

GEORGE WASHINGTON.

Louis Schneider, son of Mr. and Mrs. Herman Schneider, of Stuart, Nebraska, suffered a broken and badly lacerated hand on Sunday of last week.

Ed. Timmerman, of Stuart, suffered a painful injury to his right eye, Thursday, while splitting wood; a chip or splinter struck him in the eye.

ABOUT SCARLET FEVER.

Much lack of knowledge seems to be evident about the disease of scarlet fever. This disease, if contracted at all, must be contracted within seven days after exposure. It is one of the most infectious diseases known. It comes on very rapidly and is at its height usually at the end of twenty-four hours.

Little, or nothing, can be done to prevent it. Since the bringing out of the diphtheria antitoxin it was hopefully thought a similar antitoxin, or preventative, could be found for scarlet fever. Several years ago this scarlet fever antitoxin was thought to be a sure preventative. Experience has proven otherwise. The principal trouble seems to be that the distinct germ causing scarlet fever has never been found.

To set at rest inquiries about the value of this antitoxin I have sent the following telegram, viz:

"State Board of Health, Lincoln, Neb. Please wire estimated or proven value of any prophylactic serum or vaccine for scarlet fever.

W. F. FINLEY.

Answer: Lincoln, Neb., Feb. 21, 1929. Dr. W. F. Finley, O'Neill, Neb.

Ricinolated scarlet fever toxin the most promising. None merit approval of this department.

(Signed) Director of Public Health. With proper precaution it is doubtful that any epidemic will spring up in O'Neill.

W. F. FINLEY.

PUBLICITY AND BOULDER.

(Hastings Tribune)

The confusion in the public mind of Boulder, Colorado, situated at the mouth of Boulder Canon, with Boulder Canon of the Colorado river, which is the site of the proposed Boulder dam, is an outstanding example of the value of publicity and advertising in establishing the reputation of the place advertised. The city of Boulder has well advertised its proximity to scenic attractions and other features of interest to tourists, with the result that Boulder is known everywhere in the United States, and the name Boulder cannot be printed or mentioned without bringing to mind the town in Colorado and its position as a tourist center and headquarters for sightseeing.

Thus it is that with the passage of the Swing-Johnson bill providing for the erection of Boulder dam, the public has at once concluded that Boulder, Colorado, is near the proposed site. So general is this understanding that Boulder has been overwhelmed with inquiries that in sheer self-protection the Boulder Chamber of Commerce has been forced to distribute throughout the country circulars explaining that Boulder, Colorado, is not near the proposed site. It explains that while the city of Boulder is on Boulder Canon, the proposed Boulder dam's location is on Boulder Canon of the Colorado river, altogether another location, and far from the town of Boulder. The town of Boulder is on the eastern slope of the Rockies, while Boulder Canon of the Colorado river is on the western slope, and the site of the proposed dam is on the Arizona-Nevada border.

To make clear the distinction between Boulder, Colorado, and the

Boulder dam site, the Boulder Chamber explains as follows:

"The Colorado river rises in northern Colorado on the western slope of the Rockies about fifty miles northwest of Boulder, which is located on the eastern slope.

"The river flows southwest from Grand Lake through western Colorado for more than two hundred miles, thence into southeastern Utah where it is joined by Green River that rises in Wyoming, the greater Colorado river then flowing across the southern Utah border into Arizona. Continuing across northern Arizona through the Grand Canon of the Colorado, thence along the Nevada-Arizona border where the great dam is to be constructed, the river flows south along the Arizona-California border and finally empties into the Gulf of California."

"No two sections of the west," continues the Boulder Chamber's explanation, "are more unlike and certainly no canons in sharper contrast than the Boulder Canon of the Colorado river and the beautiful Boulder Canon in Colorado at Boulder's back door thirty miles from Denver."

There are many tourists who are familiar with the region around Boulder, and in making their way to the head of the Colorado river on the western slope have crossed the divide at Fall River Pass, 11,000 feet above sea level. But they are not to associate the site of the proposed Boulder dam with Boulder, Colorado. Such is the force of publicity and advertising, however, that it will be a long time before everyone, or nearly everyone, understands the difference in the two locations. That is what publicity has done for the town of Boulder, Colorado.

It is to be noted here too that the very suggestion of the building of the great dam swamped Boulder, Colorado, with inquiries from thousands who hoped to participate in the proposed development. This is a phase which Nebraskans may well keep in mind while considering proposed Platte river developments. What we are dealing with now are great projects, large enough to effect great changes.



Dr. George J. Fisher, Deputy Chief Scout Executive, Boy Scout of America.

Norfolk, Neb., Feb. 18: More than two hundred Nebraskans interested in Boy Scout work have been invited to attend the second meeting of the Area Extension Committee, which meets at Hotel Norfolk, February 23.

George J. Fisher, national executive from Scout headquarters, New York City, is the principal speaker, and leaders in the various cities in eastern and northeastern Nebraska, which makes up this district are on the program.

Mr. Fisher, a graduate physician and surgeon, is a former Y. M. C. A. physical director who was director of the Athletic Department for War Work, 1917-1918. He is an author and most of his books are relative to physical training. He became a member of the National Boy Scout Executive committee in 1910 and has served ever since.

Those invited to the Norfolk meeting from O'Neill include Rev. H. H. Beers, Rev. O. A. Fortune and Professor Guy C. Miller.

FACTS ABOUT NEBRASKA.

