

553 HOURS-- New World's Record

"CITY OF CHICAGO" fueled and lubricated exclusively by

DEEP-ROCK

Hail to the Hunter Brothers who have broken the world's nonstop endurance flight record—the most grueling test of motor oil and gasoline in aviation history and another outstanding Deep-Rock triumph!

FACTS ABOUT THE FLIGHT

THE average airplane engine requires overhauling after 300 hours of flying. Deep-Rock lubrication and fuel have kept this engine sweet not only in the breaking of this record, but for approximately 300 hours in a previous attempt—and the engine has never been overhauled! Such superb performance is chiefly due to the matchless excellence of Deep-Rock Aero Oil, Rocker Arm Lubricant & Aviation Gasoline, exclusively used. You can have the same Deep-Rock Products for your automobile, refined from the same paraffine base crude to specifications suited to motor car requirements and approved by automobile manufacturers—available to you at Deep-Rock stations.

The ONLY Aviation Quality with Ethyl—This Kant-Knock-Ethyl Gasoline, another Deep-Rock product, is the only Aviation Quality fuel to which Ethyl has been added—truly an Extra-extraordinary gasoline!

If you want a cool motor, smooth, effortless, trouble-free, knockless performance—fill your tank with Kant-Knock-Ethyl—at your first opportunity.

If you want prodigious power and pick-up in traffic and speed on the highway, insist on Kant-Knock Ethyl.

You'll find Kant-Knock-Ethyl at Deep Rock stations everywhere—at no more cost than other Ethyl gasolines

Sealed for Your Protection—Certified Deep-Rock Prize Motor Oil retains its sturdy body. It cools and tightly seals your motor against loss of compression, provides unflinching lubrication long after ordinary oils thin out and should be drained.

Deep-Rock Oil will keep your motor sweet for hours and hours of effortless driving as it did the only engine in history that remained in the air 553 hours. Every drop is Certified! It comes sealed in registered steel drums, as pure and clean as the day it left the Deep-Rock refinery.

Fill your crank-case today at any Deep-Rock filling station.

O'Neill Gas & Oil Company

Fred McNally, Manager

Now is the time to wash up the Flower Pots while the Plants are in the garden so that they will be ready for Painting. Watch for information.

McDONOUGH'S PAINT STORE

PLEASANT VALLEY ITEMS

Elaine Streeter spent the weekend at O'Neill.
Ralph Prill and family spent the Fourth at Oakview.
C. A. Grass and family spent the Fourth at Oakview.
Darlene and Shirley Grass visited with Marion Prill, last Thursday.

Lyric Theatre

ATKINSON
"Cool As an Ocean Breeze"
PROGRAM

Now Showing, Ends Tomorrow
"HELL'S HEROES"
One of the finest western pictures ever made; a Peter B. Kyne story and one of the best he ever wrote. Taken from the novel, "The Three God-Fathers." One of the finest motion pictures ever made.

Sun., Mon., Tues., July 20-21-22
"FREE AND EASY"
A million laughs with a flock of stars—Buster Keaton, Anita Page, William Haines, Karl Dane, Dorothy Sebastian, Gwen Lee, Robt. Montgomery, all in this big comedy special.
Wednesday, July 23
Greta Garbo, in
"ANNA CHRISTIE"

The screen's most fascinating personality now thrills the world in Eugene O'Neill's immortal drama of elemental love.
Thursday and Friday, July 24-25
Gloria Swanson in
"THE TRESPASSER"

She dwelt in the hearts of men who forgot their wives. Gloria Swanson, more dazzling, more glorious, more vivid than ever in her most sublime, dramatic triumph. Lavish clothes in this new picture, a treat for ladies.
Saturday, July 26
Ken Maynard in
"THE WAGON MASTER"

If you like thrills, action and romance, don't miss this epic western drama. You will enjoy every minute of this show. Comedy & News.
Sun., Mon., Tues., July 27-28-29
"THE RICHEST MAN IN THE WORLD"
Matinee Every Sunday at 2:30
WATCH THIS COLUMN

Mr. and Mrs. Dean Streeter of O'Neill spent Sunday evening at the Clyde Streeter home.

Ernest Perkin's brother and family, from South Dakota, spent the Fourth with Ernest Perkin.

