



The Maxwell is mechanically right. All the world knows that today. Why?

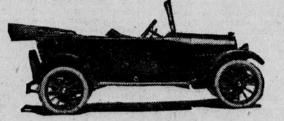
A Maxwell stock car went 22,022 miles without stopping the motor

-1092 Maxwells in our May gasoline economy contest averaged 27.15 miles on one gallon each.

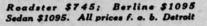
2040 Maxwells in our June contest averaged 29.04 miles on one gallon each.

If the standardized, one model Maxwell were not mechanically right these achievements would have been impossible.

Isn't that the kind of efficiency-the kind of economy-you want in YOUR car?



Touring Car \$745



Bazelman Lumber Co. Phone 79 O'Neill, Neb. you could spare for even a short time, notify Mrs. W. T. Evans, who will send dray for same. This room will be open three afternoons a week, Tuesday, Wednesday and Friday. It is the patriotic duty of every American woman to give some time to this work. It may be your boy or your neighbor's boy who will receive the blessings and comforts made possible by the great American Red Cross.

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by the great American Red Cross. The Holt County chapter is becoming pretty well organized. Chambers, Stuart, Atkinson, Emmet, Page, Inman and Ewing are now working and we expect our first shipment to be a good one.

Do not wait for any one to invite you to do your duty. The Red Cross needs you. Your country calls you. Do not be a slacker.

ANNOUNCEMENT.

Of the Holt County Fair, September 11, 12 and 13th.

For weeks past we have been on "needles and pins" eager to make announcement of this bigger, better annual fair. Onr committee has been working day and night harder than ever before, for the annual fair this year is to outstrip them all. Former exhibitors have shown tremendous interest. New exhibitors have enrolled and enthusiasm is aroused to red-hot pitch. All roads lead to the fair grounds and every tongue predicts for this year a most magnificent exhibit. Now, then—it's up to you. Merchants and manufacturers all have contributed generously. They

Merchants and manufacturers all have contributed generously. They have made it possible for us to offer a premium list that is even higher class than last year, so show your appreciation, give your unselfish, ever-willing aid. There is one thing that every man, woman, boy and girl can do, and that is B-O-O-S-T.

We are relying on you to do your part.

Our annual fair is a business enterprise—a melting pot of ideas—a common ground on which we all can meet for mutual benefit.

for mutual benefit. We exchange ideas, study modern improved methods. We see, we learn, we meet old friends and make the acquaintance of new ones. We keep abreast of the advance in agriculture and the trades and thus our own community, through us and our efforts, is enabled to keep step with the ever onward march of progress—the advance of civilization. It is the aim of this society to make our annual fair one of the best held anywhere in the state.

To this end we call upon you to lend your every effort. You, and every resident in our county, hold the power of making our annual fair a big success or a dismal failure. Join in the festivities. Let's whoop her up right now for

NEW CREATION OF SCIENCE AND NATUR

WHEN we announced Bevo recently, our hopes were high. We knew that we had the most unusual soft drink that had ever been offered: A beverage combining the nutritive extracts of wholesome cereals, the zest of Saazer Hops, a flavor all its own and absolute purity. We knew this because, true to our own ideals, we had experimented for years before we were satisfied to say, "We offer you Bevo-it is a different soft drink - it is good and it is good for you."

High as were our hopes for its reception, we have realized them far and beyond our expectations.

Bevo today is an established popular success. Everywhere the same question is asked:—"Have you tried Bevo?" Now, one final word. We promise you that, in accord with the known principles of Anheuser-Busch and all its products, *Bevo* not only will forever maintain its present high standard of quality, *but* as time goes on our great endeavor shall be to make this soft drink even more perfect in every detail of its goodness.

You will find *Bevo* at inns, restaurants, groceries, department and drug stores, picnic grounds, baseball parks, soda fountains, dining cars and other places where refreshing beverages are sold.

> Guard against substitutes. Have the bottle opened in front of you, first seeing that the seal is unbroken and that the crown top bears the Fox.

> > SEE THAT THIS

SEAL IS INTACT

Bevo — the all-year-'round soft drink Bevo is sold in bottles only, and is bottled exclusively by

ANHEUSER-BUSCH-ST. LOUIS

NORTHWESTERN BEVERAGE CO. Wholesale Dealers SIOUX CITY, IOWA C. S. COOPER Local Dealer O'NEILL, NEBR.

CAUTION

SEETHAT (ROWN BEARSTHIS FOX