

**Football Is in the Air
Magic Is in the Air**

\$3.98 to \$10



There's magic in the air!
There's magic waiting to
work itself on you.
There's magic for you
when you don your new
Fall hat!

It's downright unbeliev-
able what a hat can do
to conjure up a feeling of
importance and self-
assurance. It gives you
that pride in being well
groomed, from the tips
of your shiny shoes to the
dented crown of your
new Toledo. But, be sure
that you get your new hat
from Brown-McDonald's,
a reliable hatter. Our
staff of experts will ply
their art in helping you
select the hat that's right
for you—right shade,
right shape, right style—
for your own very phiz
and personality. Be sure
to stop around today for
one of these neatest-tricks
of the year.

**Your hat is your best trick . . .
wear it well!**

Brown-McDonald's
Headquarters
for Browncrest
Lee and Dobbs

FOOTBALL

SEASON IS HERE !

FOLLOW THE TEAMS! Both schools
are placing experienced, well - trained
clubs on the gridiron this season.

Watch 'Em Go !



**Home Games in
O'Neill Athletic Park**

The Schedules:



ST. MARY'S ACADEMY

(All HOME GAMES Under the Lights Except as Noted)

Sept. 20—LYNCH, There
Sept. 27—CHAMBERS, Here
Oct. 6—SACRED HEART (Norfolk) There
Oct. 13—ST. MARY'S (Grand Island), Here
Oct. 18—BUTTE, There
Oct. 27—ST. PATRICK'S (North Platte),
Here, (Sunday Afternoon Game)
Nov. 3—ALLIANCE, There.
Nov. 10—SACRED HEART, (Norfolk), Here
(Sunday Night).
Nov. 15—CHAMBERS, There

O'NEILL PUBLIC SCHOOL

(All HOME GAMES Under the Lights)

Sept. 27—BASSETT, There
Oct. 4—EWING, There.
Oct. 11—CREIGHTON, Here
Oct. 18—AINSWORTH, Here
Oct. 23—SPENCER, There
Nov. 1—STUART, Here.
Nov. 8—NELIGH, There.
Nov. 15—ATKINSON, There

EXTRA EXERTION



REQUIRES
PLENTY
OF

VITAMINS



THAT'S WHY
THE
FOOTBALL
CROWDS
GO TO

SLAT'S CAFE
West O'Neill

**"SLATS WANTS
TO SEE
YOU!"**

Football—

. . . brings with it a special meaning to
those who like to "follow the team." Our count-
ers of ONWARD School Supplies bring special
meaning to those students who prefer the best
for less when shopping for their school needs.



Stratford Regency
Handsome, free-flowing
pen in rich duotones.

\$1

Deluxe Wearever

Certainly one of the best
dollar pens ever on the
market.

\$1

The Spiral NOTEBOOK

Ruled Steno

10c

Brief Note Paper

Selections of pretty designs
in attractive box.

59c

CARBON PAPER

12 Sheets
10c

Lead Pencils

Best Grade 5c

Eraser Tip, 2 for .. 5c

7 1-2 Inch Eraser Tip
3 for 5c

With soft, easy-writing No.
2 lead.

Mechanical

SCRIPTO PENCILS

Holds 4-Inch Lead

20c



SKRIP INK

2-Oz. Bottle

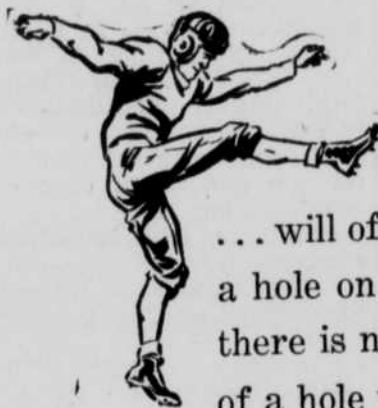
15c

BEN FRANKLIN

A. E. BOWEN Owner

O'NEILL

The Quick Kick . . .



. . . will oftentimes get the team out of
a hole on the football field. But
there is no "quick-kick" to get out
of a hole when adequate insurance
might have done the job. Why
not discuss your insurance needs
today?

BEST WISHES to the TEAMS!

R. H. "Ray" SHRINER

Insurance — Farm Loans — Real Estate
PHONE 106

Western Auto

Associate Store

O'NEILL

North Nebraska's HEADQUARTERS for

SPORTING GOODS

- Hunting Coats, Pants,
and Vests.
- Fishing Supplies.
- Wheel Goods.
- Baseballs
- Softballs



A. P. JASZKOWIAK, Prop.

PENNEY'S
J. C. PENNEY CO., INC.

WHERE
**SCHOOL
BOYS**
BUY
THEIR
— CLOTHING
— SHOES and
— FURNISHINGS

Speed

— is essential on the gridiron
as well as in banking. Our
modern facilities are always
ready to help you with speed,
accuracy and dependability.

O'Neill National Bank

Member of Federal Deposit Insurance
Corporation