

BRIEFLY STATED

Joe Martin made a business trip to Norfolk on Monday evening.

Mr. and Mrs. Eddie Bright, of Orchard, spent the Fourth in this city visiting relatives and friends.

Mrs. Hugh McLeod and son left Saturday for Valentine after visiting relatives here since Tuesday.

Miss Viola Lanphear, of Belden, is visiting this week at the home of her sister, Mrs. George Zink.

Kenneth Hunt and Ralph Walker returned Friday from a trip to Los Angeles, Cal.

Mr. and Mrs. Carl Oppen, of Creighton, spent Sunday here visiting relatives and friends.

Mr. and Mrs. Jack Arbuthnot announce the birth of a daughter, Cecelia Ann, on Friday, July 6.

Mal Johnson, who spent the week of the Fourth here visiting his brother, I. W. Johnson, left Sunday for his home in Lincoln.

Mr. and Mrs. Bob Haley, of Norfolk, were in O'Neill on business on Tuesday and Wednesday of this week.

Looking for Bargains? Be sure to see Anton Toy's ad on last page of this issue.

Harry Reardon returned Tuesday evening from Omaha, where he spent a few days on business.

Mr. and Mrs. Ambrose Rohde announce the birth of a daughter, Mary Rita, on Tuesday evening, July 9.

Mr. and Mrs. Richard Walther announce the birth of a daughter in an Omaha hospital on Saturday, July 6.

Dr. George Clark and daughter, Mable, of Omaha, spent Friday in O'Neill visiting at the home of Dr. and Mrs. J. P. Brown.

Mr. and Mrs. Jerry Graybiel and Miss Helen Sullivan spent the week end visiting friends at Grand Island.

Ms. Ann Jordan and Mrs. Catherine Keiser returned Tuesday from Sioux City, where they spent a couple of days visiting friends.

LUTHERAN NOTES

Sunday's services at the Episcopal church will begin at 11 a. m. Sunday school at 10:30 a. m. R. W. FRICKE, Pastor.

THE METHODIST CHURCH

V. C. Wright, Minister

Sunday School 10 a. m., H. B. Burch, Superintendent.

Morning worship 11:00 a. m. Special music will be a solo prayer by Don Bowen, "Show Me The Way," words by Margaret Olive Jordan and music by Homer Tourjee, sermon by the pastor.

The League devotional meeting will be an outdoor service and picnic lunch.

The delegates in attendance at the 1940 Summer Institute gave their reports last Sunday evening. Officers for the ensuing year were elected.

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FREE to users of White Loaf Flour! Mail the card which you'll find in every 10-lb. or larger, White Loaf sack. Get this FREE cook book—prize-winning recipes for baking delicious cakes, cookies, muffins, pastries and bread. *Do it Today!* WHITE LOAF is milled from the choicest High Altitude wheat for HOME use. Bakes Everything from cakes to bread and rolls.



WHITE LOAF FLOUR



Use The Frontier Want Ads For Quick Results

The O'Neill Drug Co. WALGREEN AGENCY STORE

Advertised a short time ago that they had introduced here—a new Low Schedule of Prices.

That the extent to which they have gone may be more clearly understood they make the following statement:

"That the O'Neill Drug Co. guarantees the MINIMUM PRICE on all Items to which the Fair Trade schedule applies."

And this schedule applies to approximately 90% or more of the Best Known Tooth Pastes and Shaving Creams, Antiseptic Mouth Washes, Mineral Oils and other Household Remedies, Vitamin Products, Colognes, Face Powders and Creams, Lotions and Hair Preparations—in fact all the Fair Trade Drug Store Items and in all the sizes in which they are made.

As a sample you may compare the following NEW EVERY DAY PRICES with the prices you have been paying.

