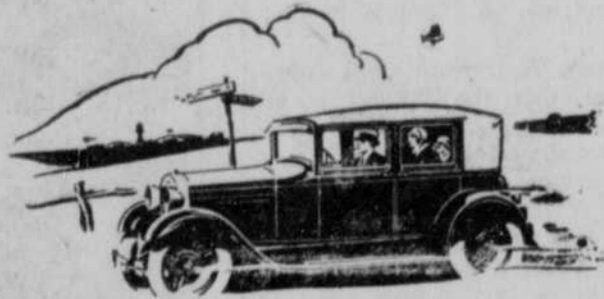


To the 5000 who daily become owners of the new Ford car



THE service obligation of the Ford Motor Company and its dealer organization is now growing at the rate of 5000 cars a day. It is to these new car owners that this message is addressed.

The new Ford is a remarkably fine car for one that costs so little. It is simple in design, constructed of the finest materials, and built to unusually close measurements.

These are the reasons it performs so wonderfully. These are also the reasons its service requirements are so few and the up-keep cost so low.

When you receive your new car, the dealer will explain the simple little things that should be attended to at regular intervals to insure the best performance. He will also tell you something of his own facilities for doing this work promptly and at small cost.

With the purchase of your car, you are entitled to Free Inspection Service by your dealer at 500, 1000 and 1500 miles. This service is due you and we urge you to take full advantage of it. Proper care during this breaking-in period means a great deal to the life of your car.

Included in the Free Inspection Service is a check-up of the battery, the generator charging rate, the distributor, the carburetor adjustment, lights, brakes, shock absorbers, tire inflation and steering gear. The engine oil is also changed and chassis lubricated.

No charge whatever is made for labor or materials incidental to this inspection service, except where repairs are necessary because of accident, neglect, or misuse.

The labor of changing the engine oil and lubricating the chassis is also free, although a charge is made for the new oil.

We believe that when you see the good effects of this inspection you will continue to have it done regularly throughout the life of your car.

Wherever you live, you will find the Ford dealer very helpful in keeping your car in good running order for many thousands of miles at a minimum of trouble and expense.

He operates under close factory supervision and has been trained and equipped to do this work promptly, thoroughly and economically.



FORD MOTOR COMPANY

Fancy Patent

FLOUR, Kitchen Tested 48 pound sack	\$1.67
25c Size Hershey's Cocoa 8 oz. can	16c
Swan's Down Cake Flour large package	33c
Marshmallow, soft, fluffy, per pound	18c
Jell-O, A Gelatin Dessert, 2 packages	17c
Johnson's Prepared Flour Wax, 1 pound can	64c
Horseshoe Tobacco, one pound	69c
Old Dutch Cleanser 2 cans for	14c
Peanut Brittle Candy, one pound	19c
Dad's Favorite Steel Cut Coffee, per pound	29c
Pancake Flour, Advo Brand, 4 pound sack	23c
Pabst Malt, Gold Medal, large can	41c
Men's Suits or Overcoats—Made to your order	\$18.00

John J. Melvin Sells for Less 57 Steps

MAY KILL PHEASANTS IN NINE COUNTIES

Open season on male ring-neck pheasants will be from October 22 to 31 in Hall, Buffalo, Howard, Sherman, Merrick, Valley, Greeley, Garfield and Wheeler counties, according to an official announcement received here Monday from F. B. O'Connell, chief game and fish warden.

Previous announcements concerning the open season on pheasants were conflicting in that newspaper accounts differed as to the counties. The season will open at 7 a. m., on October 22 ending at 6 p. m. October 31. No hunting is permissible between sunset and one-half hour before sunrise of

each day. The daily bag limit during the season will be five male birds and the possession limit will be the same.

All birds killed and carried from the county must be tagged with special tags which shall be available from county clerks and persons handling state permits in the several open counties. One tag shall be used for the bag. A fee of 10 cents will be charged for tagging each bag.

