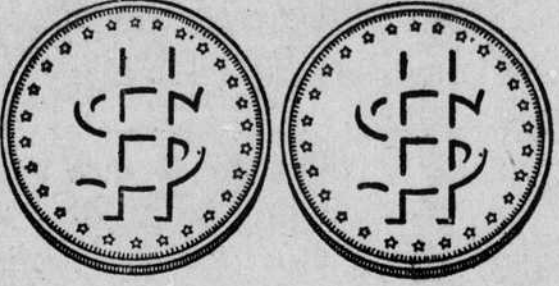


20 Cents
in Dividends.

\$4 Invested.



One-fifth of a
dollar is paid
annually as a
return on every
\$4 invested, to the holders of Bell Telephone securities.

How the Bell Telephone System Spends the Money Received From the Public

The following figures are taken from the annual report of the American Telephone and Telegraph Company and Associated Companies, or so-called Bell Telephone System.

Of each dollar received for the sale of service by the Bell System, 46½ cents are paid in wages to employees, and 33½ cents are spent for repairs and up-keep of the equipment, for taxes, incidental expenses and employees' welfare work, and 20 cents are paid to holders of Bell Telephone securities.

This 20 cents paid in interest and dividends is less than 6 per cent return on the money, since \$4 are invested in property for each \$1 in gross revenue received each year.

Fair Dividends Are Enough

In order to get additional money for extensions and improvements in our equipment it is essential that the public, who are our stockholders, have faith in our securities and confidence that they will receive a fair return on their investment.

During the past three years the cost of telephone equipment has increased, on the average, to nearly double the former price.

In spite of the increased cost of operation, few telephone rates have been increased; although there are few business enterprises in which the profit has been as small as in the telephone industry.



NEBRASKA TELEPHONE COMPANY

Haying Tools

I handle all kinds of haying tools. They are manufactured by the Independent Harvester Company and are first-class in every respect. Mowers, Rakes, Sweeps and Stackers. See my line before you buy.

Frank Valla

EFFICIENT AND RAPID SERVICE

You will want a suit or gown cleaned or pressed in a hurry some time. Our modern equipment and promptness enable handling our work in the shortest possible time.

Try our Dry Cleaning and Pressing service. The work is excellent and the charge moderate.

Dry Cleaning Department
O'NEILL SANITARY LAUNDRY

COMPARE

We Undersell All

Compare our prices with others and learn the truth for yourself. Buy a bill of goods here and find out what real money-saving, competition, defying values mean. Every price at Rock Bottom to make new friends and keep those we have.

PAY CASH and PAY LESS

Ham what Am and Bacon too.	
ARMOUR HAMS per pound	24c
SUGAR CURED BACON per pound	35c
MUENCHENER STYLE SUMMER Sausage, per pound	25c
ICE CREAM quart	25c
40c A DOZEN SUNKIST Lemons, per dozen	27c
50c QUART BOTTLE Welch's Grape Juice	43c
3 BOXES OF BATAVIA Gelatine Jelly Powder, Grape Flavor, Something New for	25c
ANOTHER NEW ONE, 2 Cans of Grapefruit, Extra Good, for	25c
\$5.50 BOX OF 100 BARS White Borax Naphtha Soap. An exceptionally fine cold water soap. Works equally well in hard, soft, hot or cold water. Be sure and buy now. Per box	4.25
We are satisfying others and can satisfy you.	
10c BOX OF FRUIT JAR Rubbers for	07c
1 POUND OF YANKEE GIRL Chewing Tobacco for	34c
10-10c CANS OF PRINCE Albert Tobacco, 2 oz. size	84c

PRICES CUT IN HALF

\$2.00 FANCY BLUE BIB Overalls, double stitched	1.00
\$2.00 MEN'S HEAVY TWILL Denim Overalls. Strongly Sewed, double stitched, Colgr Fast Blue for	99c
\$1.00 MEN'S LARGEST WORK Shirt Made, 36 inches long, 46 to 50 chest, 14½ to 17 collar for	50c
\$1.50 MEN'S UNION SUITS for	75c
\$1.50 MEN'S DRESS SHIRTS for	75c

WHY DON'T YOU GET THAT ROYAL TAILORED LOOK.

Made to measure suits, \$16, \$17, \$18 and \$20.

("57" STEPS)

Up Where the

Prices Are Down

John Melvin

Prompt Payment of Policies. The Mullen Bros., Dr. George, of Creighton, Dr. W. H., of Bloomfield and P. D., of this city, are general agents for Northeast Nebraska for the Commonwealth Life Insurance Company of Omaha, and have charge of all settlements for the company in their territory. The following testimonials show that their treatment of their clients is very satisfactory and they are the recipients of many testimonials for their promptness in settling claims:

Commonwealth Life Insurance Co., Omaha, Nebr.
Gentlemen: My wife, Cordelia W. Alderson, carried a \$2,000 insurance policy in your company. She died recently after a few days' illness, and Dr. W. H. Mullen of Bloomfield, general agent of your company, called on me today and paid the \$2,000 in full. I am thoroughly grateful to your company for this prompt settlement, and it gives me genuine pleasure to heartily recommend the Commonwealth to any one desiring good life insurance.

Again sincerely thanking you for your courteous treatment, and with best wishes for your future success, I remain,
Yours truly,
OLIVER ALDERSON,
Humphrey, Nebr.

Commonwealth Life Insurance Co., Omaha, Nebr.

Gentlemen: I have today received from your company, through your general agent, Dr. G. M. Mullen of Creighton, \$2,000 in full payment of a policy carried by my wife when she died. I want to heartily recommend the Commonwealth to all who are seeking first-class insurance.

Yours sincerely,
M. M. MITCHELL,
Orchard, Nebr.

