

# The BULL'S EYE

Editor and General Manager  
WILL ROGERS



Another 'Bull' Durham advertisement by Will Rogers, Zigfeld Folies and screen star, and leading American humorist. More coming. Watch for them.

I WANT it distinctly understood that this is an ad. What's more, it's one of my first attempts. Of course, the logical question is what does Will Rogers know about writing an ad? My answer is simple—everything!

The first thing any ad writer has got to know is how to get paid. I found that out. The first letters of the alphabet I learned were P. I. A.—that means Pay in Advance.

The real truth about why I started writing ads for these people is that I got a family kicking the toes out of lots of shoes daily and I read where my employers sold enough of their stuff so that if the bags were laid end to end they would stretch further than from Oklahoma to Yokohama—and that's some stretch. So I think this looks good to me. That's why I signed up. I hope it turns into a steady job. At any rate, I'll have another piece here two weeks from now.

*Will Rogers*

P. S. I like to forget to tell you what I was advertising. It's 'Bull' Durham. I don't smoke it myself. I don't smoke anything, but somebody does or else what happened to all those bags?

**IT'S MORE ECONOMICAL** of course, but the real reason thousands of he-men swear by good ol' 'Bull' Durham is because for sheer goodness of flavor, you just can't tie it.

**TWO BAGS for 15 cents**  
**100 cigarettes for 15 cents**



## BULL DURHAM

Guaranteed by

The American Tobacco Co.

THE FRONTIER WILL PAY FIVE cents per pound for good clean cotton gins.

(First publication February 12)  
**GRADING IN PADDOCK TOWNSHIP.**

Bids will be received by Township Clerk for the following in Township 31, Range 11:

One mile between Section 7 and 18 and one-fourth mile between Sections 9 and 4, also 1 mile between Sections 8 and 5, in Township 32, Range 11.

One mile between Sections 34 and 3, and one-half mile between Sections 33 and 4, on township line between Townships 31 and 32, Range 11.

Also one-half mile between Sections 26 and 35, and one mile between Sections 26 and 27, in Township 32, Range 11. Also 40 rods between Sections 31 and 6, and between the two bridges by Wm. Devall's.

All bids to be in by March 2, 1925. No bids to exceed \$100.00 a mile. The board reserves the right to reject any or all bids.

ALBERT KATZOR,  
Township Clerk.

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**SCHOOL NOTES.**  
(Continued from page five.)  
ing lessons.  
**Third Grade**  
Attendance and punctuality was 100 per cent in the third grade Thursday and Friday.  
Helen Bay and Elizabeth Wyant are absent this week.  
Miss Meta Martin was a visitor last Tuesday.  
**Fifth Grade**  
Fern Wilkinson and Helen Hancock decorated the Valentine box very prettily.

### PAID LOCALS

**FARM LOANS—R. H. PARKER—37-tf**  
KODAKS, FILMS, KODOK FINISHING—W. B. Graves, O'Neill. 30-tf  
NO. 2 HAWKEYE CAMERA, SPECIAL \$1.98, Graves Jewelry Store. 27-tf  
**TWO-TON DODGE TRUCK FOR** sale at the Willard Battery Station. O'Neill. 27-4p

**FOR RENT—ON SHARE OF FOR** cash, 750 acres of hay land. Good house and barn.—Peter Reifer. 8-tf  
**FOR SALE—WHITE WYANDOTTE** Cockerels—Harry Ressel, Chambers, Nebr. 37-1

**BARRED ROCK COCKERELS—** Thompson's strain, \$1 each.—Joe Stein, Meqk, Nebr. 36-3

**FOR SALE—PURE BRED R. C.** Rhode Island Red cockerels for sale.—Mrs. James Moore, O'Neill. 37-3

**FOR RENT—9 ACRE TRACT WITH** improvements, 1/2-mile east of Golden Hotel. Inquire of O'Neill National Bank. 35-3p

**FOR RENT—640 acre farm, 4 1/2** miles southwest of Inman, Nebraska and a hay barn in Inmaz. Mrs. Ella Riley, O'Neill, Nebraska. 33-tf

**"CASH PAID FOR FALSE TEETH,** dental gold, platinum and discarded jewelry.—Hoke Smelting & Refining Co., Otsego, Michigan. 35-4

