

## Just unloaded a carload New Dodge Cars

Consisting of  
1 Special Business Sedan  
1 Business Coupe  
1 Coach  
1 Touring Car  
All On Balloon Tires

### J. M. Seybold

Dodge Dealer.

O'Neill, Nebraska.

#### WHITE RIVER FRONTIER DAYS AUGUST 12, 13, 14.

White River Frontier Days, that famous Frontier Show in western South Dakota will be given for the thirteenth time on August 12, 13, 14.

This issue of The Frontier is carrying a two page supplement telling of this wonderful show, the famous town that puts it on, and the West-river country in general, and should be of considerable interest to our readers, whether or not they are planning to attend the big show.

White River is a town of 500 people, who are putting their town on the map by making it one of the liveliest towns in the great northwest. The people who live there are not bothered

because they are twenty-seven miles from the nearest railroad, but have built good roads to three railroads, the Milwaukee at Murdo, the Northwestern at Winner, and the Northwestern at Valentine, and when asked about not having any railroad, say the towns that have railroads do not use them, and have bus and truck lines.

Frontier Days is an old time roundup depicting the days when the great west-river country was one big pasture, open to all who wanted to use it. That time has long since passed, and that great empire, which really is "great opportunity" is no longer a range cattle country, but is rapidly being changed into one of the richest and most productive farming, dairy-

ing, alfalfa and hog producing sections of the great central northwest.

This year for the thirteenth time this wide-awake town is putting on its great show, which has become one of the most widely known in the United States, and draws its large crowds from practically every state in the Union. The White River show is the oldest and biggest of its kind put on east of Cheyenne, Wyoming, and compares favorably with both Cheyenne and Pendleton, Oregon, shows.

White River is in Mellette County, which is a portion of the old Rosebud Indian reservation, where still thousands of Sioux Indians reside. The Indian features usually are a large part of the show, and attract considerable attention from the thousands of tourists who annually visit the roundup.

#### THE EWING-O'NEILL FEDERAL AID HIGHWAY CONTRACT AWARDED

Peterson, Shirley and Gunther will be the contractors on the Ewing to O'Neill federal aid highway. They were awarded the contract at Lincoln, Thursday at a price of 21 cents a yard or a total of \$87,364. The culverts were awarded to K. H. Johnson for \$9,640.90 and the guard rail to the Artificial Stone company at 52 cents a foot, or \$1,576.12.

#### EMMET PICNIC AND BALL GAME

The Emmet Picnic and Ball Games will be held on next Wednesday, August 5, 1925. It will be for the benefit of the Emmet Catholic church. The picnic will begin at 1:30 p. m. with a game between Emmet second team and Shields Township. The big game between O'Neill first team and Emmet first team will begin at 3:30 p. m. This promises to be an interesting game as Emmet intends to put a team in the field that will make the Holt County Champions hustle. After

this game there will be foot races for men, boys and girls. Also a tug of war and weight throwing. The Catholic Ladies will serve supper in the Emmet Hall from 5:30 to 7:30 p. m. A big Bowery dance with music by a splendid five piece orchestra. Dancing will begin at 8 p. m. Coffee, chicken sandwiches and cake will be served during the dance. Also soft drinks and ice cream. Preparations are being made to entertain a large crowd.

#### LON CHANEY WON UNIQUE PLACE AS CHARACTER STAR

Famous Actor Has Niche All His Own in Film History.

#### "IN 'HE WHO GETS SLAPPED'"

"The Hunchback" Becomes Tragic Clown in Victor Seastrom Picture.

In Victor Seastrom's Metro-Goldwyn picture, "He Who Gets Slapped," now playing at the Royal Theatre, Sunday and Monday, O'Neill, Nebr., Lon Chaney, greatest of screen character actors and make-up wizards, plays one of the few sympathetic roles of his career.

Chaney's career in motion pictures has been a most unusual one. He began his theatrical career on the stage of his home town, Colorado Springs, Colorado, and from there branched out into musical comedy, vaudeville and, for a short-time, into a circus career.

He began his screen work as a slapstick comedian in a one-reel comedy at Universal about 1912. That company put him in stock, and he played in a number of pictures, generally as the "heavy."

