

# ROBERT C. MOORE STORES CO

THE COMMUNITY PANTRY YOUR GROCERY STORE

O'NEILL, NEBRASKA  
EDWARD GATZ,  
Manager

**A QUESTION OF BAIT**—Some very amusing statements are heard over the radio now and then as well as observed in the advertising of some of our so-called Independent Grocery Dealer friends. In these statements and advertising it is claimed that Chain stores use "bait" to get customers in their stores. It is not likely that chain store operators will deny they make special prices on certain items of merchandise from time to time.

**A KIND REQUEST**—We kindly ask you as a reader of this little message to look over the advertising and on the windows of the stores of many so-called Independent Grocery men, as well as note their newspaper and other advertising. We ask, do they not make special prices? I am sure you will agree that they do make special prices just the same as do chain stores. If the said special prices are "bait" when made by a chain store, are they not also "bait" when used by an Independent store?

**ROBERT C. MOORE STORE PURPOSES**—It is and always has been our program in merchandising to make special prices on merchandise at certain times. No advance is taken on any item in the store to offset the concession made. We have found this to meet with the approval of our trade and also in line with the trend of modern merchandising. Thank you.

Note a few very low prices for this Friday and Saturday as well as a few regular prices.

**COFFEE**—Moore's special, a carefully chosen and blended high quality Coffee, with a rich, strong flavor, 3 lbs. for 83c

**SARDINES**—California Sardines—Tomato or Mustard Sauce, 1 lb. tall tins, 3 for 25c

**PORK & BEANS**—Morning Light brand, large No. 2 1/2 size tins, 3 for 40c

**RAISINS**—Thompson Seedless, packed in two pound sanitary carton—2 pounds for 18c

**FRUTE-GEL**—A jelly powder that jells stiffer and quicker than most any other similar product—assorted flavors, no limit to your purchase, per package 5c

**SUM-R-AID**—Make a refreshing fruit tasting drink in a jiffy; assorted flavors, 3 dime pkgs.—25c

- TOMATOES**, Red, ripe southern Tomatoes firm and fine flavored, 2 lbs. 15c
- PLUMS** Fancy Santa Rosas or Climax Red Plums, per basket 63c
- CHERRIES**, Genuine Washington Bings, heavy fleshed, small stone and luscious, per pound 24c
- APRICOTS**, Mountain grown Royal Apricots, tart and appetizing, per basket 59c
- SALTED PEANUTS**, Fresh roasted and salted, 2 pounds 25c
- COOKIES**, A new assortment of freshly baked, tasty Cookies, two pounds 35c

**SUGAR** Pure Granulated Sugar for Table and Pre-serving, 10 lb. bag (1 with order) at 49c

**CIGARETTES** All popular brands, buy them by the carton, carton \$1.19

**MILK**, Our Superb brand is a full cream wholesome milk 5 tall cans 44c

**DILL PICKLES**, Delicious, appetizing Dills, quart jar 23c

**PEANUT BUTTER**, Superb brand, smooth ground, very nutritious, quart jar 34c

**MATCHES**, Buy them by the carton 6 boxes to the carton, carton 15c

**CORN FLAKES**, Double crisp, the favorite breakfast food, large pk 10c

**PICNIC TIME**—For your picnic let us suggest that we have for your selection, pickles, both Dills and Sweets; Olives, stuffed and Queens, in large and small packages; fresh, crisp Cookies and Crackers; an assortment of Potted and Cold Meats, Sandwich Spread, Salad Dressing and Fresh Fruits, with many other desirable items.

Tune in on station WJAG, Norfolk, Nebraska, every Tuesday at 6:30 P. M., for the Robert C. Moore Stores Program.

coming Saturday, June 28, to be given at Wallace Ream's barn; I know you'll all have a good time as they'll have good music and lots of room.

John, Cyril and Frank Peter drove down to Stanton to attend the funeral of their brother-in-law, Jim Erychleb, who passed away suddenly last week. They returned Saturday night.

It looks as if we are finally going to have our road No. 13 oiled; there are quite a number of tractors, etc., busy all the time, so let's hope the weather remains favorable until they get done.

A large number of bluegrass strippers were working in this vicinity last week and report having stripped a lot of seed, the fact that so much seed was taken was due to the splendid weather conditions.

**SUPERVISOR'S PROCEEDINGS**

M. Storjohm	11.00
Geo. Pond	10.00
Laurence J. Pacha	81.60
Dick Porter	16.50
Nicholas Oil Corp.	79.31
Lee Marlow	2.00
T. F. Matthews	10.00
Art Mikels	5.00
Elmer Long	75.00
Orville Keller	16.50
Interstate Machinery Co.	56.99
C. A. Headley	9.00
Sis Ebsensgard	137.20
Hans Bogue	3.00
Harold Baker	7.00
A. H. Marquardt	32.56
Texas Service Station	217.21
John Steinhauser	59.20
J. C. Stein	22.00
Chet McClanahan	126.65
Hugh L. James	50.40
Sam Dibble	110.00
Wm. Dexter	110.00
L. C. McKim	32.50
L. C. McKim	32.00
Will Hobbs	21.00
Clint McMillan	10.50
John Carson	19.10
Elmer Sandoe	12.00
John Sullivan	43.00
John Sullivan	35.50
Hugh L. James	22.50
John Sullivan	32.36
L. B. Skidmore	23.80

**MRS. CLARENCE E. SHAW**

The Frontier wishes to correct a misstatement which was made in the obituary notice of Mrs. Clarence Shaw, which appeared in last week's issue.

