

THE FRONTIER

D. H. Cronin, Editor and Proprietor
Entered at the Postoffice at O'Neill, Nebraska, as Second Class Matter.

One Year, in Nebraska \$2.00
One Year, outside Nebraska 2.25
Every subscription is regarded as an open account. The names of subscribers will be instantly removed from our mailing list at expiration of time paid for, if publisher shall be notified; otherwise the subscription remains in force at the designated subscription price. Every subscriber must understand that these conditions are made a part of the contract between publisher and subscriber.
Display advertising is charged for on a basis of 25c an inch (one column wide) per week. Want ads 10c per line, first insertion, subsequent insertions, 5c per line.

REPUBLICAN TICKET
State and County

- For Governor—
CHARLES J. WARNER.
- For Lieutenant Governor—
WILLIAM EDWARD JOHNSON.
- For Secretary of State—
L. E. MARSH.
- For Auditor Public Accounts—
RAY C. JOHNSON.
- For State Treasurer—
T. W. BASS.
- For Attorney General—
WALTER R. JOHNSON.
- For Railway Commissioner—
DUANE T. SWANSON.
- For Congressman, Third District—
KARL STEFAN.
- For County Clerk—
MABEL MEREDITH MCKENNA.
- For County Sheriff—
A. H. MARQUARDT.
- For County Treasurer—
W. E. STARR.
- For Clerk of District Court—
IRA H. MOSS.
- For County Attorney—
JULIUS D. CRONIN.
- For Register of Deeds—
ESTHER COLE HARRIS.
- For County Assessor—
FRED MULFORD.
- For County Surveyor—
M. F. NORTON.
- For Supervisor, First District—
J. C. STEIN.
- For Supervisor, Third District—
THOMAS J. BRENNAN.
- For Supervisor, Fifth District—
J. W. WALTER.
- For Supervisor, Seventh District—
ED. J. MATOUSEK.

The Norfolk Daily News is running the constitutional amendments in their columns. This is about the juiciest plum the democrats had to offer their newspapers in the state within the past two years. The News has been a supporter of Governor Cochran for reelection, although normally classed as a republican paper. Wonder how the democratic editors in Madison county like the idea of a life long republican paper getting this juicy plum?

Our friend Ralph Kelly, of Atkinson, is running one of the constitutional amendments handed out by the democratic state officials. How come, Ralph, is your ally-

(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

To the Voters of Holt County

I have just returned from Rochester, Minnesota, where I underwent an operation at the Mayo Clinic, and have been absent from Holt County for the past six weeks. Owing to ill health prior to going to Rochester, and now to the limited time before election, November 8, 1938 it will be impossible for me to meet with you personally and discuss my political platform, candidacy and qualifications for the office of County Attorney.

I am a householder and tax payer, and fully understand the needs of Holt County and tax payers thereof.

I am admitted to practice law in both the State and Federal Courts and for the past eight years have been engaged in the practice of law in Holt County.

I stand for rigid economy in the administration of the office of County Attorney and in all county offices and county administration; for the fair, just and impartial administration of law.

If elected to the office of County Attorney, I pledge to the voters of Holt County strict economy; rigid enforcement of the law and that I will fulfill the duties of County Attorney in a fair and impartial manner without fear or favoritism.

Your vote and support will be sincerely appreciated.

Emmet A. Harmon

gence to the GOP wavering?

Holt county has two New Deal newspapers, the Holt County Independent and the Page Reporter. The latter was ignored in the distribution of democratic pie, by the state officials, and it was given to what is classed as a republican paper. Is there a reason?

Charley Warner, the republican candidate for governor, is a farmer and stock grower and knows the needs of the farmers of the state and what they have been through during the past six years of New Deal misrule. Farmers of Nebraska should vote in a body for Charles J. Warner, for we should have a farmer for governor of a farming state.

From reports coming in from over the county Art Marquardt, of Ewing, will be the next sheriff of Holt county. Art has made an aggressive campaign and from the information received here he is making a good impression on the taxpayers of the county and they are lining up behind his candidacy. From what his friends tell us about him we are convinced that he will make a splendid official and will fill the office with credit to himself and those responsible for his election.

From the south country comes the word that J. W. Walter is sure to be the next supervisor from that portion of the county. He made a splendid official when on the board before and not only the southern country, but the county at large, will be benefited by his re-election to the board.

