

# "A car for every purse and purpose"

No matter what you plan to pay for your next car, you can have General Motors' quality and value. General Motors makes a car for every purse and purpose; it offers a choice of suitable models in every price class; and each General Motors car—whether its price is a few hundreds or thousands of dollars—has shared in General Motors' purchasing economies, has benefited from its Research Laboratories and Proving Ground, and is equipped with a strong and luxurious Fisher body.

See what General Motors offers for the price you want to pay, and remember that the model you want can be purchased conveniently on the low cost GMAC Payment Plan.

## \$525 to \$725

Seven models of the Outstanding Chevrolet of History. A "six" in the price range of the "four". Powerful new 6-cylinder valve-in-head engine. Beautiful new Fisher Bodies. New colors. New 4-wheel brakes. Also: Delivery sedan; Light delivery chassis. 1 1/2-ton chassis and 1 1/4-ton chassis with cab, both with four speeds forward.

## \$745 to \$875

Seven models of today's PONTIAC—Further improved from radiator to tail-light. More powerful 6-cylinder engine. Greater operating economy. Quicker acceleration. The striking Bodies by Fisher express the vogue of the hour.

## \$925 to \$1,085

Seven models of the New OLDSMOBILE—"The Fine Car at Low Price." Completely redesigned and improved by General Motors. More powerful. 4-wheel brakes. Longer, roomier Fisher Bodies. Also five De Luxe models, \$1,145 to \$1,235.

## \$1,145 to \$1,375

Seven models of the new Oakland All American Six, recently announced. Distinctively new original appearance. Splendid new performance. Luxurious appointments, in new bodies by Fisher. A car you'll be proud to own.

## \$1,195 to \$2,145

Eighteen models of the BUICK—The Silver Anniversary Buick, recently presented. 3 wheel-bases. Lightning flash getaway. Masterpiece bodies by Fisher. Comfort and luxury in every mile. Power for the steepest hill and the longest run.

## \$2,295 to \$2,875

Thirteen models of the LASALLE—Companion car to Cadillac. Smart Continental lines. 90-degree V-type 8 cylinder engine. Beautiful bodies by Fisher. Striking color combinations.

## \$3,295 to \$7,000

Twenty-six models of the CADILLAC—The standard of the world. Famous 90-degree V-type 8 cylinder engine. Luxurious bodies by Fisher and Fleetwood. An extensive range of color and upholstery combinations.

(ALL PRICES FOB FACTORIES)

### ALSO

FRIGIDAIRE—The Automatic Refrigerator. General Motors has applied the processes which have made the automobile available to every family, to the production of electric refrigerators. Frigidaire is the world's largest and best refrigerator.

DELCO-LIGHT Electric Plants and Water Systems. Provide the conveniences and labor-saving devices of the city for the farm. Electric light and power plants, water pumps, etc. Used in more than a quarter million homes.

# GENERAL MOTORS

### CLIP THE COUPON

GENERAL MOTORS (Dept. A), Detroit, Mich.

Please send, without obligation to me, illustrated literature describing the General Motors product I have checked—*together with the booklets, "The Proving Ground" and "Principles and Policies."*

- CHEVROLET
- PONTIAC
- OLDSMOBILE
- OAKLAND
- BUICK
- LASALLE
- CADILLAC

Name \_\_\_\_\_

Address \_\_\_\_\_

DELCO-LIGHT Electric Plants and Water Systems.

### THE FRONTIER

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

Entered at the postoffice at O'Neill, Nebraska, as second-class matter.

#### SCHOOL ITEMS.

We plan to give the readers of the paper a series of school items each week hereafter. The work as editors, reporters, and so forth, will be done by pupils under the direction of Miss Margaret Henderson. If you like these items and want more of them, tell the editor; if you do not like them, tell us, please.  
The O'Neill Public School.

Do not forget the operetta, "The Forest Court," which will be presented by the grade pupils of the school on Friday evening, December 7th, at 8 o'clock, under the direction of Miss Opal Turner. For the benefit of school pupils and any who may find it inconvenient to come in the evening, the operetta will be given at 2:30 in the afternoon (Dec. 7), also. Both these performances will appear in the school auditorium. The price of admission is fifteen and twenty-five cents. The first basketball game of the season will be played on the home court on Friday evening, December 14th. The team from Inman will be our opponents.

A special meeting of the Parent-Teacher Association will be held in the school auditorium on Wednesday, December 5th. There will be a special address at this meeting by one who is furthering the interests of such organization within the country. As the speaker can be with us only during the forenoon, the time of the meeting is changed accordingly. Further announcements will be made through the pupils concerning the hour for this meeting. It will take the place of the regular meeting for the month of December.

#### MEEK AND VICINITY.

Alex Borg recently purchased a new piano.  
Merridy Hubby visited with Charlie Fox on Sunday.