When hen pheasants are killed by accident, the person killing will retrieve the same and turn such birds over to the nearest game warden. Persons killing hen pheasants and leaving them in the field will be prosecuted.

All persons taking or hunting birds on any land not public land must obtain the consent of the owner or person in charge of the same. It is also unlawful to shoot game birds on or from a public highway.

CELIA NEWS.

"Chic" Gains, of O'Neill, was a pleasant caller in this community Monday.

Margaret Aldridge visited with Alpha Johnson over Sunday and visited Miss Alpha's school Monday.

This country is getting quite wet, somewhat ahead of time as we have had a couple of million dollar rains recently, giving the rye an excellent start this fall.

Albert Johnson came up from Oakland Sunday morning and will help with the work a few days on the ranch, Johnson, J. V. is still somewhat crippled up with the pesky rheumatism.

Word came from Mrs. J. Ohms living in Yutan that she was quite ill, and requested that her mother, Mrs. W. O. James come down there immediately. Mrs. James was taken to town by Alpha Johnson in the Johnson car Saturday evening and started for Yutan Sunday morning, going to Fremont, where Mr. Ohms was to meet her. Mr. James is batching it now and wants it to be known that he is a lonely grass-widower.

THE ROYAL THEATRE

Home of Good Pictures
Thursday, Oct. 18th
Eleanor Boardman, Conrad Nagel, Lawrence Grey in

"DIAMOND HANDCUFFS"
You must meet the successor to the gold digger—the diamond digger.
Friday-Saturday, Oct. 19-20
Wallace Berry, Raymond Hatton and Zasu Pitts in

"WIFE SAVERS"
As the Swiss Alpine guide—Berry is a scream. The most hilarious climber that ever tried out a yodel.
Sunday-Monday, October 21-22
"A SURPRISE FOR YOU"
Something worth while to look forward to. Watch for announcements.
Tuesday-Wednesday, Oct. 23-24
Big Special—Milton Sills and Doris Kenyon in

"THE HAWK'S NEST"
Brings thrills, chills and mystery in drama of Big Aowon Oriental Lair.
Thursday, October 25
"TAKE A CHANCE NIGHT"
It's a real 100 percent picture. Don't miss it.
Friday-Saturday, Oct. 26-27
Richard Dix in

"THE GAY DEFENDER"
Who was he—this man who laughed at danger and scoffed at death?
Sunday-Monday, Oct. 28-29
Billy Dove and Clive Brooks in

"THE YELLOW LILY"
Love-wise girls were driven to suicide over the love of this royal heart-breaker.
Tuesday, Oct. 30th
Tim McCoy in

"RIDERS OF DARK"
When lawlessness runs riot, there you'll find thrills aplenty.
Wednesday, Oct. 31st
Tom Tyler and His Pals in

"PHANTOM OF THE RANGE"
Dashing Tom and Daring Frankie go the limit in cramming this new Western with laughs and thrills.

TREASURE HUNTS ARE QUITE POPULAR
Another one of those interesting treasure hunts that are quite popular in O'Neill was given Sunday evening by Mr. and Mrs. H. F. Mullen, Miss Bernadette Brennan and F. K. McCarthy. The "hunters" began their operations from the Brennan home in the northwestern part of the city.

The winners were Mr. and Mrs. Clifford Scott and Mr. and Mrs. E. M. Gallagher.

Following are the clues:
—1—
From the Golden Hotel.
Two blocks east, one block south,
The pole.

—2—
My home town is a onehorse town,
But it's big enough for me,
The population is so very small,
We can gather in 'The Old Town Hall'
We ride Highway 8, to township 30,
Cook our meals on Range 11,
You'll know us by our reshingled roof,
'Bout a quarter block you'll have to hoof.

—3—
The variety of information we put out on the hunt may rack a weary mind; some find with ease, others with difficulty, the points of progress. You are to see more as this hunt progresses—hurry on, this is easy.