Mrs. Shaw passed away in a Norfolk hospital on Sunday morning, June 15th. A son was born to her on Saturday, June 7th, and on Tuesday she was taken to a Norfolk hospital suffering from appendicitis; she submitted to an operation at once; she passed away the following Sunday morning. The remains were taken to her home; funeral services were held from St. Patrick's church Tuesday morning, June 17th.

The deceased leaves her husband, little son, her father and mother, Mr. and Mrs. Frank Pribil, Jr., three brothers, Raymond, Francis, Leonard; three sisters, Angeline, Margaret and Anne.

**CARD OF THANKS**

We want to sincerely thank the kind friends and neighbors who so nobly assisted us during our bereavement, and who so thoughtfully sent beautiful flowers to our loving wife and daughter.

Clarence E. Shaw  
Mr. and Mrs. Frank Pribil and Family  
Mr. and Mrs. Grover Shaw and Family.

John Sullivan, Chairman, E. F. Porter, Clerk  
O'Neill, Neb., May 29, 1930, 9 o'clock a. m.

Holt County Board met pursuant to adjournment; all members present. Board called to order by the chairman.

Minutes for May 28, 1930, read and approved.

The following claims were audited and approved and on motion allowed on the general fund:

Frank Allman	2.00
M. M. Stuart	92.15
R. H. Fink	15.00
R. B. Crellin	13.80
James Barrett	12.50
Burroughs Add. Mach. Co.	41.40
Galena Lbr. Co.	122.95
Carl Sonnicksen	30.00
Bert L. Powell	69.57

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## FOR KIDS

From 2 to 92

- SQUAWKER BALLOONS, Assorted colors, each 5c
- FIRECRACKERS, New stock, package 5c
- CAP PISTOL, Automatic, 25c value for 15c
- SPARKLERS, Safe and sane, package 5c
- GRASSHOPPERS, Really good, four reports, each 1c
- TEA, Ice Tea Blend, Water Glass FREE 34c
- CAKE, Silver Walnut, each 25c
- RAISIN BREAD, Peter Pan 15c loaf 10c
- MARSHMALLOWS, Fresh and good, pound 17c
- COFFEE, has the flavor you like, pound 25c
- MATCHES, Three 5-cent boxes 10c
- QUAKER OATMEAL, 5 pound package 25c
- MALT SYRUP, Hop flavored, 2 large cans 59c
- MADE TO YOUR ORDER
- 29 MEN'S SUITS \$23.50
- Other Men's Suits at \$17.95 and \$20

**John J. Melvin**  
Sells for Less  
57 Steps

**CARD OF THANKS**

We desire to thank all those who so kindly assisted us during the illness and following the death of our dear husband and father; we wish to thank the Rebekahs and all of our neighbors and friends who sent flowers.

Mrs. Wm. Mather  
Mrs. Hazel Wolfe and Family  
Clyde Mather and Family.

### MEEK AND VICINITY

Frank Griffith called at A. L. Borg's, Tuesday.

William Hubby called on Cecil Griffith, Wednesday night.

Roy Karr trucked hogs to O'Neill for Fay Puckett, Tuesday.

A. L. Borg trucked hogs for his father and Frank Searles, Saturday.

Some from here attended the party at the Ohmart home, near Emmet, Saturday night.

Mr. and Mrs. Roy Blunt were over night visitors at the Gus Johnson home, Saturday.

Arthur Rouse and sister, Miss Maude, were Sunday guests at the Steinburg home at Orchard.

A large crowd attended the party at the Sam Robertson home Friday evening. A fine time is reported.

Mr. and Mrs. Arden Johnson and children and Mrs. E. H. Rouse spent Sunday at the Irvin Sanders home.

Quite a large delegation from Paddock Union attended the Sunday School convention held at O'Neill on June 19th.

Quite a nice rain fell in this locality, Tuesday night. It was accompanied by a heavy wind which did some damage to small grain.

Mr. and Mrs. Cecil Haines and children, of Parmlee, South Dakota, came Sunday for a visit with Mrs. Wm. Hull and other relatives.

Mr. and Mrs. Rudy Johnson are the proud parents of a son, born at the Spencer hospital June 20th. Mother and babe are doing nicely.

Martha Mitchell, Hazel McDonald and Josephine Joslyn were home from Wayne over the week-end, returning to their school again Sunday.

Mrs. Dude Hoyer, of Bellingham, Washington and daughter, Miss Mabel, of Lynch, were over night guests at the Frank Griffith home, Saturday.

