

Stretch Your Christmas Dollars to the Very Limit

# CHRISTMAS SHOPPER'S GUIDE

EVERY CORNER AND LEDGE PACKED FROM FLOOR TO ROOF, EXPRESSING REAL CHRISTMAS SPIRIT. WE INVITE YOU TO VISIT OUR STORE. WE WILL DO EVERYTHING POSSIBLE TO MAKE YOUR CHRISTMAS SHOPPING A MOST PLEASANT AND PROFITABLE ONE.

<p><b>SILK HOSE</b> Quality Hose in sheerest fabric or service weight. 49c—98c—\$1.49</p>	<p><b>SILK UNDIES</b> "The Universal Gift" Gowns, Step-Ins, Teddies, Chemise, French Panties, and Pajamas of Rayon, Georgette Crepe or Crepe De Chene, lace and appliqued trimmed. 98c to \$4.98</p>	<p><b>MEN'S SHIRTS</b> Of Broadcloth Plain colored and trimly patterned shirts, all sizes. 98c to \$2.98</p>	<p>When in Doubt, <b>GIVE SOCKS</b> Silk, Wool or Silk &amp; Wool 25c to \$1.00</p>	<p><b>TIES GALORE</b> Our wonderful array of Neckwear will help you make your selection. 49c to \$2.00</p>	<p><b>HOUSE SLIPPERS</b> Are a practical gift. Leather, Satin or Felt, in the new colors. Children's ..... 58c-79c Ladies ..... 79c-98c Men's ..... 89c-\$1.69</p>
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**Be sensible!**  
Give the ever-practical Gift of **SMARTER HANDKERCHIEFS**

The Finer Selection—the Lower prices you expect at the J. C. Penney Store!

Embroidered in Color! 5c—10c—15c—25c  
Hundreds and hundreds and hundreds of the loveliest handkerchiefs you've ever seen at such wonderfully low prices! Dainty embroidery . . . sheer materials.

Three in Gift Box! 25c—39c—49c—69c  
Exquisite handkerchiefs . . . some daintily embroidered—others with lace corners all will make desirable and decidedly inexpensive gifts!

Handkerchiefs for Tots!  
5c each 23c box  
The cutest printed borders . . . the gayest colors!  
Perfectly adorable with embroidered corners! 3 in a box!

**SANTA'S TOYLAND HEADQUARTERS**  
Real sturdy play toys for boys and girls. Aeroplanes, Zeppelins, Monoplanes, Tractors, Horse and Cart, Slippery Jim, Growly Grouch, Truck, Dump Trucks, Fire Engines, Ladder Wagons.  
23c—49c—89c—98c

Pop Guns and Revolvers—23c, 49c, 98c. Inflated Balls—8c, 25c, 49c, 98c. Girl's Kitchen Sets 23c.



Our line is most complete. Make theirs a Merry Christmas at Small Cost.

## J.C. PENNEY CO.

**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.  
**LOCAL NEWS.**  
R. E. Gallagher is in Omaha this week.

A. E. Bowen was in Omaha the first of the week.  
Mr. and Mrs. John Osenbaugh were in Spencer, Tuesday.  
The O'Neill-Neligh bus line have installed a twelve passenger bus.  
Clark Hough is seriously ill at his home in the west part of the city.  
Twin daughters were born to Mr. and Mrs. Frank Froelich last Friday.  
The Holt County Board of Supervisors went to Omaha, Sunday to attend a convention of County Commissioners.

Anton Toy was confined to his home last week with a siege of the "flu."  
E. F. Porter went to Omaha Monday to attend a convention of County Clerks.  
Miss Louise Davies entertained a few friends at her home Saturday evening.  
Mr. and Mrs. H. J. McKenna were called to Sioux City Monday evening by a message stating that a brother of Mrs. McKenna had been fatally injured.