Miss Elsie Hamilton, of Lincoln, is spending her vacation with her sister, Mrs. George L. of Early, Iowa.

Mr. and Mrs. Crumley and sons spent the Fourth with the P. A. Grass family; the Crumleys autoed to Ewing in the afternoon.

Mr. and Mrs. P. A. Grass and four children autoed to Ewing, Nebraska, July 6th for a couple of days visit with their daughter, Cecil Hartford and family.

Mr. and Mrs. Frank Snyder, Mr. and Mrs. George Fink and daughter spent Sunday at P. A. Fink's, at Ewing, where the Finks had a family reunion and picnic dinner.

Mr. and Mrs. Frank Snyder and Mr. and Mrs. George Fink spent the evening of the Fourth at the Harry Snyder home where a picnic dinner with the several families of Snyder's was enjoyed.

The N. O. K. Club were entertained Thursday at the George Fink home; a dainty lunch was served and a good time enjoyed. The guests of the club were Mrs. Helen Braddock of Page; Mrs. Lenore Smith of Inman; Mrs. Roy Stewart and daughter Neva, of Inman; Mrs. Arnold Stewart of Page and Misses Lura and Kathryn Grass.

SOUTH OF O'NEILL

Miss Evelyn Hall called on Effie Marti, recently.

John and Harry Peter repaired a well for Harry Ressel last week.

John and Harry Peter are building a hay stacker for Carl Jefferies this week.

Miss Agnes Peter assisted Mrs. John Peter Jr., a couple of days last week.

Rudolph Brachman and Albert Meyers were over to John Peter Jr.'s Sunday afternoon, visiting.

John and Harry Peter cut rye for Cyril Peter last Saturday and they say it was about the best rye around.

Rain, rain, is what all of us want the most right now, or it seems like there will not be any gardens as well as other crops; pastures look pretty slim, too.

Misses Agnes Peter and Evelyn Hall went to O'Neill, Tuesday afternoon to do some shopping; they were rather wishing they had waited for a cooler day, as it was pretty hot.

A number of folks around this vicinity attended the dance at Oakview last Sunday night; the music was furnished by the Rosebud Kiddies from Yankton and they all enjoyed the little folks' music.

A few friends rather surprised John G. Peter, Tuesday night with a party, it being his birthday. He received many useful presents and

wishes for many more happy birthdays to come; cake and ice cream were served before the guests departed for home.

SURROUNDING AND PLEASANT VIEW

Nellie Matthews called on Mrs. Anderson, Sunday.

Mrs. Joe Niezgocki spent Thursday with Mrs. Nels Anderson.

Lascella Schunk assisted her sister, Mrs. Paul Roth, last week.

Mary Thusla spent Friday afternoon with Mrs. Nels Anderson.

John Steskal bound grain for Joe Kubik, Tuesday and Wednesday.

Mr. and Mrs. Nels Anderson were Sunday dinner guests of Mrs. Olson, in Atkinson.

The Country Club postponed their picnic Thursday on account of busy harvest time.

Arthur Evans visited relatives and friends in Norfolk and Omaha over the week-end.

Pete Smith of Atkinson, helped in the harvest field at the Wm. Evans ranch last week.

Sam Dibble and Will Dexter began work on the county road north of Emmet, Tuesday.

Elmer Warner, of O'Neill, and Charley Richards called on Bert Freed, Sunday afternoon.

George Ohde and family are sporting a new Chevrolet coach, purchased of F. E. Skrdla, of Atkinson.

Mr. and Mrs. Floyd Barnes and son Donald spent Sunday afternoon with Mr. and Mrs. Lloyd Quinn.

Francis Moore, of Pierce, spent Sunday with Mr. and Mrs. Karo and attended St. John's Lutheran church.

Mrs. W. S. Spencer and children were in O'Neill, Thursday of last week and called on Mrs. Wm. Abbott.

Mrs. Ed McKee is under the care of Dr. McKee, at her home in Atkinson; her many friends wish her a speedy recovery.

Mrs. Hannah Richards and son called on Mr. and Mrs. Robert Fullerton and family, Thursday evening. Ice cream was served.

Mr. and Mrs. Ryand Krake and family of Chicago, spent the Fourth with his sister, Mrs. C. A. Strong and family, leaving for their home by train, Monday.