Ninety-seven per cent of the homes of New Hampshire, rural homes included, are wired for electric service. New Jersey, Rhode Island, Utah, Con-

THE ROYAL THEATRE

Home of Good Pictures
 Thursday, Feb. 21
 Esther Ralston and Hubart Bosworth
 —in—
 "SAWDUST PARADISE"
 Pink Tights and glimmering spangles.
 Friday-Saturday, Feb. 22-23
 Louise Fazenda and Chester Conklin
 —in—
 TILLIE'S PUNCTURED ROMANCE
 The Biggest Laugh Picture of the year. Don't miss it.
 Friday is Bargain Night—10c
 Jack Mulhall and Greta Nissen in
 Sunday-Monday, Feb. 24-25
 "THE BUTTER AND EGG MAN"
 A butter and egg man who came back, and came back hard.
 Tuesday, Feb. 26
 Buster Keaton and Marceline Day in
 "THE CAMERAMAN"
 Buster has a camera, but what he doesn't know about it would make even the birdie laugh!
 Bargain Night—10c Admits a Person
 Wednesday, Feb. 27
 Buddy Rogers and Marion Nixon in
 "RED LIPS"
 He was a man after her own heart—but he had too much competition.
 Thursday, Feb. 28
 Wm. Haines and Anita Page in
 "TELLING THE WORLD"
 From an underworld murder to a Far east revolution he hits the adventure trail in search of news—and love.

One Cent Sale!

- 2-5c Packages Sunshine Hydrox Cookies 5c and 1c
- 2-5c Packages Baby Ruth Gum 5c and 1c
- 2-40c Pounds English Walnuts, 40c and 1c
- 2 Pounds Advo California Sweet Prunes 20c and 1c
- 2-25c Packages Fancy Raisins 25c and 1c
- 2-10c Bars Coco Hardwater Soap 10c and 1c
- 2 Pounds 15c Fancy Lady Head Rice 18c and 1c
- 2-15c Packages Jell-O 15c and 1c
- 2-50c Large Jars Advo Preserves 50c and 1c
- 2-35c Cans Heinz Mince Meat 35c and 1c
- 2-20c Jars Heinz Prepared Mustard 20c and 1c
- 2-25c Cans Early Variety Peas 25c and 1c
- 2-25c Cans Fancy Sweet Corn 25c and 1c
- 2-40c Bottles Advo Vanilla Extract 40c and 1c

John J. Melvin

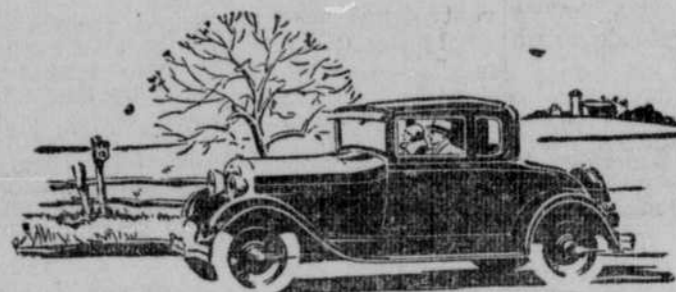
Sells for Less
 57 Steps

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.

Fuel system of the new Ford
 has been
 designed for reliability
 and long service



THE practical value of Ford simplicity of design is especially apparent in the fuel system.

The gasoline tank is built integral with the cowl and is unusually sturdy because it is made of heavy sheet steel,terne plated to prevent rust or corrosion. An additional factor of strength is the fact that it is composed of only two pieces, instead of three or four, and is electrically welded—not soldered.

Because of the location of the tank, the entire flow of gasoline is an even, natural flow—following the natural law of gravity. This is the simplest and most direct way of supplying gasoline to the carburetor without variations in pressure. The gasoline feed pipe of the new Ford is only 18 inches long and is easily accessible all the way.

The gasoline passes from the tank to the carburetor through a filter or sediment bulb mounted on the steel dash which separates the gasoline tank from the engine.

The carburetor is specially designed and has been built to deliver many thousands of miles of good service.

Since all adjustments are fixed except the needle valve and idler, there is practically nothing to get out of order.

The choke rod on the dash acts as a primer and also as a regulator of your gasoline mixture. The new hot spot manifold insures complete vaporization of the gasoline before it enters the combustion chamber of the engine.

As a matter of fact, the fuel system of the new Ford is so simple in design and so carefully made that it requires very little service attention.

The filter or sediment bulb should be cleaned at regular intervals and the carburetor screen removed and washed in gasoline. Occasionally the drain plug at the bottom of the carburetor should be removed and the carburetor drained for a few seconds.

Have your Ford dealer look after these important little details for you when you have the car oiled and greased. A thorough, periodic checking-up costs little, but it has a great deal to do with long life and continuously good performance.



FORD MOTOR COMPANY

Mellor Motor Co.

Ford Dealers

Phone 16 O'Neill, Neb.

Marcel
 Beauty Shop

Now located in
 THE SCOTT BUILDING
 In the rooms formerly occupied
 by Attorney Clifford Scott.

FIRST CLASS WORK;
 PRICES REASONABLE.

Phone 42 for appointments.

Pearl Morton,
 Prop.

Why Don't Americans Live
 Like Their Great Grandparents?

Man did his work much the same way for thousands of years . . . earning his living by hard physical labor . . . until he invented machinery to work for him . . . harnessed steam, electricity and other sources of power.

Standards of living, ways of doing things, have changed greatly in the past 50 years by time and labor saving machinery—by the automobile, the radio, the telephone—all developed by science, and large business organizations.

Practically all places of business and most of the homes in the states of Iowa, Minnesota, Nebraska, North and South Dakota have telephone service, provided by this Company and other companies connecting with it. These people can make calls over the long distance lines of the Bell System, a nation-wide organization which has made possible a nation-wide telephone service.