

THE FRONTIER.

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O'NEILL, NEBRASKA, THURSDAY, MAY 23, 1929.

NO. 52.

Small Town Betterment Expert To Visit O'Neill, May 27

Mr. George E. Bagan, an expert in dealing with the problems of the small town, will deliver a talk to the O'Neill Business people on Monday, May 27th, in either the Hall or the courthouse. He will deal with the problems of the man in the small town in preserving themselves against competition that is rapidly encroaching. Specifically he will deal with these vital questions:

1. How can a community keep what it already has?
2. Merchandising.
3. Stock turnovers.
4. Mark downs.
5. Cost of doing business.
6. Store arrangement.
7. Advertising.
8. Use of sales help offered by wholesalers.

Mr. Bagan is a business man, now a small town man himself with a small town business. He is successful and his talk will be advice to the independent private store or business owner. It will be of interest to everyone deriving his living in a small town. It will be advice directed as to methods to keep your small town a social center as well as a business community.

The time when we will all be just hired men is not very far distant, and that condition is sure to come. He is a wise person who will try to learn how to adjust himself to the rapidly changing conditions in business.

This talk has been arranged between the business people of O'Neill and the Interstate Power Company. Don't miss it. Monday night, May 27th, at either the Hall or the Court House.

THE ROYAL THEATRE WILL INSTALL TALKING PICTURES

O'Neill will have "talkies." Mrs. Georgia Rasley and Mr. Rasley returned from Omaha Wednesday evening where they completed the purchase of one of the latest model talking picture machines which will be installed in the Royal theatre in the very near future; the contract specifies that the machine shall be installed by June 10th. Announcement of the exact date of the first "talkie" picture will be made next week.

The Royal theatre is rated as one of the best if not the best shows in the state in towns the size of O'Neill and even larger cities. Mrs. Rasley has always played the latest releases; many times the big features appear at the Royal before they show in Norfolk, Hastings, Fremont, Columbus and occasionally Omaha.

Mrs. Rasley has been negotiating for a talkie machine ever since these machines came upon the market but refrained from closing a deal because of failure to secure a lease on the building. However, the desire to install a "talkie" machine has become so great that she has purchased the machine although her lease on the building will expire on November 1st, and she has no assurance that the lease will be renewed.

The many friends of Mr. and Mrs. Rasley are congratulating them on their effort to give the O'Neill territory up-to-date pictures and are hoping that they will be successful in being able to renew the lease on the building.

LADONNA KURTZ INJURED WHEN CAR TURNS TURTLE

Ladonna, the nine year old daughter of Mr. and Mrs. Ray Kurtz, residing on the Martin place fourteen miles northeast of O'Neill, came near losing her life and her mother was badly injured when the wishbone of their Model "T" Ford touring car buckled about five miles northeast of O'Neill Monday morning.

The mother and four children were coming to O'Neill when the accident occurred. The mother and Ladonna were pinned under the car; Ladonna was caught in such a position that she was unable to breathe and was choked so badly that her face had turned black before her mother was able to free herself enough to relieve the pressure on the child. Help arrived in a few minutes and the injured one brought to O'Neill for medical attention. The mother and other children badly bruised but were not seriously injured.

MEMORIAL SERVICES AT THE K. C. HALL

Memorial Day services under the auspices of the American Legion will be held at the K. C. Hall next Thursday at 10 o'clock a. m.

The flower girls will meet at the club rooms at 9:30 a. m.

Following is the program:

- Overture Band
- Invocation Rev. H. H. Beers
- Chorus St. Mary's Glee Club
- Reading Thelma Riley
- Vocal Solo Lona Cromwell
- Address Rev. O. A. Fortune
- Duet Ruth Scott and Amolia Merrell
- Star Spangled Banner Band
- Silence of One Minute.
- Benediction Rev. H. H. Beers
- Adjournment to the cemetery.



Two Great Service Systems Join Forces

The Better to Serve You and Every Other Shopper in This Community

It is quite generally known that the J. B. Byars system of Department Stores, of which this store is a part, has been acquired by the J. C. Penney Company. The policies and methods of both these organizations will be merged into a program of Big Business Better Service that will greatly benefit every shopper in this community and its surrounding territory.

Greatly Reduced Prices on All J. B. Byars's Stocks

Every Shopper Will Be Interested to Know...

- 1—That all the J. B. Byars's stocks are now being sold out at radically reduced prices to clear the way for incoming J. C. Penney Company merchandise.
- 2—That this store will be restocked with regular J. C. Penney Company lines of department store merchandise as rapidly as the disposal of the J. B. Byars's stocks permits.
- 3—That this store will be officially opened as a J. C. Penney Company store early in the summer, by which time it is expected the store will be completely stocked with J. C. Penney Company goods.

Act NOW for Important Savings and Watch for Our Future Announcements

A Service Record That Affects You

Mr. James O. Penney, in 1902, conducted a small general store in Kennerly, Wyoming. Out of this humble store has grown within the past twenty-seven years a national institution of over 1200 Department Stores located in every State of the Union. What explains this marvelous growth? When Mr. Penney served the people of Kennerly he sought to apply the principle of the Golden Rule to the conduct of a retail business. He not only put it in theory but in practice. Every J. C. Penney Company store since has been conducted in accordance with the same standards of price and service. That price assures the best value procurable for the money. The values are available EVERY DAY and not reserved for so-called "Selling Days." We are proud to announce our connection with the J. C. Penney Company and shall keep our readers advised of developments preliminary to our opening as a J. C. Penney Company store.

Watch Our Nationwide Values Grow Day by Day