Mrs. Mabel Meredith McKenna is making a splendid campaign for the office of county clerk and the chances for her election to that office grows brighter day by day. Mrs. McKenna is well qualified for the office to which she aspires and voters of the county will make no mistake in marking an X in front of her name on the ballot next Tuesday.

From reports from various sections of the county we are convinced that Holt county will be in the republican column, for the first time for several years, after the votes are counted next Tuesday night.

If you want to be on the safe side vote republican next Tuesday.

The family of Tom Brennan have been heavy taxpayers in this city and county since its organization. Thomas knows the value of a dollar and would be an able and capable member of the county board. If you want somebody to look after your interests vote for Thomas J. Brennan for supervisor of this district.

With Ed Matousek, Joe Stein, Thomas Brennan and J. W. Walter on the county board the ensuing year the taxpayers of the county

can be assured of a square deal. Elect them all for we need them on the county board.

Lawrence Chapman, of Omaha was in O'Neill on business on Thursday.

INMAN NEWS

Mrs. Mary M. Hancock and Miss Gladys, were guests of Judge and Mrs. C. J. Malone at O'Neill, Sunday.

Mrs. Donald Wolfe and son, of Atkinson, came Sunday for a few days visit with her parents, Mr. and Mrs. Walt Jacox.

W. M. Watson, of Lincoln is here visiting his sons, E. L. and I. L. and families.

Quite a number of Inman people attended funeral services for the late Mrs. James Murphy, of Page, Saturday afternoon.

The Inman Workers club met with Mrs. Harry McGraw, Wednesday. A covered dish luncheon was served at noon. The lesson discussion was held in the afternoon.

E. R. Rogers drove up from Lincoln, Friday to get his mother, Mrs. Jennie Wilcox, who will spend the winter in Lincoln, with her sons, E. R. Rogers and George Wilcox.

Mr. and Mrs. Charles Hancock and sons, Warren and Douglas, of O'Neill visited here Sunday evening with their grandmother, Mrs. Mary M. Hancock.

Mr. and Mrs. Fay Britnell and daughter, Shirley and Mr. and Mrs. Dave Mossback and son, Harland visited relatives at Chambers, Sunday.

Mr. and Mrs. F. H. Outhouse spent the week-end in Omaha, where they went to attend the wedding of a niece, Lois Dobbins.

Mr. and Mrs. Elliot Carpenter have moved to Amelia, where they will make their home.

G. P. Coleman and W. C. Hancock drove to Neligh, Tuesday on business.

Patty McMahan, who with her grandmother, Mrs. George Coventry, went to Tipton, Missouri, last week for a visit with the latter's daughter, Mrs. Sherman Grozier and family, had the misfortune to break her leg last Wednesday while at play with her cousins. Her parents, Mr. and Mrs. James McMahan left that evening for Tipton, and brought their daughter home Saturday evening. Patty is getting along nicely.

Superintendent W. J. McClurg, Donald Starr, Miss Beverley Betts and Miss Alma Snell attended the teachers convention at Norfolk last week. Miss Beth McKee went to Omaha and R. Wilde Stickney to Lincoln to attend similar conventions.

Mr. and Mrs. William Thompson, of Stromsburg, were here Saturday evening visiting his parents, Mr. and Mrs. J. S. Thompson.

Mrs. Jessie McClurg, of Stuart, came Wednesday for a visit with her son, Superintendent W. J. McClurg.

Mr. and Mrs. Harold Miller and children were here from Neligh Sunday visiting relatives.

Mrs. Gayle Butler, R. N., who has spent her vacation here with

her parents, Mr. and Mrs. A. N. Butler, left Saturday for Kansas City to resume her duties as a nurse.

Mrs. Pete Cooper and son are here from Orchard visiting her parents, Mr. and Mrs. J. T. Thompson.

Word came to Inman Monday of

the death of William Richards, of Beatrice. Mr. Richards was for many years a resident of this community. His body will be brought to Inman for burial. Funeral services will be held at the home of Mrs. Etta Geary Wednesday and interment will be made in the Inman cemetery.

Mr. and Mrs. Russell Shoemaker drove to Sioux City last Saturday where they met the Misses Lucretin and Clare Shoemaker, who were returning from the Mayo Clinic at Rochester, Minn. The Misses Shoemaker will remain here for some time as the guest of their sister, Miss Mayme Shoemaker.

