

PrairieLand Talk

"Will We Meet Again?"

By ROMAIN SAUNDERS, 411 South 51st St., Lincoln 6, Nebr.

Mose Elliott, Hank Tomlinson, John Addison, H. R. Henry, Jack Bluebaugh, George B. Little, Barrett Scott — these of the Mineola, Dorsey and Scottville communities of northeast Holt county now no more of the land of the living, yes, gone to the abode of the dead, I saw at least one of them dressed for the grave and laid to rest, that one being John Addison. And a sister of John's was a sister-in-law of PrairieLand Talker. And one of that group, Barrett Scott, met a sad end of life at the end of a rope tied to the Whiting bridge at the river marking the northern boundary of Holt county. They are dead. Will we meet them again in a better land than this?



Romaine Saunders

When not bumming around over these United States he and she are at home in their fine large farm house located on their farm of many acres of rich corn growing lands in southeast Nebraska. Not a horse, not a cow, or pig or chicken about the barn or other farm buildings. And he, the farm owner works at times as a hired man for the real farmer who rents his land. So with his earnings as a hired man, his share of the crops grown and social security each month he and she keep the wolf from the door.

Plenty of rain here in PrairieLand this summer, and down there where this has been once lived and sat on the mowing machine it is most too wet today to put up hay. Down Lincoln way in the "corn belt" crops are about the best ever.

Daughter writes that the days are hot in Florida where she and Harold are vacationing but they go to the ocean side to rest in the shade and see the waters of the great ocean roll to shore. But the pleasures of life are brief and in another week will be home at the old jobs again.

The married woman should retain her family maiden name. Mae Smith takes as her husband a man named Mills. She should then be known as Mrs. Mae Smith Mills.

I regret to learn that my good friend and former neighbor, Mr. Bly of Swan precinct is sick and in a hospital over at Sioux City. Trust he will soon recover and be up again.

Editorial

Shout About Your "Fat Mice"

We never fail to get a chuckle out of that famous old limerick that goes something like this: "A diner once dining at Creve Found a great, fat mouse in his stew, Said the waiter, don't shout and wave it about Or the rest will be wanting one too." Luckily the waiter was a man of the world — the advertising world that is — and he knew what bally hoo can do.

On second reading we see more than just a chuckle in that limerick for hidden in its lines is a common truth about human nature and that is the desire to get for one's self the thing that seems new and desirable for the other fellow — even though it be a big fat mouse in his stew. So valid is this human emotion that the whole present day setup of advertising is based on its understanding and we find ourselves buying everything advertised from backyard grills to electric golf carts, from pop-ups to squirt-outs, from Bermuda shorts for one and all to liquid suntan and false eyelashes.

The advertising just shows us "the mouse" and that's enough. It's true, of course, that all things advertised are not fantastic. Indeed the everyday needs get the same boost. Right here in O'Neill everything from tires and groceries to clothing and fertilizer are advertised each week in The Frontier. Through the columns of The Frontier the wares of the merchants, their prices and locations are brought to the attention of the buying public.

Here from our Frontier office we "shout and wave it about". The word spreads from one buyer to another and honest merchandise finds a ready market — even a fat mouse might fill some need in an old maid's cat. But remember, that if you're in business and fairly loaded with "big fat mice" they will simply die on your hands if you don't wave them about.

Here is where The Frontier can be of real service to both seller and buyer. We "shout and wave" any first class article and sure as shootin' you'll find your buyer.

B J R

Frontiers Ago

50 YEARS AGO

Carpenters have been busy the past week putting in new floors and other work improving the district court room in the court house. . . John F. Lockwood and Miss Ethel Benson of Orchard, were united in marriage by the county judge at the court room Saturday. . . Noted aviator to be here August 21, 22 and 23 and will make two flights each day. . . Mr. and Mrs. W. J. Evans left for Long Pine this afternoon where Wes expects to put in a couple of days fishing trout. . . Miss Ruth Evans left for Omaha where she will spend the next two weeks visiting friends.

25 YEARS AGO

Mr. and Mrs. Melvin Riscola left last Sunday for Yellowstone park and trip through the Black Hills. . . Born Saturday, July 31, a son, to Mr. and Mrs. Charles Myers. . . One hundred and twenty-six boys and girls and their leaders assembled in O'Neill Aug. 3, for instruction in preparing and presenting team demonstrations. . . O'Neill is undergoing quite a building boom at the present time. . . Matching, addresses and heels are providing a gala touch to simple summer outfits worn by attractive young spectators at smart Midwestern country clubs.

