

# New models and THE OPEN MIND

THE public, with its healthy desire for the new and the better, insists upon continuous improvement, and will withdraw its patronage from any product or service which stands still. Nowhere is this more true than in the automobile industry. The car is more than a utility. It is a personal thing, involving your convenience, your comfort, your safety, your sense of beauty and color, your pride of ownership, your complete environment for many hours of your life. Customs and habits of living change fast; and the past holds many warnings of how quickly your favor can shift when an automobile, for even a single year, fails to show progress. So continuous improvement is more than a policy with General Motors. It is a vital necessity.

**THE PUBLIC DEMANDS NEW MODELS**  
And the public is right. Out of that demand have come electric starting and lighting, the closed body, Duco finish, four-wheel brakes and hundreds of refinements, big and little. Improvements that might have taken a generation have been born within a few years because people want greater performance, beauty and comfort. Equipped with the largest research laboratories, proving ground and body building plants, and guided by an Open Mind which is ready to revise its thinking in response to new facts, General Motors believes that it is peculiarly fitted not only to sense but to anticipate public demand and to give the people better automobiles at better values year after year.

As evidence of that faith we presented some months ago the New Chevrolet, the New Pontiac, the New Oldsmobile. And now we offer, with equal pride, the New Buick, the New Cadillac, the New LaSalle and the New Oakland.

**CHEVROLET.** 7 Bigger and Better models, \$495 to \$715. 4-wheel brakes. More powerful engine. Luxurious Fisher Bodies. New colors. Also Light Delivery Truck chassis; \$375; Utility Truck chassis with 4 speeds forward; \$520.



**PONTIAC.** 7 models, \$745 to \$875. Lowest priced General Motors Six—now offers more power, greater economy—more speed, greater acceleration. Arresting beauty of bodies by Fisher expresses the vogue of the hour.

**OLDSMOBILE.** 7 models, \$925 to \$1085. Also 5 DeLuxe models, \$1145 to \$1235. "The fine Car at Low Price." Completely redesigned and improved by General Motors. More powerful. 4-wheel brakes. Longer, roomier Fisher Bodies.



**OAKLAND.** 7 models of the new All American Six, recently announced, \$1145 to \$1375. Distinctively new original appearance. Splendid new performance. Luxurious appointments, in new bodies by Fisher. A car you'll be proud to own.

**BUICK.** 18 Silver Anniversary models on 3 wheel-bases. \$1195 to \$2145. Lightning flash getaway. Masterpiece Bodies by Fisher. Comfort and luxury in every mile. Power for the steepest hill and the longest run.



**LASALLE.** 13 new models, \$2295 to \$2875. Attractive car of Continental lines. Companion car to Cadillac. 90 degree V-type 8-cylinder engine. Beautiful Bodies by Fisher. Striking Duco color combinations.

**CADILLAC.** 26 models, \$3295 to \$7000. Standard of the world. Famous 90 degree V-type 8 cylinder engine. Luxurious Bodies by Fisher and Fleetwood. An extensive range of color and upholstery combinations.



(ALL PRICES F. O. B. FACTORIES)

## GENERAL MOTORS

### CLIP THE COUPON

GENERAL MOTORS (Dept. A), Detroit, Mich.

CHEVROLET  PONTIAC  OLDSMOBILE  OAKLAND  BUICK  LASALLE  CADILLAC  FRIGIDAIRE Automatic Refrigerator  DELCO-LIGHT Electric Plants and Water Systems

### THE ROYAL THEATRE

Home of Good Pictures  
THURSDAY, FRIDAY, SATURDAY, NOV. 1-2-3  
BIG SUPER SPECIAL  
"WINGS"  
with Clara Bow, Charles (Buddy) Rodgers, Richard Adlen and Gary Cooper. Every woman who has ever loved will relive in "Wings" the heart throbs of those glorious hours. Every man who has ever thrilled to hazardous feats of daring will feel his blood mounting at the glorious spectacle.  
— Sunday-Monday, Nov. 4-5 —  
BIG SPECIAL  
"OUR DANCING DAUGHTERS"  
With beautiful Joan Crawford, John Mack Brown, Nils Tsther, Dorothy Sebastian, Anita Page. Here truly is a picture that thrills with its magnificence.  
— Tuesday, Nov. 6th —  
Anne Nichols in  
"JUST MARRIED"  
With Ruth Taylor and James Hall. You may think she's foolish. It's a feeling comedy. But the moon is bright.  
— Wednesday, Nov. 7th —  
Bob Steele in  
"THE RIDING RENEGADE"  
Packed with thrills, sparkling with romance, breathless with suspense. Bring the family.  
— Thursday, Nov. 8th —  
Glen Tryon and Marion Nixon in  
"HOW TO HANDLE WOMEN"  
OH, GIRLS. Come and be convinced. He knew he knew it all—and proved it.  
— Friday-Saturday, Nov. 9-10 —  
George Bancroft and Evelyn Brent in  
"THE DRAGNET"  
Six fights. Great story. Vivid characterizations. Thrilling action.

