


LOHAUS MOTOR CO.
O'NEILL, NEB.
Phone 16



SALES & SERVICE
FORD TRACTOR FERGUSON SYSTEM

PAT HARTY
VISIT
PAT'S
for a
FRIENDLY CHAT

S-P-E-C-I-A-L-S
— FOR —
BALLOON DAY
50 Boxes of 5c
CANDY
BARS
KLEENEX TISSUES
O'NEILL DRUG CO.

MIDWEST MOTOR CO.
"Your CHEVROLET Dealer"
—Complete Service
—Body and Fender Repair
—Power Wrecker Service
—Lubrication

YOUR...
CONSUMERS
Public Power District
D-E-P-E-N-D-A-B-L-E
ELECTRIC SERVICE
AT LOW RATES

O'NEILL CLEANERS
Always
Have a
Neat Appearance

LINDBERG
HOME & AUTO SUPPLY
See Our
TOY
Department

SHELHAMER
GAS TIRES
OILS
FUEL VULCANIZING
McCORMICK - DEERING
FARM IMPLEMENTS
INTERNATIONAL MOTOR TRUCKS

WELCOME to O'NEILL!
CENTRAL FINANCE CORP.
C. E. JONES, Manager
O'NEILL, NEB.

WESTERN AUTO
ASSOCIATE STORE
A. P. JASZKOWIAK, Prop.
CLOSE-OUT ITEMS
1/2 PRICE
ON ALL
DR. LEGEAR STOCK:
Poultry Prescription, Antiseptic Powder,
Lice Powder, Udder Ointment,
Sheep Drench, Dip and Disinfectant.

UNION STORE
PHONE 54 WE DELIVER
Look at these "Hard-to-Get" Items
for MERCHANTS' DAY only!
— SALAD DRESSING
— CANDY BARS
—while they last—

JULIUS D. CRONIN

3 - AIRPLANES - 3

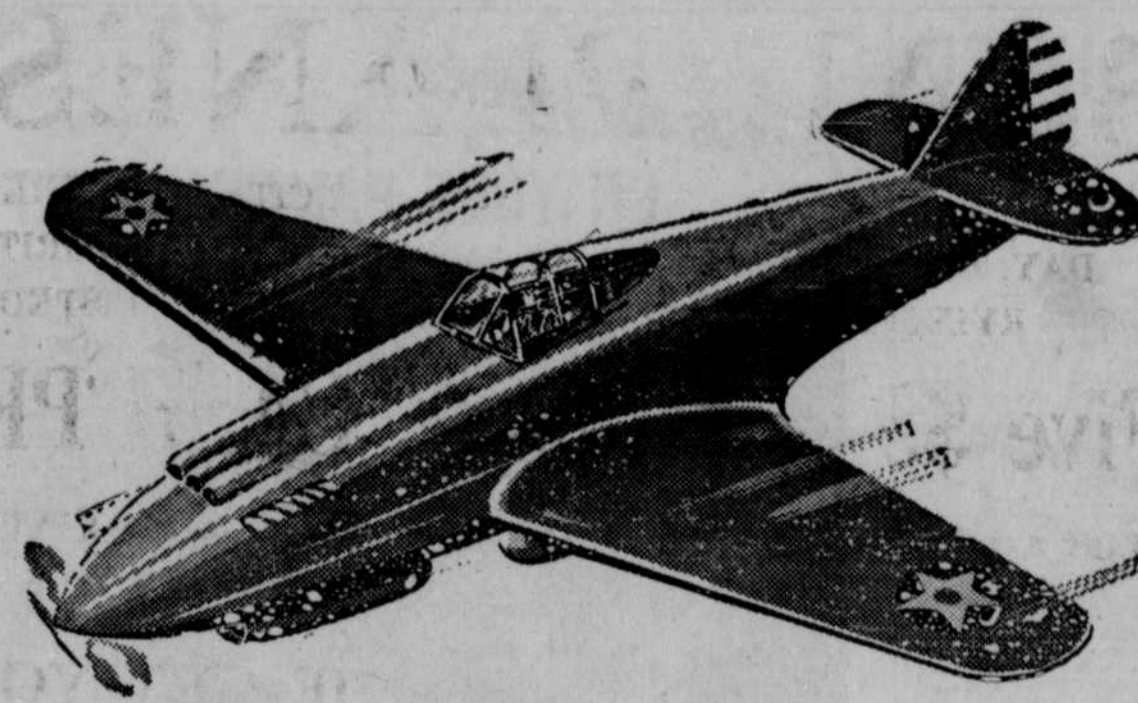
WILL DROP 1,000 PARACHUTES OVER THE CITY OF O'NEILL ON THIS DAY, BETWEEN 2 AND 4 O'CLOCK, WITH THE MAJORITY CARRYING TAGS WITH VALUABLE P-R-I-Z-E-S LISTED !!