Then came his memorable part of the cripple in "The Miracle Man." Here Chaney was given a chance to display his remarkable talent for make-up.

Immediately the parts began to

pour in. He has played in such pictures as "The Penalty," "Blizzard," "The Night Rose," "The Shock," "Treasure Island," "Victory," "False Faces," "His Children's Children," "All the Brothers Were Valiant," and many others. His most recent notable part was as the star of "The Hunchback of Notre Dame."

(First publication July 30.)  
NOTICE.

All parties having coyote scalps upon which they wish a bounty, must bring the scalp with both ears and the tip of the nose to the County Clerk's office in person and make an affidavit before the clerk can give them a certificate. Do not mail them as the Clerk cannot issue a certificate without the affidavit.

E. F. PORTER,  
County Clerk

#### Royal Theatre

COOLEST PLACE IN TOWN.

FRIDAY

Hobart Bosworth and Pauline Starke

—in—  
"HEARTS OF OAK"

Comedy

SATURDAY

Tom Mix in  
"DICK TURPIN"

Comedy

"Fighting Ranger"

SUNDAY & MONDAY

One of the greatest films of the year.

Lon Chaney as the clown is better than in the "Hunchback."

The gay, dazzling life of the circus; the excitement of the sawdust ring; the thrilling story of the inner lives of the performers.

A drama of a traveling European circus.

At last on the screen!—The circus drama that thrilled New York, London, Paris, Rome, Berlin, Vienna and

Moscow.—The greatest international success of modern times.

#### "HE WHO GETS SLAPPED"

—with—  
Lon Chaney, Norma Sherer and Gilbert.

Comedy and News.

TUESDAY & WEDNESDAY

Bebe Daniels in  
"DANGEROUS MONEY"

Comedy

THURSDAY & FRIDAY

Eleanor Boardman and Ben Lyon in  
"THE WINE OF YOUTH"

Comedy

Coming—  
Zane Grey's "Border Legion."

"Sack Cloth and Scarlet"

"The Great Divide"

"Ten Commandments"

#### "Real Money"

10 lbs. Pure Granulated Sugar	57c
2 lbs. Delicious Fig Cookies	48c
20c Pkg. Post Toasties, net weight 13 ozs.	14c
20c Pkg. Shredded Wheat 12 Biscuits in package	14c
60c Jars Large Size Blackberry Jam	44c
10 lb. Bags Pure Crystal Table Salt	45c
60c Pure Vinegar. There is a difference in Vinegar Gallon	45c
15c Size of Toilet Soap, 3 for	25c
10c Rub-No-More Washing Powder, 2	14c

If you are the man whose coat collar does not fit, I want to see you. All Virgin Wool Men's Suits

\$23.50

JOHN J. MELVIN

57 Steps

Sells for Less

# O'NEILL RODEO

## and Base Ball Tournament

### AUG. 1st & 2nd

HELLO, O'NEILL

## 125 Outlaw Horses With a Rep



(Copyright by R. R. Doubleday.)

The horses used in the bucking contest at O'Neill have been gathered from the four corners of the Rosebud and Pine Ridge reservation. They are real outlaws. They are the same horses that were used in the Winner celebration. They will be used at Norfolk the last week in August, in the \$15,000 Rodeo being staged there and will also be used in the National Legion convention which is to be staged at the Western League ball park during the National legion convention in October.

#### Not a Road Show

The people of O'Neill are fortunate in securing outlaw horses of this calibre for their rodeo. It was made possible owing to the management of the two big rodeos, decided to lay over and rest here for a few days while enroute trailing the chuck wagon across the country from the Rosebud reservation. A number of the top riders are in charge of the wagon and will be joined in O'Neill by others who will conduct the contest here.

#### Rain or Shine



(Copyright by R. R. Doubleday.)

## O'Neill vs. Stuart--Aug. 1

The two fastest baseball teams in North Nebr.

## O'Neill vs. Verdigre--Aug. 2

A game of the Big League Calibre.

Under Auspices of O'Neill Base Ball Club

Directed by C. H. Blakely

Admission 50c

Kids Free

### Just One of the Buckin' Fools