

Telephones, Catalogues, Credit and Delivery Wagons Blamed for High Cost of Living.

Some of O'Neill's Biggest men were called to Omaha on this food investigation. There were big men from all over the state. Grocery men, Bankers, Ministers, Lawyers, and after a week of investigation it shows what I have been telling you for two years was the high cost of living. If you did not have the telephone your wife would not order stuff she could get along without.

When the catalogues are lying around you imagine you need these things, when you could get along without them. If you burn the catalogues you would not be ordering stuff you don't need.

Credit comes next. If you had to dig up cash for the stuff you would be more careful what you buy. There is a good many times you only need a shoe string and you don't have the money, so in order to get the shoe string charged you buy a pair of shoes and maybe a necktie and a stickpin.

The delivery wagons make it easy to stay at home, so you will not go to the cash store. Because if you had to come down after stuff you would never go to a credit store with a delivery and pay such prices.

The government cannot help you and the prices will be higher, because you want so much service that you have got to pay for it. You would not buy cattle, hogs or horses over the phone or out of a catalogue. So why buy the other stuff? You would not buy many cattle if you had to pay forty and 50 per cent interest. Well, ain't the other stuff just as important? But I might just as well try to get the Kaiser to cut out war, so let the prices climb. Remember this: The more wagons and the more telephones and the more credit, the more I can make on my stuff, and the more you have to pay for yours. This was what these big men found was the cost of high living and that the people themselves were to blame, and were willing to pay for the service, so the U. S. government has decided to let the prices soar as high as war and luxurious living can make them. This will help me and the catalogue houses too.