Will Kaczor and son Edward, made a trip to Norfolk, Tuesday.

Mr. and Mrs. Virgil Hubby visited at the Albert Kaczor home on Monday.

Mr. and Mrs. W. F. Kaczor called at the Harry Fox home Monday afternoon.

James and Leroy Spindler called at the F. H. Griffith home Saturday evening.

Mr. and Mrs. Ed Thomas and children visited Sunday at the Clarence Hicks home.

Mr. and Mrs. Frank Griffith called at the William Claussen home Thursday evening.

Mrs. Eric Borg and William Hubby called at the Rouse Bros. home Thursday afternoon.

Mrs. Horace Henefin and Mrs. Ed Henefin called at Dan Hanson's Friday afternoon.

Mr. and Mrs. Sam Robertson and daughters, Lois Jean and Irene, were Sunday visitors at the Fay Puckett home.

Harry Fox drove to Yankton, South Dakota, Sunday to meet Mrs. Fox and her two nephews, Lester and Ralph Rousch.

Mrs. Ed Thomas and children visited with Mrs. Charlie Linn on Monday, while Mr. Thomas helped Mr. Linn saw wood.

Mrs. A. L. Borg, daughters, Laverne and Helen, and Mrs. Viola Searles called on Mrs. William Claussen Friday afternoon.

Mrs. George Hansen, Mrs. Clarence Hicks and Mrs. Frank Griffith were callers at the Alex Borg home, Thursday afternoon.

Mrs. R. D. Spindler, Howard Rouse and George Nelson from this vicinity were having dental work done in Spencer on Saturday.

Mr. and Mrs. George Bay and Miss Tena Kaczor, of O'Neill, and Mr. and Mrs. Albert Kaczor were Sunday visitors at the Virgil Hubby home.

Mr. and Mrs. Herbert Rouse and children, of Inman, and Mr. and Mrs. Ralph Young and children were Sunday visitors at the Henry Walters

home.

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## 28 CLEAN-SNAPPY-BRIGHT-GROCERY STORES 28

27 TOWNS IN NORTHEAST NEBRASKA 27

Where You Can Save On Your Grocery Bill



A Pleasure To Buy The Self Serve Way

O'NEILL, NEBR. Across from Byars' Store. EDWARD GATZ, Manager.

## A WEEK OF SURPRISES

FRIDAY, NOV. 30th  
—to—  
THURSDAY, DEC. 6th

### DIFFERENT SPECIALS EVERYDAY

Added to the low average of every item in our store the extra specials selected for each day's sale should total a considerable savings for every customer.

**GRAPE FRUIT** We have just unloaded a carload of Florida's finest Grape Fruit of the Highland variety in 22 of our stores. We would be pleased to have our customers avail themselves of this fine health fruit now at the low prices for this quality.

## HOLIDAY NUTS AND CANDIES

We are now stocking these items in anticipation of the approaching Holiday season. We will be pleased to serve you with these items.

OTHERS HAVE FOUND IT TO THEIR INTEREST TO TRADE AT OUR SOTRE. WILL YOU NOT GIVE OUR STORE A FAIR TRIAL AND FIND OUT FOR YOURSELF?

#### CELIA NEWS.

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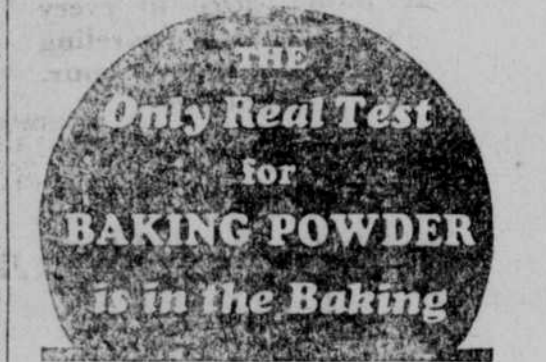
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away from the district.  
Mr. and Mrs. Conrad Frickel left for a two weeks' visit with friends and relatives in Lincoln the other day.



For best results use

**KC BAKING POWDER**

Same Price For Over 38 Years

25 ounces for 25¢

MILLIONS OF POUNDS USED BY OUR GOVERNMENT



By providing the proper protective lubrication for every moving part, Conoco Motor Oil saves your car. It gives it longer life. It keeps it fit.

By providing frictionless operation, sealing the pistons, and keeping its lubricating body under practically all operating temperatures, Conoco Motor Oil makes your gasoline more efficient. It actually saves gasoline.

By providing smoother operation under all conditions—hill climbing, on the level in high gear at low speeds, in starting—Conoco Motor Oil saves your time.

The Conoco chart at dealers and service stations shows the proper grade for your motor. Ask for that grade always.

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