

A SELF-EXPLAINING LETTER!



Copyright Hart Schaffner & Marx

Chicago, March 13, 1916.

Mr. P. J. McManus,
O'Neill, Neb.

Dear Sir:

You don't need to be told that this is a very unusual season in the clothing business. The European war has caused great disturbances in the woolen market, the dye-stuffs market, etc. Prices have been unsettled; some weavers, manufacturers of clothing, sellers of textiles have considered it wise to send out a notice of warning to the effect that dyes are uncertain and cannot be guaranteed; that all-wool fabrics may be difficult to obtain; and other similar things.

A good many of our customers have written to ask what we're going to do about it. We want them and everybody else to know that they need have no uncertainty about Hart Schaffner & Marx on any of those matters.

Our fabrics will continue to be, as in the past, absolutely all-wool; our colors will be, as in the past, absolutely fast and reliable. We shall continue to sell our merchandise, as in the past, at prices that are to the advantage of the retail merchant; we shall have our usual large supply of goods to meet your requirements as promptly and as fully as ever. We shall continue our policy of creating a large general asset of prestige and trade-drawing force, by good advertising.

There is absolutely no need to be worried about the market conditions, or anxious over what we are going to do for our customers. We're going to do what we always have done—make the best clothes possible, sell them at the lowest prices possible, deliver them as promptly as possible; and put behind every article we produce a positive and unqualified guarantee of the complete satisfaction to the wearer.

Conditions of the market may change, war may come or go; but the policy of this house will not change; and you may rest absolutely in that assurance.

Yours truly,
HART SCHAFFNER & MARX

P. J. McMANUS, Reliable Clother.

LOCAL MATTERS.

L. E. Skidmore of Ewing is in the city today.

Montana Jack Sullivan was a passenger for Omaha this morning.

Byron Mossman of Inman was an O'Neill visitor the first of the week.

Mayor Dishner and Ed. F. Gallagher were passengers for Omaha this morning.

Miss Mary Morgan of Atkinson was visiting friends in the city the first of the week.

C. W. Moss of Atkinson was a

pleasant caller at these headquarters last Friday.

Attorney Jouvenat of Atkinson was looking after legal business in the county court last Tuesday.

J. F. O'Donnell went to Sioux City Wednesday morning to spend a few days looking after business matters.

Lawrence Chapman went down to Ewing the first of the week to look after his political fences in the eastern part of the county.

Dave Stuart, who is a candidate for the republican nomination for clerk of

Seed Corn Seed Oats NAUGHTON BROS.

the district court, was down from Stuart last Saturday.

Mrs. N. O'Connell left for Chicago Tuesday morning, being called there to attend the funeral of her brother who died at Hot Springs last Monday.

There will be a 25 cent lenten supper in the basement of the M. E. church next Wednesday evening March 22, at 6 o'clock. Everybody invited.

Mr. and Mrs. J. P. Gallagher went up to Valentine last Saturday night and spent a few days visiting relatives and friends there, returning home Tuesday morning.

Mrs. C. F. Wade, of Des Moines, Iowa, arrived in the city the first of the week for a short visit with her father, S. F. McNichols, and many relatives and friends here.

J. B. Long, one of the old-time settlers of the Mineola country, was a caller at these headquarters last Friday and extended his subscription to this paper for another year.

Mrs. G. Reider and daughter, Miss Margaret O'Sullivan, returned to their home at Gregory, S. D., last Tuesday morning, after a month's visit with relatives and friends in this city.

J. C. Thomas, who was in the drug business in this city about thirty years ago, succeeding E. Hershiser in the building now occupied by D. Abdousch, died at his home at Verdel, Neb., last week.

George C. Robertson was a caller last Saturday and ordered The Frontier sent to his address for the coming year, so that he could keep posted upon the events of this section of the state.

William Toy, a Chinaman from Omaha, has rented the old Kent saloon building and will open up a first-class restaurant therein about April 1st. He left for Omaha this morning to purchase fixtures for the place.

John Carson and Floyd Wolf, two of the hustling farmers of Steel Creek precinct, were looking after business

matters in this city last Monday and made a call at this office and extended their subscription to the "old reliable."