Ed Heeb and family called at the James Mullen home, Sunday. James and children accompanied them home in the afternoon to do some repair work on their light plant.

Albert Klingler received a message Wednesday from Louisiana, Mo., of the death of a nephew, Hugo Klingler, who met death, his skull being crushed by someone unknown.

Mr. and Mrs. John Delosch of near Stuart; Mr. and Mrs. Bailey Miller; Mr. and Mrs. Albert Klingler, were dinner guests of Mr. and Mrs. Arthur Jones, in Atkinson, Sunday.

Mr. and Mrs. Earl Miller and Paul Roth were among the fishers, Sunday while Mrs. Roth and son spent the

day at the home of Mr. and Mrs. Wm. Grothe, near Emmet.

Mrs. Tillie Alson of Atkinson gave a dinner Sunday for her daughter Clara, of Omaha, who is taking nurse training. Those present were: Mr. and Mrs. Andy Miller and sons, of Stuart; Mrs. Fred Millinar and daughter; Mr. Engler, of Atkinson; Mrs. Barbara Hunt, Stuart; Miss Esther Grant, Albion; Junior McCaulley, Atkinson; Mr. and Mrs. Nels Anderson. Miss Olson left for Omaha Monday morning by train.

NEWS FROM EMMET

One hot day when Carl Lorenze came to the house for a drink, his son Glen was sitting in the milk-house turning the churn; he said, "Say, dad, I wish we had an electric churn."

Mr. and Mrs. Fred Beckwith; Mr. and Mrs. Guy Beckwith and family; Mrs. Ralph Beckwith; Miss Minnie Seger; Rex Beckwith; Mr. E. Young Leon Beckwith and the R. E. Young family drove to Long Pine for a picnic dinner and pleasure trip, Sunday.

Mrs. Ada Stahley and son Lavern, of O'Neill, are spending the week with Mr. and Mrs. Carl Lorenze and Glen. Mrs. Stahley is attending to the household duties while Mrs. Lorenze is assisting her husband with the farm-work.

Otto and Fred Lorenze have purchased a new threshing machine; Otto threshed his grain the first of this week, after cutting it with the binder he let it lay in the windrow and swept it to the machine with a hay-sweep and Farm-All tractor, thus doing away with the shocking operation.

Some of the people in this neighborhood are quite interested in the combine operated by John Schmidt, living north of O'Neill. It cuts and threshes the grain in one operation; there are many less helpers needed and the ladies think that not having to cook for a gang of threshers would be great. There are also several fields of flax in that neighborhood. This crop seems to be doing well and many folks are surprised to see it growing in this part of the country. The combine seems to be the best means of harvesting this crop.

Ralph Beckwith, of Scotts Bluff, writes of the visit of a porcupine to a farm near there; it left 1,000 quills in two pigs. When the man, S. F. Erwin, went to feed his pig, Tuesday morning he discovered that two sows in a pen were covered with porcupine quills; the sows were big ones weighing 350 pounds each, and had evidently fought the intruders, because their snouts were literally covered with quills. Mr. Erwin spent most of the morning picking the quills out of the sows, each one having from 400 to 600 quills in her head and body. Apparently the sows are going to recover in nice shape. The porcupine crawled over the side of the pen and disappeared; a search of the premises failed to locate him. Mr. Beckwith picked some of the quills and sent some to his wife who is visiting here.

Mr. and Mrs. George Urlaub and children left Monday morning for Butte, Montana, where they will visit with the former's father for a couple of weeks.

LOCAL NEWS.

Rev. O. A. Fortune and family are visiting relatives in Texas during the month of July.

Mrs. Georgia Rasley went to Omaha Thursday morning and will return Saturday.

Miss Lulu Hatch, of Lincoln, Nebraska, came Wednesday for a visit with O'Neill friends.

Leslie Uhl came down from Gregory, South Dakota, Tuesday for a short visit with his family.

Mr. and Mrs. Rex Brown returned home last week from a three week's visit with relatives in Illinois.

Miss Loree Sauers returned home Monday from a ten day's visit with relatives at Atkinson, Nebraska.

Mrs. A. R. Wertz, of Star, submitted to an operation in a Norfolk hospital last Thursday for ulcers of the stomach.