### SOLUTION OF THE CLUES

- WARNER-LINDBERG  
TREASURE HUNT, SUNDAY  
1—Billboard "Wings," east of town.  
2—Stop Sign at Dr. Gilligan's corner.  
3—Goal Post at football field.  
4—New Texaco filling station.  
5—Lucky Strike Cigarette adv.  
6—Car license.  
7—A. Toy store.  
8—Gravel pit.  
9—Cannon in court yard.  
10—Railroad yard limit sign.  
11—City jail.  
12—Box car.

### MEEK AND VICINITY.

Cecil Griffith helped Alex Borg the past few days.  
Mrs. Ella Karr, is staying with Mrs. Mart Scholopf for the present.  
Mr. and Floyd Worth returned from a visit to relatives near West Point.  
Mr. and Mrs. C. E. Havens, of Atkinson, called at Frank Griffith's Thursday afternoon.  
Mr. and Mrs. Vic Newton, of Sago, Montana, spent Wednesday at the Clarence Hicks home.  
Mrs. Albert Kaczor has been helping her daughter, Mrs. Virgil Hubby, during the week-end.  
Mrs. Oscar Lindburg and baby spent several days the past week visiting her sister and family at Lynch.  
Quite a crowd attended the party at the Henry Walter's home Saturday evening, and a good time was reported.  
Mr. and Mrs. Elmer Rouse, Mr. and Mrs. Will Langdon and children spent Sunday at the Clifford Thomas home near Lynch.  
Mr. and Mrs. Harris and Mr. and Mrs. Eric Borg and daughter, Marvel, and William Hubby were Sunday visitors at the Frank Lindberg home.  
Mrs. Claude Hull was taken suddenly ill on Monday and was taken to the Lynch hospital, but a last reports she was home again and feeling much better.  
The infant son of Mr. and Mrs. William Clauson was buried at the Pleasant Valley cemetery on Thursday.  
Mrs. Clauson, who was very ill, is improving slowly.  
Mr. and Mrs. Orville Harrison and daughters, Mary and Lillian, and Mr. and Mrs. Clarence Hicks and son, Merrill and daughter, Twilla, spent Sunday at the Ed Thomas home.  
The Ladies Aid held their last meeting before the bazaar on Wednesday, October 31, at Mrs. Clarence Hicks. The ladies are planning to serve lunches on election day and will also hold the bazaar on that day near Paddock town hall.

### SURROUNDING AND PLEASANTVIEW ITEMS

Mrs. Hannah Richards and son were in Atkinson Monday.  
George Fullerton was a caller at Alvin Walnofer home Friday.  
Charles Bausch, of O'Neill, visited his sister, Mrs. Wm. Evans, last week.  
Elmer Warner returned home Saturday from a few days stay at Onawa, Iowa.  
John Alfs and family were visitors of Mr. and Mrs. Wm. Evans one day last week.  
Mr. and Mrs. Michael Mullen and family are enjoying a new radio at their home.  
Mrs. Floyd Barnes and son spent the week-end with Mr. and Mrs. Geo. Barnes and son.  
Mr. and Mrs. Albert Klingler spent Sunday afternoon with Mr. and Mrs. Asa Kherley and family.  
Herman Klingler and wife, Elmer Strong and wife spent the week-end at the home of Albert Klingler.  
Mr. and Mrs. Omahr, of near O'Neill, visited at the home of Mr. and Mrs. Wm. Evans Thursday.  
Friends of Conrad Eriavalls gathered

Yes! Now you can get a good room in the heart of the city for only \$1.25  
HOTEL WELLINGTON  
OMAHA  
ROOMS WITH BATH—\$2.50  
Free Garage

## POSTPONED Public Sale

I will sell at public sale at my place 3 1/2 miles south of Opportunity; 6 1/2 mi. north and 6 mi. east of O'Neill fair grounds, at 12 o'clock, on  
THURSDAY, NOV. 8th  
10 Head of Horses  
10 Head of Cattle  
10 Head of Hogs  
Machinery, Hay Press

Everything advertised to sell to Oct. 31st, will be sold on November 8th.

EVERETT SIDERS.  
Buy. Wanser, Auct.  
Nebraska State Bank, Clerk

at his home Monday night for a surprise on him. The evening was spent in dancing.

