

THE FRONTIER.

VOLUME XXXVIII.

O'NEILL, NEBRASKA, THURSDAY, NOVEMBER 8, 1917.

NO. 22.

LOCAL MATTERS.

Mrs. Julia Cameron has gone to Sioux City for a visit with relatives. Mr. and Mrs. Webb Kellogg are Sioux City visitors this week. James Berrigan was up from Ewing last week visiting with friends. L. C. Chapman made a business trip to Atkinson Wednesday afternoon. J. L. Puckett, of Emmet, was an O'Neill business visitor Wednesday. Dr. O. K. Tickler went up to Springview last Friday to look after some business affairs. Roy McPharlin left for Omaha Wednesday morning where he will join

BACON!

Armour's

Sugar Cured Per Pound **37c**

Why Pay More?

- 15c FANCY BLACK Beans for **7c**
- 35c LARGE SIZE BOX OF Oatmeal for **24c**
- \$1.15—1-GALLON CAN OF Red Syrup for **89c**
- 1/2 POUND OF SALTED Peanuts for **9c**
- 1/2 POUND OF FAIRY Candy for **9c**
- 45c LARGE JAR OF PEANUT Butter for **29c**
- 28c A POUND COOKIES, 2 Pounds for **31c**
- \$1.35 BROOMS for **85c**
- 1 TO 1,000 GALLONS OF Coal Oil, per gallon **10 1/2c**
- 1 LARGE CAN OF VELVET Smoking Tobacco **8c**
- 40c BANANAS, Per dozen **29c**
- 65c BOTTLES OF MAPLE and Cane Syrup **39c**
- 25c LARGE CAN OF PIE Pears for **15c**
- 15c BOTTLE PEPPER Sauce for **9c**
- 85c CAN FRENCH MUSH-rooms for **49c**
- 35c GLASS JAR OF HONEY for **25c**
- 6 POUNDS OF CANE Sugar for **59c**
- 5 POUNDS OF 30c STEEL Cut Coffee for **94c**
- 2—10c CANS OLD DUTCH Cleanser for **15c**
- 2—25c BARS TOILET SOAP for **19c**
- 2 POUNDS OF 55c MOCHA And Java Coffee for **77c**
- 1 POUND PACKAGE, NET Weight 14 oz., Our Choice Select Old North Carolina Leaf Tobacco **34c**
- 1 POUND PLUGS—NET WT. 16 oz. Climax Tobacco **49c**

Buy Men's Winter Caps Here and Save Money.

- \$2.25 MEN'S FLANNEL Shirts for **\$1.19**
- \$3.00 MEN'S ALL WOOL And Flannel Shirts for **\$1.95**
- \$6.00 MEN'S WOOL UNION Suits for **\$3.69**

UNDERWEAR

- \$2.25 MEN'S UNION Suits for **\$1.39**
- 50c MEN'S WOOL Hose for **34c**
- \$2.00 HUSKING MITTENS, Full 11 oz. Knit wrist, doz. **\$1.67**
- \$1.25 MEN'S WINTER Caps for **65c**
- \$1.50 MEN'S WINTER Caps for **75c**
- 35c MEN'S DRESS HOSE, per pair for **22c**
- 25c MEN'S DRESS HOSE per pair for **15c**
- 25c LADIES' HOSE, 2 pair for **35c**

WHY DON'T YOU GET THAT ROYAL TAILORED LOOK? We offer Royal Made to Measure Suits and Overcoats at \$18.50, \$20.00, \$22.00 and \$25.00.

57 STEPS

Up Where the Prices Are Down

"MELVIN"

SELLS FOR LESS

The Truth About Good Clothes

If you are going to believe everything you read, or hear about clothes, you'll not get very good ones; but you won't have to pay much for them; there may be some comfort in that.

If you depend on your own judgment of quality, you won't be much better off; you may fool yourself into thinking you can tell by looking and feeling whether a fabric is all-wool or two-thirds cotton, but you're just fooling yourself, that's all.

It's fair to assume that every man who buys clothes wants good clothes; no matter what price you pay for a suit, \$9.98 or \$50, or the high-priced custom tailors \$75 or \$100, you want to get good value for your money. That's really the only business-like way to look at it. When you have your clothes made to measure you pay part of the price for a sense of gratification at having them made to measure; a sort of comfortable feeling of being exclusive; even if it isn't very exclusive, you may have the feeling; and it costs you something.

The remainder of the price is in the clothes, and the dealer's or tailor's profit. Maybe you can figure out how much real clothes value you get in very low priced made-to-measure clothes, or in high-priced ones, for that matter. You can judge for yourself how much value you'll get in a ready-made suit at \$9.98 or \$12 or \$15.

