

Visit R. R. Morrison's Grocery

on
Saturday, July 21

The Dairy and Poultry Day

And get Benefit of
Special Prices!

THE FRONTIER

D. H. CRONIN, Publisher
W. C. TEMPLETON,
Editor and Business Manager

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ADVERTISING RATES:

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Every subscription is regarded as an open account. The names of subscribers will be instantly removed from our mailing list at expiration of time paid for, if publisher shall be notified; otherwise the subscription remains in force at the designated subscription price. Every subscriber must understand that these conditions are made a part of the contract between publisher and subscriber.

THE GOODS THAT SELL.

(The Clay Center Sun.)
A store keeper takes exception to our statement that honest goods are advertised and justifies his position by telling us that his goods are honest even though he doesn't advertise. It is true that he doesn't advertise, but a look at his shelves discloses that they are filled with products of men who know enough to advertise—men who have sold him merchandise and continued to sell him merchandise for no other reason in the world than

that they advertise it. Hundreds of tons of oat meal has gone weevilly in bins which, carried crude pencil signs giving its selling price as 8 cents per pound while people were smilingly buying Quaker Oats and paying a much higher price because they knew it was clean and because it was advertised. The man who is not sold on advertising as a necessity in today's commercial world is so far behind the procession that one wastes time in arguing with him. Right now, while you are reading this, scores of small towns have seen and are seeing prosperous commercial laundries result from some washer-woman giving receptive ear to a laundry promotion scheme recently presented by a company which bases all of its hopes for success upon proper and prolific publicity via the local newspapers.

**EDWARD W. BROWNE
RESIGNS AS MANAGER**

Edward W. Browne, for several years manager of the O'Neill District of the Interstate Power Company recently tendered his resignation and left at once for points in Montana where, we understand, he has accepted a position.

Mr. Browne left O'Neill for a visit with his family in Minneapolis a couple of weeks ago. The announcement of his resignation came as a surprise to his many O'Neill friends.

**O'NEILL-BARTLETT ROAD
CONTRACT TO BE MADE**

The state and federal highway No. 13, running south from O'Neill has begun to look like a permanent highway. Chairman John Sullivan states that a letting will be held about the last of August and work will begin this fall or early in the spring. This will be interesting news to everyone as the road south will be a great advantage to O'Neill.

**WHITE WAY LIGHTING
SYSTEM BEING INSTALLED**

O'Neill will be brilliantly lighted when the new White Way lighting system now being installed is completed. The White Way will extend from the J. P. Gallagher store corner to St. Patrick's church north and south, and from the Arbutnot & Reka garage to the Mellor Motor Company east and west. The lamp post will be placed on the corner of each block and will support a 250 watt light. There will be twenty-eight lights in all.

The lights throughout the residence district will be raised from 60 watts to 80 watts.

The Interstate Power Company are installing the lights on a five year contract at no cost to the city. Scott Hough began the work of installing the system Monday morning.

**FRANK H. WHEELER NEW
MANAGER AT INTERSTATE**

Frank H. Wheeler, of Lincoln, comes to O'Neill as district manager of the Interstate Power Company, taking the place of Edward W. Browne, who recently resigned to accept a position in Montana.

Mr. Wheeler is a new man with the company but old in the light and power business. For a number of years he owned and operated the light and power plant at Havelock, but recently he has been in the east connected with a large lighting company. He will have charge of the operating and maintenance department of this district.

Mrs. Wheeler and two little daughters expect to join Mr. Wheeler in O'Neill as soon as a suitable residence can be secured.

**INTERSTATE POWER CO.
HOLD BUSINESS MEETING**

The Interstate Power Company of this city was the host to their superintendents and coworkers at a twelve o'clock luncheon at the Golden hotel last Friday which was followed by a business meeting in the dining room during the afternoon.

Those present were C. E. Dove, division manager; W. V. Otey, auditor; J. J. Elliott, division operating superintendent, all of Dubuque, Iowa; F. S. Pinney, Ainsworth; W. T. Kincaid, Valentine; N. G. Kruse, H. H. Barge, O'Neill; R. C. Hoffman, Elgin; Ray Trafton, Hartington; Dave Johnson, Creighton; O. C. Garton, Winner; L. B. Crawford, Ponca; K. D. Fenderson, Carl Oppen, O'Neill; Frank K. McCarty, Frank H. Wheeler, O'Neill.

**O'NEILL FIRM TAKE
PONTIAC AGENCY HERE**

Forest Smith and Warner & Sons were in Norfolk last Thursday and accepted the agency for the Pontiac and Oakland cars. The firm will be known as the Smith & Warner Motor Car Company.

They drove home a new Pontiac demonstration car which they will be pleased to show anyone. The headquarters of the company will be at the Warner & Sons hardware store.

**LOSES FINGERS
IN BIDER COG**

Page, Neb. July 14. The 10-year-old son of Pete Nissen lost two fingers on his hand Thursday afternoon when he caught them in a cog on a binder. A doctor was called and dressed the wounds. A part of one of the fingers was saved.

EDUCATIONAL NOTES.

