



### A Home Town Enterprise Backed by National Experience

The Bell System is a home town enterprise in operation so that each community may have service that best suits its needs. It is a national enterprise in research, engineering, manufacture and consulting advice so that each telephone user may have the best that centralized effort and quantity production can achieve.

This Company—one of the 24 associated Bell Companies devoting their energies to telephone problems throughout the United States—operates throughout Iowa, Minnesota,

Nebraska, North and South Dakota. It has 11,000 men and women—friends and neighbors of the other people in their towns—working to maintain in this territory the best known standards in telephony.

In New York, Bell System engineers, scientists and experts in management are engaged in inventing better apparatus and discovering the best and most economical way of doing things. This Company and its patrons have the use of all that this group in New York discovers and perfects.

NORTHWESTERN BELL TELEPHONE COMPANY

### THE FRONTIER

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

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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.

### ADVERTISING RATES:

Display advertising on Pages 4, 5 and 8 are charged for on a basis of 25 cents an inch (one column wide) per week; on Page 1 the charge is 40 cents an inch per week. Local advertisements, 10 cents per line first insertion, subsequent insertions 5 cents per line.

### TWO LARGE INCUBATORS INSTALLED AT HATCHERY

Two of the largest incubators that have ever been brought to this part of the state have just been installed at the new O'Neill Hatchery. Each incubator has a 16,000 egg capacity.

Ralph Leidy, of Inman, will be in charge of the hatchery. It is the intention of the company to do custom as well as commercial hatching. The company are contemplating the installation of a large incubator to be used in hatching turkey eggs; and will no doubt do so if there is a demand for it.

The hatchery is located just east of the Mellor Motor company; it has been remodeled, a cement floor added and will be connected to the sewerage system in a short time.

The company expect to start their incubators early in February.

Mr. Leidy in company with other members of the company have been busily engaged in culling flocks of chickens for the farmers of this locality who are raising pure bred poultry, and have contracted for their eggs at a substantial increase over the market price of eggs as an inducement to the farmers for their support.

The hatchery promises to be of great financial benefit to the farmers and poultry raisers.

### "SPEED" BRADFORD DRIVES 110 HOURS WITHOUT SLEEP

Sitting behind the steering wheel of his car for 110½ hours without sleep was the feat performed by "Speed" Bradford of Omaha from Wednesday morning of last week until Sunday night of this week. Speed covered a distance of 4057 miles during that time. He drove a Whippet six.

The route he chose for his 461 mile trip which he covered twice each twenty-four hours, brought him to Neligh, Plainview, Randolph, Norfolk and back to Omaha, the starting point. "Speed" was two and one-half hours behind his schedule time when he completed the distance at 11:30 o'clock Sunday night.

The marshal at Madison, arrested Bradford for speeding. He was stopped a number of times for speeding.

### JUDGE ROBERT R. DICKSON ELECTED VICE-PRESIDENT DISTRICT JUDGE'S ASSN.

Judge Robert R. Dickson of this city was elected Vice-President of the Nebraska District Judge's Association at their annual dinner held in Omaha last Thursday. Judge O. B. Hostetter, of Kearney, was chosen president; Bayard S. Payne, Grand Island, secretary; Judge J. H. Broady, Lincoln, treasurer.

### MAYTAG SPONSERS NEW TYPE RADIO PROGRAM

Unique Method of Nation-Wide Broadcasting Approved by Federal Radio Commission.

Radio audiences in all sections of the country are getting new thrills of delight due to the introduction of an entirely new type of radio broadcasting by The Maytag Company, washer manufacturers of Newton, Iowa. The introductory programs broadcast recently from KDKA, Pittsburgh, and KYW, Chicago, were so successfully presented and so enthusiastically received that the new system bids fair to revolutionize present broadcast methods.

The new type of radio broadcasting, perfected after two years of study and experimentation, is known as the So-A-Tone process, and is exclusively controlled by National Radio Advertising, Inc., of Chicago. The new process permits the assembling of talent in the largest cities, where a transcription is made by electrical reproduction and transported to the various stations elected to broadcast the Maytag programs. Some idea of the importance of the new process is indicated by the fact that certain rulings by the Federal Radio Commission were necessary before it could be used.

The 1929 radio program for the Maytag Company calls for broadcasting under the So-A-Tone process from over 50 of the principal stations throughout the United States and in Canada. This constitutes the largest independent radio schedule in the world. The appointment of stations and hours of broadcasting will be announced in newspapers from time to time. Watch the radio announcements and be ready to listen in when your favorite station begins to broadcast the Maytag program.

### CELIA ITEMS.

Alfred Kazda holds the record killing and preparing the fur of twenty-eight jack rabbits in one evening's hunt.

Miss Marie Frickle is home for a two-weeks' vacation. She teaches north of Alliance, across the line in

### South Dakota.

The reckless young kids of this neighborhood had a genuine skating party Sunday night on the McKathnie dam. No one broke through, though the ice had to stand many hard knocks.

D. F. Scott and son, Delbert, also Willard Greenwood kindly assisted Johnson Wednesday by hauling in several loads of hay. Johnson is still incapacitated by rheumatism in hands and feet.

Another party, sure, another party, of course and at Johnson's too, Miss Alpha entertained several of her young friends at her home Tuesday evening, and they all came and stayed until they went home. They had a fine treat and a good time.

(Received too late for last week.)

A Christmas program was given to a crowded house Friday evening. The Hendricks school and the McKathnie school joining the Celia school. A fine program was rendered by the combined schools, after which some treats, apples, candy and nuts were distributed to those present. Miss Alpha is having two weeks vacation, Miss Sylvia and the east schoolma'am, a week and two days.