We sell Hart Schaffner & Marx clothes at \$20, \$25, 30 and up

We handle these goods because we know they represent greater value for the price we ask than any other clothes made. We know where to get the \$9.98, \$12, \$15 stuff; we know who makes it, and how it's made and what it's made of; they tell us; there's no deception about it. Some of it is worth the price; but the price isn't high enough for good clothes.

The price of Hart Schaffner & Marx clothes is enough to insure quality; and not too much to give big value. That's why we sell them; and if you're wise, that's why you'll buy them.

P. J. McManus, O'Neill, Neb.

The Home of Good Merchandise

Uncle Sam's forces for the world's war.

Bert Adams, of Atkinson, spent Wednesday in this city looking after business affairs.

Miss Mildred Downey, Principal of the Inman schools, spent last Sunday with her folks here.

F. J. Dishner left for Omaha Wednesday morning and will drive a big Buick family touring car back.

Attorney R. D. Monts was down from Long Pine the forepart of the week attending to some legal business.

Mrs. R. R. Morrison, who has been visiting with friends at Omaha for a few days, returned home Sunday night.

J. J. Thomas left Tuesday morning for Omaha where he will enter a hospital to receive medical treatment.

Miss Cora Meredith, who is teaching school at Ewing, came up last Friday and spent Sunday with her folks.

Father Wells will celebrate Holy communion and preach at the Episcopal church at 11 o'clock Sunday morning.

Charlie Montgomery and Miss Mary Burkhart, both of Venus, were married by County Judge Malone last Tuesday.

County Attorney Hugh Boyle and Sheriff Duffy went to Atkinson Wednesday to look after some of the business of the county.

Mrs. F. M. Cullen, of Page, came up Sunday and will remain for a week visiting at the home of Mr. and Mrs. L. W. Bergstrom.

John A. Boyle, of Omaha, came up Saturday night and returned Monday morning after spending Sunday visiting with old friends.

Misses Margaret Donohoe and Mayme Mullen came up from Peru last Saturday night, the Normal having closed for ten days.

Miss Nora Connealy, of Decatur, came up the latter part of last week, and will remain a few days visiting with Miss Edna Barnard.

Thomas Grady, recently of O'Neill, but now conducting a store at Pilger, was in the city Wednesday visiting with relatives and friends.

F. A. Bergstrom, of Page, who has been living at Howards, Wyoming, for some time, was visiting with relatives and friends here last Monday.

Frank Barrett was the winner of the Cribbage Tournament, held by the Knights of Columbus Club, at their Club rooms last Tuesday night.

Mrs. C. N. King returned the first of the week from Omaha and several other places where she had been visiting for the past two weeks.

Mrs. Charles Zimmer arrived here Sunday night from Yuctan, Neb., for a week's visit at the home of her parents, Mr. and Mrs. Wm. Fallon.

Ambrose Biglin, who is the Assistant Cashier in the Casper National Bank at Casper, Wyo., was down Sunday visiting with his folks and friends.

Miss Gertrude Flood, of Battle Creek, who has been visiting at Chambers for the past week, left here Tuesday morning for her home.

L. E. Hubbard, of Omaha, Attorney for the North Western Railroad, was in the city the first of the week looking after some of the roads legal business.

Miss Ida Chapman won the prize at the Martez Club, which was entertained by Miss Florence McCafferty Tuesday night. The girls all report an enjoyable time.

Mr. and Mrs. Ed. Williams and daughter, Gladys, departed Monday for Sioux City, near which place Mr. Williams will have charge of a large dairy farm.

Mrs. L. C. Chapman and daughter, Ida, left yesterday afternoon for Billings, Mont., where they will remain with Lawrence, who has established a permanent residence there.

Roy Freeman, of Fremont, agricultural extension agent for the Missouri Pacific railroad company, arrived in the city last evening for a few days visit at the home of his father, Judge J. E. Freeman.

A Thanksgiving Dance will be given by the Knights of Columbus at the K. C. Hall on Friday, November 30. This will be a benefit dance, the proceeds to go to the War Camp Fund, so everyone should try to be present and help the soldier boys, who are doing their "bit" for Uncle Sam.

B. E. Sturdevant, of Atkinson; George W. Davies, of Inman; S. W. Green, of Ewing; C. E. Harden, of Chambers and C. W. Templeton and T. P. Wade, of Page, were in the city last evening to attend the meeting held at the K. C. hall for the organ-

ization of the county for the Y. M. C. A. drive.

