

A display of Atwater Kent Radios in Bowen's Variety Store window

Bowen's Variety Store will participate in the celebration of the dedication of the new Atwater Kent plant, week of July 8.

Millions of people will participate in the celebration of Atwater Kent National Dedication services.

From coast to coast and Gulf to the lakes, the new 32-acre Atwater Kent factories will be viewed in ten bright colors in dealer's stores. Will be shown in news reel form in motion-picture houses for a solid week. Never in the history of the world has the celebra-

tion of a dedication service assumed such gigantic proportions; never have so many loyal dealers been eager to pass the news of a great accomplishment along to their customers and friends. For they regard it not only as an achievement of the Atwater Kent Manufacturing Company, but as an outstanding accomplishment of their own—the self appointed purchasing agents of their respective communities—indisputable proof that in selecting Atwater Kent they chose wisely and well.

THE FRONTIER

D. H. CRONIN, Publisher
W. C. TEMPLETON,
Editor and Business Manager

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TALKING SINGING DANCING
Dramatic Sensation



at
The Lyric Theatre
Atkinson, Nebr.
Beginning
Saturday, July 6
For Five Days

The annual Old Settlers Picnic meeting will be held at Meek, Nebr., on Saturday night, July 13th.
A. L. Borg, Sec'y



Telephoning
Now a National Habit

Since 1900 the number of telephone conversations in the United States has increased more than six times as fast as the population. Telephoning has become a national habit.

Handling of this great increase in the number of calls has been made possible through the coordinated work of more than 400,000 telephone employees throughout the country whose efforts are directed toward improving, manufacturing and operating telephone equipment. Their work in expanding telephone service to meet the public's needs has made the telephone more valuable to all.

Since the Bell System was organized, it has planned and worked continuously toward the same ideal, that of furnishing each community the telephone service best suited to its needs at a reasonable cost.

NORTHWESTERN BELL TELEPHONE COMPANY

urer who is not sufficiently bonded. School District Treasurers who have not yet filed new bonds or renewed the old bonds, should do so at once. Directors and Moderators become liable for any money which is paid out by the treasurer who has not a good bond in force. All bonds for old treasurers, whose term of office has expired and who were re-elected at the annual meeting, must have their bond renewed at once. Old bonds will not hold over.

4-H CLUB

The Ever-Blooming "4-H" sewing club met at the home of Mrs. Emerson, our local leader, June 1st; ten members were present and three absent. The officers elected were president, Maita Suverkrubbe; vice-president, Mary Emerson; secretary, Erma Block; news reporter, Leola Brokaw. The club also decided to meet every week on Wednesday. The next meeting, June 13th was held at the home of Mrs. Marshall with nine members present, four absent; where we received our first lesson, the sewing bag.

The next week, June 19th, we met at the home of the president, Maita Suverkrubbe, where two new members, Bernice Dailey and Ethie Brokaw, were taken into our club, making fifteen members in all.

The last meeting was held at the home of Brenice Dailey with all except two present. The club members examined the work on the sewing bags and Maita Suverkrubbe's was judged the best. Leola Brokaw resigned as news reporter and Judith Wiley was elected in her place. A lovely lunch has been served and every one has enjoyed a good time at all of our meetings. The next meeting will be held at the home of the secretary, Erma Block, on Wednesday, July 10.
By Judith Wiley, News Reporter

RAPID AIR LINES ENTER NEBRASKA

Community in Nebraska feeling that they are not keeping pace with other sections in air development, have invited the Rapid Air Lines, successful operators of air ports, air lines and flying schools, to take the lead in putting Nebraska in her rightful position on the air map.

This company, headquarters at Rapid City, S. Dakota maintaining branches at Huron, Watertown, and Sioux Falls, and it is reported will soon have a branch in working order at Omaha, Nebr., from which point a complete survey of the state will be made to gather data for the intelligent establishment of live dealerships for three complete lines of quality aircraft.

In addition to operating air ports and flying schools at several points in this state it is not unlikely that the Rapid Air lines will establish certain air lines leading in and out of the state.

The company operates under the slogan, "Safety and Safe Flying," and it would seem that the words have no idle meaning, for in 1928 they carried 65,000 passengers, flying 202,627 miles, in 2,140 hours, without a single injury to either passenger or pilot. It would seem to indicate that these men of experience will build up the industry in Nebraska in a proper manner.

RULES WORTH REMEMBERING

As a contribution towards greater safety and more pleasant driving conditions on the highways of the country this summer, the Ford Motor Company have listed twelve rules as suggestions to motorists and has distributed them to dealers over the country.

Announcement of the suggestions was made today by Mellor Motor Co., Ford Dealer in this city, who will display the list prominently in his place of business.

"These rules, said Mr. Mellor, "are merely common sense as applied to automobile driving. Every experienced motorist knows all of them. It is our hope, however, that by stating them concisely and posting them where they will come to the attention of a great many motorists, we can so emphasize them as to make a real contribution towards greater highway safety."

