

# THE FRONTIER.

VOLUME L.

O'NEILL, NEBRASKA, THURSDAY, MAY 30, 1929.

NO. 1.

## Announcement

I have purchased the H. B. Hubbard harness and shoe repairing business and assumed possession today. I am no stranger to the people of this vicinity as I have been connected with the shop for the past ten years.

I expect to carry a complete stock of everything in the harness line. I am installing a new harness machine.

I am inviting all the old customers as well as new ones to call in and see me. If you don't know me come in and get acquainted.

### T. M. Harrington

#### GEORGE E. BAGAN TALKS TO O'NEILL BUSINESSMEN

#### Interstate Power Company Better Merchandising Service Meeting A Great Success

One of the best talks along business line ever delivered in O'Neill was the one given by George E. Bagan, of Albert Lea, Minnesota, to the businessmen at the court house Monday evening. The meeting was sponsored by the Interstate Power Company for the purpose of assisting the business men to put their stores and business places on a better paying basis and thereby make the owner more money and assure him that the coming tide will not wash the small town and little businessman into bankruptcy.

Mr. Bagan is a businessman and is conducting a store in Albert Lea. He has made a thorough study of the problems that are confronting the little town store keeper and has worked out remedy that is proving a success all over the country.

The Interstate Power Company realize that their only hope of future business is the stabilizing of the small town stores as the present trend of business is toward the city, that is why they are employing Mr. Bagan to conduct this campaign in the town where they are operating their lighting service.

Mr. Bagan talked to the merchants about the turn-over of their stock; the mark-down; window lighting; store arrangement; merchandising and advertising. He did not tell his

listeners what they must do but explained the things that would help over come the difficulties and it is up to the merchant to follow the suggestions if he thinks they are worthy of a trial. Mr. Bagan has been calling on the businessmen men this week and we understand that many of them are following his suggestions.

#### MAYTAG SALES MEETING. THURSDAY EVENING, MAY 23

The Maytag salesmen and dealers from Norfolk to Valentine held a meeting at the Golden hotel last Thursday evening. Covers were laid for thirty guests at a one o'clock luncheon; the afternoon was spent in a general business meeting and discussion. Sam Greisch, superintendent of this division, presided over the meeting and was assisted by Mr. Olson, of Omaha, who has charge of nearly all of Nebraska, and Mr. Fordyce, who has charge of a division in Northeast Nebraska. Maytag sales in this division are far ahead of last year and from the pep displayed by the salesmen Mr. Greisch is confident that his division will lead the Cornhusker territory at the end of the year. Nearly all of the towns between Norfolk and Valentine were represented at the meeting.

J. F. Webster, president of the Nebraska State Press Association, (Nebraska) hatand.Dtw iRarNne art and likewise editor of The Phonograph published at St. Paul, Nebraska, is visiting at the home of his sister, Mrs. Fred McNally.

#### LOCAL NEWS.

Mrs. Carl Oppen is visiting at the home of her daughter Mrs. Melyin Cross, at Creighton.

A daughter was born to Mr. and Mrs. George Lusher last Sunday, May 26th, at the hospital in Atkinson.

Mrs. Etta Gerner and daughter, Nellie, of Fondulac, Wisconsin, are guests of the former's sister, Mrs. Catherine McNichols.

Mrs. D. A. Baker, of Casper, Wyoming, is here visiting her home folks. Mrs. Baker will be remembered as Miss Vergie Cromwell.

Henry Grady returned home Sunday evening from Denver, Colorado, where he has been visiting with his sisters, Miss Mayme and Miss Kathryn Grady.

The remains of Harry Gillespie and his sister Miss Maude Gillespie were exhumed at Rushville, Nebraska, and brought to O'Neill Saturday and buried on the family lot beside their father and mother.

Ted Mc Elhaney came home Sunday evening from Rushville where he had been reporting for Judge Meyer, substituting for J. D. Scott who has been detained here assisting in closing up the affairs of his son, the late Clifford Scott.