### THE NEW ALL-AMERICAN SIX.

Completely new and original in appearance, with a host of advanced engineering features, the latest Oakland All-American Six went on display here today at the showrooms of Smith & Warner, local Oakland and Pontiac dealers.  
Smarter, roomier than a year ago, with bodies of distinctive design, and a chassis said to be the last word in mechanical refinement, the latest All-American model bears only a passing resemblance to its famous predecessor—the first All-American Six brought out by the Oakland Motor Car Company a year ago.  
Briefly, the new line offers a bigger, faster, more powerful engine; new Oakland type internal expanding 4-wheel brakes; masterful body creations by Fisher! new Duco color combinations; higher, larger cross-flow radiator with grill front; adjustable driver's seat; chrome plated lamps of new design; sturdy ten-spoke wheels; Lovejoy shock absorbers and spring covers as standard equipment; new steering gear; sturdier frame, and a host of other improvements that are destined to make the car a distinguished addition to the aristocratic motor car family of America.  
Already a million miles have been piled up by test cars on the General Motors Proving Ground. Although brand new to the public, it is a thoroughly seasoned product with the equivalent of many years of owner service already to its credit.  
Seven passenger types comprise the line: sport roadster, sport phaeton, coupe, 2-door sedan, 4-door sedan, and a new laundaulet sedan and convertible cabriolet.  
Artisans of the Fisher organization with Oakland engineers have achieved a new grace of body lines and a symmetry and proportion exclusive in the Oakland field. The new laundaulet sedan, with its fabric covered rear quarter section which may be quickly raised or lowered, has an air of custom-built distinction.  
The rear seats of all five passenger models are two inches wider this year to provide increased elbow room and to add to the comfort of passengers. This change has been effected without increasing the tread.  
Closed bodies all have adjustable driver's seat, reveals around side windows set off by a narrow bead, single belt moulding starting at radiator and completely encircling the body, smart side cowl ventilators, new type military sun visors, and hardware designed exclusively for Oakland. On individual body types are walnut finished door panels, Axminster carpet in tonneau, embossed leather smoking sets, package space, luggage room in rear deck and many other popular features adding to the luxury of the interiors.  
The newly fashioned hood has a chrome plated top hinge and vertical louvers in five groups of four each on either side to achieve a swagger air. Parking lamps are mounted on a chrome plated cowl bar.  
Small diameter wood wheels are standard equipment on all models. Ten heavy spokes, eight-inch flanges and large hub caps stamped with the new Oakland shield offer a picture in line with the current mode. Tire size remains at 29 by 5.50, oversize for Oakland weight.  
A powerful new engine, offering flashing performance at every speed range, has been achieved by stepping up the cylinder displacement to 238 cubic inches as against 212 in the earlier model. This, in conjunction with other engine changes, results in a top speed of well over seventy miles an hour and quick acceleration of from ten to 25 miles an hour in high gear in six seconds flat.  
Increased displacement was brought about by enlarging the cylinder bore from 3 1/4 inches to 3 3/8 inches. The improved engine develops 68 brake horse power at 3,000 r. p. m.  
Increased braking power with a minimum of pedal pressure is achieved by new Oakland designed brakes, of the mechanical four-wheel type, self-energizing, with internal expanding shoes on all four wheels. Individual adjustments are located at each wheel, and equalization has been entirely large twelve-inch drums and provide 290 square inches of braking surface. The parking brake on the transmission also has been redesigned for increased safety.  
The frame has been strengthened for increased ruggedness and safety. A heavy corrugated rear plate completely covers and protects the oval gas tank, which has been increased in size this year to fifteen gallons.  
The driver's seat an all closed is quickly adjustable, forward or backward, by an easily operated control located at the side of the seat. A foot control conveniently opens or closes

Write for demonstrations to  
**OAKLAND**  
ALL-AMERICAN SIX  
PRODUCT OF GENERAL MOTORS  
S. G. Coover, Page, Nebr.  
Authorized Dealer

Our Next Combination Sale, Saturday, Nov. 10th.  
We have 1 No. 12 DeLuxe Cream Separator.  
One good 3-year-old Red Milk Cow.  
One Gray Mare, good saddle.  
Sewing Machine good as new; 1 Stanley Sewing Machine; 1 Norwood Sewing Machine; 1 White Sewing Machine.  
This will be our last Combination Sale this season. List what you have to sell quickly.  
If you have anything to give to the Red Cross or any church, list it for our combination sale. Will turn the proceeds to any church or other beneficiary organization you name.  
**JOHN L. QUIG, Manger**  
Col. James Moore, Auctioneer.  
O'Neill National Bank, Clerk.

the smart side cowl ventilators.  
All bodies are slightly wider also across the dash to make for increased comfort of passengers in the front compartment. The semi-coincidental transmission lock is retained this year, as is the theft-proof door lock which will not yield to the application of a wrench to the door handle.  
The striking new beauty of this latest All-American, and the better stamina and performance built into the sturdier engine and improved chassis, lent substance to the confidence of Oakland officials that the car will prove the most successful Oakland brought out since the organization of the company more than twenty-two years ago.