The twelve rules are:

1. Courtesy comes first. Consider the rights and privileges of others.
2. Keep your mind on your driving, and anticipate sudden emergencies.
3. Learn the "feel" of having your car under control.
4. Obey all traffic and parking regulations.
5. Keep to the right, and comply with road markings and signs.
6. Signal for stops and turns—Watch the car ahead.
7. Slow down at crossings, schools, dangerous places.
8. Never pass cars on hills, curves, crossings.
9. Adapt your driving to road conditions—rain, ice, soft spots and ruts.
10. It doesn't pay to take the "right of way" too seriously.
11. When you drive, remember the times when you're a pedestrian.
12. Know the law. It was passed for your protection.

"It is estimated that 20,000,000 persons will tour on American highways this summer," Mr. Mellor continued. "Recognition of the rights of others will be essential. Many unpleasantnesses and accidents will be avoided if motorists, at times of close situations, will recall these rules and act accordingly. They are the recommendations of the Ford Motor Company offered to give greater peace of mind to those who travel by automobiles."

Instantly you'll notice the DIFFERENCE

Not just a little difference in power—a different driving sensation from the moment you step on the accelerator! Complete absence of knocking, no matter how full of carbon your motor may be. A new ability to take hills on high, with Red Crown Ethyl Gasoline in the tank. It won't take miles of driving to convince you. Try this super-fuel today.

3 to 1 Preference

Red Crown Gasoline is used by 3 times as many Nebraska motorists as any other single brand. Big mileage and absolutely uniform quality are back of this remarkable preference for balanced Red Crown Gasoline.

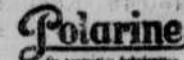
STANDARD OIL COMPANY OF NEBRASKA
"A Nebraska Institution"

Sold by Red Crown Service Stations and Dealers everywhere in Nebraska



RED CROWN Ethyl Gasoline

Why Engineers Prefer Polarine—Because it is free flowing in all weathers—has plenty of "body" under all conditions—gives long service and minimum carbon deposits in the motor. Consult the Chart for correct grade of



A TINTYPE OF JEANNE EAGELS'

(Advance Feature Story)

"THE AMERICAN REJANE" is what Maurice Chevalier, himself a star of no less magnitude, called Jeanne Eagels when they met and she loved it—as what actress would not?

Yellow hair bobbed long, almost to her shoulders. Eyes sometimes blue, just as often green, gray almost yellow. Nose turned up. Slim, lithe figure. Actually smaller than one suspects even from watching her at close range. Sometimes dazzlingly beautiful, sometimes not.

Jeanne Eagels never makes a speech and declines banquet invitations. She doesn't like big parties but she is the life of a party, big or small. She never smoked until she learned on the stage during "Rain" the play by the way, which is her favorite memory. Now she smokes very little. She never autographs pictures and hates posing for photographers if it can be avoided. She talks freely to newspaper reporters, possesses a nose for news and an uncommon gift of phrase.

She abhors routine and is beaten by it. She has the gift of rising to inspirations and of giving performances beyond technique. She knows the theatre and contributes to her lines and situations. She is a star who recognizes her own brilliance and insists upon precedence. She is mercurial, meteoric, shrewd, compelling. Such, in brief, is a tintype of Jeanne Eagels.

"The Letter" is coming to the Royal Theatre Sunday, Monday and Tuesday.

SARGON NOW SMASHING ALL WORLD'S RECORDS

If anyone told you that one single medicine had relieved tens of thousands of suffering men and women in all walks of life of their health troubles and that it had put thousands of other men and women unable to find relief back to work, it would sound impossible, wouldn't it?

But that is just exactly what is happening right here in this state. Not only has it brought them new-found health and strength, but it has given them new energy, new vitality and a new lease on life itself. In many cases, the results have been so remarkable that many people have bought it and sent it to friends in other states, while other thousands have written grateful letters of praise.

The wonderful success that Sargon and Sargon Mass Pills have achieved in only one year's time simply staggers the imagination.

In the state of California alone where it was introduced on April 16 of this year, it has required the aston-

ishing total of nine solid carloads—or more than 200,000 bottles—to supply the demand. Kansas City retailers and wholesalers have sold and distributed over 300,000 bottles in the states of Kansas and Missouri. Minneapolis and St. Paul dealers have required nine entire carloads in five months. The demand in practically every state and section where Sargon has been introduced has been correspondingly large. When national distribution has been completed it will require millions upon millions of bottles to supply the ever-increasing demand for this celebrated medicine.

Back of Sargon's triumph in the drug stores is Sargon's triumph in the

homes. Everywhere it has been introduced it has become a household word and it is unquestionable the most widely talked-of medicine in the world today.

When Sargon was first given to the world just one year ago, it was hailed as a triumph in the field of modern medicine. Many well known authorities who watched it development freely predicted that it would become the one greatest outstanding, health-giving remedy of the age. But the men of science who labored for years to perfect it little dreamed it would become such a great boon to humanity in so short a time.

Sargon may be obtained in O'Neill from Chas. E. Stout.

Power Hay Equipment Demonstration

You are invited to attend a Power Hay Tool demonstration—

JULY 10th, 1929

which takes place two miles north and one mile east of Chambers.

The John Deere General Purpose Tractor with Power Mowers, and Power Lift Sweep Rakes, will be shown in operation. We want you to see the latest developments in Power Equipment. Factory representatives will be present to answer your questions. This hay equipment has been developed especially for conditions in this territory.

Warner & Sons