The Johnson's received quite a shower of Christmas presents, some coming from the Pacific coast, which had quite an assortment of California fruit and nuts, some coming from Spokane, Washington, which among other things, had a pair of granddad slippers for J. V., 'savy', some came from pretty close to home, among the latter Johnson received an unusual, but welcome gift, a pair of twins, the most unruly little critters you ever saw and had to be put to bed, and when he gets them to bed, they insist on standing up.

### SHIELDS TOWNSHIP ANNUAL MEETING

The Annual Meeting will be held on Tuesday, January 15, 1929, at 2 o'clock P. M., at the Town Hall.

For the making of the Township Levy for the coming year and any other business that may come before the meeting.

J. B. DONOHUE, Township Clerk.

## Mr. and Mrs. N. F. Loy Married 60 Years

### Mr. and Mrs. N. F. Loy, of O'Neill, Celebrate Their Sixtieth Wedding Anniversary On January 1st.

Mr. and Mrs. Nelson F. Loy of this city celebrated their sixtieth wedding anniversary last Tuesday, January 1st. A number of their friends called throughout the day. Three sons, Foster, of Ft. Scott, Kansas; Edward, of Bridgeport, Nebraska, and D. N. and family of this city enjoyed a big dinner served at the home of their parents in honor of the occasion.

Sixty years of married life is a privilege enjoyed by but few people. The number who attain sixty years of age is few enough, and to have been married that long is indeed a privilege.

Three score years ago the twenty-one year old groom was united with the blushing nineteen year old bride, who, before her marriage was Miss Catherine Ginther. The young people were married at the home of the bride's parents near Adel, Iowa, in Dallas county, by the justice of the peace, Mr. McLemons, at exactly eleven o'clock in the forenoon in the presence of a few relatives and friends, on January 1, 1869.

Mr. and Mrs. Loy had been playmates and had grown up together; at the time of the marriage he was working for her father and continued to do so for about a year after the ceremony office in Dixon County, Nebraska. They emigrated to Spring Branch post which is now known as Allen, in the fall of 1873; they later resided in Oklahoma, Missouri and at Bridgeport, Nebraska, where they were engaged in farming.

Mr. and Mrs. Loy came to O'Neill

in 1919 and purchased a home on east Everett street where they still reside.

Mr. Loy was born September 15, 1848, in Morrow County, Ohio, near the city of Mt. Gilliard; Mrs. Loy was born April 15, 1850, in Buchanan County, Iowa, near the city of Independence. They are the parents of eight children; those living are: Mrs. Bethany Mumford, Loretta, Nebraska; Mary Ellen Lamb, Norfolk, Nebraska; Edwin P. Loy, Bridgeport, Nebraska; George S. Loy, Gordon, Nebraska; D. N. Loy, O'Neill, Nebraska; Harvey H. Loy, Ft. Scott, Kansas; Foster Loy, Ft. Scott, Kansas; one daughter, Rosanna C. Loy died in infancy. They have thirty-eight grand children and thirty-seven great grand children living.

During the years that have past and when he was considerably younger, Mr. Loy traveled considerably; he has looked the country over from Texas to Canada and from Central Ohio to Denver.

Mr. and Mrs. Loy have enjoyed fairly good health until the past year. Both have been quite ill during the past year, but are enjoying their usual health at this time.

Mr. and Mrs. Loy derive a great deal of pleasure and satisfaction in reminiscing and reflecting on the things that have made their long married life a happiness incomparable.

It is indeed a rare privilege for O'Neill people, and this paper, to congratulate Mr. and Mrs. Loy upon their sixtieth wedding anniversary at this, the happiest season of the whole year.

# Here's where Motor Oil does its biggest job!

THIS SPACE MUST BE SEALED!

WHEN you put oil in your crankcase . . . remember, from there it goes to your cylinders . . . to that space between the piston and the cylinder wall. There is where oil does its biggest job! It must fit that space and seal the piston on every compression and power stroke.

Naturally this space changes with wear—and wear comes through mileage! If your car is new and the space is small—a heavy bodied oil doesn't get in the space—and if you have driven it until the space has worn large, a light bodied oil lets your power blow by!

That is why the Authorized Opaline Dealer asks "What's your mileage?" Your mileage indicates how much space there is between the piston and the cylinder wall.

This space must be sealed—if you want full power, if you want more mileage from your gasoline, if you want less dilution and sludge, less carbon trouble, less wear and lower repair bills. Seal the piston—and you have greater security and economy of operation, increased pleasure and satisfaction in driving!

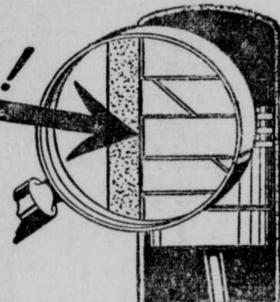


Figure indicating approximate space worn by piston after 1000 to 2000 miles.

Sinclair Opaline Motor Oil is made and sold in different grades to seal the power in your engine as the space between the cylinder wall and the piston changes.

Tell the Authorized Opaline Dealer the mileage reading on your speedometer—he will give you not only an oil of the finest quality but correct lubrication.

## SINCLAIR OPALINE MOTOR OIL

Seals Power at Every Degree of Wear

Sold and Recommended by

# Mellor Motor Co.

The Ford Filling Station

O'Neill, Nebraska

Insist on The Frontier printing Your Sale Bills.