

A LARGE DRY GOODS STOCK

TO BE SOLD AT UNHEARD OF PRICES

Never again will such bargains be within the reach of the public of O'Neill as I am heralding on the market, commencing Monday, December 27, 1915.

My reason for putting on such a sale is well known to the frequenters of my store. I am short on Store Room. I now have merchandise out on the front sidewalk, on the floors, and in every conceivable nook, trying to find space for a growing stock. My goods are all new, clean, up-to-date merchandise. I did not get ready for this sale by bringing in "any odd junk" and trying to sell it. My goods are the same on next Monday, when the sale starts, as they have always been.

Dry Goods, Shoes, Hats, Caps and Coats

At Greatly Reduced Prices

Sale Commences Monday, Dec. 27

<p>Men's Sweaters</p> <p>A full line of 100 at 69c each \$1.50 Sweaters at \$1.09 \$2.00 Sweaters at 1.69 \$2.50 Sweaters at 1.98 \$3.00 Sweaters at 2.49 \$4.00 Sweaters at 3.49 \$5.00 Sweaters at 4.29</p> <p>Duck Coats</p> <p>Men's Fleeced Coat \$1.50, now \$1.09 Men's Fleeced Coat \$2.00, now 1.48 Men's Fleeced Coat \$2.50, now 1.98 Men's Sheep Skin Lined \$5.00, now 3.98 Men's Mole Skin, Sheep Lined \$6.75, now ... 4.98</p> <p>Men's Caps</p> <p>My line at 65 cents, now \$.49 A line at \$1.00, now89 A line at \$1.25, now98 A line at \$1.50, now 1.29</p> <p>Men's Mackinaw Coats</p> <p>Was \$6.00, now \$3.98 Was \$5.00, now 3.50 Was \$7.50, now 5.48 Was \$8.50, now 5.98 Was \$10.00, now 8.49</p>	<p>Men's Union Suits</p> <p>\$1.25 Suit at \$.98 \$1.50 Suit at 1.19 \$1.75 Suit at 1.49 \$2.50 Suit at 2.19 \$3.50 Suit at 2.98 Men's Under Shirts at39 Men's Drawers at39</p> <p>Men's Shoes</p> <p>My \$4.00 Dress Shoe at \$3.69 Boys' \$2.75 Shoe at 2.39 Men's Work Shoe \$3.00 at 2.39</p> <p>Shoes</p> <p>At prices reduced to figures that mean a loss to me on every pair sold. Ladies' Gun Metal, regular price \$4.00, now \$2.49 Ladies' Patent \$3.50 Shoe, now 2.89 Ladies' Patent \$4.00 Shoe, now 3.29</p> <p>Fur Coats</p> <p>Cub Bear Coat at \$13.00 Horse Hide Coat, Guaranteed, at 15.98 Dog Skin at 17.85 Black Galloway at 19.98 All other fur coats sold accordingly.</p>	<p>Children's Knit Hoods and Caps</p> <p>35 cent line at 28c 65 cent line at 49c 75 cent line at 59c \$1.00 line at 89c</p> <p>Ladies Union Suits</p> <p>\$1.25 Suit at \$.98 \$1.75 Suit at 1.49 \$2.50 Suit at 2.19 \$3.50 Suit at 2.98 Separate Pieces at39</p> <p>Children's Shoes</p> <p>My \$1.25 Shoes for \$.98 My \$1.50 Shoes for 1.29 My \$1.75 Shoes for 1.59 My \$2.00 Shoes for 1.79 My \$2.25 Misses Shoe at 1.98 My \$2.50 Misses Shoe at 2.19 My \$2.75 Misses Shoe at 2.49</p> <p>Ladies' Furs</p> <p>All new 1915 Furs at prices greatly reduced. Red Fox Set at \$10.00 Jap Mink Set at 15.98 Black Martin Set at 17.98 White Set, was \$27.50, at 19.50 Space will not let me name all I can quote.</p>	<p>Entire Corset Stock</p> <p>At 20 per cent discount</p> <p>On all Silks, Serges and Suitings and on all Yardage 20 per cent discount</p> <p>Calicos at 5 cents a yard</p> <p>Men's Shirts</p> <p>Men's Negligee Shirts \$1.50, now \$1.29 Men's Negligee Wool Shirts \$2.50, now 1.75 Men's Negligee Wool Shirts \$2.00, now 1.60 Men's Dress Shirts \$1.50, now 1.29 Men's Dress Shirts \$1.25, now98 Men's Work Shirts at39 Men's Overalls at79</p> <p>Children's Coats</p> <p>\$3.00 Coat at \$1.50 \$3.50 Coat at 1.75 \$4.00 Coat at 2.00 \$5.00 Coat at 2.50</p> <p>Table Linens</p> <p>Red and Colored 65c per yard, now 48c All bleached fine linen at 20 per cent Discount</p>
--	--	--	---

J. P. GALLAGHER.

LOCAL MATTERS.