10 YEARS AGO

Five hundred and fifty persons danced to the music of Jimmy Dorsey and his orchestra at the American Legion ballroom. . . Miss Bernadette Hynes, 18, was named Miss WJAG during festivities July 27. . . Dance, Saturday, August 2, music by Steve Reynolds and his orchestra. . . Future Subscribers, Mr. and Mrs. Wayne Harmon, a son, Stephen Wayne, weighing 7 pounds 4 ounces, born July 26. . . Geraldine F. Johnson, John Edwin Bahl wed July 30 in Sioux City. The couple will make their home in O'Neill.

5 YEARS AGO

The third annual ladies' city golf tournament began this week at the O'Neill Country club with 24 ladies entered in the meet. . . At Lubog camp for Lutheran children held last week at Fremont, Gary Jeffrey was elected king. . . The O'Neill Band Mothers organization is sponsoring a move to purchase new uniforms for the Municipal band. . . Holt county authorities are still probing a break-in at the O'Neill public school which took place early Friday morning. . . The Harrington Loan & Investment company has been formed here with John J. Hartington, jr., as resident manager.

The Long Ago At Chambers

50 YEARS AGO

There will be an ice cream social Friday evening on the lots between The Hub & Eckley Bro's stores. . . Mr. Clarence Norton and Miss Hazel Badgero were united in the holy bonds of matrimony at Bartlett Monday, July 29. . . Born to Mr. and Mrs. Mike Fleek Tuesday afternoon, a girl, Mable Burch is down from O'Neill this week visiting with Mary Starr. . . Edna Glead and Clara Higgins returned from Sioux City Tuesday where they have been on a visit with relatives and friends. . . The Outdoor Union Services being held each Sunday evening by the churches are very successful, a large crowd being in attendance each night.

25 YEARS AGO

Starting August 6th, at 9 a.m. entire stock of the Greenstreet Store at Chambers to be sold. . . Adv. . . Miss Alice Farrier entertained at a bridge party Friday evening in honor of her sister, Miss Carrie. . . Born to Mr. and Mrs. R. L. Starr Aug. 1 a fine 9 1/2 pound son.

Try The Frontier Want Ads — it Pays! Phone 788

Riverside News

By Mrs. Lionel Gunter

Debra and Brenda Pollock visited Linda and Donna Striker at the Walter Miller home Friday morning.

Mr. and Mrs. Dale Napier visited at the Wayne Fry home Friday evening.

Mr. and Mrs. Howard Miller and the Walter Miller family visited last Sunday at the Jessie Cronk and Earl Stevens homes.

Mr. and Mrs. Rudy Ahlers visited last Saturday at the William Loeske home in Madison.

Eddy and Alice Shrader and Johnny Gunter visited Tuesday evening at the Willie Shrader home.

Mrs. John Napier visited Mrs. Jerry Cuddy and baby son in the O'Neill hospital Friday afternoon.

Mr. and Mrs. George Vonosdall and daughter, Mrs. Enos Moore and Charles Greeley spent last Saturday night and Sunday at the Lionel Gunter home. They also visited at the Leslie Cary and Earl VanOstrand home Saturday evening. Mrs. Emery Cary were also dinner guests Sunday and Mr. and Mrs. Phillip Lee called at noon.

Archie Johnstons met Alice Shrader, Barbara Johnston and Johnny Gunter in Norfolk last Sunday evening. Alice and Barbara had visited at the Verl Gunter home in Kennard and Johnny plans to visit a few days at the Shrader, Johnston and Gunter homes near Ewing.

Mrs. Marvin Pringow and children of near Albion were dinner guests last Monday at the Earl Pierson home. Mrs. Waldo Davis was an afternoon caller.

Mr. and Mrs. George Ruroede visited Friday evening at the Rudy Ahlers home.

Mr. and Mrs. Z. H. Fry, Joan, Cheryl and Michael Emsick and Mr. Al Gibson were guests last Monday evening at the Wayne Fry home in honor of Kevin Fry's fifth birthday anniversary.

Cindy Switzer spent Wednesday and Thursday with Ellen Miller. Judy and Jacky Switzer and Joan, Cheryl and Michael Emsick accompanied Mr. and Mrs. Z. H. Fry to their home in Omaha Wednesday, after visiting relatives in the Riverside community for a few days.

Mr. and Mrs. Amos Switzer visited at the Ora Switzer home last Sunday afternoon.

The Leo Miller family were supper guests Tuesday at the Walter Miller home in honor of Danny's birthday. Also present were Mr. and Mrs. Howard Miller, Tommy Hadduck and Robert Roff.

Mr. and Mrs. George Montgomery visited in Norfolk Wednesday.