**FORM AND RANCH LOANS, 5 AND** three-fourth per cent, no commission.—F. J. Dishner, County Agent Joint Stock Land Bank. 17-M

**640 ACRES WELL IMPROVED, 3** miles from Kilgore, Nebraska. Possession March 1st.—Address H. J. Abrahams, 1211 Farnam, Omaha. 37-3

**IF YOU NEED THE OLD LOAN ON** your farm renewed for another 5 or 10 years, or if you need a larger loan I can make it for you.—R. H. Parker, O'Neill, Nebraska. 21-tf

**1 1/2% INTEREST AND NO COMMISSION.** I am now loaning money on farms and ranches at 5% interest and no commission to pay. New Loan Company I just got.—R. H. Parker, O'Neill, Nebraska. 3-tf

**SOME REAL BARGAINS IN RE-** built Cars. One 1924 Dodge Sedan, just like new; One 1917 Dodge Touring; One 1923 Chevrolet Touring; One 1920 Ford Touring.—J. M. Seybold, O'Neill, Neb. 36-2

**CLEAN-UP PURE BRED SOW** SALE, SATURDAY, FEBRUARY 14, 1925, SATURDAY

Owing to ill health and devoting most of my time with the Peets Stock Remedy Company, I will sell 75 head of Sows and Gilts, bred to farrow early in March and April. Two choice young milk cows, will be fresh in a few days. Don't forget the date, they must be sold.  
36-2 C. J. BROWN, Lynch, Neb.

**TO WHOM IT MAY CONCERN.** I will not be responsible for any debt contracted by my daughter, Helen Frances, who has voluntarily left my home.  
36-tf T. T. WAID.

**SPOTTED POLAND CHINA.** Emil Block will have a Bred Sow Sale on March 2, 1925, 9 miles west and 1 mile south of Verdigre, Nebr.  
36-tf EMIL BLACK, Walnut, Neb.

**FOR RENT.** My 800 acre ranch known as the Honey Creek ranch, 12 miles north and 2 miles west of O'Neill. Running water; all fenced.  
37-tf Mrs. J. J. McCafferty.

**STOP THAT BACKACHE!** Many O'Neill Folks Have Found The Way.

Is a dull, nerve-racking backache wearing you out? Do you feel older and slower than you should? Are you tired, weak and nervous; find it impossible to be happy, or enjoy the good times around you? Then there's something wrong and likely it's your kidneys. Why not get at the cause? Use Doan's Pills—a stimulant diuretic to the kidneys. Your neighbors recommend Doan's. Read what this O'Neill resident says:

R. H. Mills, carpenter, says: "I have a word of praise for Doan's Pills because of the satisfactory relief they gave me from backache and lameness in my back that I had when my kidneys were in a disordered condition."

FOUR YEARS LATER, Mr. Mills said: "It has been some time since I have needed a kidney remedy. I have been healthy since Doan's cured me."

Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Pills—the same that Mr. Mills had. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

**FROM THE STUART ADVOCATE.** (February 5th)

Mrs. Riley Paxton left for Missouri Friday in response to report of the death of her sister.

William Kaplan, 16-year-old son of Mr. and Mrs. Kaplan broke his left arm in a fall on the ice at Stuart Tuesday. He was at school when the accident occurred. It was necessary for him to be given an anesthetic at the hospital before the arm could be set.

**DR. L. A. CARTER**  
PHYSICIAN AND SURGEON  
Glasses Correctly Fitted.  
Office and Residence, Naylor Blk.  
—Phone 72—  
O'NEILL :: :: NEBRASKA

