

MALT

"The Only Man We Can't Sell Is
The Man Who Won't Investigate"

SUGAR, Granulated, 59c
10 pounds

KARO SYRUP, 59c
10 pound pail

CABBAGE, 7c
New California, pound

MUSTARD, 18c
Prepared, full Quart

PINEAPPLE, 10c
Small size can

ENGLISH WALNUTS, 29c
Soft shell, pound

COFFEE, 50c grade Steel Cut
pound 37c

HERSHEY'S COCOA 17c
one-half pound

GENUINE JELLO, 8c
All flavors, package

MARSHMALLOWS, 17c
Genuine Edward's, pound

Tell the People in Your Community
EXTRA CHARGES WIPED OUT!
MEN'S SUITS, \$20
Made to Order

John J. Melvin
Sells for Less
57 Steps

THE FRONTIER

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

Entered at the Postoffice at O'Neill,
Nebraska as Second Class Matter.

SOUTH OF O'NEILL

Frank Musil, southeast of O'Neill,
was up and about after having been
sick with scarlet fever.

A deal for the lumber was closed
with the Galena Lumber Co., last
Monday for an addition to the Wm.
Jutte house.

The roads between O'Neill and
Chambers are in pretty fair condition
to travel, as most of the bad places
have dried up.

John G. and Harry Peter drove a
well for Jutte Bros., on the old Car-
ney place last week and will put a
windmill up this week.

Mrs. Grover Shaw is somewhat
improved but will not be home for a
while; she has been receiving treat-
ment in a Sioux City hospital.

Dan McCarthy, south of O'Neill,
is recovering nicely from the accident
of last week when a team ran away
and threw him from the wagon.

Rudolph Brachman recently bought
a Fordson tractor and can hardly
wait for Spring to come so that he
can try it out in the field at plowing.

Large flocks of ducks were seen
Sunday on the Waller lake as well as
on numerous small lakes, which
shows that Spring is about here to
stay.

Wm. Jutte is going to build an ad-
dition to his house within a short
time. We understand the new part
will consist of a living room and a
dining room.

Mr. and Mrs. Cyril Peter were in
Chambers Sunday afternoon with
their two girls who have been taking
treatments for whooping cough; they
are getting along nicely.

Mrs. Joe Cermak and her son de-
parted last Sunday for Enid, Okla-
homa. Mrs. Cermak was well pleas-
ed with the different improvements
since her last visit which was over
20 years ago.

The story about the "Ground-hog"
seeing his shadow, didn't prove true;
Monday it looked like we might still
have some more winter. Well, let's
all hope it will not last six weeks,
for some folks around the South Fork
Valley were thinking of starting
their spring field work.

ROYAL
THEATRE
O'Neill, Nebraska
HOME OF GOOD PICTURES

Friday, Febr. 28—Saturday, March 1
George Bancroft & Esther Ralston in
"THE MIGHTY"

All Talking! It's a sure clean-up. A
sure fire hit for Bancroft. Following
this giant's smashing successes in
"Thunderbolt" and "The Wolf of
Wall Street." "The Mighty" hits you
with its dynamic power. A bad man,
labeled with a good name, lives up
to it. A rapid succession of breath-
less action.

Sunday and Monday, March 2 and 3
Big Special
"MADAME X"

With Ruth Chatterton, Lewis Stone
and Raymond Hackett. Ruth Chatter-
ton gives the greatest performance
of her career in the sensational all-
talking portrayal of Madame X. You
will be swept off your feet by this
moving drama of a woman in a world
of men.

Matinee every Sunday, 2:30 p. m., ad-
mission 10c and 35c; 2 shows at nite,
7:30 and 9:30, admission 10c & 50c.