The farm residence occupied by Mr. and Mrs. George Nelson, residing in the Meek neighborhood, was struck by lightning during the thunder storm about 3:00 A. M. Tuesday morning. Mrs. Nelson was rendered unconscious by the bolt which set fire to the house; Mr. Nelson was not injured but experienced considerable difficulty in removing Mrs. Nelson from the house before the fire reached her. Only a very small amount of the household goods was saved. There was no insurance.

County Assessor C. D. Keyes informs The Frontier that he will receive the Intangible Tax schedules for ten days. The schedules should have been filed in his office by May 26th, but owing to the fact that many tax payers did not fully understand how to fill out the schedules he has decided to allow them to be filed a few days longer. These returns must be filed whether one has taxes to pay or not; if one fails to file the schedules he is liable to prosecution even though he has no taxes to pay.

Mrs. Wallace Johnson, Sunday morning of last week, departed for New York City; from there she expected to sail on the 25th of May on the S. S. Conte Grande for a three months supervised tour of Europe. A niece, Mrs. Grace Dwyer of Butte, Montana, was to have met her in Chicago and will accompany her on the trip; Robert Gordon, a brother of Mrs. Johnson, met them in New York and is accompanying the ladies. Their first landing will be at Naples, Italy. They will tour Italy, Switzerland, Belgium, France, England and Germany. They expect to be traveling for three months.

The four children of Mr. and Mrs. Frank Riser, of Friend, Nebraska, have an almost perfect school attendance record. Veronica, aged twelve, has just completed her seventh year without being either absent or tardy, and Lois, aged eleven has completed her sixth year with just four weeks absence during her first school year on account of a mastoid operation; Cleta, aged ten, has completed her fifth perfect year; the girls' little brother, Francis, aged nearly six, has just completed his first perfect year and hopes to do as well as his sisters have done. The children's mother will be remembered as Miss Letha Cromwell.

#### LIQUOR LAW CASES GIVEN A HEARING

The men who were recently arrested on liquor charges were arraigned in county court before Judge Malone last Tuesday as follows:

Harry Madison was fined \$100.00 and given sixty days in jail, on a charge of sale.

Ed Hood charged with possession of still, was fined \$500.00 and sentenced to 30 days in jail.

The case against Bert Gunn was dismissed at the request of the state; it being a case of mistaken identity.

The case of Andrew Wytoske will be completed Friday.

#### EIGHTH ANNUAL INVITATION GOLF TOURNAMENT WILL BE HELD JUNE 23, 24 25

The Eighth Annual Invitation Golf Tournament of the O'Neill Country Club will be held Sunday, Monday and Tuesday, June 23rd, 24th and 25th.

A large number of golfers are expected from over the state and from adjoining states. J. P. Mann will be here from Chicago as will also other professionals from the east.

Roy Griffin is chairman of the committee and that alone assures the best of success.

Standiford's orchestra will furnish the music for the dance; the usual big banquet will be held Tuesday evening at the close of the tournament.

The committee has arranged a fine program and a variety of entertainment.

The Frontier will tell you more about it next week.

Miss Mary McLaughlin went to Tilden Wednesday as a delegate to a district meeting of the Royal Highlanders.

E. D. Henry foreman and linotype operator of The Frontier office, is confined to his home with a bad case of erysipelas.

Dr. and Mrs. J. P. Gilligan returned home the first of the week from a visit with relatives in the eastern part of the state.

The H. O. A. club gave a pre-nuptial miscellaneous shower for Miss Helen Pinkerman, Tuesday evening at the home of Mrs. Glen Tomlinson, in honor of her approaching marriage to Robert Coleman, of Inman.

Mrs. and Mrs. Loren Richardson, daughter Helen Mae, and son Arnold, Frances Scofield and Mrs. L. W. Arnold drove over from Gregory, South Dakota, last Saturday, for a short visit with friends; Mrs. Arnold remained for a longer visit.