Mr. and Mrs. Charles Rotherham and family visited at the William Loquist home last Sunday.

Mr. and Mrs. Robert Patras and son, Whittier, California, came Thursday evening to the home of her parents, Mr. and Mrs. Robert McDaniel's, for a few weeks visit.

Mr. and Mrs. Bert Fink, Mr. and Mrs. Willie Shrader and family, Mr. and Mrs. Lynn Fry and family and Kitty Fry were dinner guests at the Lee Fink home in honor of Jill Fink, Mrs. Willie Shrader and Sandra Shrader's birthdays.

Mr. and Mrs. Ed Walters and family, Chambers, visited at the John Napier home Friday evening.

Alice Shrader and Johnny Gunter stayed with the John Napier children last Monday evening while Mr. and Mrs. Napier went

bowling.

The Riverside Free Methodist church will attend conference at the Wesley Methodist camp ground at Atkinson, beginning Wednesday, Aug. 1, and lasting through Sunday, Aug. 5.

Mr. and Mrs. Rodney Pollock and Phil, Omaha, are spending the weekend at the Dave Pollock home. The Art Busschart and Kenneth Pollock families, Neligh, attended a family gathering Sunday at the Dave Pollock home.

Linda and Donna Striker and Becky Miller visited Brenda and Debra Pollock at the Dave Pollock home Thursday.

Mr. and Mrs. George Montgomery visited at the Grant Mott home Friday evening.

Mr. and Mrs. George Montgomery accompanied Mr. and Mrs. Robert Montgomery to Lincoln to visit Roberta Montgomery in the Orthopedic hospital.

Z. H. Fry underwent surgery Thursday in the Emmanuel hospital in Omaha.

Mr. and Mrs. Glen Wolfe, suffered a broken wrist at the home of his grandparents Monday evening. He entered the Neligh hospital where the break was set on Tuesday morning.

Mr. and Mrs. Lowell Herley, and Mrs. D. Kent and Roland Herley spent last week vacationing in the Black Hills.

Mrs. Randall Hixson is another Clearwaterite enjoying the sights at the World's Fair in Seattle. She is also visiting relatives including her parents, Mr. and Mrs. Calvin Yorke.

The WJW company entertained employees at a weekend outing at Niobrara last weekend. The James Wiegands, Tom Parks, Rodney Chair, Darrel Anson and Marvin Stauffer families and LeRoy Trease were guests. On Sunday Mr. and Mrs. Benny Prater and Tracy joined the group.

Mrs. Adrian Sabotka entertained members of the Elkhorn Valley Home Extension club Wednesday in her home. Mrs. Lyle Medcalf opened the meeting and the group repeated the club creed. Mrs. Melvin Jacobson called the roll which was answered by each telling of a newly found house hold hint.

Mrs. Don Russell was a visitor to the club. Business of the day including discussion of the family picnic and a county fair booth. Mrs. Medcalf gave a report on the recent council meeting. Mrs. Milton Smith will host the August meeting.

Mr. and Mrs. Wayne Carr and family arrived Thursday evening to visit Mrs. Carr's parents, Mr. and Mrs. Stanley Hemenway, and other relatives.

Mr. and Mrs. Carl Goldfuss and family, Wyoming, are visiting at the Mrs. Signa Lee home and with other relatives. Mrs. Goldfuss is

Richard Kester, small son of Mr. and Mrs. Harold Kester underwent surgery in the Neligh hospital. He is now convalescing at home.

Mr. and Mrs. Ray Sanks, North Platte, spent the weekend at the William Luben home and with other relatives.

Mrs. Dwight Hoffman and infant son, Ricky Alan, returned Friday from the Tilden Community hospital.

Steve Keuster, 4 year old son of Mr. and Mrs. Arthur Keuster, underwent a tonsilectomy and throat surgery in Antelope Memorial hospital Wednesday.

Mrs. Blanche Teeters, Tacoma, is a guest in the home of her sisters, Mrs. Maisie Phillips and Mabel Miller.

The Luben-Patras annual family picnic is to be held Sunday Aug. 5, in the Neligh park.

Mr. and Mrs. Howard Luben were dinner guests Sunday evening in the Henry Riemer home.

Mr. and Mrs. Henry Meyer and granddaughter, Beverly Meyer, Neligh, left Tuesday morning for a vacation trip that will include a visit to the World's Fair.

Gary Wolfe, 11 year old son of

SEE Bankersliferam — Ernie Brinkman IN ATKINSON

About A Guaranteed Investment Program.