Mr. and Mrs. Fred Lindburg motored to Inman, Sunday, bringing home with them Mrs. Gannon, mother of Mrs. Lindburg, who recently returned from California where she has spent the past nine months.

Rev. and Mrs. Marts and daughter Ila, of Bassett, were Monday visitors at the Merriady Hubby home; they returned home Monday evening, taking the two younger children with them. The children had been staying with their sister, Mrs. Marriedy Hubby for some time.

A meeting was held at the church on Monday evening in the interest of a two year high school. Mrs. Parker, County Superintendent, attended and explained the situation. Many attended and meetings are to be held in the different districts to vote as to whether they wish to enter into this project.

ely; a chicken was hatched with one leg, otherwise it is normal and gets around as well as the others in spite of its handicap.

Most everyone welcomed the nice rain Tuesday evening as the crops were beginning to show lack of moisture; otherwise the crops in this vicinity are the best for some time.

Let's all take in the dance this

**COMING!**

**JUSTUS R. MAIN & COMPANY**

REGULAR SHOW FOLKS  
GIVING A  
REGULAR SHOW  
FOR  
REGULAR FOLKS  
DON'T MISS IT.

Under Canvas at

## ATKINSON

WEEK STARTING

**MONDAY, JUNE 30th**

Opening Play — "NO WEDDING BELLS," by Zane Coburn. A Comedy Riot in Three Big Acts.

Novelty Feature Orchestra That Really Entertains.

Vaudeville Between Acts—Yes siree and Plenty of it.

One Lady Free Monday Night with Every Paid Adult Ticket

Complete Change of Show Nightly

Same Popular Prices  
Adults 50c Children under 12, 10c

Celebrate July Fourth at Atkinson

## ROYAL THEATRE

O'Neill, Nebraska  
HOME OF GOOD PICTURES

Thursday, Friday and Saturday Big Super Special—Harold Lloyd in "WELCOME DANGER"

Harold Lloyd in his first all-talking picture. A masterpiece of Lloyd fooling. The world famous comedian adds words to his action. It's a laugh cure for anything. Comedy & News Thursday and Friday. Saturday matinee, 2:30. Adm. 10c and 25c.

Sunday and Monday

Mary Brian and Frederick March in "THE MARRIAGE PLAYGROUND"

Meet people whose escapades are front page news. Sons and daughters of wealth—living, loving, marrying, spectacularly. Edith Wharton, famous novelist, shows them to you. In the marriage playground of Palm Beach, the Riviera, Davuville. It's the inside story of society's smart set. Matinee Sunday at 2:30, admission 10c and 35c.

Tuesday and Wednesday "CHASING RAINBOWS"

Another "Broadway Melody." The starring pair of "Broadway Melody" are here in another singing, talking and dancing sensation. Adm. 10-40c. Wednesday is Family Night.

Thursday

Benny Rubin and Marcelline Day in "SUNNY SKIES"

Benny Rubin is a riot. He has the happy faculty of keeping an audience in constant laughter without the aid of outsiders, but with a cast like that in "Sunny Skies" he simply outdoes himself.

# THE O'NEILL CREAMERY

will be open for business

## Saturday, June 28th

This will not be the grand opening that we have been planning, but in order to have some Butter and Buttermilk on hand to show the people what we are going to do, we believe that it will be advisable for us to buy a little Cream and have these products on hand to show you on the following Saturday when we open officially.

You can call up your cream buyer when you read this notice and find out just what he is paying for cream and if the price is the same as it is today, you will find that they are now paying you 28 Cents per pound Butterfat. We are going to open with a price that will be satisfactory to most everyone in the neighborhood. OUR PRICE FOR SATURDAY WILL BE

### 31 Cents per pound

Now all we ask of the people is their patronage. We understand that several of our competitors will follow this price but why is it that they have not come out and offered you the Minnesota price to begin with instead of waiting until they are forced to it. We also feel as though the different companies will give their men instructions to give us the toughest kind of competition. This we expect, but if the people and producers will give us a fair share of the business and a little good will and patience, I will promise them that they will have as good a market here for their cream as they can get anywhere in this or any other state. But in order to keep this price where it belongs, I will have to depend on the volume.

In order to get volume and keep the Butterfat in O'Neill and in our Creamery, I am making you the best price that it is possible to make now. If the Cream Producers appreciate this price they can show their good will by giving us a chance to show them just what we can do.

The O'Neill Creamery will officially take over the milk route, which has been operating under the name of the Sanitary or Hull's Dairy on the first day of July. I would appreciate it very much if the folks in town would phone in their orders for Milk, Cream and Butter to take effect on July first, so that we will be able to have Milk, Cream and Butter enough on hand to supply your wants. You know that every bottle of milk or cream that is sold from this place is guaranteed. Orders have been coming in fine since our announcement last week and we are expecting to double the Milk and Cream output at least double by the first of August. You know of course that we recommend Pasteurized Milk, but you may have the raw Milk or Cream if you wish. Our Phone number is 84—we will appreciate a call from those who need our products.

## T. J. BRENNAN