Tues., Wed., Thurs. March 4-5-6
Special, Ziegfeld's "GLORIFYING
THE AMERICAN GIRL"

With Mary Eaton, Eddie Cantor,
Helen Morgan and Rudy Valee. The
New Show World. Shows you how
Broadway's petted darlings reach
their dizzy glory. Mary Eaton, Zieg-
feld's queen of charm, takes you in-
to Broadway's brilliant whirl, the
world she lives in. Singing, dancing,
making love. A lavish girl and music
display, in Technicolor revue scenes.
Hear the hits by Irving Berlin, Wal-
ter Donaldson and others. 2-reel
talking comedy. Admission 10c & 40c

THREE IMPORTANT FACTORS
ENTER INTO THE COST OF
YOUR AUTOMOBILE

1. How much it costs to make the car
2. How much extra you pay the dealer
3. How much it costs for operation and up-keep

THE PURCHASE of an automobile involves
a considerable amount of money and it
should be carefully considered from all
angles before a final decision is made.

The value of the car to you depends on
the value built into it at the factory, how
much extra you pay the dealer for dis-
tribution, selling, financing and accessories
and what it will cost to operate and main-
tain the car after purchase. Each of these
factors, as it relates to the Ford car, is
frankly explained below.

Economy in production

THE FORD CAR is made economically be-
cause of the efficiency of Ford production
methods. The money saved through this
efficiency is put back into the car in im-
proved quality of material and in greater
care and accuracy in manufacturing. The
constant effort is to eliminate waste and
find ways to make each part better and
better without increasing cost—frequently
at lowered cost.

Because of Ford economies in large
production and because the Ford organiza-
tion operates on a low-profit margin, the
price you pay for the car is much less than
it would be under any other conditions.
Yet it brings you many unusual features
of construction and performance.

At least \$75 extra value is represented
alone by the Triplex shatter-proof glass
windshield, the Rustless Steel, the four
Houdaille double-acting hydraulic shock
absorbers, and the five steel-spoke wheels.
The unusually large number of ball and

roller bearings and the extensive use of
fine steel forgings instead of castings or
stampings are additional features that
reflect the high quality built into every
part of the car. Throughout, it is a value
far above the price you pay.

Low dealer charges

THE SAME PRINCIPLES of efficiency and
economy that characterize the manufac-
ture of the Ford car are applied also to
distribution. Obviously it would do the
public little good to save in production if
these savings were sacrificed later in ex-
cessive costs of selling, financing and
accessories.

The Ford dealer, therefore, operates on
the same low-profit margin as the Ford
Motor Company, his discount or commis-
sion being the lowest of any automobile
dealer. He does a good business because
he makes a small profit on many sales
instead of a large profit on fewer sales.

NOTE THESE LOW PRICES

| | |
|---------------------------------|-------|
| Roadster . . . | \$435 |
| Phaeton . . . | \$440 |
| Coupe . . . | \$500 |
| Two-window Fordor Sedan . . . | \$600 |
| Three-window Fordor Sedan . . . | \$625 |
| Convertible Cabriolet | \$645 |
| Town Sedan | \$670 |

(All prices f. o. b. Detroit)

The lower cost of selling, combined with
the low charges for financing and acces-
sories, means a direct saving of at least
\$50 to \$75 to every purchaser of a Ford,
in addition to the savings made possible
by economies in manufacturing. The
money you pay for a Ford goes into value
in the car. It is not wasted in high dealer
charges.

Low up-keep costs

IT IS IMPORTANT to remember that the
cost of your automobile is not the first
cost only, but the total cost after months
and years of service. Here again there is
a decided saving when you buy a Ford.

The cost of operation and up-keep is
lower because of simplicity of design, the
high quality of material, and the reduction
of friction and wear through unusual ac-
curacy in manufacturing and assembling.
The reliability and longer life of the car
contribute to its low depreciation per year
of use.

The intelligent, painstaking service ren-
dered by Ford dealers is under close fac-
tory supervision and is a factor in the low
up-keep cost of the Ford. All labor is
billed at a flat rate and replacement parts
are always available at low prices through
Ford dealers in every section of the
United States.

In two, three or five years, depending
on how much you drive, the saving in
operating and maintaining a new Ford will
amount to even more than the saving on
the first cost of the car.

FORD MOTOR COMPANY



LOCAL NEWS.

Roy Griffin is confined in an Oma-
ha hospital suffering with sinus trou-
ble.