Jesse Mills, Omaha, son of Mr. and Mrs. R. H. Mills of this city, has been appointed superintendent of construction for the Standard Oil Company; his duties take him to all parts of the state. He will have charge of a gang of carpenters and builders.

"Chick" and Mrs. Gaines and their children departed for their new home in Albion, Nebraska, last Saturday. Mr. Gaines is the district manager for The Nebraska Securities Corporation. The Frontier will keep the family posted on the important events that may occur in this locality.

The charges of violating the liquor law which were filed against Bert Gunn a short time ago were dismissed by the state men the first of the week when they found out that they had made a mistake in the name on the complaint. The state men were here the first of the week and changed the complaint to the proper name which has not yet been served as the party named is away on a visit.



Realistic

## Permanent Wave Special

Including Shampoo and Wave Set

June 3rd to June 17th \$8.50

Golden Hotel Beauty Shoppe

Phone 102

Mrs. D. H. Clauson

Miss Marie Bruegman went over to Bristow Wednesday to spend Decoration day with home folks.

Mrs. P. C. Corrigan, of Omaha, came Wednesday evening for a visit with O'Neill friends.

Clarence Zimmerman has sold his residence in the west part of the city to Leslie Uhl and has started the erection of a new commodious home south of the residence of Mr and Mrs. H. J. Zimmerman in this city.

Mr. and Mrs. R. M. Sauers and children drove to Hooper, Nebraska, Sunday to visit the former's mother who is ill. Mr. Sauers and the children came home Sunday evening; Mrs. Sauers remained for a few days.



## "HURRY WITH THE SERVICE CAR THE OIL BROKE DOWN" DON'T LET THIS HAPPEN TO YOU

STRANDED five miles from nowhere because the oil wouldn't do its job! Has that happened to you? If it has, the chances are that you were not particular the last time you had the crankcase drained — or perhaps you ran too long without changing the oil. This will be a slack summer for service cars if motorists will remember two things: first, to change oil regularly, and secondly, to use only a brand of oil which they know from their own experience or the experience of others will stand up under the most trying conditions of motor operation.

Conoco Motor Oil insures protection. It seals compression—drives gasoline—fights friction. Stands up under most intense cylinder heat. In short, does a complete lubricating job in all kinds of weather. Ask for the grade made especially for your car.

You can depend upon any oil which has the backing of the Continental Oil Company. These are the brands which have been tried and tested—in the laboratory and on the road. They lubricate thoroughly, protect every moving part and stand up under intense heat. Ask for these brands at leading service stations and garages.

#### CONTINENTAL OIL COMPANY

Producers, Refiners and Marketers of high-grade petroleum products in Arizona, Arkansas, Colorado, Idaho, Kansas, Missouri, Montana, Nebraska, New Mexico, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington, Wyoming

Conoco Amalie is 100% Pennsylvania Oil—refined from premium crudes by a special process. Universally recommended by automotive engineers and lubrication experts.

Through exhaustive laboratory and road tests it has demonstrated its ability to lubricate properly under the most trying conditions of motor operation.



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If YOU want to know the real facts about the New Oakland All-American . . . and who doesn't, now that it is gaining such a name for style, performance and dependability . . . go to some one who owns one. Let him tell you what he thinks of the car. . . Then come in for our special demonstration. Let us show you what complete motoring satisfaction the New Oakland All-American holds for you.

Prices \$1145 to \$1275, f. o. b. Pontiac, Michigan, plus delivery charges. Spring covers and Lovejoy Hydraulic Shock Absorbers included in list prices. Bumpers and rear fender guards extra. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list price when comparing automobile values . . . Oakland-Pontiac delivered prices include only reasonable charges for delivery and financing.

### Smith & Warner Motor Co.

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## The New OAKLAND ALL-AMERICAN SIX

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