Taking Big Chances.

It is a great risk to travel without a bottle of Chamberlain's Colic, Cholera and Diarrhoea Remedy, as this preparation cannot be obtained on the trains or steamships. Attacks of bowel complaint are often sudden and very severe, and everyone should go prepared for them. Obtainable everywhere.



ORANGE JOOJ

A new drink and a better one!

Oranges juiced with cane sugar and iced distilled water make a cooling refreshing new drink delight for the Summer. Orange JooJ is splendid for little people and big people, indoors and abroad, mornins, noon and night.

5c at all drink stands Less by the case

"If you like Oranges, you'll like Orange JooJ!"

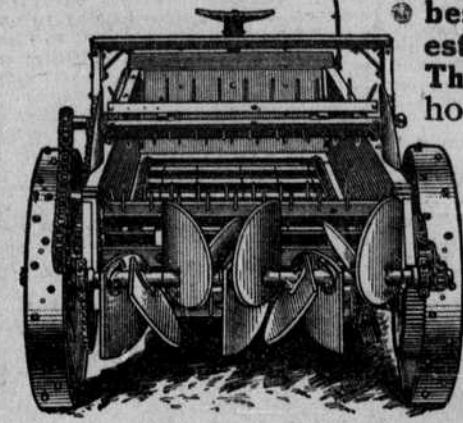
O'Neill Bottling Co.,

O'Neill, Nebraska.

"It's Cloudy JOOJ That's the Fruit"

Nothing But the Nisco Spreader for Us.

Any old machine that would just carry manure to the field and dump it on the ground wasn't good enough for us. When one of our customers came in and said, I need a manure spreader, we wanted to point to a machine and say "There, brother, is the spreader that handles manure best, pays for itself soonest and lasts longest. That machine we can honestly recommend."



Naturally we investigated Manure Spreaders; and we've taken the agency for a machine that actually measures up to the ideal we had set in our own mind. This machine is called the

NISCO The "New Idea" Manure Spreader

And we want every farmer in our territory to come in and see it! The machine is a mechanical marvel. It pulverizes and spreads a full load over three corn rows in three minutes. Here are some of the many good points of this wonderful spreader—see if they don't sound good to you. Low down and easily loaded. Wide-tired wheels—hence the machine is light draft. Chain conveyor carries all the load to the two cylinders, where it is thoroughly pulverized. Rapidly revolving steel paddles distribute this finely pulverized manure evenly. Can be set, by a convenient hand lever, to spread 3, 6, 9, 12, 15, 18 loads per acre. Positive chain drive—no possibility of clogging. Strongly built and able to stand steady usage year in and year out. This machine is

The Original Wide-Spreading Spreader

It was first of all spreaders to distribute wider than its own wheel track. Has been the leading spreader for 17 years and still leads.

Get This Book We Are Giving Away

Don't forget this when you come in, because it's important. This book is called, "Helping Mother Nature." It tells proved facts about the care and use of manure worth scores of dollars to any farmer. You can make money by heeding the suggestions in this book and using a Nisco Manure Spreader regularly.

Come in! We are waiting to show you this machine.

Warner & Sons

No. 2

Find Much Red Tape.

Washington Correspondent Omaha Bee: W. J. Boyle, Hugh J. Birmingham and W. B. Stannard of O'Neill, a likely trio of Sixth district young men, two of whom are graduates of the University of Nebraska, are in Washington thoroughly disgusted with the red tape surrounding entrance to the naval reserve corps. They reported to the naval training station at Charleston, S. C., but found they were a day

too late to be received, notwithstanding they were told in Nebraska that they would be in ample time. Now they are in Washington looking up conditions for all three want to join the colors. "Everything closed in the navy," came a reply to Judge Kinkaid's query, "except aviation." "You know that's a pretty fighty proposition, said the judge as he looked over his spectacles at his young constituents."

O'NEILL Wed., August 1st

ESTABLISHED 1840 THE ORIGINAL YANKEE ROBINSON 77th ANNUAL TOUR

BIG THREE RING WILD ANIMAL CIRCUS

3 RINGS - 2 STAGES STEEL ARENA - WILD WEST - HORSE SHOW

THE BIGGEST WILD ANIMAL CIRCUS IN THE WORLD

30 DOUBLE LENGTH CARS Equal to 60 Freight Cars	Trained LIONS LEOPARDS PUMAS TIGERS POLAR BEARS BLACK BEARS SEA LIONS ELEPHANTS CAMELS HORSES ZEBRAS PONIES MONKEYS
700 PEOPLE	
500 HORSES	LION THAT Loops the Loop
600 EDUCATED ANIMALS	
10 ACRES OF TENTS	
100 ELEPHANTS AND 100 CAMELS	
100 Wild Animals Exhibited FREE IN PARADE	
108 WAGONS	
2 ELECTRIC LIGHT PLANTS	
50 FUNNY CLOWNS - 50	

PARKER'S CARNIVAL SHOWS | COLLOSAL ZOO OF WONDERS
Col. Hobb's \$10,000 Challenge Dancing Horses
BATTLING NELSON FIGHTER AND SOLDIER WITH HIS SPARRING PARTNER and Company of GREATEST OF ALL CHAMPIONS Trainers, showing the famous fighter in action Will Positively Appear Twice Daily in a THREE ROUND BOXING CONTEST with the YANKEE ROBINSON CIRCUS

WILL POSITIVELY EXHIBIT RAIN OR SHINE

O'Neill Wed., August 1st

The Oakland Sensible Six

Great Power and Light Weight
\$945.00 F. O. B. FACTORY

FOR SALE BY
INMAN IMPLEMENT & HDW. CO.
Inman, Nebraska

PHONE 32

FOR YOUR

LUMBER and COAL

O. O. Snyder