

# OAT MEAL

SHOWS WHAT John Brennan has done to the prices of goods in O'Neill. For the last twenty-five years you have been paying 25c per package for the large size oatmeal which contains about five pounds. Oats, 'till this year, has always sold for 19c to 26c per bushel of 32 pounds, which shows that the cost of a five pound package was worth about 4c which sold around 25c. Well if they could make you pay 25 cents for four cents worth of oatmeal why can't they make you pay 75 cents for the oatmeal now when oats are worth three times as much money. Because John Brennan has them bluffed. They can't raise the price or they lose the customers. It is true they have hundreds of things they can get twice as much for as I can, but take soap, flour, sugar, coffee, tea and meat they have to stick close to the ragged edge. But the goods the people are not posted on they make the prices of the silk and satin dresses. Look at coal oil. Ten years ago Coal Oil sold in O'Neill for 20 and 25c and cost 6c; now coal oil costs 10½c and sells for half what it has for the last ten years. Why, Why! I can name you fifty to a hundred things the same way. But this week I have two clerks away on vacation and I have too much to do. But you must admit that some stores have been getting some awful digs from the old settlers.

Take Shoes and Overshoes. You know as well as I do that shoes have advanced all the way from 75c a pair on Baby Shoes to \$2.50 and \$2.75 on Men's and the Ladies' Shoes, yet you can buy shoes just as cheap from me now as you could five years ago from the others. The Overshoes advanced almost \$1.50 a pair in the last three years and still I am not as high as they were two years ago.

I could keep on showing you different things along this line for a week, but what's the use.

COFFEE 15½c POUND	PEANUTS PER QUART 5c	\$1.00 SPARK PLUGS 47c	5 GALLON COAL OIL 52½c	TEA PER POUND 29c	\$3.50 MEN'S HATS \$2.75	\$1.50 MEN'S CAPS 95c
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Car of Old Wheat Flour on the Track Monday. Special Prices Off the Car.

\$5.00 WEEDS' AUTO TIRE CHAINS \$3.75	50c TOWELS NOW 40c AND 25c	\$3.00 MEN'S SHIRTS \$1.55	MEN'S OVERALLS Indigo Dye, All Large Sizes, 42 to 44 Waist, Worth \$1.75 NOW \$1.15	6 10c BOXES OF MATCHES 29c Matches Will Be Matches Soon.	6 10c PENCIL TABLETS 48c	HOW JOHN BRENNAN Figures the Goods He Sells: 16 to 17 oz. ....1 lb. 36 to 38 in. ....1 yd. 4½ Quarts .....1 gal.
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The first bunch of Overshoes will be as cheap almost as last year, but later they may be scarce and higher; while canned Salmon will be almost as high as Meat. Eggs is the cheapest food on the market today. But while Eggs is cheap no one wants them. In Butte City, Mont., Eggs are selling at 90c per dozen and you can buy them in Omaha for 30 cents. It looks now like they dropped the price too low on Flour and it may have to be sold around 10 to 15 cents a bag higher according to the present cost of Wheat. Vinegar, I mean the good grade, will sell around 15c per gallon higher next year than it did this fall.

The Company made a mistake and shipped two shipments of blankets instead of one. I am going to keep them here as they have advanced considerably and will be a big drawing card for my store at these prices. Sugar is now under Government Control. The price will be steady, but if a revenue tax goes on, it will cost \$1.00 a bag more. Potatoes may be cheaper in the spring than they are now, while Brooms have raised 'till it looks like \$1.50 will be the price, yet I don't have to raise on mine as I have enough to supply my customers 'till the new crop.

This is a Cash Store. The Rule is Cash. There is another Rule. We will not exchange underwear, socks, or Corsets. Other stores can do it. THIS STORE WILL NOT.

We don't do this to protect our customers. We will not ask our Customers to buy goods which have been taken away from the store, tried on, and sent back. If you want to buy goods of this class go to the other stores.

JOHN BRENNAN  
HAS THE GOODS

## John Brennan, O'Neill

### "Cash Does It."

JOHN BRENNAN  
HAS THE GOODS

## The Frontier

Published by D. H. CRONIN

One Year .....\$1.50  
Six Months .....75 Cents  
Entered at the post office at O'Neill, Nebraska, as second class matter.

### ADVERTISING RATES:

Display advertising on Pages 4, 5 and 8 are charged for on a basis of 50 cents an inch (one column width) per month; on Page 1 the charge is \$1.00 an inch per month. Local advertisements, 5 cents per line, each insertion.

Every subscription is regarded as an open account. The names of subscribers will be instantly removed from our mailing list at expiration of time paid for, if publisher shall be notified; otherwise the subscription remains in force at the designated subscription price. Every subscriber must understand that these conditions are made a part of the contract between publisher and subscriber.



### Holt County Bankers.

A meeting of the bankers of Holt county was held at the Golden hotel last evening and twenty-five bankers were present and fourteen out of the sixteen banks in the county were represented. A permanent County Bankers Association was organized with S.

J. Weekes, president; E. H. Smith, vice-president, and J. F. Gallagher, secretary and treasurer.

Business affecting the banking interests of the county was discussed and a uniformity of business hours were agreed upon. The hour banks are to be open is 8:30 a. m. and close at 3:00 p. m., for Saturdays as well as other days of the week.