—4—
The "Survival of the Fittest" will apply to your next goal, and often, when most is at stake, you will hear these hoarse-voiced warnings:
"Get them off together this time."
"I won't send you back again."
"Hold that pole horse."

—5—
I'm high, high upon a pinnacle,
Scratching the clouds floating by,
I'm lonesome up here near the sky,
For so very few stop as they pass by.
E'en tho' I had a handle 'stead of the means
By which humans attain eminence,
I could not disseminate the H2O in more than one issue,
Nor could I move from where I am now stationed.

—6—
"A Royal Palace" with a "Square on a Chessboard" and "An Ordinance" is a delightful place" to meet'er.

—7—
After the day of the Caravaneer Before the days of Ford Stephenson had an idea To help folks get along. Toward good old Sol's bedroom, Remember the training of Lincoln. A dime! A look! to that drain of masonry. Half a cigarette along the line Underneath hang's your clue On number two nine nine.

—8—
(25-20-6-9-6) (4-5-18-4-14-21-8) (5-14-15) (18-5-2-13-21-14) (5-7-4-9-12-2).

—9—
In 1492 Columbus crossed the ocean blue,
But that with this has nothing to do. In 1809 we got a new president and again in 1825.
Hey, hey, Uncle Sam is glad—O'Neill's coming up the line,
with street namers, patriotically inclined.
Our crops were fine for a long long time,
Old Man Bain kept me in demand,
But now, I'm useless, all I can do, Is guard this priceless clue for you.

—10—
Down in the "Sink of Iniquity" Near where the God of Fire once reigned Stands an odd construction To build which the company deigned. Now this might resemble a forest And, then, again, it might not, If you've looked here for other clues, You're getting mighty hot.

—11—
Go chase Cook and Perry,
Past a series of sleeping chambers Go slow, there's a section line

Turn your horses, Think not of the Pine,
Keep your eyes out for Aurora Borealis
Your noses closed against odors,
For a biped has quarters his quadrupeds
In a house—the inspiration, from Egypt.
—12—
36-422.

EDUCATIONAL NOTES.

A Program and Box Social will be held on November 2, 1928, at District No. 51, the Phoenix School, of which Miss Gladys Zinky is teacher. Every one is cordially invited to attend.

During the summer a 4 H Cooking Club was organized by the girls of the community surrounding Amelia with Miss Faye Sigman as President and Mrs. Zada Russ as local leader. The club contains nineteen members who meet once a month at the homes of the members to work out projects which have been chosen for that month. Each month's projects contain an average of six recipes which are studied and demonstrated. The club has held six meetings. During this time breads, cakes, rolls, muffins and other bake goods have been made. They also hold demonstration days when the girls bring goods which have been made from the recipes. The goods are judged by judges who have been chosen for this purpose. Individual and term demonstration work is given at this time. The club is planning on holding an achievement day soon.

This and a Sewing Club organized by Miss Marie N. Gillette in District No. 218 are the only active 4 H Clubs in the county. This club work has many advantages and is a worthwhile project in any community. The boys and girls all through the eastern part of the state are organized in hundreds of 4 H Clubs of various kinds and the boys and girls of Holt county are entitled to the same advantages as those in the eastern part of the state. It gives them an interest in things that they cannot form any other way.

The following schools have been visited during the past week by the County Superintendent: District No. 28, 189, 32, 194, 202, 73, 115 and 121.

O'NEILL HIGH SCHOOL FOOT BALL SCHEDULE

October 19—Ewing at O'Neill.
October 26—O'Neill at Woodlake.
November 2—Open.
November 9—Ainsworth at O'Neill.
November 16—Open.
November 23—O'Neill at Plainview

Economy

By OGDEN L. MILLS
Undersecretary of the Treasury
Economy in government means not just saving, but wise spending. It means the elimination of waste, the building up of a real sense of responsibility on the part of public servants, and the development of a spirit of unselfish service. Economy in this sense attains the dignity of a fundamental principle of government.