<p>The catalogue houses with the assistance of the prohibition party sure hit the towns a hard blow. Since the state went dry the town looks like a grave yard on the Fourth of July.</p> <p>ALUMINUM HANDLED PARING Knives, they easily sell for 25c, you get here at 14c</p> <p>25c ARM BANDS OR Sleeve Holders, 2 for 25c</p> <p>10c QUALITY SLEEVE Holders, 2 for 12c</p> <p>10c LEATHER WATCH Fobs, for 06c</p> <p>35c BUTCHER KNIVES, good, will hold the edge 19c</p> <p>12 qt. WATER PAILS—SELD all over at 65 and 75c 37c</p> <p>10c POTATOE Mashers, 2 for 05c</p> <p>5 PORCLEAN NEST EGGS for 12c</p> <p>5 BOXES TOOTH PICKS, 5 boxes for 12c</p> <p>5 PACKAGES ENVELOPES for 12c</p> <p>5—5c PEN HOLDERS for 12c</p> <p>5—5c BOTTLES OF Ink 12c</p> <p>15c GINGHAMS, per yard 08c</p> <p>Sorry we run out of the Premium Hams Saturday. We will have twice as many next Saturday.</p> <p>TOWLING MILL QUALITY, 16 inches wide, per yard 04c</p> <p>20 BARS ELECTRIC Spark Soap 67c</p> <p>30 BARS SWIFTS' PRIDE Soap 87c</p> <p>3—10c CAKES BON Ami 17c</p> <p>MEN'S 75c UNION Suits 37c</p> <p>MEN'S 50c UNION Suits 29c</p> <p>CHILDREN'S TENNIS Shoes 52c</p> <p>BABIES' SOFT SOLES Shoes 19c</p> <p>250 lbs. MEDIUM GRANU-lated Salt 1.75</p> <p>RIBBONS, ALL COLORS per bolt 10c</p> <p>BIG BOTTLES, THREE Star Bluing 07c</p> <p>CAN PEAS, 2 FOR 25c SIZE per can 09c</p>	<p>Here is a new one—5c bars Swifts' Pride and one bar Cocoa Hardwater Toilet soap and one can of Sunbright Cleanser for 25c. Do you want it?</p> <p>2 lbs. CHOCOLATE Candy 25c</p> <p>OYSTER SHELLS per bag 35c</p> <p>Oyster shells fed to chickens make hard shells on the eggs.</p> <p>RAPE SEED per pound 14c</p> <p>Millet seed will soon be gone. The large number of acres planted to food stuff leaves a small acreage of broom cane and brooms may yet sell for \$1.25. The broom cane is worth Six Hundred Dollars a ton.</p> <p>COAL OIL per gallon 09c</p> <p>PICNIC HAMS per pound 18c</p> <p>DRY PEAS for seed 11c</p> <p>BROWN BEANS per pound 12c</p> <p>NAVY BEANS per pound 19c</p> <p>U. S. MARINE SMOKING Tobacco, per pound can 38c</p> <p>1 lb. CAN BEST BAKING Powder 15c</p> <p>ONE-HALF GALLON WHITE Syrup 36c</p> <p>ONE-HALF GALLON CANS Dark Syrup 31c</p> <p>I am sorry we run out of Premium Hams so quick, but I have two thousand pounds coming which will go at the old price and then I will have to charge thirty-five cents. Old price 29c. Premium Hams need no recommendation to the people. Only one ham to a customer.</p> <p>SWIFTS' BACON per pound 31c</p> <p>PICNIC HAMS per pound 18c</p> <p>NAVY BEANS per pound 19c</p> <p>BROWN BRAZILIAN Beans 12c</p> <p>You can't tell me that any woman would telephone and charge goods and pay such prices if she had the cash to go and trade where she pleased. Some women are reckless but they ain't fools and when it comes to saving money they deserve an Iron Cross.</p> <p>If you want Picnic Hams you can get them cheaper but they are nearly all bone.</p>	<p>40c CRISCO at 35c</p> <p>90c CRISCO at 75c</p> <p>2 CANS LARGE SIZE OYSTER 20 and 25c Sellers, this week 2 for 33c</p> <p>When people won't buy quart boxes of extra large ripe strawberries for ten cents a box it is no use to try to sell Liberty Bonds at 30 cents on the dollar.</p> <p>DRIED PEACHES per pound 11c</p> <p>PRUNES, SANTA CLARA IN 5 lb. Tins, per can 89c</p> <p>PRUNES, LARGE SIZE per pound 11c</p> <p>APRICOTS, PINE LARGE Size, per pound 17c</p> <p>RAISINS, 15c SIZE, PER Package, 3 for 33c</p> <p>5 BARS FLAKE WHITE Soap 19c</p> <p>5 BARS CRYSTAL WHITE Soap 19c</p> <p>7 BARS BEAT-EM-ALL Soap 19c</p> <p>7 BARS SWIFTS' PRIDE Soap 19c</p> <p>5 BARS QUEEN OF ROSES Toilet Soap, 10c size 36c</p> <p>5 BARS JAP ROSE SOAP 10c size 36c</p> <p>LARGE, 10c SIZE, RED AND White Castile Soap 06c</p> <p>3—10c CAKES WILLIAMS Shaving Soap 19c</p> <p>25c BOTTLES PERFUME AS-sorted Scents, Saturday 10c</p> <p>5c BOXES CRACKER Jack 03c</p> <p>10c SIZE ANYBRAND TAR Soap 06c</p> <p>1 PACKAGE Yeast Cakes 02c</p> <p>25c SIZE Salmon 17c</p> <p>25c COPPER OIL CANS two for 19c</p> <p>TWO DOZEN PACKAGES OF Velvet Smoking Tobacco 1.94</p> <p>May be it would be a good idea to buy your fruit jars early. Also the rings and caps.</p> <p>HEAVY BRASS WASH Boards 47c</p> <p>25 lb. BAG OF TABLE SALT instead of 14 pounds 25c</p> <p>5c BARS OF CASTILE Soap 02c</p>	<p>REMEMBER 90c FLY TRAPS at only 59c</p> <p>GOOD RICE-PARTLY Broken, per pound 51c</p> <p>FANCY HEAD RICE IN 3 pound boxes, per box 23c</p> <p>FINE LARGE CALIFORNIA Dry Peaches, per pound 10 1/2</p> <p>GOOD GRADE DRIED Peaches, per pound 8 1/2</p> <p>HERSHEY'S COCOA per can 13c</p> <p>3 CANS STAG, 10c SIZE This is good, try it, 3-for 20c</p> <p>OIL CLOTH, BEST GRADE Santas Oil Cloth, sells easy at 25 and 30c, per yard 14 1/2</p> <p>10c MUSLIN per yard 07c</p> <p>18c MUSLIN per yard 12 1/2</p> <p>LADIES' 75c WASH Petticoats 36c</p> <p>LADIES' BLACK Petticoats, per pound 36c</p> <p>69c LACE Corsets 38c</p> <p>BLOOMERS, CHILDREN'S Black, 50c Sellers 29c</p> <p>50c SUSPENDERS at 29c</p> <p>25c SUSPENDERS at 11c</p> <p>MEN'S COTTON FLANNEL Gloves, per pair 08c</p> <p>10 AND 15c CARD OF FANCY Shaped Pearl Buttons 2 for 15c</p> <p>3—50c WINDOW SHADES for Sport Cloth that Burgess Nash charges \$1.98 for, you get here for 85c. Of course they sell on credit, but Hayden's have quit.