

Merry Christmas

Practical Christmas Gifts

FOR MOTHER

Set Furs
Kid Gloves
Silk Under Skirt
Sleeping Sox
Bed Room Slippers
Fancy Towels
Bed Spreads
Bath Robes
Silk Hose

FOR YOUR SISTER

Silk Hose
Nice Purse
Ivory Mirror and Brush
Manicure Set
Ivory Nail Brush
Silk Camisole
Pretty Collar
Nice Handkerchiefs

FOR ANY MEMBER OF FAMILY

Set Military Brushes
Music Roll
Tourist Tablet
Casserole Dish
Pair Wool Blankets
Cut Glass Pitcher and Set Goblets
Hat Brush
Sugar and Creamer

FOR FATHER

Nice Sweater
Bed Room Slippers
Pair Silk Lined Gloves
Nice Silk Muffler
Box Linen Handkerchiefs
Deck of Cards
Necktie and Shirt
Bath Robe
Nice Collar Box

BIG BROTHER

Card Cases
Tourist Tablet
Fur Coat and Fur Cap
Pair Gloves or Mittens
Hat Brush
Neckties
Silk Socks
New Pair Shoes

FOR THE BABY

Baby Blankets
Baby Set of Ivory
Baby Sweater Suits
White Knit Caps
White Wool Hose
Set Furs
Pair Shoes

J. P. Gallagher, O'Neill, Nebr.

Registered Men Cannot Enlist After December 12.

Recruiting Station, U. S. Army, Army Building, Omaha, Nebraska, December 1, 1917.

His Honor, The Mayor:

Dear Sir: From the Selective Draft Regulations just received, I quote for your information the following paragraph:

"Except in the following cases, no registrant may enlist voluntarily in

the military or naval service of the United States:

(a) Upon presentation to a recruiting officer of a certificate by his local board to the effect that his class and order number are so low that he is not within the current quota of his Local Board, any registrant may enlist voluntarily in the Navy or in the Marine Corps * * * * shall become effective at noon on December 15, 1917."

Under these regulations, this office

will discontinue enlistments of men who have registered under the draft law on the night of the 12th day of December.

I will appreciate very much if you will interest the leading citizens of your town to call a patriotic meeting especially for young men of draft age, and explain to them that if they are desirous of volunteering they must make their decision between now and the 12th if December, as enlistments in the Army will cease for them on that date.

I enclose a circular showing the arms of the service now open for enlistment. In addition to this Field Artillery, Regular Army, is now open for enlistment. I especially wish to invite your attention to the fact that married men will be accepted in many branches of the service if affidavit is presenting stating that the wife will not seek discharge of the man on account of dependency.

Please advise me if you will comply with this request and the date you select for the meeting and if it is possible I will have a member of my recruiting party at your town. We have local stations in Iowa, at Marshalltown, Mason City, Fort Dodge, Sioux City, and Des Moines; and in Nebraska, at Lincoln, Norfolk, Hastings, Grand Island, Sidney, Alliance, and Omaha. The applicant can get in touch with the postmaster of his city, and if postmaster will notify our office transportation for the man will be sent, so that he may reach the nearest recruiting station.

Thanking you for your interest and co-operation in this matter, I remain, Sincerely yours,
R. E. Frith,
Major, U. S. Army, Retired.

Librarian's Report For Nov. 1917.
No. of books in library2,441
No. of books purchased 97
No. of books donated 3
No. of books added 100
No. of readers1,197
No. of readers added 17
Juvenile circulation 336
Adult circulation 354
Receipts: Fines and overdues.\$ 3.31
Expense: Incidentals 1.48
Cash on hand 11.27
MAYME COFFEY, Librarian.

Death of Mrs. Addison.
Mrs. Sophia Addison, one of the pioneers of this county, died at the home of her daughter, Mrs. F. A.

Duxberry, at Waterloo, Iowa, on December 1, at the advanced age of 87 years and nine months.

Mrs. Sophia Addison was born in England in 1830. While still a young girl she came to America and was united in marriage to John H. Addison at Chicago in 1856. They came to this county in the early eighties and for years were residents of the Mineola country, living in that section until the death of Mr. Addison some fourteen years ago. After his death the family moved to this city where Mrs. Addison made her home until about a year ago, since which time she had made her home with her son, John, near Opportunity, and her daughter at Waterloo.

She leaves the following children to mourn her death: John C., of Opportunity; Mrs. F. A. Duxberry, of Waterloo, Iowa; Mrs. F. R. Williams, of Caledonia, Minn. The remains were shipped to this city and funeral services were held in the Presbyterian church Tuesday afternoon, Rev. Longstaff officiating, the remains being interred in Protestant cemetery.

Exchange: While soliciting among business firms in towns and cities every newspaper man or advertising agent runs across a fellow occasionally who informs him that he has "nothing to advertise." The plain truth of the matter is every merchant who expects to continue in business and who expects to secure his share of the patronage from the trade territory in which he lives, has something to advertise, and his business large or small, needs an advertising stimulant. The trouble with some merchants they do not appreciate the value of a newspaper to a community, but fortunately the majority of them do, and are eager to take advantage of the opportunity to communicate with their customers through its columns. Few weekly newspapers could survive were it not for the advertising value of their publication. The local paper goes into thousand or more homes each week and is read by more than four times that number of people. Figure the cost of sending a circular letter or even a postal card to as many addresses, not including the work of writing and mailing them, and you can readily see that the cost of carrying a large and attractive ad in the paper is much less than any other medium by which your customers can be reached. Not only this, but the news-

paper is kept in the home until every member of the family has read it over and over, while a circular letter or post card usually finds its way to the waste basket as soon as received. Again: some of the wealthiest men in the country today attribute their success to the liberal use of advertising space in newspapers. In fact you can not go into any city but what you will find that the leading and most successful business men spend large sums yearly for advertising. Advertising is the foundation of business success

and the wideawake merchant devotes a great deal of his time to this part of the business, because he knows that it pays—and pays well. The merchant who has goods on the shelf and says he has "nothing to advertise," no doubt has only a slight comprehension of the part advertising plays in the business world. In this day and age competition is sharp in most lines of trade and in order to meet that competition the judicious and persistent use of newspaper space should receive first hand consideration.

COMING!

SERGEANT G. V. HANLEY

One of the thirteen survivors of the famous

Princess Pat Canadian Regiment

Who served twenty-three months in the trenches in

FRANCE AND BELGIUM

Will tell of his thrilling experiences on the battlefields

He explains the use of German gas, liquid fire, curtain of fire, bombs, etc., trench fighting, effect of big guns, tanks, submarine and aerial warfare and numerous other interesting points you are unable to read in the papers; also

Why the Allies Will Win

See His Motion Pictures of Actual Fighting on the Battlefields and in the Air

BENEFIT

O'NEILL ORGANIZATION NEBRASKA GUARD

Endorsed by Governor Neville

Star Theater, Friday, Dec. 7th

Two Shows, 7 and 9 P. M.

Admission 50c. War Tax Additional

Farmers Hide & Iron Metal Co.

We are buying Furs, paying big prices. Also special price for Hides. Come to see us first. We buy Iron and pay full market price. We are located the first door east of James Davidson's plumbing shop.

O'Neill - - - Nebraska

BEVO
A BEVERAGE

—is the new "cold bottle" to enjoy with the immemorial "hot bird" — a soft drink in the strictest sense, but the liveliest, nippiest appetizer imaginable — rich in the flavor of nutritive cereals and imported Saazer hops. BEVO makes good things to eat taste even better — and it's healthful.

ANHEUSER-BUSCH
St. Louis, U. S. A.