One of the great contributions made by Coolidge to the cause of good government has been the application of that principle with sincerity and thoroughness.

Such a policy is in happy contrast to that followed in New York State under Governor Smith, where during a period of abundant revenue, we have seen an enormous debt expansion, the breaking down of all wise pay-as-you-go policies, and the financing of recurring expenditures by bond issues.

The battle for economy in government is no single dramatic action. It is a continuing and continuous process. Nearly all that has been accomplished in the last eight years could be offset in the first years of a wasteful and inefficient administration.

Tammany Thinking

Big John Kennedy, the Tammany leader in Alfred Lewis's novel, The Boss, as he was about to go into the retirement of death, said to his protégé, "Think first, last and all the time of yourself. You may not be of account to others, but you're the whole box of tricks to yourself. Don't give a man more than he gives you. Folks who don't stick to that steer land either in bankruptcy or Bloomin'dale." That has always been the pragmatic creed of Tammany Hall.—M. R. Werner in Tammany Hall.

Hooverism

The best teaching is not done out of a book, but out of a life.—Herbert Hoover.

Daniels Praised Hoover

"Herbert Hoover," said Secretary Josephus Daniels in 1920, "accomplished a monumental work in Europe and in this country. It was my very great privilege to be intimately associated with him during the war and since the armistice. He is a man of the most commanding abilities."

The Big Issue

After all, the big issue, this year as always, is a continuance of the prosperous conditions which have made the United States the envy and the marvel of the world.—Milwaukee Sentinel.

MEEK AND VICINITY.

Mrs. Eric Borg called on Mrs. George Hansen Thursday afternoon. William Hubby was a very pleasant caller at the Jack Eurst home on Sunday. Merriday Hubby was a business caller at the J. K. Ernst home on Sunday afternoon.

Steve Hicks and Henry Kaczor completed a new porch at the Will Walters' home last Wednesday.

Quite a good rain fell in this vicinity Saturday night and Sunday and it has been warm since with no freeze.

Orville Harrison went to Valentine on Thursday on a few days visit with his sister, Mrs. Nellie Stevenson.

Miss Martha Mitchell, George Weldon and Arthur Rouse were Sunday visitors at the Frank Griffith home.

Mr. and Mrs. Floyd Worth and daughter Doris are visiting at the Worth home near West Point, Nebraska.

Mr. and Mrs. A. L. Borg and daughters, Laverne and Helen, and Mr. Eric Borg spent Sunday at Anoka, visiting at the Inza Bergstrom home.

Frank Nelson is building a barn on the place he recently bought and which is occupied by Claude Hull. The barn which was on the place was destroyed by fire some time ago.



PLEASANT VALLEY.

Mrs. C. A. Grass called at the Hamilton home Tuesday.

Miss Alma Harris visited Sunday at the P. A. Grass home.

Mrs. Joe Werts has been on the sick list the past week.

Mrs. Jim Shanner visited Monday of this week with Mrs. Joe Werts.

Claude Hamilton and E. V. Crumley autoed up to O'Neill Friday.

Mrs. Orville Park visited Sunday night with her mother, Mrs. Joe Werts.

Mr. and Mrs. Harry Snyder spent the day Thursday with Frank Snyder's.

R. H. Murry had a cement porch put on his house on the ranch. Also a cement driveway in his granary.

Mrs. Floyd Haynes returned to her home near Page last Sunday, after a week's visit with her mother, Mrs. Joe Werts.

P. A. Grass autoed up to Bassett last Thursday, bringing home his daughter, Mrs. Caryl Hartford and baby daughter for a couple of weeks' visit.

SURROUNDING AND PLEASANTVIEV ITEMS
John Nobar shipped cattle Sunday. Elmer Warner was visitor in O'Neill Sunday.