15c BAYER'S ASPIRIN	12c	50c IPANA	39c
25c Size	19c	75c Size	59c
25c EX LAX	19c	25c KOLYNOS TOOTH PASTE	19c
25c Carter's LIVER PILLS	19c	50c TEEL	39c
25c FEENAMINT	19c	50c LISTERINE	39c
75c MEAD DEXTRA MALTOSÉ	63c	50c LYSOL	43c
50c PABLUM	39c	60c MURINE EYE WASH	49c
\$1.25 S. M. A. BABY FOOD	94c	\$1.50 PINKHAMS VEG-ETABLE COMPOUND	98c
\$1.25 PETROLOGAR, all numbers	89c	50c JERGENS LOTION	39c
75c OVALTINE	59c	50c HINDS' HONEY & ALMOND CREAM	39c
60c ALKA SELTZER	49c	55c LADY ESTHER POWDER	39c
30c Size	24c	50c WOODBURY'S CREAMS	39c
60c BROMO SELTZER	49c	60c MUM	49c
30c Size	25c	35c Size	29c
65c BISODOL	52c	50c VITALIS	39c
35c VICK'S VAPO RUB	27c	\$1.00 Size	79c
75c Size	59c	60c DRENE SHAMPOO	49c
40c Fletcher's CASTORIA	31c	\$1.00 Size	79c
60c SAL HEPATICA	49c	25c J & J BABY TALCUM	19c
25c CASCARETS, plain or chocolate	19c	50c Size	39c
35c BURMA SHAVE	29c	25c MENNEN'S BORATED TALC	19c
25c PEPSODENT TOOTH PASTE	19c	50c Size	39c
		75c SQUIBBS MINERAL OIL	59c

And Thousands of Other Items—It means that you can purchase all of these items as cheaply at the O'Neill Drug Co. EVERYDAY as you can in the lowest priced drug stores in Sioux City or Omaha, Chicago or New York.

The O'Neill Drug Co. has invited you before to inquire for prices and compare them with the prices you have been paying. They invite you again—and also to watch for their Week End Specials on items not protected by FAIR TRADE.

A great advertiser once said, "If you want to convince the people—Repeat and Repeat and Repeat." And this we shall do—Honestly, Consistently and Gladly—feeling sure that our message will eventually reach YOU—as it has already reached many others who trade here—Confident of the LOWEST PRICES and the BEST MERCHANDISE.

To those who have formerly traded in Sioux City or Omaha—and with the mail order houses as a haven of Low Prices this Ad may be of particular significance—You will no longer have to wait until your next trip to the city or pay mailing charges—because all of these items can be purchased here—at the same Low Price—and where a welcome always awaits you—at The O'Neill Drug Co.

PIONEERS OF LOW PRICES

And As A Week End Special

5c Saturday Is 5c Ice Cream Soda Day 5c

COUNCIL OAK STORES

YOUR FRIEND AT MEALTIME

Friday and Saturday July 12 and 13, 1940

RE-AWAKEN YOUR APPETITE!

You need energy for Summer fun . . . And its SO easy to lose interest in food during hot weather . . . Summer foods must be zestful, fresher; must be Vitamin-rich. Tasty salads, light snacks, one-dish dinners; you'll find suggestions for all these and more at your Council Oak Store. It's Safe to Save at Council Oak.

"TENDERED" SMOKED PICNICS 4 to 6-lb. Hockless. Supplies a nice oven roast. Fry the center slices. Boil the ends with greens or vegetables. PER POUND	17c	GOVT INSPECTED BEEF ROASTS Roasts cut from native corn fed beef. An assurance of roasts that are tender, juicy and fine flavored. POUND	19c
13c, 16c and			

GOVERNMENT INSPECTED STEAK SIRLOIN, ROUND AND SWISS—POUND	29c
BOILING BEEF, Pound	9c
SUGAR CURED WIDE BACON, Pound	16c
MILD CURE SUMMER SAUSAGE, Pound	19c

SLICED PORK LIVER PER LB.	6 1/2c	PLAIN BACON SQUARES PER LB.	8c	PORK SPARE RIBS PER LB.	9c
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READY TO SERVE STEWED PRUNES 4 TO 6 PORTION PER CAN	5c
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Enjoy an occasional dish of Prunes during the hot weather without the bother of cooking. Stewed and sweetened, ready for the table. 24 large prunes in can.