Five \$5 and 250 \$1 CASH PRIZES

PLUS A LONG LIST OF VALUABLE MERCHANDISE DONATED BY THE MEMBERS OF THE CHAMBER OF COMMERCE

IT'S ALL FREE . . . COME GET YOURS!

O'Neill Merchants' Balloon Day MONDAY, NOV. 18th



Fire Whistle Will Announce the Coming of the Airplanes

Band Concert on Street 1 to 2 p. m.

The following members of the O'Neill Chamber of Commerce, in addition to those carrying advertisements on these pages, are co-operating to make BALLOON DAY a success:

- | | | |
|---------------------------------|-----------------------|----------------------|
| Northwestern Bell Telephone Co. | R. H. ("Ray") Shriner | O'Neill Dairy |
| Shelhamer Produce | Norman Gonderinger | C. E. Yantzi |
| Harrison Bridge | P. C. Donohoe | J. J. Harrington |
| Jack Vincent | Dr. W. F. Finley | Holt Co. Farm Bureau |
| T. M. Harrington | Earl Fox | Drs. Brown & French |
| J. B. Ryan | C. H. McManus | Biglin Bros. |
| The Independent | Modern Beauty Shop | H. A. Yocum |
| George Kelly | Ira Moss | Merriman & Lyons |
| D. H. Clauson | Judge D. R. Mounts | Dr. J. L. Sherbahn |
| F. J. Dishner | Ira George | Lloyd Collins Impl. |
| | Joe A. Mann | |

FOLLOWING IS A LIST OF THE PRIZES:

- | | | |
|---------------------------------|---|--|
| 5—\$5.00 Bills | 1 Public Liability Insurance Policy | 1 box Shells |
| 250—\$1.00 Bills | 10 pints Enamel | 1 Inner Tube |
| 2 gallons Antifreeze | Five \$1.00 Neckties | 1 Garden Fork |
| 1 Oil Filter Cartridge | Five \$1.25 Watch Straps | 1 Furnace Shovel |
| 1 Fan Belt | 100 lbs. 32 percent Concentrate Rag Rug | 2 pairs Overalls |
| 5 gallons Gasoline | 3 boxes Bathmeal | 2 Chair Pads |
| Five 5-lb. bags Purina Dog Chow | 3 boxes Dusting Powder | 6 Flashlights |
| Ten 1/2-gallons Syrup | 10 Lubrication Jobs | 5 Key Cases |
| 2 boxes Dux | Pliers and Screwdriver Set | 2 Snow Shovels |
| One 5-lb. boxes Cheese | 2 pair Pliers | 1 box Candy Bars |
| 1 can Spot Remove | 1 Doll | 1 Broom |
| Car Wax | 1 Tire Gauge | 1 Fountain Pen |
| Foam Cleaner | 1 Tire Gauge | 1 Doll |
| 12 Family Group Photos | 1 Garden Rake | 11.00 Credit on Permanent and many other articles. |
| 1 Camera | 6 Cartons Cigarettes | |

