

# CLASSIFIED

**FOR SALE** 100 acres under cultivation, balance pasture; two running springs and two dams; fair set of buildings.—Walter Ries, Atkinson. 91-39—40p

**RANCH FOR SALE:** 800 acres, 4 miles east and 2 miles north of Atkinson; 200 acres of hayland, 40

**FOR SALE:** Good 1930 Chevrolet coupe, 57,000 actual miles.—Leonard Juracek, 1 1/2 miles east of Opportunity store. 40

**FOR SALE:** 300 bushels of ear corn.—R. P. Parker, O'Neill, Neb. 35tf

**FOR SALE:** "Special price" in 500-size Makomb oil brooders, \$17.00.—Tri-State Hatchery, O'Neill. 37-40

**SEE US FOR THAT FARM YOU WANT TO BUY:** We have —  
160 acres — \$3,500;  
195 acres — \$5,500;  
240 acres — \$5,280;  
280 acres — \$8,400;  
680 acres — \$14,960;  
720 acres — \$7,200;  
760 acres — \$7,600. —  
**RAITT REALTY COMPANY.**  
Ainsworth, Neb. 40

**BERT RODGERS, PRESIDENT**  
**UNION NATIONAL LIFE**  
**INSURANCE COMPANY**  
LINCOLN, NEBRASKA 37-40

**GAMBLE'S** can insulate your home now. Call for FREE estimate.—Gamble's, O'Neill. 4tf

**WAITRESSES WANTED** immediately. Apply at O'Neill's new Bus Terminal. Ask for Mr. Montgomery. 40

**PENNEY'S**  
OF PENNEY CO., INC.

## SPRING SYMPHONY

**NEW SUITS** carry double-breasted button rows, slim front-slit skirts. All-wools. 9-15, 10-20, 38-44. **24.75**  
Other Suits. 16.50-19.75

**NEW COATS** have very full backs for easy swing over wool suits. All-wools. 9-15, 10-20, 38-44. **24.75**  
Other Coats. 16.50-19.75

## Higher Costs Make it Necessary to Reprice Local Telephone Service

The much higher cost of providing telephone service has made it necessary for this Company to file an application with the Nebraska State Railway Commission for an adjustment in the price of local telephone service. This would be the first state-wide adjustment in over 21 years and we want our customers to know the reasons why this is necessary.

### Payroll More Than Doubled

The cost of almost everything used in the furnishing of telephone service is much higher. Since 1939, our payroll in Nebraska (which is about two-thirds of the total cost of providing telephone service) has increased 128 per cent, the larger part of which is due to increases in wage levels.

Other telephone costs have increased greatly, too. For example, telephone poles now cost 85 per cent more than they did in 1939, cable costs are up 50 per cent, copper wire costs are up 75 per cent, and switchboard costs are up 43 per cent.

### Expenses Have Gone Up Faster Than Income

The Company is providing more local and long distance service than ever before. Nevertheless, in spite of all our efforts to keep down costs, telephone expenses have gone up faster than revenues.

The income of this Company in Nebraska has been inadequate for many years. Even with the tremendous amount of business during and since the war, Company earnings in this state have been only a little more than they were in the worst years of the depression.

### Good Service Is Our Aim

For several years we have been handicapped by not being able to obtain enough equipment and materials, due to restrictions imposed by the war and to present day shortages affecting industry. Everything possible is being done to overcome this handicap and to improve service to our customers. The supply situation is improving and increasing progress is being made.

To provide good telephone service and to extend it to meet public requirements, we have spent \$3,380,000 in Nebraska since V-J Day for service improvements and new facilities. We will need to spend more than \$20,000,000 more in the next few years to keep pace with the economic growth of Nebraska.

### Repricing Only Solution

Much study has been devoted to our problem of making both ends meet. Every practical method of keeping costs down without impairing service has been and will be adopted. We are still face to face with this hard fact: good service can be provided and needed improvements made only if the prices we charge produce sufficient revenues to meet the full cost of providing the service. In order to do this job, earnings must be adequate to attract the necessary capital.

In general, the present prices for local telephone service in Nebraska were established in 1925; that is, there has been no state-wide adjustment in prices for more than 21 years.

The prices included in the Company's application for some of the principal classes of service in this exchange (not including Federal taxes) are as follows:

#### O'NEILL

Business 1-party	\$4.75
Business 2-party	4.00
Residence 1-party	2.75
Residence 2-party	2.25
Residence 4-party	2.00
Rural Residence-grounded (one-wire)	1.75
Rural Residence-metallic	2.25

An adjustment in the prices of supplemental local service and the discontinuance of the prompt payment discount are proposed. Prices for long distance service would not be changed.

We regret that this repricing of service is necessary, but in the interest of good service there is no alternative. Our manager will be pleased to discuss our situation further if you so desire.

