumers were Mrs. Beckenhauer and Mrs. Moses. The club will meet Tuesday for their no-host

Mariez Mrs. Max Golden was hostess Tuesday evening at 'Martez. Guests were Mrs. C. J. Gatz, Mrs. Ed Gallagher and Mrs. Guy Cole. Mrs. Gatz, Mrs. Golden and J. Birmingham were Mrs. H. Wamers

Bridge club met Oct. 27 with Mrs. Verne Reynoldson. Mrs. Win-me Barger and Mrs. Leigh Reynoldson were winners. Next meeting will be Tuesday with Mrs. John Stuifbergen. Aces High

Mrs. Ed Paulson was hostess Tuesday evening to Aces High bridge club. Winners were Mrs.



Mu sorority and Mr. Wilson with Phi Kappa Tau and Blue Key,

honorary. Miss Puckett is teaching in the Chadron high school

and Mr. Wilson teaches in the

Albion high school.

Mr. and Mrs. Tom Liddy of O'Neill announce the engagement of their daughter, Judy Ann to Dan Farrington, son of Mr. and Mrs. Owen P. Farrington of Alliance. A winter wedding is planned.

# WHEN YOU SHOULD STOP ADVERTISING

Being just a few suggestions to the man who feels he needs no sales help;

When man becomes so perfectly a creature of habit that he will certainly buy this year exactly what . . . and exactly where . . . he bought last year . . .

When spunkier firms than yours stop taking away "your customers" through good advertising . . .

Rudy Morrow and Mrs. E. M. Hastreiter. The December meeting will be with Mrs. Al Tooker.

Band Boosters The O'Neill Band Boosters met A total of \$1,598 in fines was collected by the Holt County Court Tuesday evening at the public during October, Judge Louis Reischool to elect officers for the mer reported. The fines include coming year and for a regular \$897 in regular fines and \$701 in business meeting. scale fines.

New officers are Mrs. Leo Gokie, president, Mrs. Ben Gillespie, vice president, Mrs. Floyd Wilson, secretary, and Mrs. Joe Bartos, treasurer.

**Oscar Steinhausen Dies Friday at Lynch** 

Holt County Court

Fines Total \$1,598

Duane Miller, band director, Funeral services for Oscar F. spoke to the group. A lunch was served following the meeting. Steinhausen, were held Tuesday at Hold Cross Catholic Church in The club is made up of any Omaha.

persons interested in promoting Mr. Steinhausen, 66, died Frithe O'Neill bands which consist of day evening at the Sacred Heart 12 members from the O'Neill hospital in Lynch. He had been schools. The bands recently parti-ripated in Band Day activities at Steinhausen in Spencer when sud-Lincoln. denly taken ill about 4:30 Friday afternoon.

P-TA Meets P-TA met Monday evening at the high school and it was reported the base of the sacred Heart hospital in Lynch where he died about 7 p.m. Survivors include his widow and son, Father Steinhausen. B. C. Patterson of Stuart spoke. His subject was "Trends" — How ar anse of values are unbalance and how we should strive to muse good Americans of our chil-

Lunch was served by the 3rd main mothers. Next meeting will e January 4, 1960.

McCarthy, Brady have been appointed and they at-**Get 4-H Awards** 

Two O'Neill girls have been dein the state in 4-H work it was manued Wednesday by the Unity of Nebraska.

Lynn McCarthy and Kathy many both received gold wrist mitches for their awards as the foods demonstration team hey will now compete for sec-



C'Nell Brady

The topic of their demonstra-

Wiss Brady has also won awards the past 10 or 12 years. In the past for her public speak- Survivors are: Widow, Anna

Mary's Academy. Lynn has been so purple ribbon winner at the county fair and holds blue awards in state fair competition. The girls are members of the Willing Workers club of O'Neill.

**Takers Begin** 

in the 1959 census of agriculture ended an intensive training course October 28, 29 and 30 at Bartlett

October 28, 29 and 30 at Bartlett preparing for the start of the can-vass which started yesterday. Gwendolyn Cronk, Page, was in charge of the session. She has been designated crew leader. Census takers for the area are C. A. Krebs, Scotia, Mrs. Leo Ktein, Scotia, Kenneth Studley, Wolbach, Richard Brown, Spald-ing, Mrs. Richard Brown, Spald-ing, Mrs. Richard Foster, Eric-son, Mrs. Conrad Doseke Ericson, Mrs. Gerald Titterington, Bartlett, Mrs. Charles Imm, Eicson, Mrs. H. W. Hubbard, Chambers, Lyle Lemmer, Atkinson, Harvey Tomp-kins, Inman, Mrs. Frank Bee-laert, Page and Mrs. Norman Saltz, Page.

laert, Page Saltz, Page.

# **Bristow Man Dies; Burial Is At Monowi**

BRISTOW - Funeral services for O. E. "Bud" Sinclair, age 55 were held at 2 p.m. Tuesday from the Trinity Lutheran church with Rev. Benard Nelson officiating. Burial was in the Alford cemetery at Monowi with the Jones funeral home in charge.

Oral Earl Sinclair was born April 16, 1904 at Gross. On August tion was "The Ice Cream Scheme". They showed mixing, and Mrs. Lee Brady, jr. She is an O'Neill high school senior. Miss Brady has also yon awards the cafe in Bristow for the parents 10 or 12 years.

sons - Gary of Omaha and Jack Miss McCarthy is the daughter of Mr. and Mrs. George Mc-Carthy. She is a sophomore at St. both of Bristow; mother — Mrs.

When population ceases to increase and when new folks are no longer attracted to O'Neill . . .

When you have thoroughly convinced everyone in your entire trade area that you give better buys and better service . . .

When business principles reverse themselves and the non-advertiser does as much business as the consistent advertiser . . .

When your competitors stop making huge strides ahead through planned advertising . . .

When you are so successful that you can ignore the advice of wise merchants the world over who know that advertising pays and pays ...

When you would rather have your own way even if you fail, than follow friendly advice and win . . .

When you're tired of making money and don't want to be bothered with customers . . .

That'll be the time to stop advertising.

Until then, the surest way to stay in business profitably is to advertise regularly in your best home town advertising medium . . .



**Task Wednesday** Census takers for the local area



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