Read These Ads, Which Carry Special Bargains on 'Hard-to-Get' Merchandise for This Day

HARD-TO-GET ITEMS
FOR MERCHANTS' DAY
DOUBLE BLANKETS
SHEET BLANKETS
PILLOW CASES
SHEETS
COTTON PRINT
WASH CLOTHS
OIL CLOTH
TOWELS
KLEENEX
(Limit One to a Customer)
M'CARVILLE'S

A. B. HUBBARD
An
A-P-P-R-E-C-I-A-T-I-O-N
of
YOUR VOTES
Holt County Sheriff

M'INTOSH JEWELRY
—DIAMONDS
—WATCHES
—GIFTS
New Ladies' PURSES
in Hand-Tooled Leather

ELKHORN VALLEY
LOAN ASSOCIATION
WELCOMES YOU!
Lyle P. Dieks, Sec.-Treas.
O'Neill, Nebr.
Low FARM Long
Interest LOANS Term

OUTLAW GROCERY
50 MEN'S FANCY WOOL
MACKINAW COATS
Your Choice
Only **8.75**

BALLOON DAY SPECIALS
—Facial Tissues
—Galvanized Pails
—Curtain and Drapery Rods
—Children's Mitts
—Candy Bars
(Quantities Limited)
RICKLY'S
5c TO \$1.00 STORE

O'NEILL NATIONAL BANK
Complete
BANKING SERVICE
WELCOME TO O'NEILL

STANNARD'S STORE
Fresh Fruits & Vegetables
FOR THANKSGIVING
Also a Good Line of —
—BOX CANDY
—CIGARS & CIGARETTES

SPELTZ - RAY
LUMBER COMPANY
— LUMBER
— PAINT
— and COAL

Greetings!
from the
GOLDEN HOTEL



OUR SPECIAL OFFER
FOR MERCHANTS' DAY
Will Be—
15 PHOTOGRAPHS
for the PRICE of a DOZEN
You can make three extra friends happy
Come in and take advantage of this offer,
at Christmas.
O'NEILL PHOTO CO.
MR. and MRS. S. DOWNEY

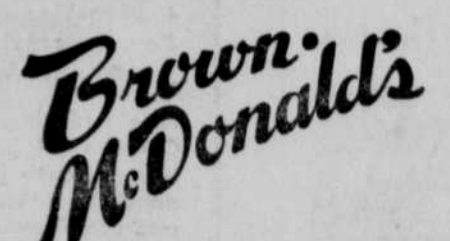
M & M CAFE
FOUNTAIN SERVICE
BAKERY GOODS
WELCOME TO O'NEILL

FREDRICKSON
LIVESTOCK COMM. CO.
EXTRA PROFITS come from
HIGH MARKET VALUES
and
LOW HANDLING CHARGES

DAVIDSON'S
— PLUMBING
— HEATING
— SHEET METAL WORK

RALYA IGA STORE
Fels-Naptha SOAP **7c**
(Limit)
HEADQUARTERS FOR
Robert's HOMO-MILK

Merchants' Balloon Day
For the past four weeks we have been
prevaling on our resources for critical
merchandise to be able to bring to our
good customers items that have not been
available in quantities. The following
we offer to you on—
MONDAY, NOVEMBER 18th
We are still forced to limit quantities
No Phone Orders, Please
—Men's DRESS SHIRTS
—Boys' DRESS SHIRTS
—Men's & Boys' OVERALLS
—Fancy Bordered TOWELING (Part
linen)
—Cotton BLANKETS (Indian type)
—SHEETS and CASES
—Turkish TOWELS
—Nylon HOSE
—Printed SEERSUCKER
—Brown MUSLIN
—36x36 LUNCH CLOTH
—Boys' and Men's Chambrey
WORK SHIRTS
—WASH CLOTHS (Terry)