**THE REMEMBERED GIFT.**  
"Remember it? I should say I do!" The big man's face beamed with happy recollection.  
Someone had, in more or less of a business way, spoken of The Youth's Companion. And just the mention of its name—so far as business was concerned—broke up that meeting. But what fun those busy men had swapping recollections of the days when the arrival of The Youth's Companion was the high spot of the whole week.  
Rare, indeed are the pleasures that we remember so warmly over half a century of years. But The Youth's Companion is still among them.  
Isn't there some boy or girl whom you would like to make happy with a gift subscription?  
In its new enlarged and improved form as a monthly magazine, The Companion has more to offer its young readers than ever before—a full booklet-length novel complete in each issue; short stories and serials so thrilling they will never even suspect them of being a "good influence" or the "right kind of reading"—articles by outstanding men and women that will fire their young ambitions—comments on current affairs—puzzles, poems, guides to the best in books and moving pictures—special department for both boys and girls covering their own favorite activities.  
You may give some boy or girl a truly fine gift by accepting the following offer:  
1. The Youth's Companion, 12 big monthly numbers, and  
2. Two extra numbers to new subscribers ordering within 30 days, and  
3. A copy of "WE" in 12 colors, framing size 18x24 inches. All for only \$2.  
**THE YOUTH'S COMPANION**  
S. N. Dept., Boston, Mass.  
Subscriptions Received at this Office.  
**ONLY \$3.95 ROUND TRIP**

**To Omaha November 3-4, 1928, Via Chicago & Northwestern Ry.**  
Tickets on sale Nov. 3rd and 4th, and good only in coaches on all regular trains scheduled to arrive Omaha not later than noon of Nov. 4th. Returning tickets will be good only in coaches on all regular trains scheduled to leave Omaha not later than 8:00 A. M. Nov. 5th. Children half fare. No baggage checked. For tickets and full information apply Ticket Agent, C. & N. W. Ry. 23-1

Biggest Attraction of the Year!  
**Nebraska's FIRST ANNUAL Stock Show Omaha**  
NOV. 3rd to 9th  
Unusually Low Round Trip Fares via  
**THE NORTH WESTERN**  
GREATEST array of pure bred livestock ever assembled in this section. Interesting educational exhibits and industrial show. Horse show each evening Nov. 5th to 9th. Special attractions at all the theatres. Plan now to take in Omaha's first annual Stock Show. Let the engineer do the driving and the parking. Go for a grand good time. No farmer should miss this show.  
Consult the local C. & N. W. Ticket Agent for Full Particulars.

Same Price  
FOR OVER 38 YEARS  
25 ounces for 25¢  
**KC**  
BAKING POWDER  
Guaranteed Pure  
Use KC for fine texture and large volume in your bakings  
Millions of pounds used by our Government

**WANTED**  
Wanted—A load of cobs.—W. C. Templeton.  
Wanted—School girl to work for board and room.—Mrs. F. J. Biglin. 23-1f  
Wanted—A middle age woman for general housework. Call this office or Phone No. 9. 23-

**FOR SALE**  
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—St. Anderburg German Roller Canary birds.—Mrs. W. B. Lamb, O'Neill, Nebr. 21-1f  
For Sale—12 Choice Duroc Male pigs, 1/2-mile north, 3-4 east Page.—Sterling Wanser. 22-2  
15 White Wyandotte Cockerels for Sale, Regal Martin strain.—Mrs. Alex Wertz, Star, Nebr. 22-2p  
For Sale—China closet and round dining table with seven leaves. Inquire at this office. 22-2  
For Sale—Player Piano as good as new. Will take your old piano in as part payment. See A. E. Bowen. 14-1f  
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. 19-1f  
For Sale—Scales, capacity six ton. Now in use. First class condition. Object of selling, putting in larger scales.—J. B. Ryan. 22-4  
A slightly used baby grand piano also a small upright piano to be sold in your vicinity for balance due Write Crancer's, 1210 St., Lincoln, Nebraska. 23-2  
For Sale—400 pure bred Regal-Dorcas White Wyandotte pullets, yearling hens, cockerels and cocks.—Ralph N. Leidy, Inman. 21-1f  
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

**MISCELLANEOUS**  
Found—A child's red tam-o-shanter Dressmaking—Clara Alm. 34-1f.  
Farm Loans see R. H. Parker. 49-1f  
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 this office. 21-1f  
Nettleton Commercial College, Sioux Falls, trains you for a business position, and places you. Intelligent, thoroughly trained workers are always in demand.  
Beauty Work done at my home at Student prices Marcell 50c.—Mrs. O. G. Cronwell, Phone 263. 17-1f  
FARM AND RANCH LOANS, 5 AND 1/2 per cent, no commission.—F. J. Dishner, County Agent Joint Stock Land Bank. 17-1f