Coming Saturday, November 5th

THE GREAT NEW LINE OF FORD CARS AND TRUCKS for 1939

ALSO COMPLETE INFORMATION ABOUT

THE NEW MERCURY 8

An Entirely New Ford-Built Car in the lower medium-price field

You are cordially invited to come in and inspect the beautiful new Ford cars.

MELLOR MOTOR COMPANY
O'NEILL, NEBRASKA

The Fords Tell Their Plans for 1939

IF WE KNEW anything better we could do for the country than make good motor cars, we would do it.

By every one doing his best in the job he thinks most useful, this country is going to regain its momentum. We have tried to do our best in our job.

When business was suddenly halted in its recovery more than a year ago, we determined that we should keep going anyway, if not at full-volume motor car production, then at getting ready for greater motor car values that would help future production.

EXPANDING FOR THE FUTURE

We began to build 34 million dollars' worth of new plants and equipment. We felt that if we could not employ all our men building motor cars, we would employ as many as we could building better production facilities.

We were told, of course, that this was no time for expansion, that a wiser business policy would be to "hold everything"—which means, stop everything. But no one ever got anywhere standing still.

Besides, we are not defeatists. We do not believe this country has seen its best days. We believe this country is yet in the infancy of its growth. We believe that every atom of faith invested in our Country and our People will be amply justified by the future. We believe America is just beginning. Never yet have our People seen real Prosperity. Never yet have we seen adequate Production. But we shall see it! That is the assurance in which we have built.

Business is not just coming back. It will have to be brought back. That is now becoming well understood in this country; for that reason 1939 will be a co-operative year. Manufacturers, sellers and buyers will co-operate to bring back the business that is waiting to be brought back.

This construction program is almost completed. It has increased activity and payrolls in a number of related industries. It has given us better facilities for building better cars and trucks, and eventually our new tractor which is being perfected.

THIS MEANS MORE VALUE

The current program has provided a new tire plant, which will turn out a part of our tire requirements . . . a new tool and die plant that will help us cut the cost of dies . . . and a steel-press plant that will enable us to make more of our own automobile bodies. These are in addition to the plants we already had for producing glass, iron, steel, plastics, and many other things.

We don't supply all our own needs, of course, and never expect to. The Ford engine is one thing



Henry and Edsel Ford, on the occasion of the 35th anniversary of the founding of the Ford Motor Company, June 16, 1938

that no one's hand touches but ours. Of nearly everything else we use we build some quantity ourselves, to find, if possible, better and more economical ways of doing it. The experience and knowledge we gain are freely shared with our suppliers, and with other industries.

We take no profit on anything we make for ourselves and sell to ourselves. Every operation, from the Ford ships which first bring iron ore to the Rouge, is figured at accurate cost. The only profit is on the finished result—the car or truck as it comes off the line. Some years, there is no profit for us. But we see to it that our customers always profit. A basic article of our business creed is that no sale is economically constructive unless it profits the buyer as much as or more than the seller.

Our new plants have helped us build more value into all our cars for 1939. That means more profit on the purchase to the purchaser.

We have not cut quality to reduce costs. We simply will not build anything inferior.

NEW TESTING EQUIPMENT

While we were putting up new plants to produce cars, we constructed new equipment to test them. The first weather tunnel of its kind ever built for automobile research went into operation at our laboratories this year.

It makes any kind of weather to order. The weather it delivers every day would take months to find in Nature. Our cars are weather-tested to give you good service in any climate anywhere.

In other tests, every part of the car is punished unmercifully. Then our engineers tear it down to see if they can find abnormal wear or any sign of weakness.

The money we spend on tests saves you money on repairs. And your family car is safer and more dependable when we put it in your hands.

THE NEW CARS

We have two new Ford cars for 1939—better cars and better looking—but we also have an entirely new car.

It's called the Mercury 8. It fits into our line between the De Luxe Ford and the Lincoln-Zephyr. It is larger than the Ford, with 116-inch wheelbase, hydraulic brakes, and a new 95-horsepower V-type 8-cylinder engine.

We know that our 1939 cars are cars of good quality. We think they're fine values in their price classes.

With new cars, new plants, new equipment, the whole Ford organization is geared to go forward.

FORD MOTOR COMPANY, Dearborn, Michigan