Brown's McDonald's

WE
WILL HAVE
OXYDOL — DREFT — DUZ
and LINOL
ON SALE AT 10 a. m. AND 3 p. m.
Your **CLOVER FARM STORE**

FIRST NATIONAL BANK
O'NEILL, NEB.
ESTABLISHED 1884

PAUL SHIREK
INSURANCE AGENCY
WELCOME TO O'NEILL

FETROW REPAIR SHOP
NORGE REFRIGERATORS
HOUSEHOLD APPLIANCES
FARNSWORTH RADIOS
WILCOX-GAY RECORDIOS
SALES & SERVICE

PENNEYS
70 x 80 Cotton Plaid
BLANKETS **1.53**
All-Linen
TOWELING **53c**
Women's COATS **24.75**
Reduced
Women's All-Wool
SLACKS **4.98**
Men's Coverz
WORK SHIRTS **1.69**
Men's
MOLESKIN PANTS **2.58**
Men's
FELT SHOES **2.98**
Men's Lined
DENIM COATS **3.48**
Men's OVERALLS ON SALE at
2 P.M. MONDAY, NOV. 18
Boys'
OVERALLS, 6 to 12 **1.85**
Men's
WOOL WORK SOX **33c-43c**
Men's
WORK CAPS **89c-1.49**
Boys'
DRESS SHIRTS **1.39**
Men's
DRESS SHIRTS **2.98**

COYNE HARDWARE
O'NEILL, NEB.
—Aladdin Lamps
—Hardware
—Glass
—Paint
—Radios

GATZ BROS.
ARTIFICIAL ICE
and
STORZ BEER

O'NEILL GRAIN CO.
Dealers in
— GRAINS
— FEEDS
— and SEEDS

JOHNSON DRUGS
The Prescription Store
Globe, Lee and Dr. Hess
VETERINARY SUPPLIES
Relax and refresh at our Soda Fountain
Fairmont Ice Cream
"The Peak of Quality"
Phone 118 O'Neill

HOWARDS
BLACKSMITH SHOP
— BLACKSMITHING
— WELDING

THE FRONTIER
— O'NEILL —
North-Nebraska's
Fastest Growing
Newspaper

WELCOME TO O'NEILL

CORKLE HATCHERY
MAYTAG SALES & SERVICE
Custom Spraying Service For
Livestock and Buildings
Phone 19 O'Neill

O'NEILL PRODUCTION CREDIT ASSOCIATION
— O'NEILL —
Permant Source of
Agricultural Credit
WELCOME to O'NEILL!

SPECIAL!
7-Piece Berry Set—Our Regular Low
Price—25c—
SALE **17c**
Price
One large and six small crystal glass
bowls. Ideal for serving fruits, des-
serts, etc.
Gambles
The Friendly Store

MOORE - NOBLE
Lumber & Coal Company
Phone 32 O'Neill
—LUMBER HARDWARE—
—COAL PAINTS—
NEW METHOD
Enamel Per Quart **1.25**

WELCOME TO O'NEILL
DR. L. A. BURGESS

O'NEILL AIR SERVICE
Aircraft Sales & Service
FLIGHT INSTRUCTION
CHARTER FLIGHTS
SPECIAL RATES ON RIDES FOR
MERCHANTS' DAY
Visit Your Airport!
GORDON HARPER CLIFF ADKINS
Phone 11R2

W. M. GRIFFIN
ATTORNEY
O'NEILL, NEB.

L. G. GILLESPIE
INSURANCE AGENCY
\$12.50 Liability Insurance—
Farm Cars
\$15.00—Town Pleasure Car

TRI-STATE
PRODUCE & HATCHERY
—Special Prices for—
POULTRY & EGGS
on November 18th

BOWEN'S
BEN FRANKLIN STORE
Oil Cloth
Kleenex
Ladies' Rayon Slips
Children's Long Cotton Hose
Wash Cloths
Facial Tissue
Ladies' Full-Fashioned Hose

DICK TOMLINSON
GREEN ARROW
Try Our Fine—
LIQUOR and WINES

HOWARDS
BLACKSMITH SHOP
— BLACKSMITHING
— WELDING