</p> <p>Remember too, the same stores that soaked you on the overshoes can soak you on shoes. I don't handle Finnigans, but you would not know the difference, only you don't have to pay as much. A pair of shoes you would get from me at \$3.50 would be as good as the Finnigan shoe at \$1.25 more. Don't think I am knocking on Finnigan's shoes. He makes good shoes but it's the storekeeper who makes the price. And a shoe is only worth what you get out of it.</p> <p>SPECIAL PRICES ON CANNED GOODS.</p> <p>These are the large sized cans and extra fancy quality which you have been paying twice as much for heretofore and will have to again. I</p>	<p>know how you have been fooled time and again by ads in the newspapers and that makes it harder for me. I do not handle second grades or small sized cans, but next week I will have the same sized cans as the other stores are offering you which you can get at a cheaper price yet than these.</p> <p>FANCY CORN per can 16c</p> <p>TOMATOES, THE BIG CANS not on the market now 19c</p> <p>VAN CAMPS PORK AND Beans, Large Cans 16c</p> <p>VAN CAMPS PORK AND Beans, smaller cans 09c</p> <p>CARNATION MILK 15c size 11c</p> <p>CARNATION MILK 10c size 06c</p> <p>PLUMS, LARGE CANS Fancy 19c</p> <p>GRAPES, LARGE CANS Fancy 15c</p> <p>APRICOTS, LARGE CANS Fancy 17c</p> <p>PEACHES, LARGE CANS Fancy 23c</p> <p>PUMPKINS, LARGE CANS Fancy 14c</p> <p>HOMINY, LARGE CANS Fancy 11c</p> <p>SALMON, LARGE CANS Pink 17c</p> <p>SALMON, RED, LARGE Flat Cans 25c</p> <p>SARDINES, OIL, 5c Size 06c</p> <p>SARDINES, MUSTARD, 10c Size 11c</p> <p>KRAUT, LARGE CANS Fancy Grade 17 1/2</p> <p>Compare these prices with Sears Roebuck or any one else. You can get one can or a case while they last. No restrictions will be made and the first come can take the whole works if they want them.</p> <p>From now on I am going to show you what a cash store can do. You can lay back and jolly yourself with the idea that my stuff is not good because we will pay no attention to you. If you think I am going out and tickle you under the chin to get your business you are mistaken.</p> <p>DRY GOODS</p> <p>OIL CLOTH, BLACK, WHITE and Colors, per yard 14c</p> <p>10c SHINOLA per box 05c</p> <p>30x3 TUBES for only 1.94</p>	<p>30x3 1/2 TUBES for only 2.12</p> <p>SPORT STRIPE DRESS Goods, 25c quality, per yard 09c</p> <p>SUESINE SILK, BLACK, White, Old Rose, Blue, yd. 35c</p> <p>BORDEAUX VOILE, Several Colors, per yard 18c</p> <p>POPLIN STRIPED VOILE 50 and 60c sellers, per yard 29c</p> <p>FANCY VOILE FIGURED IN Different Patterns, per yard 16c</p> <p>10c CALICOS per yard 6 1/2</p> <p>18c PERCALES per yard 09c</p> <p>JACK AND JILL CLOTH regular 25 and 35c stuff 14c</p> <p>10 AND 15c GINGHAMS per yard 07c</p> <p>ENGLISH CRETONES, 25 and 35c goods, week 14c</p> <p>CHECKED WINDOW SCRIM 20 and 25c scrim, good quality 09c</p> <p>HEMSTITCHED MARQUESETTE sells everywhere for 37c here for 16 1/2</p> <p>The reason I make you these prices is because you don't know whether they are cheap or not.</p> <p>5 POUND PACKAGE OF Pancake Flour, ready mixed, 35c everywhere 21c</p> <p>I don't see how the catalogues or credit stores can sell a nickle's worth of stuff with the prices they have to charge. You would think the people would find them out after a while. But they never will. Why can two stores side by side do business when one sells an article for 10c and the other gets a quarter? How can they do it. A three year vacation will be given to the school boy or girl under seventy-five years old that can answer this question without using his toes to count on.</p> <p>One of the sewing machine peddlers had a machine left and he said if I got a chance to sell it to let it go for \$25. He sold the rest at \$48.00. It looks like it is worth the money. I may take it home if I don't sell it.</p> <p>10c BOTTLE Blaine 05c</p> <p>I have orders for fifty cases of eggs a week for the next two weeks for the soldiers and will pay 1/2c per dozen over the Omaha market. 1/2c per pound over the market on chickens; 2c over the market on fresh, clean country butter. Be careful with the butter and keep it clean.</p>
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JOHN BRENNAN, O'NEILL.