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SEE MEYER'S MIDWEST for Fine Carpeting WE - Measure Install Pad Guarantee Our Work and Products MEYER'S MIDWEST Furniture and Floor Covering Phone 526 O'Neill

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Gary Wolfe, 11 year old son of

the former Marilyn Carlson. Luanm Kester, daughter of Mr. and Mrs. Harold Kester, suffered a broken arm when she fell from a bunk bed at her home Thursday. She was taken to the Neligh hospital.

Lloyd Hixson was taken to the Tilden hospital for treatment the past weekend.

Firemen were called to the Omer Hoffman ranch home about 11:30 Saturday morning where a fire had started in the basement. It was quickly brought under control. The fire started when clothes on the dryer in the basement fell in front of the vent on the dryer and ignited.

Friends here were sorry to hear of the death of a former resident, Walter Schnabel of Neligh. Walt graduated from the local high school and his untimely death is a blow to the community. Funeral services are set for Monday in Neligh.

The Frontier—

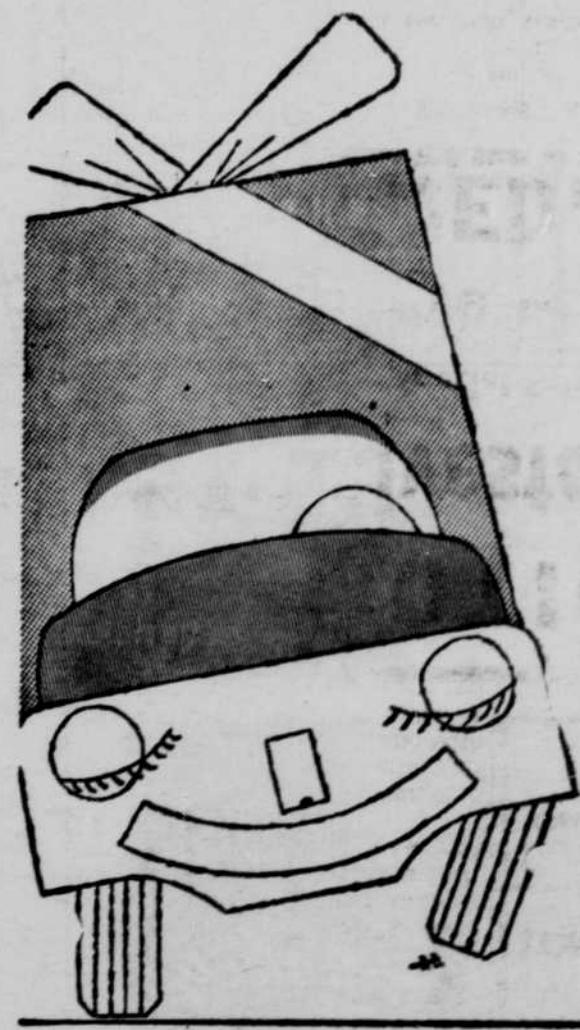
Complete Dairy and Hog Feed Creep Feed TOMPKINS LIVESTOCK HEADQUARTERS Clarence (Bud) Hansen, Mgr. Inman, Nebraska Phone 225 or 11-W

NOTICE Butte Livestock Mkt.

No More Special Saturday Sales Combined Hog & Cattle Sales EACH WEDNESDAY All Sales Will Start at 12:30 P.M.

You may contact either Ed Thorin at O'Neill or Roy Kirwan of Butte See us for your farm Auctions Personal property and land sales. Extensive advertising program ED. THORIN, O'NEILL ROY KIRWAN, BUTTE Home Phone 723 Home Phone 5287 Office Phone 207 Office Phone 6431

ROY KIRWAN, Owner & Operator BUTTE LIVESTOCK MARKET Butte, Nebraska



WE'LL ADMIT, we're pretty big. We have to be to do the job that Nebraska business and industry and agriculture demands of us. And so it's probably too much to hope, even in the midst of all this traffic, that we won't be noticed.

We're just bound to be. All these big road construction projects, doing a job that the nation urgently needs . . . and for which our dollars and yours are paying . . . just complicate things even more—temporarily, at least.

But you can be sure we'll do everything we can to help keep traffic moving smoothly, safely, and at reasonable speed. Our co-operative Safety Patrol is on the job watching truck behavior, and reporting to company HQ on good and bad drivers. Association and company safety men are working to develop better, safer driving habits.

Overcrowded roads call for patience and good driving. We'll strive for both, and you can be sure the best of us—and that's most of us—will lean over backward to make your trips pleasanter.

One of a Series of Advertisements Prepared by NEBRASKA MOTOR CARRIERS' ASSOCIATION, 500 South 11th Street, LINCOLN, NEBRASKA

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