Merry, Merry Christmas.
 Parnell Golden made a business trip to Tilden last Saturday.
 Merry, Merry Christmas and a Happy and Prosperous New Year.
 Edward Earley returned last Saturday night from a short business trip to Omaha.
 George Harrington came up from Neligh last Saturday and spent Sunday visiting home folks.
 Mrs. J. P. Gilligan, who has spent the past three weeks visiting relatives at Tekamah and enjoying the balmy

climate of Excelsior Springs, Mo., returned home last Thursday night.
 Paul L. Henry went to Ewing last Saturday where he will husk corn for his uncle, Earl P. Smith, for a couple of weeks.
 C. F. Liermann, one of the energetic and prosperous stockmen of the Amelia country, was in the city last Wednesday.
 Frank Harrington, who is attending the state university at Lincoln, arrived home last Sunday night to spend the Holidays.
 Miss Gladys Miles and Miss Gertrude Bedford, who have been attending the

State Normal at Kearney, returned home last night for the Christmas vacation.
 Rhody Ryan and Julius D. Cronin, who are attending Creighton College of Law, arrived home last night for the Holidays.
 Miss Clea Harrington, who is attending school in Omaha, arrived home last Saturday night to spend the Christmas vacation.
 J. U. Yantzi & Son have rented the Gray building on Douglas street and will move their produce business thereto January 1st.
 Miss Hilda Longstaff, who is attending school at Hastings, arrived home last Sunday afternoon to spend the Christmas vacation.
 Miss Kathleen Stannard, who has been in Denver the past four months, returned home last Tuesday night for a couple of months visit.
 The Frontier tenders all its readers, both old and young a Merry, Merry Christmas and a Happy, Prosperous and Successful New Year.
 Edward Gallagher returned Sunday night from New Haven, Conn., where he is attending college, to spend the Holidays with home folks.
 Miss Bernice Golden and Donald Gallagher, who are attending the state university at Lincoln, arrived home for the Holidays last Saturday night.
 Mr. and Mrs. F. W. Phillips are in from their ranch near Star today. Mr. Phillips says they had a good deal more snow in his section than we had near this city.
 F. E. Foreman, Emmet's hustling hardware merchant, was a caller at this office Wednesday and furnished the wherewith to extend his subscription another year.
 Miss Etta Froelich and Miss Grace Ward returned last Sunday night from Omaha, where they had been in a hospital for the past week recovering from an operation for tonsillitis.
 Calvin Hazelet of Valdez, Alaska,

arrived in the city Tuesday night for a short visit at the home of his aunt and uncle, Mr. and Mrs. W. T. Evans, and with the playmates of his boyhood.
 Mrs. S. J. Weekes and sister, Mrs. Whitney, left for the home of their parents in Omaha last Sunday morning. Mrs. Whitney was suffering from a bad cold, that refused to yield to treatment, and her physician thought it advisable to seek a change of climate.
 C. F. W. Lehmann, one of the hustling and prosperous farmers and stockmen of the south country, was up from Chambers last Monday and favored this office with a short call, advancing his subscription to this disseminator of current events for another year.
 President Wilson sent to the senate the names of a large number of Nebraska postmaster nominations last week, among them was that of M. H. McCarthy of this city. Mr. McCarthy's term of office will extend four years from the date of his confirmation by the senate.
 J. W. Holden of Chambers, one of the pioneers of the south country, was in O'Neill Wednesday on his way to Omaha where he goes to spend Christmas with his daughters, the Misses Florence and Abbie, who have prominent positions in the metropolis. While in the city Mr. Holden called and extended his subscription to the "old reliable."
 Attorney James F. Connolly of Oamah was an O'Neill visitor last Sunday, coming over from Spencer where he had been on business to spend the day visiting friends here. It has been nearly five years since Mr. Connolly visited this city and he expressed himself as greatly surprised at the great growth and the improved appearance of the city since that time.
 At a meeting of the A. O. U. W. December 21, 1915, the following officers were elected for the ensuing year: Master Workman, S. F. Mc-

