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GENTLEMEN:

We take great pleasure in introducing to you this week

The Monogram of National Good Clothes

IT begins tomorrow and some people call it "Fashion week." It is the latest national institution, and a very worthy one.

Like "Paint-up week" and such events, "Dress-up week" is intended to stir things up; give a man a few thoughts about his duty to himself and his associates.

The purpose of "Dress-up week" is to remind you that maybe you need new clothes; that maybe you ought to take more interest in your appearance; that maybe your wife and children are tired of that old suit; that the new spring clothes are ready for you.

Now don't say to yourself, "I am a practical business man, no time for fussing about clothes." If you feel that way, look around at some of the other practical business men of this town; see if some of them don't look more business-like because they do "fuss" a little about clothes.

The day has gone by when men are ashamed to dress well; nowadays we find that most all ages like the confidence given by wearing a well cut, smart looking suit or overcoat.

So take account of stock; look over the "stand-bys" and see if they haven't stood by you too long.

Take a little interest in the "dress-up" idea; we're ready to help you when you do.

The Home of Good Mdse.

P. J. McMANUS

LOCAL MATTERS.

J. W. Brentson and daughter, Bernice, accompanied by Max Powell were O'Neill visitors Tuesday.

Rhody Ryan, who graduated from the Creighton law college a week ago, returned home last Saturday night.

Judge and Mrs. J. J. Harrington and Mr. and Mrs. C. M. Daly returned Sunday from a short business trip to Omaha.

William Fallon came up from Stanton last Saturday and spent Sunday visiting at the home of his parents in this city.

Judge Harrington returned last Friday from Spencer where he had been looking after the interests of some clients.

Mrs. J. H. Hiber left yesterday morning for Plattsmouth, Neb., where she will spend a few weeks visiting relatives and old-time friends.

Arthur and Lawrence Weis and Joe McClosky left last Sunday night for Upton, Wyoming, where the boys expect to take homesteads and become tillers of the soil.

Miss Nellie Fallon came up from Omaha last Saturday and spent Sunday visiting at the home of her parents in this city, returning to Omaha Monday morning.

Henry Alfs, one of the old-time settlers of the western part of the county, was an O'Neill visitor last Saturday and made this office a short call and extended his subscription to this household necessity.

Edward Walsh, state manager of the Woodman of the World, one of the greatest fraternal insurance orders in America, was an O'Neill visitor the first of the week looking after the interest of the members in this section.

J. S. Hoffman, one of the pioneer settlers and well-to-do stockmen and farmers of southern Holt, was an O'Neill visitor last Monday and made this office a short call and extended his subscription to this household necessity for another year.

Mike Enright and Bill Simpson returned last Friday night from a short business trip to Omaha. While in the metropolis Mike inspected the playing of two of the Wester League ball teams and believes that he is now competent to pick a winner for a simoleon or two.

Mr. and Mrs. Arthur Duffey came up from Petersburg last Friday afternoon and attended the annual K. C. ball that evening. Arthur returned home the next morning but Mrs. Duffey remained here for an extended visit at the home of her parents, Mr. and Mrs. M. Holland.

Michael Lyons, who for many years was one of the most prominent residents of this county but who has been living in New Jersey the past eight or ten years, was an O'Neill visitor last Saturday. Mike returned to old Holt about three weeks ago for the purpose of disposing of his vast real estate holdings in this county and expects to remain during the summer.

Mr. and Mrs. Clyde Templeton and children left last Wednesday morning for Minor, Kansas, where they will spend a few weeks visiting at the home of Mrs. Templeton's parents. Mrs. Templeton and children will remain there for a couple of months, but Clyde will return in about ten days to take charge of the Page Reporter, which he purchased the first of the week.

Ed Harding was a caller at these headquarters last week and extended his subscription to this household necessity for another year. Ed was a candidate for the republican nomination for county assessor at the primaries and although he remained at home and he did not attempt to make a campaign he came within seventeen votes of winning the nomination. He is now for his successful opponent and says that he hopes to see Mr. Mossman elected next November.

Editor A. H. Backhaus of the Pierce Leader was an O'Neill visitor the first of the week, looking after the probating of the estate of his father, who was one of the pioneer settlers of the western part of the county, and who died at Hot Springs, S. D., some three weeks ago. Arthur was a candidate for the democratic nomination for representative in his county but was defeated by seventeen votes, but is not a particle downcast over the result.

Albert Eppenbaugh shipped his household goods yesterday to Hereford, S. D., where he expects to make his future home, having purchased a farm near that place. Prior to leaving Holt Albert called at this office and ordered The Frontier sent to his new address, so that he could keep posted upon the events in this section, where he has resided for many years. The Frontier hope that he will meet prosperity and success in his new home.