Rev. Gammet, of Inman, was a Sunday visitor of Mr. and Mrs. C. A. Strong.

John Schrunck and John Loebe bought some spring calves of Charles Richards Friday.

Mrs. Mary Pickford, of Ft. Madison, Iowa, Mrs. Jennie Divine and son, from Red Oak, Iowa, are visiting at the home of Mrs. Albert Klingler and family.

Robert Strong and Albert Rossler left Monday for Yankton, South Dakota. Robert gave his many friends an oyster supper at the home of his parents before leaving.

FOR SALE

For Sale—Ford runabout, cheap.—H. W. Tomlinson. 21-1

White Rock pullets for sale.—Mrs. John Shoemaker. 21-1

480 acre and farm land, 14 miles northeast O'Neill.—E. D. Henry. 1-1f

For Sale—One ton truck, in A. No. 1 shape; all new rubber.—Phil Ziemer. 19-1f

For Sale—Registered Hampshire boars and gilts; immune.—Harry Resell. 21-1f

For Sale—One 2-year-old registered Red Shorthorn bull.—John Wintermote, O'Neill. 21-1

For Sale—St. Anderburg German Roller Canary birds.—Mrs. W. B. Lamb, O'Neill, Nebr. 21-1f

For Sale—Player Piano as good as new. Will take your old piano in as part payment. See A. E. Bowen. 141f

For Sale—400 pure bred Regal-Dorcas White Wyandotte pullets, yearling hens, cockerels and cocks.—Ralph N. Leidy, Inman. 21-1f

For Sale—24 cockerels, fancy R. C. Rhode Island Red strain of layers; \$1.25 each if taken soon. Phone 3F210.—Mrs. Frank Pribil, Jr. 191f

For Sale—One corner lot 75x150 ft. No debt. Good 4-roomed house nicely furnished. Fine corner for filling station or restaurant. On graveled highway. Owner going to California. Must sell. Cheap for cash. Address me Box 21, Brunswick, Nebr. 21-3p

For Sale—640 acres two miles east of Bartlett, Wheeler County, good set of buildings, fenced and cross-fenced, priced right. Also other lands taken in foreclosure. Address: Oscar R. Zipf, 503 State Bank Bldg., Freeport, Illinois. 21-1

MISCELLANEOUS

Dressmaking—Clara Alm. 34-1f.

Farm Loans see R. H. Parker. 491f

KODAKS, FILMS, KODAK FINISHING.—W. B. Graves, O'Neill, 30-1f

Lost—On streets of O'Neill, brown leather traveling bag, containing shoes and belt. Reward. Leave at t his office. 21-1f

Beauty Work done at my home at Student prices Marcells 50c.—Mrs. O. G. Cromwell, Phone 263. 171f

A Good Room for \$1.25 at HOTEL WELLINGTON, OMAHA ROOMS WITH BATH—\$2.50 Free Carage

Good Meals; Good Rooms By Day or Week at Western Hotel Mrs. Jack Vincent Proprietor

FARM AND RANCH LOANS, 5 AND 1/2 per cent, no commission.—F. J. Dishner, County Agent Joint Stock Land Bank. 17-1f

Strayed—Two work mules and one unbroke mule, from my place 3 1/2 miles east of O'Neill round house, on Saturday, September 22nd. Notify Wm. McKenna. 19-1f

We are advised by L. E. Downey that the Burlington have put on a new fast freight service which will give O'Neill next day delivery from Omaha, two days from Kansas City, three days from Chicago and St. Louis. 21-2

Salesman Wanted—Prefer local man, with car, to sell in local territory. Need not be experienced. Can make \$300.00 per month and work up a real business. Call or write, Sam Greisch, Dist. Mgr., Norfolk, Neb. 21-1

BOARS FOR SALE.
As I have kept only the tops of my spring boars for sale, anyone desiring the best of Poland China blood should inquire at once. New stock for old customers. All cholera immune. 20-2

S. R. ROBERTSON, Joy, Neb.

BOAR SALE.
At the farm, 5 miles east, 1 mile south of Page, on next Monday, October 22nd: 45 head of the best quality boars we ever sold, averaging more than 240 pounds each. If you need a male pig. Plan to attend. 21-1

JOHN O'HOLLIDAY.