DOLE'S HAWAIIAN PINEAPPLE JUICE 46-Ounce Can	29c
12-OUNCE CAN	9c

Rich in natural fruit-energy and a good source of Vitamins A, B and C. A healthful breakfast appetizer and an excellent mixer.

"BLUE JAY" FRASIER RIVER SALMON STEAKS FLAT POUND CAN	29c
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The finest Salmon obtainable. Perfect in color, flavor and texture. Try a few cans at the special price.

Cocoanut BON BON PER LB.	15c	MARSH-MALLOW POUND BAG	11c	Asst'd COOKIES 2-POUND BAG	23c
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QUICK COOKING—WHOLE GRAIN WHITE RICE, 2-Lb. Bag	11c
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DWARFIES

POPPED WHEAT, 4-Oz. Package	4c
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RYE BREAD, Pound Loaf	9c
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NANCY ANN 16-OZ. LOAF	7c
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So delicious. So rich in energy. Baked by a more expensive formula at no advance in price. The bread that "stays Fresh Longer."

FRANCO-AMERICAN MACARONI & SPAGHETTI	19c
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One can of each. The 2 cans for

OCEAN SPRAY CRANBERRY SAUCE, 17-Oz. can	15c
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Cranberry Sauce is as keenly relished with Fried Spring Chicken as with the Thanksgiving Turkey.

MORNING LIGHT ROYAL ANN CHERRIES NO. 10 CAN	49c	SPRY A pure vegetable shortening. POUND CAN	17c
		3-POUND CAN	45c

COUNCIL OAK TEA 1/2-POUND BLACK	32c
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1/2-POUND GREEN	21c
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Ideally blended for making a rich, satisfying tea to serve either iced or piping hot.

MORNING LIGHT QUEEN OLIVES, Large No. 26 Jar	34c
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COUNCIL OAK COFFEE 3-POUNDS	67c
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POUND BAG	23c
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Save the empty bags and start a beautiful set of 22 carat Gold Pattern Dishes.

PICNIC SUPPLIES 2 DIME PKGS.	15c
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Paper cups for hot or cold drinks, paper plates, paper napkins, wooden forks and wooden spoons.

LEVER BROS. PRODUCTS SPECIAL FOR THIS SALE	
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LUX SMALL PACKAGE	9c	LUX LARGE PACKAGE	20c
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LUX TOILET SOAP, Cake	6c	GIANT	53c
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RINSO SMALL PACKAGE	8c	LARGE PACKAGE	20c
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LIFEBUOY SOAP, Cake	6c
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WEEK END GREEN GOODS SPECIALS

Inspect our beautiful display of Fresh Apricots, Bing Cherries, Peaches and Plums; also the crisp Lettuce, Cucumbers, Young Onions, Radishes and Tomatoes for the salad—Sweet, Juicy Watermelon. Every Melon Guaranteed.

WELL MATURED "SUNKIST" LARGE SIZE NEW CROP LEMONS, Dozen	29c
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THOMPSON SEEDLESS WHITE GRAPES, Per Pound	11c
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FANCY RED GRAPE SLICING TOMATOES, 2 Lbs. For	11c
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This test leaves no doubt about which light-duty truck is most economical on gasoline! We'll match a GMC against any other truck of equal power on a measured-gas-mileage-comparison over your routes with your loads. It will pay you to investigate GMC before you buy another truck.

Time payments through our own YMAC Plan at lowest available rates

A MARCELLUS, O'Neill, Nebraska
GMC TRUCKS GASOLINE - DIESEL