CARNATION DAY!

WHEN?

Saturday, June 9th

WHERE?

At the Combination Cattle and Brood Sow Sale, one block south of the Northwestern depot at O'Neill, Nebraska.

EVERY LADY ATTENDING THE SALE GETS A CARNATION

JOHN L. QUIG, O'Neill, Nebraska

United We Grow; Divided, Do We?

The fact seems uncontrovertable that O'Neill people do not properly support or appreciate their home industries. The spirit of co-operation—that aggressive "partonize home industry" spirit—that marks the business life of larger, more aggressive communities seems lacking here. And until it is secured, until business men give some thought to their brother adjoining and his business, especially the manufacturer, O'Neill cannot hope to attain amazing heights in the industrial world. Some time ago we witnessed the McGinnis Creamery Co. asking for a more loyal support from the people of this community. We are not sure that they receive it. We have other industries here that engage in manufacturing. Are you doing your bit to support them that they may grow larger and the town and its people profit thereby? One we know is not receiving the proper support, and that is the McMillian & Markey Bakery. Time there was, and we can all remember it, when O'Neill had no bakery of consequence and the people were loud in their lamentations. "If we only had a bakery where one could get good bread, cookies and such like, what a patronage they would receive and what a pile of money they would make." McMillian & Markey came here, and since being here they have conducted an establishment the model of purity and cleanliness, where courtesy and service reign supreme. From time to time they have added to their work rooms until at the present time their machinery and equipment

in these rooms alone represent a \$4,000 investment. The machinery is all of the most modern and improved type, and the work room, especially constructed for this purpose, the most modern, sanitary and clean in this section of Nebraska. The capacity of this establishment is 1,400 loaves of bread a day. And they have just perfected a new loaf, made under a new process, that for being solid and tasty beats anything we have ever seen or tasted in the line of bakery made products. Besides baking bread they turn out cookies, candy and all other delicacies that are associated with an up-to-date establishment. It seems incredible that an establishment like this, whose product is undoubtedly as good as there is, and which undoubtedly merits the support of O'Neill people would not receive it. Understand, they are doing business and a good business, but out of O'Neill they are not getting the business that their industry and their product entitles them too. If we are ever to make out of O'Neill a city of the consequence and size dreamed of by its founders, we must show a kinder spirit towards one another and their business and a more ready disposition to help and boost instead of knocking and criticizing.

W. H. Ord, of Stafford, is looking after business matters in the city today.

Victor Johnson, one of the prosperous ranchmen of Sand Creek precinct, is in the city today attending to business matters and visiting old friends.

DON'T DESPISE RICHES!

When you find a person who pretends to despise riches you find a person who, ninety-nine cases out of a hundred, is shiftless and thriftless. It is an honorable and just wish to desire honorable and just riches. It is a wish that every one can realize. It is a wish that is within YOUR power. Start an account here. Add to it just as rapidly as you can and before you know it you will find that YOU—yes, really YOU—are rich.

"Robinson Crusoe might despise riches—so may a savage, but no sane and civilized man will hold them in contempt."
—Dr. Chatfield.

THE O'NEILL NATIONAL BANK
O'Neill, Nebraska

This bank carries no indebtedness of officers or stockholders and we are a member of The Federal Reserve Bank. Capital, surplus and undivided profits \$100,000.00.