Clyde Templeton returned last Tuesday night from a few days visit in the eastern part of the state and in Iowa where he had been looking up some newspaper properties that are for sale. As yet he has not decided upon a location.

Jack Quig and Leon Miller left for Omaha Tuesday morning in Quig's Richmond car. They say that Jack took the car to the city to trade and that he will not be particular as to the value of what he trades for if he can only get rid of the "hoodo" car.

W. H. Wilson of Redbird, one of the pioneer settlers of the northern part of the county, was transacting business in this city last Friday. Mr. Wilson says that the old Niobrara deposited ice all over the bottoms, when the breakup came a few weeks ago.

Miss Edith Gregor, daughter of Mr. and Mrs. F. J. Gregor northeast of this city, was taken to Omaha the forepart of last week to be operated upon for appendicitis. For a few days her condition was critical, but she withstood the operation nicely and is now rapidly recovering and will be home in a few weeks.

Pat Welsh will hold a public sale at his farm northwest of this city on Wednesday, March 22, bills for which were issued by this office the latter part of last week. In addition to the property scheduled on the bills he will offer for sale 60 bushels of 1914 seed corn; 500 bushels of 1915 corn and 75 ton of upland hay.

John L. Kennedy of Omaha, one of the candidates for the republican nomination for United States senator, will be in this city next Tuesday evening and will address the voters at the Star theatre, after the picture show. Mr. Kennedy is a very pleasing speaker and should be given a large crowd on the occasion of his visit here.

E. H. Whelan went down to Sioux City this morning to attend a banquet

and celebration given in that city by the Ancient Order of Hibernians this evening. Mr. Whelan was selected to deliver the principal address of the evening and those that know Ed's ability as an orator know they will be given an address that will be well worth listening to.

C. S. Anderson, of Holridge, was an O'Neill visitor Wednesday. Mr. Anderson was superintendent of the O'Neill public schools during the years 1894-5 and has always had a warm spot in his heart for this city and her people. He says it is a real pleasure for him to visit this city and greet the old-timers and talk of the stirring events of "twenty years ago."

Mrs. H. C. Sattler of Norfolk, daughter of Mr. and Mrs. John Carton of this city died at a hospital in Omaha last Wednesday morning, after an illness of several months. Her father was at her bedside when she passed away. Mrs. Sattler's husband died last summer and since his death she has not been feeling well. Deceased leaves two children and her aged parents to mourn the death of a

kind and loving mother and daughter. The remains will be shipped to this city and interred in the Catholic cemetery here.

The contest case of Claude Daley vs. Carl Barthell, over a piece of land in Swan township, is occupying the attention of the officials in the land office this week. The plaintiff alleges that Barthell was under age at the time he filed upon the land and that he was not a citizen of the United States at that time. The plaintiff is represented by E. H. Whelan and his brother, Charles Daley, while the defendants interests are looked after by L. G. Gillespie.

A Specific Against Colds.
The nearest thing to a specific against colds is a sleeping porch or open bed room and a cold sponge bath every morning when you first get up. Even then you will occasionally take a cold, especially when colds are epidemic, and when you do you will find Chamberlain's Cough Remedy a great help in enabling you to get rid of it. Try it. Obtainable everywhere.
38-5

Special Sale

Coats, Suits and Skirts
For Ladies & Children

One Day Only

Wednesday, March 22, 1916

My Special Salesman will be at my store with a complete line of Spring Coats, Suits and Skirts and Waists, also a line of Children's and Misses' Coats, on Wednesday, March 22nd. You are cordially invited to come in and look over this Spring line. There will be all sizes from infants to 51 inch bust and any special size will be made to order. A City Stock at less than City Prices.

J. P. GALLAGHER

Headquarters
for
Reinforced Black Cat Hosiery

OVER ONE MILLION

In Cash with the State of Nebraska to protect the depositors in State Banks.

This fund was created by the Depositors' Guarantee Law of the State of Nebraska.

The man, woman or child with money to deposit should avail themselves of this protection, offered by the

NEBRASKA STATE BANK

The only Bank in O'Neill Operating Under the State Guarantee Law.