



WHAT YOUR DOLLARS DO

One Hundred Cents' Worth of Mercy and Relief for Every War Fund Dollar.

Your Red Cross dollars—every cent of every Red Cross dollar—actually relieves suffering—actually goes as you give it, for war relief. Not one cent of any contribution goes into Red Cross administration expenses—the overhead of War Fund administration is more than covered by the interest accruing from the banking of the funds. All relief work not pertaining to the war is amply covered by the normal revenues of the Red Cross through membership dues.

Your answer to humanity's cry—your donation to war relief—includes not only the care and restoration of the wounded. It is a mission of mercy to the famished, the homeless and helpless, the lame, the halt, and the blind—all the victims of war that appeal to the heart of mankind.

The relief of invalided soldiers, relief of the mutilated and blind, training of crippled soldiers for useful pursuits—relief service for the care and revival of soldiers on furlough from the front—relief of children throughout devastated territory—relief of dependent families of soldiers—relief to prisoners in Germany—relief among repatriated people returning to France—children's refuges and hospitals—these are among the divisions of organized work that carries practical aid to its every object in a wide field of activity. Its scope embraces Russia, Roumania, Serbia, Italy and Armenia—besides the great field of France.

Your donation makes this great mission of mercy your own. The Red Cross carries 100 cents' worth of aid for every dollar donated.

THIS IS THE TRUE RED CROSS SPIRIT

A Little Story With a Big Thought in It.

A month ago the Red Cross chapter in Bay City, Mich., received a hurry-up call for 150 dunnage bags. Troops were about to move, and through an oversight their equipment was not complete. The bags had to be made and sent within 48 hours. A request for help was sent over the town, and the stores were searched successfully for the right materials. Among those who quickly responded and came to the chapter workrooms to help were two little girls, sisters, about ten and twelve years of age, each eager to lend a hand and do something for the boys who were going to the front. All day long the fingers of the women and the little girls were fairly flying. Bag after bag received the last stitch until scores were piled up ready for shipment. Closing time came, and the woman superintending the making of the bags counted those completed and announced that if every one of the workers could come early the next morning and work all day the bags would surely be finished in time for shipping by evening. Two crestfallen little girls, the little sisters, were waiting for her at the door as she departed.

Red Cross Dunnage Bags.

"We are awfully sorry, ma'am," said the older of the two, "but we can't come back tomorrow. You see tomorrow we have to—" And, without finishing the sentence, she looked back wistfully at the pile of bags.

"It is too bad you can't come back," said the superintendent, "but I want to thank you, and we all thank you, for the work you've done today. You two have been a wonderful help, and that pile of bags wouldn't be nearly so big if you hadn't been here. Good night."

The next morning when the superintendent came down to unlock the workrooms for the day she was astonished to see the two little girls standing in the cold by the locked door.

"Oh, I'm so glad to see you!" she said. "I thought you said you couldn't come?"

"Oh, we knew those Red Cross bags just had to be finished for the soldiers," exclaimed the little one, with glistening eyes, "and we got up at three o'clock this morning and got the washing done early!"

SUPPLYING FRENCH HOSPITALS.

The Red Cross hospital supply service in France has 16 warehouses filled with drugs, medicines, surgical instruments and dressings. It serves 3,423 French military hospitals.

For wife and child for hearth and home for freedom in safety



buy LIBERTY BONDS

THE ENEMY WE MUST MEET

By William Allen White

(Mr. White, editor, author and King of the war and all of its many angles while on an extended visit to the various battle lines of the Allied armies.)

Back of the German lines every ounce of food is conserved, and distributed with fairly equitable precision; every yard of cloth is numbered and is entered into the war strength of the empire. Every penny weight of German coal is handled with scientific care, and the one end and aim of all this autocratic control of food and clothing and heat is the winning of the war. There is no other purpose in the German mind. Every German mark is a German soldier; every grain of gold is doing its full share to work out that indomitable purpose.

Here in America we must realize that the war will not be won on any front, but in our own hearts. This is a clash of civilizations. We must develop in our hearts a democratic purpose as strong and as carefully directed as this autocratic purpose of Germany. We, too, must make soldiers of our corn stalks, make defenders of our wool and cotton and silk, make every pound of coal an American pound, and we must make bullets of our pennies. If we fail to develop this democratic purpose in the eye to eye, knee to knee, hand to hand, struggle on the front, which, after all, only reflects the strength of our conviction, then our civilization will go down. To fail to support our soldiers with ammunition, with food, with clothing, with coal, will weaken them for the great conflict at the great moment, and that weakening will come from our hearts at home. It will come if we are slow with our financial support of the men. The Liberty Loan furnishes us with the only way we home-stayers can practically show our purpose. Our patriotism will be measured by our performance toward the Liberty Loan. What we lend to our country in this time of need will measure our love of the freedom our fathers bought. It is at stake. The autocratic purpose of Germany, iron-willed and yet unbroken, aimed at world conquest is threatening us. What is freedom worth to you? It is worth what you lend to your government in this hour of its awful need.

Your Choice? bonds or bondage? Will you lend your money and be free - or hoard it now and pay it out in tribute when Liberty is lost?