Miss Mary Carney returned home last Thursday night from a trip to points in the eastern part of the United States.

Mrs. W. H. LaPage and daughter, Miss Yvonne and Mrs. Norman LaPage, of Omaha, are visiting relatives in O'Neill this week.

A prairie fire that did some damage, burned over a tract of land northeast of Red Bird last Sunday. We understand that some hay was burned.

Rev. Monsignor Cassidy and Miss Mayme Cullen left on Monday morning for New York City and points east where they will visit for about three weeks.

Joe Schollmeyer was on the Sioux City market last Saturday with a car load of hogs that topped the market. Mr. Schollmeyer always has good livestock and is entitled to the top.

Mr. and Mrs. Clear Golden, daughter Marguerite Ann, and son Tommy, of Cheshire, Connecticut, and Mrs. Ivan J. Kinsman, of Columbus, Neb., are visiting at the home of their sister, Mrs. F. J. Dishner.

BOARD OF EQUALIZATION PROCEEDINGS

O'Neill, Neb., June 23, 1930

9 o'clock a. m.
Holt County Board of Equalization met pursuant to adjournment, all members present but McKim, Stein and Skidmore.

Board called to order by the chairman. Minutes for June 18, 1930 read and approved.

Request of Joe Ramm for reduction of valuation of lots 1-2-3, Hallock's addition to Stuart and the improvements thereon on motion was rejected.

Protest of W. W. Watson on valuation of lots 1-2-3, Hallock's addition to Stuart and the improvements thereon on motion was rejected.

NE $\frac{1}{4}$ 21-28-11, protested by F. J. Dishner on motion was reduced from \$3400 to \$2850.

Protest of Hattie Shoemaker was taken up and on motion W $\frac{1}{2}$ NE $\frac{1}{4}$ 12-27-12 was reduced to \$480 and S $\frac{1}{2}$ SE $\frac{1}{4}$ 1-27-12 was reduced to \$1050.

The protest of Frank Stanek was taken up and after due consideration on motion was rejected.

The protest of John Lienhart on valuation of the improvements on S $\frac{1}{2}$ NW $\frac{1}{4}$ 18-25-11 was taken up and

Ted North's Big Tent Show!

O'NEILL

The Balance of This Week, Playing

Friday Night, 8:45

"THE GORILLA"

THRILLS, CHILLS & LAFFS
This is the original stage play-- never been seen in O'Neill.

Saturday Nite, 2 Shows

First Show at 8:30 P. M.

"MONEY TO BURN"

Second Show at 10:30 P. M.

"HELLO-WORLD"

—Big Musical Review!—

Sunday Matinee 3 P. M.

"MEET THE FOLKS"

Sunday Nite, 8:45 P. M.

"THE MEANEST WOMAN IN THE WORLD"

PRICES:.....25 & 50c

DON'T FORGET

2 Shows Saturday Nite

Sunday Matinee & Nite

on motion the valuation was reduced from \$300 to \$250; on motion board of equalization adjourned until 1 o'clock p. m.

O'Neill, Neb., June 23, 1930

1 o'clock p. m.

Holt County Board of Equalization met pursuant to adjournment, all members present but Skidmore, McKim and Stein. Board called to order by the chairman.

Protest of Mary A. Kelley on the valuation of SW $\frac{1}{4}$ Sec. 27-30-11 was taken up and on motion valuation of said land was reduced from \$1760 to \$1630.

The protest of Andrew E. Lee was taken up and upon investigation it

(Continued on page 8)



NOW IS THE TIME TO GET YOURS!

ALL TYPES,
ALL SIZES,
ALL PRICES
- ALL GOODYEARS

WHERE DO YOU PLAN TO

DRIVE?

LOW SUMMER PRICES

Goodyear Pathfinder

(Illustrated above, at left)

Full Oversize

Tubes also low priced

Stop in—tell us where you are going. We will look over your tires—and if a little repairing or one or two low-priced Goodyears will answer your needs, we'll say so.

Never before have we had such wonderful values as the 1930 Goodyears. They reflect, in fine quality at low prices, Goodyear's great leadership in the industry. Now is the time to get YOURS—with our service back of them.

Guaranteed Tire Repairs

MELLOR MOTOR CO.
O'Neill, Nebraska