(First publication Jan 29.)  
(W. J. Hammond, Attorney.)  
**LEGAL NOTICE.**

Ex. B. Carter and Pioneer Valley Savings Bank of Sergeant Bluff, Iowa, a corporation, non-resident defendants are notified that on January 26, 1925, A. W. Miner as plaintiff, commenced an action in the District Court of Holt County, Nebraska, against Art E. Skaw, Sarah E. Skaw, his wife, Ex. B. Carter, Pioneer Valley Savings Bank of Sergeant Bluff, Iowa, a corporation, Oscar E. Roben and Charles J. Hinshilwood, as defendants the object and prayer of which are to foreclose a real estate mortgage executed by Art E. Skaw and Sarah Skaw, his wife, to H. L. Craven, to secure a note of \$6,400, dated May 1, 1920, and which mortgage was recorded in office of County Clerk of Rock County, Nebraska, on May 24, 1920, in Book "X" of mortgages at page 361 of the records of Rock County, Nebraska, and on June 2, 1920, was recorded in the office of the County Clerk of Holt County, Nebraska, in Book 127 of mortgages at page 667 of the records of Holt County, Nebraska, and which mortgage conveyed The East Half of Southeast Quarter of Section 27 and the Southwest Quarter of Section 28 and the Northeast Quarter of the Northeast Quarter of Section 25 and the East Half of the Southeast Quarter of Section 24, all in Township 32 North, of Range 17 West in Rock County, Nebraska, and the Southwest Quarter of Southwest Quarter of Section 19, Township 32 North, of Range 16 West in Holt County, Nebraska. Plaintiff alleges he is the owner and holder of said note and mortgage; that default has been made in the conditions of said mortgage and that said note and mortgage are due and payable and prays that an accounting be had of the amount due thereon and that the real estate above described be sold to satisfy the sum found due.

You are required to answer said petition on or before March 9, 1925.  
A. W. MINER,  
35-4 Plaintiff.

(First publication Jan. 22.)  
**SALE BY SPECIAL MASTER UNDER DECREE.**

By B. H. Dunham, Special Master, 501 Securities Building, Omaha, Nebraska.

**PUBLIC NOTICE** is hereby given that, by virtue of an order of sale issued out of the United States District Court for the District of Nebraska, Norfolk Division, and in pursuance of the decree of said court rendered on September 22, 1924, and which was filed with the Clerk of said Court on said date, in an action therein pending, to-wit: No. 51-Equity, wherein Frank H. Binder is plaintiff and James Hawk, Christina Hawk, John F. Drayton, V. B. Kadlec, real name unknown, J. L. Fisher, real name unknown and Th. D. Sievers, real name unknown, are defendants, whereby three mortgages on the property hereinafter described were foreclosed, and the undersigned was appointed Special Master of this court to sell said property and execute said decree, and, by virtue of the authority in me vested by said decree and order of sale, I, B. H. Dunham, as such Master, will, on the 6th day of March, 1925, at 10 o'clock in the forenoon, at the Court House, in O'Neill, the county seat of Holt County, Nebraska, sell at public auction, to the highest bidder for cash, the property on which said mortgages were foreclosed, which said property is situate in the County of Holt and State of Nebraska, and known and described as follows, to-wit:

The South Half of the South Half (S 1/2 S 1/2) Section Numbered Twenty (20), Township Numbered Twenty-seven (27) North Range Numbered Nine (9) West of the Sixth Principal Meridian, containing one hundred sixty (160) acres more or less, according to government survey.

To satisfy the plaintiff in the sum of \$4,415.50, with interest thereon at the rate of 10 per cent per annum from September 22, 1924, until paid, which amount constitutes a lien on the mortgaged premises prior to the estates, interests or liens of any of the parties defendant to said cause; to satisfy defendant, V. B. Kadlec, in the sum of \$3,264.50, with interest thereon at 8 per cent per annum from September 22, 1924, which amount constitutes a second lien upon the mortgaged premises; to satisfy defendant, J. L. Fisher, in the sum of \$3,270.00, with interest thereon at 7 per cent per annum from September 22, 1924, which amount constitutes a third lien upon the mortgaged premises; and to satisfy the sum of \$73.14 costs shown on said order of sale, and the accruing costs; the proceeds of said sale to be applied, upon confirmation of said sale, as follows, to-wit:

1. To the satisfaction of the unpaid costs herein that have accrued or that may accrue.

2. To the payment to plaintiff of said sum found to be due him, with interest thereon, as above provided, and his costs herein expended.

3. To the payment to the defendant, V. B. Kadlec, of the sum found to be due him, with interest thereon as above provided, and his costs herein expended.

4. To the payment to defendant, J. L. Fisher, of the sum found to be due him, with interest thereon as above provided, and his costs herein expended.

5. The surplus, if any, to be paid to such of the defendants herein as may be shown at that time to be entitled to the same.

All as provided by said order of sale and decree.

Said sale will be held open for one hour at the time and place aforesaid. Dated this 19th day of January, 1925.