IS AMERICA AWAKE?

As much as has been said and written in America about the World-War in Europe, it is doubtful if America is yet awake.

A man who returned from Europe six months ago, said, "The farmers of America are feeding to their cattle today better food than millions of people in Germany and Austria have had at times. These people whose governments are fighting us are subsisting on cow beets and straw bread. All Europe is short-rationed and hungry."

This is our war from now on. What happens in Europe is America's deepest concern. There is not enough food in the world. Either our soldiers must skip their rations or we must skip ours; either they must do without some necessities or we must do without some of our luxuries.

Which shall it be? Count on the Tomorrows. What will your business be worth if we should lose the war tomorrow? What would you give for a farm in Russia today? What would you give for a farm in America if conditions were such as they are in Russia today? Help produce, help conserve, and help fight by buying Liberty Bonds, for "he also fights who helps a fighter fight."

57 STEPS

To help save coal until the end of the war, this store will sell Coal Oil at cost, or the same as we pay the Standard Oil Company for it. Why pay more? Gallon
5-15c Cans P. A., Tuxedo, Lucky Strike 13 1/2c
57c
5-15c Cuts Spearhead, Peiper Heidsick in Tin packages 55c
10-10c Cans Shoe Polish 60c
Compare our 22c Coffee with other's 27c and 30c Coffee.

Coffee, 10 pounds lots \$2.19
1 Pound Green Tea 29c
3-10c Alma Dee Cigars 15c
7-5c Cigars 25c
6 Boxes 7c Matches 27c
12 Bars 10c Coconut Oil Soap 67c
10 Pounds Fancy Head Rice \$1.20
35c Pound Mixed Candy, pound 10c
3 Pounds 30c Cookies 51c
15c Bars Trilby Soap 08c

It took cash buying and selling to make possible the prices named in this ad.

Big Dollar Value Men's Straw Hats 50c
\$18.00 Men's Palm Beach and Kool Kloth Suits \$13.00
\$2.00 Sport Style Soft, Men's Shirts 99c
\$3.00 Sport Style Soft, Men's Shirts \$1.89
\$3.50 Jacquard Figured Union Silk Pongee Men's Shirts, French turn back cuffs \$1.49
\$2.00 High Linked Collar, Plain Percal, Soft Finish, Men's Shirts 99c
\$1.00 Men's Fancy Ties 49c
\$2.00 Men's Union Suits, Short Sleeves, ankle length, covered seams, pearl buttons, closed crotch, sloped shoulders, curved armholes, per suit 99c

You might as well try to grow roses on a snow shovel as to try to make an inaccurately fitting suit of clothes look smart and becoming. A Royal Suit fits the body, it covers because it is drafted to every fit—deciding dimension of that body. PRICES \$18.50 to \$30.00.

"MELVIN" SELLS FOR LESS

I WRITE INSURANCE ON ALL kinds of farm and city property at the lowest possible rates for first class insurance. Stock, hail and auto insurance a specialty. I adjust all losses promptly, no waiting for state adjusters. Write or phone me your wants and I will write your insurance or adjust your loss without further trouble to you.—S. F. McNichols, O'Neill. 50-13p

Entered the Service June 15. The following young men left last Saturday morning, on the early train, for Lincoln, where they entered the State University for special training: Dean A. Streeter, Page; Glenn E. McClurg, Dustin; Orton N. Young, O'Neill; Ray E. Medcalf, Bliss; Oscar A. Hagensick, O'Neill; Floyd P. Dickover, Atkinson; Gerald E. Miles, O'Neill; Clyde Davidson, O'Neill; William J. Stevens, Atkinson; Bryan Stevens, Middlebranch.

NOTHING ELSE LIKE IT IN O'NEILL, NEB.

There has never been anything in O'Neill with the INSTANT action of simple buckthorn bark, glycerine, etc., as mixed in Adler-i-ka. ONE SPOONFUL flushes the ENTIRE bowel tract so completely it relieves ANY CASE sour stomach, gas or constipation and prevents appendicitis. The INSTANT, pleasant action of Adler-i-ka surprises both doctors and patients. Gilligan & Stout, druggists.

WEEKLY WAR NEWS DIGEST.

Soldiers Are Transferred to Meet Particular Needs

Nearly 240,000 transfers of men from one unit to another have been made in Army camps as a result of occupational qualifications determined by investigations by the War Department committee on classification of personnel. Recently about 4,000 transfers have taken place each week.

Through the committee organizations have been built up in all Army camps, by which enlisted men and commissioned officers are classified according to occupational qualifications. In some camps, where as many as 2,500 men are received daily, forces of 200 interviewers are employed to ascertain full information regarding each man's occupation, education, experience, and special qualifications.

War Department Shows Procedure in Notifying Relative of Casualties

Relatives of soldiers named in casualty lists forwarded from France ordinarily are notified within 24 hours after receipt of the lists, according to a statement authorized by the War Department. A "statistical division," with a staff of officers and a corps of stenographers, gives all its time to the maintenance of files of soldiers' names and addresses. This division notifies relatives.