Kill the rat! He destroys food stuffs in the United States each year worth \$200,000,000.00. Every rat on your place means dollars lost. Even worse, he spreads diseases which kill more people than do bullets. There is nothing to be said in his favor. Build rat-proof houses, stores, granaries and elevators and poison and trap every rat possible.

Judge R. R. Dickson has been appointed as a member of the Nebraska fuel commission, to represent the Sixth congressional district, by John L. Kennedy, of Omaha, who was appointed commissioner for Nebraska by President Wilson. This commission will endeavor to see that Nebraska residents will not suffer for the lack of fuel this winter.

W. B. Cooper was up from Chambers last Tuesday. His son, Vernon, came up with his that morning and left on the 10 o'clock train for Norfolk where he enlists in the aviation corps. This is the second member of Mr. Cooper's family to offer his services to his country in its hour of trial, his son Harry, being a member of the medical corps and is stationed at Leavenworth, Kansas.

T. J. Coyne, W. J. Biglin, P. J. O'Donnell, W. H. Harty, H. J. Hammond, E. H. Whelan, M. H. Horiskey and H. J. Coyne went down to Norfolk last Sunday to witness the K. C. initiation which was held there that day. The boys all report a very pleasant time, especially Tom Coyne

and Bill Biglin, who visited friends in Battle Creek for a few hours while on the way down and back, having made the trip in Coyne's jitney.

George E. Hanson was in from Blackbird last Tuesday and made this office a pleasant call. Mr. Hanson informed us that he, that day, sold his farm west of town, known as the Frank Campbell place, to Fred Lorenz for \$42 per acre and that he now felt rich as he owned only one quarter section of land, where he formerly was land poor. In the division of his real estate last week he divided about 2,500 acres of land among his children. Mr. Hanson says that he feels happy now and is prepared to take life easy.

O. C. Rishling, one of the large stockmen and farmers of Lake township, was in the city last Wednesday and made this office a pleasant call and had his name enrolled on The Frontier's list of readers. Mr. Rishling was looking over the country in this neighborhood for hogs as he desires to secure several carloads to feed his corn to. During the past two months he has shipped to his ranch from the western part of the state twelve carloads of hogs and says that he wants to get a couple or more carloads as soon as possible.

Governor Keith, Neville was an O'Neill visitor last Thursday evening. The governor and a party of friends from Lincoln were on their way home after spending a couple of weeks duck hunting in Cherry county. The Governor said that he had a splendid outing and succeeded in bagging all the ducks they wished. Governor Neville said that he was of the opinion that the Seventh regiment, of which he has been elected colonel, would be mustered into the service of the United States in the early spring and that then he would resign as governor.

Save the wheat. Order a "stack of corn cakes" instead of the "stack of wheats." By substituting corn cakes for the millions of wheat cakes eaten every morning thousands of sacks of flour can be saved. Get the habit. Forego the present desire and learn to eat corn cakes which are every bit as palatable as wheat cakes. Carry this thought with you: that when the opportunity presents itself you will eat a substitute for wheat instead of that commodity itself. This is no craze or fad. It's but a part of our war plans and comparable with the buying of Liberty Bonds and increased food production.

The local exemption board have received notice that the first two quotas of men sent from this county to the national army, seven in the first quota and fifty-seven in the second, had all passed the medical examination. Official returns have not been received yet on the last fifty-seven men sent. This is a splendid showing and shows that the examinations made by Drs. Gilligan and Douglas were very thorough. The men in charge of the national draft had figured that at least ten per cent of those examined and passed by the local physicians would be found disqualified when examined by the army physicians, but so far the Holt county boys are grading 100 per cent.

Are you observing that wheatless day and that meatless day each week? Poppy-cock—one man says. No one else is doing it, why should I? As a matter of fact many others are already doing it and more soon will. Further, the fact that others are not acting in accordance with America's best interests does not absolve my remissions. The situation is this: We are short of both wheat and meat. It is essential to the winning of the war that we increase the supply of both. Only by individual responsibility can this be done. The government has laid the matter before us as a moral responsibility—as merely the act of abstaining from a thing that we are legally entitled to do. How different and how much more in accordance with our principles than was the Prussian edict upon the declaration of war that every individual in the empire should be limited to a certain weight of meat each week. Such a course may be necessary if individual inclinations continue to rule in the full bloom of their short-sightedness. At the bottom of the problem lies not so much disloyalty as lack of appreciation of certain fundamental considerations—short-sightedness in an understanding of that thing known as the common weal.

Announcement.

There will be English services at the Lutheran church Sunday, Nov. 11th, at 10:30 a. m. The sermon will show the clear biblical position of the Lutheran church towards the government of the United States. Everybody is asked to attend to hear how the Lutheran church stands in this present war.