The next State Teacher's Examinations will be held at O'Neill, on Saturday, July 21. This will be the last chance for students to complete their grades for Teacher's Certificates before school opens.

By some mistake, the name of Roger Rosenkrans, average of 92 per cent, District No. 100, was omitted from the Honor Roll of the Eighth Grade Graduates. The following are also added to our list of Eighth Grade Graduates bringing the total up to 314.

Richard Ellis, District No. 56.
Florence Canaday, District No. 57.
Paul Krueger, District No. 93.
Dorothy Wilkinson, District No. 171.
Helen Homolka, District No. 178.
Walter Tomjack, District No. 227.

The law requires that the Eighth Grade Examination papers be held 60 days after the date of examination. This time will soon have expired. Any seventh or eighth grader who has failed to receive either his diploma or grades or is dissatisfied with the same should report to this office at once and give us a chance to clear the matter up before the papers are destroyed. We are always glad to duplicate grades or look up anything which does not seem to be correct.

As we travel over the country we are pleased to see school buildings and grounds being put in order in preparation for the new opening of school. Our county will have cause to be proud of several new buildings which are being erected and others which are being remodeled. In a few districts the buildings are badly in need of paint and repair. It is false economy to put this off from year to year. A fresh coat of paint will preserve the building and prove worth many times its cost, while a small time spent in tightening windows and doors will greatly reduce your fuel bill and at the same time add comfort for your children. How pleased the teacher and pupils are to enter their school room in the fall and find it fresh and clean inside. They will take pride in keeping the room and grounds neat and will feel more ambitious to do their best in their school work.

With only a few exceptions both the city and rural school boards have hired their teachers. We are glad to learn that a larger number of teachers than usual are returning to the same school. This speaks well for the efficiency of our teachers as well as showing foresight on the part of the officers of the school districts. Nearly every 1928 Normal Trainer who is entitled to a certificate has contracted for a school.

Notice has come to this office from the College of Agriculture that is giving a Short Term Course to students who wish to attend school but are unable to leave home for so long during the year. Full credit will be given for this work. Any boy or girl interested in these courses please write to H. E. Bradford, Agricultural College, Lincoln, for complete information.

A number of prospective High Schools are inquiring at this office for places to work for their room and board. I would appreciate it if any persons who may be able to take a student for the coming school term would kindly send their name or phone number to this office and thereby aid some boy or girl in obtaining an education.

County Superintendent.

**O'NEILL TRIMS ROYAL
AT DYKEMAN'S PARK**

The O'Neill ball team won another game Sunday when they defeated the Royal team 7 to 3 at the Dykeman Park northeast of Royal.

The game was not fast but seemed to be played in a listless way from the beginning. The O'Neill team are credited with six errors all of which were costly. The three scores that Royal made were all on errors. The jinx seemed to be chasing the O'Neill boys all through the game. Next Sunday the fast Creighton team and the O'Neill team will meet on the Creighton diamond and the following Sunday Creighton will come here.

O'Neill	AB	R	H	PO	A	E
Cuddy, ss	4	2	2	2	2	3
Carney, lf	2	0	0	3	0	0
J. Martin, 3rd	5	1	4	0	2	0
T. Troshynski 1st	4	0	0	1	0	0
Harrington, 2nd	4	0	0	1	1	0
Schollmeyer, c	5	1	1	8	3	2
Hanley, cf	4	2	2	1	0	0
Enright, rf	4	1	3	1	0	0
Honeycutt, p	4	0	2	0	4	1
	36	7	14	27	12	6

Royal	AB	R	H	PO	A	E
Lucas, 1st	4	0	1	15	0	0
L. Hamilton, 2nd	4	0	1	3	4	0
Ed. Lowe, rf	4	1	0	0	0	0
W. Couch, 3rd	4	0	0	2	2	0
Boham, ss	3	0	0	0	3	0
L. Hamilton, c	3	1	0	5	3	0
L. Couch	3	0	1	1	0	0
Rundquist, cf	3	1	0	0	4	1
Phillips, p	3	0	0	0	4	1
	31	3	3	27	18	2

Score by innings:
R H E
O'Neill 000 311 110-7 14 6
Royal 000 110 010-3 3 2
Struck out by Honeycutt 7; Phillips 5; Phillips hit 3 men and walked one. Three base hits, Honeycutt; two base hits Enright 2, L. Hamilton and L. Couch.

Batting Average	AB	H	Pct.
J. Martin	16	9	.563
Geo. Hanley	4	2	.500
Schollmeyer	34	13	.382
Harrington	31	10	.323
Bazelman	12	4	.333
Cuddy	27	9	.333
Enright	25	6	.240
Tom Troshynski	34	7	.206
H. Martin	33	6	.182
Honeycutt	31	6	.194

"EXCUSE TO ME"

The following is an exact copy of a letter purporting to be from an Italian owner of a road-side restaurant in the

We Invite You To O'Neill

to attend the
Produce Special

Make our Store Your
Headquarters.