Nichols; Past Master Workman, R. J. Jennings; Receiver, Frank Campbell; Foreman, R. R. Morrison; Recorder, W. E. Conklin; Guide, John Horiskey; Inside Watch, Myron Sparks; Outside Watch, John Berger; Trustees: Thomas Carlon, O. F. Biglin and J. P. Gallagher.
 Dr. and Mrs. B. H. Harms of Belle Fourche, S. D., arrived in the city last Saturday morning for a few days visit at the home of Mrs. Harms' sister, Mrs. P. J. Flynn. Dr. Harms left for Omaha Monday morning and Dr. P. J. Flynn accompanied Mrs. Harms to Omaha Tuesday morning where she will join Dr. Harms and they will leave for an extended visit in the eastern cities. Dr. Flynn will spend a few days with friends in Omaha.
 Jacob Beaver and son, Samuel, will hold a public sale at their farm northeast of this city on January 5th and about a week afterwards they expect to leave for California where they will make their future home, providing they like the country after trying it a year. Mr. Beaver has been a resident of this county for thirty years and Sam is a native son. They are both good citizens and their many

friends throughout the county will regret to see them remove from good old Holt, but wish them happiness and prosperity, should they decide to make their permanent residence in California.
 Miss Mable E. Neis, who is one of the candidates in the automobile contest now being run by the Neligh Semi-Weekly News, was an O'Neill visitor last Thursday and Friday in the interest of her candidacy. Miss Neis is a charming and affable little lady and met with splendid success in this city and said she desired this paper to express to the people of O'Neill her thanks for their liberal support. She said she was greatly surprised in the size of O'Neill and to find that it was such a city. She said that she had understood that it was larger than Neligh but that she was not prepared to find a city so much larger. She said that she was in love with the city and her people and would visit here again in the near future.
 A little rain last Wednesday emphasized the fact that spring is soon to be here. Weather has been almost ideal the past week, just cool enough to know it should be winter.

We Wish You
A Merry Xmas
 and
A Happy New Year

O'NEILL NEWS & CIGAR STORE
 Golden Hotel Building

arrived in the city Tuesday night for a short visit at the home of his aunt and uncle, Mr. and Mrs. W. T. Evans, and with the playmates of his boyhood.
 Mrs. S. J. Weekes and sister, Mrs. Whitney, left for the home of their parents in Omaha last Sunday morning. Mrs. Whitney was suffering from a bad cold, that refused to yield to treatment, and her physician thought it advisable to seek a change of climate.
 C. F. W. Lehmann, one of the hustling and prosperous farmers and stockmen of the south country, was up from Chambers last Monday and favored this office with a short call, advancing his subscription to this disseminator of current events for another year.
 President Wilson sent to the senate the names of a large number of Nebraska postmaster nominations last week, among them was that of M. H. McCarthy of this city. Mr. McCarthy's term of office will extend four years from the date of his confirmation by the senate.
 J. W. Holden of Chambers, one of the pioneers of the south country, was in O'Neill Wednesday on his way to Omaha where he goes to spend Christmas with his daughters, the Misses Florence and Abbie, who have prominent positions in the metropolis. While in the city Mr. Holden called and extended his subscription to the "old reliable."
 Attorney James F. Connolly of Oamah was an O'Neill visitor last Sunday, coming over from Spencer where he had been on business to spend the day visiting friends here. It has been nearly five years since Mr. Connolly visited this city and he expressed himself as greatly surprised at the great growth and the improved appearance of the city since that time.
 At a meeting of the A. O. U. W. December 21, 1915, the following officers were elected for the ensuing year: Master Workman, S. F. Mc-

BAKERY BULLETIN

We believe if the housewife can find at the Bakery the loaf of bread that is as good as she bakes at home she will pass up the bake day drudgery and let the professional baker do her baking.

We know that our "Mothers Brand" and our "Cottage Bread" cannot be beat by any housewife in O'Neill—If you don't believe it come in and we will show you.

Our line of Christmas Candies is Complete—We fill fancy boxes with strictly fresh candies—just the kind you want. A beautiful line of Party Candies.

McMillan & Markey's
 Quality Bakery