B. H. DUNHAM,  
Special Master of the United States District Court, for the District of Nebraska, Norfolk Division. 34-7

# PUBLIC SALE!

As we are going to leave Holt county we will sell at public sale at the L. E. Crawford farm, known as the Tim Harrington farm, 2 miles north and 4 1-2 miles east of O'Neill, 7 miles south and 2 miles west of Opportunity, beginning at one o'clock, sharp, on

## Friday, February 20th

FREE LUNCH AT NOON.

BRING YOUR TIN CUPS.

### 16 Head of Horses

One team bays, smooth mouth, weight 1150 each; 1 bay horse, 5 years old, weight 1150; 1 gray mare, smooth mouth, weight 1300; 1 team bay roan mares, 3 years old, weight 1100 each; 1 roan saddle horse, 6 years old; 1 team black geldings, 4 and 5 years old, weight 1200 each; 1 roan mare, 5 years old, weight 1150; 1 sorrel mare, 9 years old, weight 1150; 1 black mare, 8 years old, weight 1150; 1 two-year-old colt; 2 yearling colts; 1 "kid" pony.

### 35 Head of Cattle

Twelve head of good milch cows, 5 fresh now balance fresh soon; 6 coming two year old heifers; 7 yearling-heifers; 1 red Durham bull, 3 years old; 1 roan Durham bull, 2 years old; 8 little calves.

### Farm Machinery, Etc.

Five-foot McCormick mower; 5-foot Deering mower; 1 10-foot rake; 1 side-hitch sweep; 1 header sweep; 2 rfding listers; 2 riding cultivators; 1 two-row eli; 1 single row eli; 1 disc; 1 three-section drag; 1 walking plow; 1 sulky plow; 1 wagon and rack; 2 wagons with box complete; 1 dehorning chute; 5 sets of work harness; 1 "kid" saddle; 1 set blacksmith tools.

Some good seed corn, calico and yellow.

### HOUSEHOLD GOODS:

Two ranges; 1 heating stove; 2 organs; 2 cupboards; 4 dressers; 2 sewing machines; 1 kitchen cabinet; 2 cream separators; numerous other articles.

4 doz. Rhode Island Red hens; 4 dozen mixed chickens. Some good Rhode Island Red cockerels. Some ducks and guineas.

**TERMS**—Nine months' time will be given on approved security and 10 per cent interest. \$10.00 and under cash. No property to be removed until settled for.

## Crawford Bros., Owners

COL. JAMES MOORE, Auctioneer. FIRST NATIONAL BANK, Clerk.

# Public Sale

We, the undersigned, will sell at public auction on the T. B. Maring place, 5 miles south of Emmet; 7 miles west and 3 miles south of O'Neill, beginning at one o'clock, on

## Monday, February 23rd

### 16 Head of Horses

One team, 9 years old, weight 2200; 1 brown mare, smooth mouth, weight 1000; 1 brown horse, weight 1200; 1 colt, coming 3 years old; 1 team, 7 and 8 years old, weight 1300 each; 1 team, 6 and 7 years old, weight 1250 each; 1 gray gelding, 8 years old, weight 1175; 1 gray mare, 6 years old, weight 1200; 1 team bay mares, 4 and 5 years old, weight 1100 each; 2 brown geldings, 5 years old, weight 1100 each; 1 jack mule, 6 years old, weight 900.

### 42 Head of Cattle

Sixteen milch cows, 2 fresh, others to be fresh soon; 4 2-year-old heifers; 6 cows; 5 2-year-old steers; 5 yearlings; 6 calves.

### Four Head of Shoats

### FARM MACHINERY, ETC.

Four broad tire wagons; 1 top buggy; 2 elies; 1 6-foot Milwaukee mower; 1 6-foot Independent mower; 2 hay sweeps; 1 hay stacker with rope; 2 hay rakes; 1 John Deere lister; 1 2-horse gas engine; 2 feed grinders; 1 power wood saw; 2 cream separators; 6 sets of work harness; 2 incubators; 4 stands of bees; household goods and other articles too numerous to mention.

FREE LUNCH AT NOON.

BRING YOUR TIN CUPS.

**TERMS**—Nine months' time will be given on approved security and 10 per cent interest. \$10.00 and under, cash. No property to be removed until settled for.

## J. U. Maring, Earl Farr, Owners

COL. JAMES MOORE, Auctioneer.

W. P. DAILEY, Clerk.