Specials For Saturday Only

36-Inch Muslin, Good quality,
10c yard

81-Inch Sheeting, Blue or Brown, Seamless,
38c

Stephens All Linen Crash, Bleached or Brown
19c per yard

Men's Dress Shirts, All Sizes,
98c

J. B. Byars Co.

Fan Belts For Any Make of Car

W. H. STEIN

torrid San Joaquin Valley of California. Mr. Lukas, to whom it is written, is a dealer in electric refrigerators and a competitor of the "Krane" referred to but spelled Crane.

Mister Lukas,
Dear Fren:

I got the lectric frigator witch i by from you al rite but why for Gawd sake you doan send me no plug i loose to me my customer sure ting you doan treet me rite is my money not so good to you as the udder fellia i wate 10 days and my custofer holler for ize lak hell by the plug. You know she is hot summer now and the win she no blow the ize box she no got plug so what the hell i goan do. You doan send the plug pretty quick i sen tier back an i goan order some ize box from Krane company.

Goot by,
your fren,

Antonio Nitz
P. S. Since i rite thees, i find the dem plug in the box excuse to me.

**PROPOSED CONSTITUTIONAL
AMENDMENT.**

The following proposed Constitutional Amendment, as passed by the 1927 Legislature and known as Chapter 48, House Roll Number 573, approved April 25, 1927, will be submitted to the Voters of Nebraska at the coming General Election to be held November 6, 1928.

Shall Section 19, Article IV, State Constitution be amended changing jurisdiction over the institutions named below from the Board of Control to the Board of Regents of the State University?

320 FOR said proposed amendment to the Constitution giving the Board of Regents of the University of Nebraska jurisdiction over the Nebraska School for the Deaf, and the Nebraska School for the Blind, and

321 AGAINST said proposed amendment to the Constitution giving the Board of Regents of the University of Nebraska jurisdiction over the Nebraska School for the Deaf, and the Nebraska School for the Blind.

Respectfully submitted,
FRANK MARSH,
Secretary of State.

**ANOTHER DAM TO BE
BUILT NEAR BRISTOW**

(Lynch Herald.)

News reaches us direct from headquarters that the building of the big dam south of Lynch across the Niobrara river is assured. Material is to be hauled over there this fall and the cement construction of coffer dams, etc., completed this winter and the dam completed by another summer. It is to be 52 feet high and the cost close to two million dollars. Blue prints have been completed and from a statement made by the superintendent it is a sure go.

Poultry and Dairy Day Specials

Saturday, July 21

Summer W. Dresses
Blue, Green, Coral, Rose and
Black and White organdie
Trims, Worth \$2.50 **1.19**

Gingham Dresses,
Worth \$1.00 **79c**

Red Harvest
Handkerchiefs **9c**

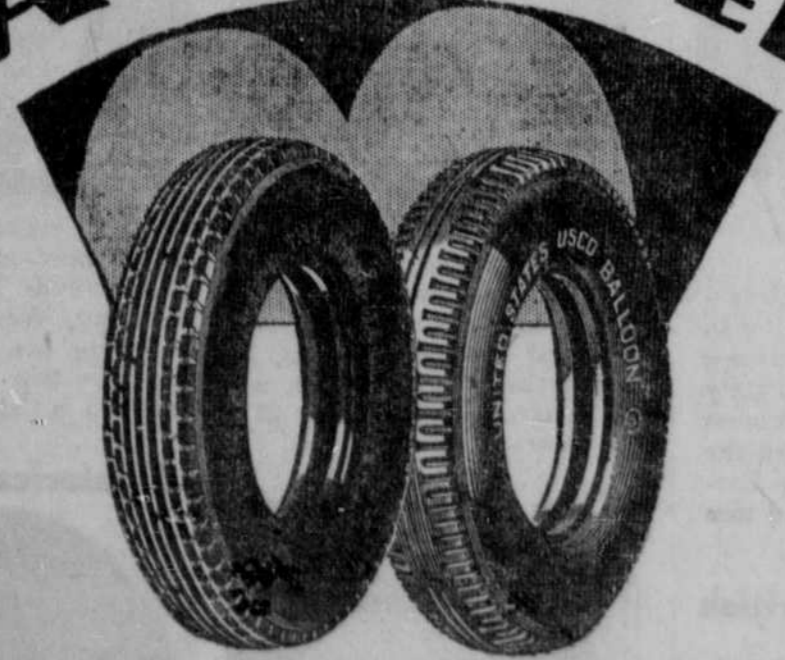
Men's and Bays' Peanut
Straw Hats
Worth 35c **19c**

One Quart
Mason Fruit
Jars **89c**

25 per cent Discount on Millinery
Goods.

Martin's Store

A SAFE BET



PUT your money on United States Tires—you'll never regret it.

Good roads or bad—rain or shine—summer or winter—these tires are equal to anything! They're always masters of the situation.

The way they stand up, the comfort and perfect traction they afford, these are the qualities which inspire confidence.

Try them yourself. You'll join the vast army of "U. S." enthusiasts.



Warner & Sons

O'Neill, Nebraska



UNITED STATES TIRES ARE GOOD TIRES