5% INTEREST NOW.
I have private money for choice farm loans at 5% interest.

5% R. H. Parker, O'Neill, Nebr. 5% **NOTICE.**

I will not be responsible for any debts contracted other than those contracted by myself. 20-3 J. C. BENBOW.

WANTED TO WINTER.
30 head of horses and mules to winter. Plenty of good feed, running water and best of shelter. Four miles southeast of Phoenix postoffice. 20-2p James McNulty, O'Neill.

(First publication Sept. 13.) **NOTICE FOR PUBLICATION.**

Department of the Interior. U. S. Land Office at Alliance, Nebraska, September 5, 1928.

NOTICE is hereby given that Karolina Mikus, of Amelia, Nebraska, who, on November 16, 1923, made Stockraising Original Hd. Lincoln-02976, Alliance-020581 for Lots 3 and 4 Sec. 6, T. 26 N., R. 14 W.; and also made Stockraising Addl. Lincoln-03000, Alliance-020598 for SW 1/4 NW 1/4, Section 15, Township 27 N., Range 14 W., 6th Principal Meridian, has filed notice of intention to make final three-year Proof, to establish claim to the above described, before Clerk of the District Court of Holt County at O'Neill, Nebraska, on the 15th day of November, 1928.

Claimant names as witnesses: Frank W. Pierce, Hannah S. Riley, S. J. Widman, and Thomas Dolittle, all of Amelia, Nebraska.

JAS. H. H. HEWETT, Register. 16-6

(First publication Oct. 4) **NOTICE TO CREDITORS.** Estate No. 2038

In the County Court of Holt County, Nebraska, October 3, 1928. In the matter of the Estate of Charles W. Sanders, Deceased.

CREDITORS of said estate are hereby notified that the time limited for presenting claims against said estate is February 1, 1929, and for the payment of debts is October 3, 1929, and that on November 1, 1928, and on February 2, 1929, at 10 o'clock A. M., each day, I will be at the County Court Room in said County to receive, examine, hear, allow, or adjust all claims and objections duly filed.

(County Court Seal.) C. J. MALONE, County Judge. 19-4

(First publication Oct. 4) **NOTICE TO CREDITORS.** Estate No. 2032

In the County Court of Holt County, Nebraska, October 3, 1928. In the matter of the Estate of Lucy Elizabeth Grass, Deceased.

CREDITORS of said estate are hereby notified that the time limited for presenting claims against said estate is February 1, 1929, and for the payment of debts is September 20, 1929, and that on November 1, 1928, and on February 2, 1929, at 10 o'clock A. M., each day, I will be at the County Court Room in said County to receive, examine, hear, allow, or adjust all claims and objections duly filed.

(County Court Seal.) C. J. MALONE, County Judge. 19-4

(First publication Oct. 4) **NOTICE TO CREDITORS.** Estate No. 2032

In the County Court of Holt County, Nebraska, October 3, 1928. In the matter of the Estate of Lucy Elizabeth Grass, Deceased.

CREDITORS of said estate are hereby notified that the time limited for presenting claims against said estate is February 1, 1929, and for the payment of debts is September 20, 1929, and that on November 1, 1928, and on February 2, 1929, at 10 o'clock A. M., each day, I will be at the County Court Room in said County to receive, examine, hear, allow, or adjust all claims and objections duly filed.

(County Court Seal.) C. J. MALONE, County Judge. 19-4

Write for demonstrations to **PONTIAC SIX** The New Classy Car S. G. Coover, Page, Nebr. Authorized Dealer