A copy of the roster of each contingent sailing to join the Expedition-

ary Forces is filed in card index fashion, each card bearing the name of one soldier, his organization, and the name and address of parent or other relative or friend designated by him to be notified in emergency. When a casualty list is received from Gen. Pershing each name cabled from the American Expeditionary Force is listed with the emergency address on file in the card index. As rapidly as the new list with emergency addresses is built up the telegraph clerks get duplicates. These clerks already are supplied with blank telegrams which require only the relative's address, name of sender, nature of casualty and the date, and filling in the blank spaces they get the telegrams off as quickly as possible. In addition to maintaining the telegraph blanks for the sake of speed the statistical division is supplied with sets of form letters to be filled in and mailed when further details are available.

While relatives are generally in receipt of information within 24 hours after the cables are received, delays are sometimes due to clerical errors caused by the fact that names must pass through so many hands in France and in America, incorrect emergency addresses turned in by soldiers, removal of families to addresses other than those listed, and the occasional necessity for cabling back to General Pershing to verify a name or to obtain an address.

Aside from these four causes of delay the only reason for the failure of relatives to receive word at once is military consideration. General Pershing may, at his discretion, withhold a casualty list until he is positive it will have no military value to the enemy.

Nearly All Artillery for American Army to be Motorized

Motorization of field artillery will be carried to a greater extent in the American Army than in any other army engaged in the war. Not only will a far greater amount of motor equipment be provided in proportion to the strength of the army, but it will be used for work where armies now in the field depend solely upon horse power and man power.

The Ordnance Department has succeeded in developing such types of tractors that, exclusive of the heaviest field artillery mounted on railroad carriages, all American artillery will be motorized, with the exception of some of the 3-inch gun batteries. The problem of motorization of field artillery is a difficult one, which explains why it has not been carried to a greater extent than has been the case with the armies that have been fighting in Europe for the last three years.

The possible output of tractors for the transport of field artillery in the United States is practically unlimited, whereas the supply of horses is at present limited and is becoming more so each month.

Radio and Buzzer Operation Taught in 600 Schools

The demand for specialties in the Army is increasing daily. Mechanics and technicians of all kinds, including radio and buzzer operators, are needed by the Signal Corps.

In nearly every large city the Federal Board of Vocational Train-

ing, through local school authorities, has established schools of radio communication where men of draft age who have not been called may receive a preliminary course in the operation of radio and buzzer instruments. There are about 600 of these schools where instruction is given, usually in the afternoon and evening. It takes about 200 hours for a student of average ability to obtain a speed of 20 words a minute, sending and receiving. Further information regarding these schools may be secured from local school authorities.

Electrical engineers and men with good fundamental training in engineering or physics are particularly in demand for Signal Corps work. Men of satisfactory qualifications are given three months' training in special schools, and have every opportunity to take examinations leading to promotion.

Men who have had experience as electrical repair men, wiremen, and mechanics are also desired for assignment to special schools and later to field organizations.

Firms Are Penalized for Violations of Food Saving Rules

Scores of firms throughout the United States have been penalized for violations of rules of the Food Administration. In some cases licenses to operate have been suspended; in others, contributions to the Y. M. C. A., Red Cross, and other organizations have been accepted in lieu of suspension of license.

Among the more numerous violations are sales of flour without substitutes; refusal to accept delivery of foodstuffs previously ordered; operating without licenses; excess sales of sugar; carrying more than a normal 30 days' supply of sugar; failure to use the proper amount of flour substitute in bread making; and profiteering.

A Full Supply. "Do you keep school supplies?" "Yes, we have a full line of candy, ice cream cones and chewing gum."

ALFALFA SEED

Northwest Nebraska Dryland Seed. Write for prices and free samples. SCHWABE BROS. Chadron, Nebr. 50-4p

FOR OPTIONAL FARM LOANS

at 5, 5 1/2 and 6 per cent interest, with small commission, payable any interest date, in whole or in part.

BUILDING AND LOAN LOANS

on the best terms.

Farm, City, Auto, Life and Live Stock Insurance at the best rates.

SEE L. G. GILLESPIE O'Neill, Nebr. Phone 309

Sickles, sections and other parts for McCormick and Deering mowers at catalogue house prices, for cash only. Every part is guaranteed to be as good as you can buy anywhere. Let us save you a dollar each on your sickles.

WHO?

JORDAN

OF COURSE.

Diamond SQUEEGEE TREAD TIRES

The Survival of The Fittest

DIAMOND Squeeggee Tread Tires are now the only standard brand tires on the market made with handsome Black Tread and Red Sides.

Others, imitating Diamond in color combination, have failed to pass the strenuous tests of quality demanded by actual service. They imitated color only—Diamond quality they could not duplicate.

Thus always with imitations!

Motorists who drove on Diamonds in 1917 and previous years demand Diamond mileage again in such numbers that our factories are taxed to capacity.

For "Better Than Average Mileage at Less Than Average Cost," see a Diamond Distributor.

The Superior quality of Diamond Inner Tubes has never been imitated

The Diamond Rubber Co. (Incorporated) AKRON, OHIO

Black Tread Red Sides



Local Distributors

JORDAN HARDWARE CO. O'Neil, Nebraska