**NORTHWESTERN BELL TELEPHONE COMPANY**

**FOR SALE:** Good, used safe.—Elite Cafe, O'Neill. 40

**FOR SALE:** 3000 acre hay and cattle ranch near O'Neill, Neb. Good set of buildings. Nice ranch. See: R. H. Parker, O'Neill, Neb. 24tf

**RANCHES ARE GOING FAST.**  
Have left:  
632 acres — \$30 per acre;  
800 acres — \$12.50;  
960 acres — \$11.00;  
995 acres — \$20.00;  
1,960 acres — \$17.00;  
3,840 acres — \$15.00;  
5,520 acres — \$10.00;  
8,000 acres — See us for price on this one. — **RAITT REALTY COMPANY.** Ainsworth, Neb. 40

**FOR SALE:** Six-room residence property. See: R. H. Parker, O'Neill, Neb. 35tf

#### INCOME TAX

For assistance in making your reports, call on **Geo. C. Robertson** O'Neill

**NOTICE:** I have just received 1947 wallpaper book, all new patterns. Would like to show them to you before you buy.—**Dave Loy, O'Neill.** 37-44p

**FOR SALE:** 100-acres east of O'Neill.—**V. F. Benson, Wioxa, Ia.** 40-42

#### MISCELLANEOUS

**FOR FARM INSURANCE** costing \$7 a \$1,000 the first year, \$2.50 each subsequent year, with no renewal premium; **TOWN DWELLING** and contents insurance as low as \$10 a \$1,000 for five-year term; **LIABILITY** insurance on farm cars, \$12.50, and town cars, \$15, for one year. See: **L. G. GILLESPIE INSURANCE AGENCY,** O'Neill, Neb. Surety and probate bonds of all kinds 20tf

**LOST:** A 2-wheel handcart between Atkinson high school and O'Neill on February 5, between 4 and 5 p.m. Reward offered.—**Notify Merri Dr. Pepper Bottling Co., O'Neill.** 40p

**SANDING MACHINE FOR RENT**  
**WORN, BLACKENED** flooring can be restored with a clear-grain surface by sanding. Do the work yourself. Efficient, easy to operate machine. Costs very little rental per day.

#### GAMBLES

O'Neill 21tf

**SALESMEN-LIFE INSURANCE** IF YOU FEEL YOU HAVE **SALES ABILITY AND CAN MEET OUR QUALIFICATIONS** WE WOULD PLACE YOU ON \$60.00 PER WEEK WITH LIBERAL CONTRACT AND GIVE YOU PROPER TRAINING IN THE FIELD.

## Who Will Operate Your Taverns Next Year?

Within a few weeks, the duly elected officials in your town will grant licenses to those who will locally retail beer during the next year.

Who will these tavern-keepers be? Will they be men of whom you approve? As you may know, you and all citizens have an obligation to take an active interest in these matters.

If you know of anyone applying for a beer-selling license whose record does not warrant his receiving it, it is your right and duty to protest. A public hearing in your town gives you the opportunity.

The beer industry backs you in your desire for the best possible beer-selling conditions. It wants, as much as you do, to have its products represented only by those who diligently observe the State's excellent liquor control laws. It urges you to perform your duty as a citizen and help select good licensees.

#### NEBRASKA COMMITTEE



United States  
Brewers  
Foundation

**Charles E. Sandall, State Director**  
750 First Nat'l Bank Bldg., Lincoln

**\$50 to \$75 Per Week Guaranteed!**  
**SELLING LIFE INSURANCE**

If you feel you have sales ability and can meet our qualifications, we will give you a liberal contract guarantee an income of \$50 to \$75 a week, give you all necessary training in the field.

**AMERICAN RESERVE LIFE Insurance Company** OMAHA

# Food Bargains!

... that you'll find only at the Union Store

## MEAT DEPARTMENT

- Meats Galore
- Best Quality
- Lowest Price

<b>BEEF BOIL</b>	24c
Short Ribs, Per Lb.	
<b>FRESH PIGS FEET</b>	9c
Per Lb.	
<b>BACON — Sliced</b>	49c
1-Lb. Pkgs.	
<b>BACON SQUARES</b>	33c
Per Lb.	

<b>Pure LARD</b>	<b>RIB STEAKS</b>
1-Lb. Pkg. 29c	Fancy Per Lb. 41c

<b>STEAKS</b> — Shortcut, Sirloin, T-Bone — 49c
Loin Per LB.
<b>CHEESE</b> — Swift's Brookfield — 95c
2 Lbs.

- FRESH FISH
- OYSTERS
- COTTAGE CHEESE
- ROBERTS HOMO MILK

## FRESH FRUITS & VEG'ABLES

<b>Sunkist — ORANGES</b> — 8c	<b>Giant Bunch — CELERY</b> — 19c
Per Lb.	Each
<b>Tex. Marshseedless — GRAPEFRUIT</b> — 4c	<b>Fancy, Winesap — APPLES</b> — 29c
Per Lb.	2 Lbs.

Ask US for Half-Crate Prices on Citrus Fruits

Highest Prices Paid On Eggs and Poultry!

# UNION STORE

2 — DELIVERIES DAILY — 2

PHONE 56 O'NEILL

**POTATOES**  
Truckload Just Arrived  
Fancy, No. 2 Dryland —  
**RED TRIUMPHS**  
100-LB. BAG 1.59  
The best potato buy of the season

**FIRE SALVAGE CLEANUP**  
We still have a quantity of smoke and fire damaged merchandise that we are selling at a savings of —  
**33 1-3 to 50% OFF**  
Our Loss . . . Your Gain!

**FLOUR**  
Special—Save 25c  
Ask Us for Coupon  
**PILLSBURY BEST**  
50-LB. BAG 2.97  
With Coupon

**TOBACCO**  
Prince Albert and Velvet  
2-OZ. CAN 17c  
2 for  
1-LB CAN 59c  
For