S. F. McNichols is enjoying a vis-
it from his sister, Mrs. Haley of Val-
entine.

Hurley Jones is receiving treat-
ment for rheumatism in a hospital in
Denver.

J. M. Shulenburger and Attorney
Fred H. Fre, of Sioux City, were in
O'Neill, Tuesday.

Montana Jack Sullivan was shak-
ing hands with old time O'Neill
friends last Saturday.

Frank Peters was on the Sioux
City markets with a load of fat cat-
tle the first of the week.

Mr. and Mrs. Fred Leading, of Or-
chard, visited at the home of Mr. and
Mrs. Herman Klingler last Monday.

Mr. and Mrs. C. C. Billings have
moved from the apartments over
Helen's Novelty Nook to the Downey
residence in the north part of the
city.

John Dumpert and Lett Johnson
each purchased a set of harness from
the O'Neill Leather Works this week.

A marriage license was issued Wed-
nesday to Wilbur Shaal and Miss
Gertrude Kaup, both of Stuart, Neb.

Wm. Cronin returned home last
Friday night from a winter's sojourn
in Seattle, Washington, and points in
the west.

Mr. and Mrs. C. R. Pettijohn re-
turned home the first of the week
from a business trip to points in
Missouri.

The little son of Mr. and Mrs. Arlo
Hiatt was quite ill the first of the
week but is considerably improved at
Mr. Uttley.

Mr. and Mrs. H. M. Uttley were
called to Atkinson Wednesday by the
death of Martin Walrath, son-in-law
of Mr. Uttley.

Fred Trotter, of Geneva, Nebr-
ska came Sunday evening for a visit at
the C. J. Kimbrough home. Mr. Trot-
ter departed for White River, South
Dakota, Wednesday evening, where
he expects to work.

The personal effects of the late
John Triplet were sold at auction in
front of the Beha hotel last Satur-
day afternoon.

A daughter was born to Mr. and
Mrs. George Davies in Denver, Tues-
day. Mrs. Davies was formerly Miss
Gladys Miles.

Arthur Barnes is quite ill with
pneumonia at his home on west Ever-
ett street; a nurse arrived from Oma-
ha this morning.

Mr. and Mrs. Dean Streeter have
moved to the apartment in the Scott
building recently vacated by Mr. and
Mrs. John Honeycutt.

Mrs. Arthur Goree and little daugh-
ter, of Inman, came up this morning
for a few days visit with her parents
Mr. and Mrs. Dave Loy.

NEWS FROM EMMET

Shirley Bates is suffering from a
broken arm, caused by a fall.
Henry Winkler, Jr., gave a dance
Friday night for his friends.

Mike Malloy and family were shop-
ping in O'Neill, last Saturday.

The Jack Welsh family visited the

James Gaugenbaugh home, Sunday.
Ernest Wagner visited his parents
at Creston, Nebraska, over the week-
end.

Bart Malloy, of O'Neill, visited at
the Mike Malloy home here last Sun-
day.

Mrs. W. P. Dailey and son Arthur
were guests at the Ed Menish home
last Saturday.

Carl Tenborg and family were din-
ner guests at the Mike Malloy home
last Sunday.

Miss Luree Abart and Miss Max-
ine McConnell were visitors at the
Friten home last Monday.

Mary Gaughenbaugh came up from
Omaha, recently and is now visiting
with friends and relatives.

The Sophomores of the Emmet
high school are reading the "Tragedy
of McBeth" in their English class.

Miss Luree Abart and Miss Bar-
bara Mitchell were visitors at the
Claude Bates home Sunday evening.

The Emmet high school presented
the play entitled "The Early Bird"
last Friday evening; the play was a
success.

Mr. Gardner and family, formerly
of Emmet, were visiting Emmet
friends recently. Mr. Gardner was
section boss here at one time.

Your Entry Blanks Are Ready
CALL FOR THEM
★ AND LEARN HOW TO ★
SHARE IN

\$20,000
in Prizes
for Winning
Photographs of
Lovely Mothers and
Attractive Children

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