The prime object of the meeting and its purpose was for the sale of Liberty bonds, for which the banks subscribed very liberally, the amount aggregating \$154,500.00 divided as follows:

O'Neill National, O'Neill	\$25,000.00
First National, O'Neill	25,000.00
First National, Stuart	10,000.00
Farmers State, Inman	5,000.00
Emmet State, Emmet	5,000.00
Ewing State, Ewing	12,500.00
Pioneer, Ewing	12,500.00
Inman State, Inman	5,000.00
Farmers, Page	5,000.00
Page State, Page	10,000.00
Nebraska State, O'Neill	12,500.00
First National, Atkinson	15,000.00
Citizens, Stuart	10,000.00
W. W. Watson, Inman	2,000.00

All of the banks of the county were represented excepting the Chambers State Bank of Chambers, and the Security State Bank of Atkinson. Assurance was given, however, that while they were unavoidably not represented, would subscribe their portion of the Liberty loan.

The minimum amount of the Liberty loan allotted for this county is \$355,200.

The banks of this county have certainly shown a disposition to do their part in financing the Government obligations to carry on the war and it is now up to the people in general to do their bit and subscribe for a Liberty bond.

### Death of John Fallon.

John Fallon, one of the pioneer residents of this county, died at his home in this city last Friday morning, October 10, 1917, after an illness of several months of paralysis, at the age of sixty-nine years.

Deceased was born in County Down, Ireland, on August 15, 1848. Prior to

attaining his majority he came to America and located at St. Louis, Mo., where, on February 11, 1871, he was united in marriage to Mary Hanigan. In the fall of 1874 he was seized with the western fever and came to Holt county and took a homestead two miles north of this city, where he resided until about a dozen years ago when he moved to this city, where he resided up to the time of his death.

Deceased leaves a loving wife and seven children, four boys and three daughters, to mourn the death of a kind and loving husband and father. The children are: Michael, Butte, Mont.; James, Lotheir, Mont.; William, Winner, S. D.; Frank, O'Neill; Mrs. M. J. Enright, O'Neill; Mrs. Burns, Platte Center, Neb.; Miss Anna, who is teaching at Leigh, Neb.

John Fallon was one of the sturdy pioneers of the early days. He endured all the vicissitudes and hardships of pioneer life, but lived to see the county that was a vast wilderness when he came here forty-three years ago, become one of the garden spots of the state, and filled with a happy, prosperous and contented people. Mr. Fallon was a kind and loving husband and father, a good citizen and neighbor and his passing will be sincerely regretted among the old timers of the county and all his acquaintances.

The funeral was held from the Catholic church last Monday morning and was largely attended, the remains being interred in Calvary cemetery.

### Card of Thanks.

By this means we desire to express our heartfelt appreciation of the many acts of kindness, and words of sympathy tendered us during the illness and burial of our beloved husband and father. Especially are we grateful to the Highlanders and to the many friends for the beautiful floral tributes.

Mrs. John Fallon  
and family.

### Not Much of a Show.

"Did you enjoy the play?"  
"Not much. The leading lady only changed her gown three times."

### IN THE DAYS OF THE LONG AGO

#### Thirty Years Ago.

Taken from the files of The Frontier of October 13, 1888:

A red hot political campaign was on and The Frontier of this week was filled with political dope. Following were the republican candidates: For clerk of the district court, John McBride; for county treasurer, L. M. Cleveland; county clerk, G. C. Hazlett; sheriff, H. C. McEvony; county judge, E. M. Lowe; county superintendent, C. A. Manville; county surveyor, H. E. Thompson; coroner, J. E. Shore; county commissioner, Lewis Tobias.

Steve McNichols returned Tuesday evening from a visit to Boone, Iowa.

Taken from the files of The Frontier of October 20, 1887:

Mr. Birmingham, a brother of Tom, visited him a few days last week. He is a wholesale grocery merchant from Galena, Illinois.

O'Neill markets: Rye, 27c; eggs, 8c; wheat, 50c; corn, ear, 25c; flax, 60 to 70c; new oats, 25c; barley, 25 to 30c; hogs, \$3.50 to \$4.00; butter, 8 to 10c; corn, shelled, 25c; fat steers, \$2.00 to \$2.50; fat cows, \$1.10 to \$1.90; potatoes, 25 to 30c.

#### Twenty Years Ago.

Taken from the files of The Frontier of October 14, 1897:

Mrs. J. H. Meredith left yesterday for her old home in Iowa, where she will visit her parents for a few weeks.

Ed. Graham, jr., was in town Saturday passing around the cigars on account of the arrival of a daughter at his home last Thursday evening.

The geese have commenced their annual trip to the south and the hunters are hurrying them up on the trip by "cutting loose" at them "with any old thing" that will shoot.

O. O. Snyder, H. M. Uttley, J. C. Harnish, J. Bentley, J. F. Prunder, C. W. Hagensick, B. Martin, H. Zimmerman, C. L. Bright and J. L. Mack went

over to Butte last Friday where they organized a lodge of the Independent Order of Odd Fellows with twenty-one charter members. H. M. Uttley, acting as deputy Grand Master, had charge of the work.

After a trial lasting over a week,

the jury in the case of the State of Nebraska vs. William McAllister, charged with killing of Frank Cole near Stuart last April, returned a verdict of "not guilty" after about nine hours deliberation.

(Continued on Page 5.)

# ONE DAY ONLY SALE

—OF—

## Coats, Suits, Skirts

Our special salesman will  
be here, One Day Only

### Saturday, October 27th

With a complete line of the above  
garments and a greatly reduced  
price.

Can fit all sizes in Sweaters,  
Caps and Mittens.

Have a full line of underwear in  
now, and at reasonable prices

# J. P. Gallagher