Mr. and Mrs. Elmer Surber and Mrs. Charles F. McKenna spent Saturday in Sioux City.  
The sidewalks have been icy as the result of a mist and sleet that fell the first of the week.  
The meeting of the O'Neill Woman's Club to be held December 18th has been postponed indefinitely.  
Rev. Charles G. Gomon, Superintendent of the Norfolk district, will hold quarterly conference at the Methodist church, Saturday evening at eight o'clock.

A daughter was born to Mr. and Mrs. Frank Musil, Tuesday evening. They reside southeast of O'Neill.  
Charles Carter, of Atkinson, was visiting his parents, Mr. and Mrs. E. B. Carter and brother, Dr. L. A. Carter, Wednesday.  
Mrs. Glen Tomlinson came home from the hospital in Norfolk last Sunday where she has been for the past three weeks.  
James Pinkerman drove to Lincoln Wednesday accompanied by his mother, Mrs. Sarah Pinkerman, who will spend the winter there.

**CARD OF THANKS**  
We wish to thank our friends and neighbors for the kindness and sympathy shown us during the illness and death of our dear mother.  
Mrs. Harley Sanford,  
Mrs. N. J. White,  
Mrs. Fred Woods,  
Mrs. Chet Calkins,  
Ralph Tarpenning.

Found: During the latter part of August, a boy's sweater. Inquire at this office. 29tf.

The Catholic Daughters will hold a Food Sale at Morrison's store, on Saturday, December 21st. 29-2t

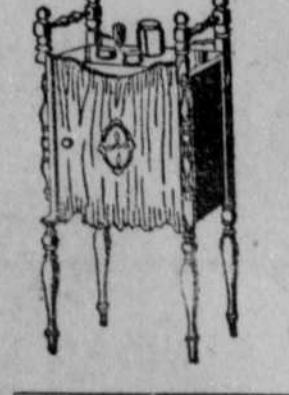
# CHRISTMAS FURNITURE

Hundreds of Gifts That Ring True In Friendship  
New Goods---Buy Now

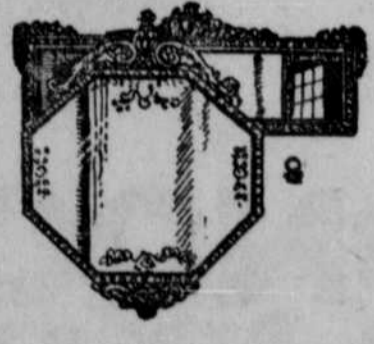


**LAMPS**  
A variety of the new Bridge and Floor Lamps; base new and neat, designed with modernistic trend; shades are 6-inch panel of genuine Mica; also shades in leather effect parchment with Spanish leather lacing.

**SMOKERS**  
These are finished in Walnut and have Copper-lined humidior compartment. All styles.



**MIRRORS**  
Nice line of Mirrors. Polychrome frames, also semi-Venetian style.



**MAGAZINE CARRIERS**  
Finished in walnut. Every home needs one of these nowadays.

**MAGAZINE CARRIERS**  
Finished in walnut. Every home needs one of these nowadays.



**WALNUT TABLES**  
These graceful occasional tables have solid Walnut tops. Note their smart styling. Priced low.

A Very Popular Table

## O.F. BIGLIN

**CECIL B. DE MILLE'S**  
All-Talking  
Dramatic Explosion  
**"DYNAMITE"**  
With Conrad Nagel, Kay Johnson, Charles Bickford, Julia Faye.  
**ROYAL THEATRE**  
O'Neill, Nebraska  
THE HOME OF GOOD PICTURES  
**Sunday, Mon., Tuesday, December 15-16-17**  
Two men, and the woman they loved—trapped in a mine—15 minutes to live—Just one of a score of tense climaxes in this he-man and she-woman story of stark drama blended with gaiety, richness, women, wine.  
Cecil B. De Mille's first talking picture—his greatest screen achievement.  
A story of a coal miner and a polo player; a lovely and wealthy girl, and a mercenary wife whose willingness to sell her husband for \$100,000 involved three humans in a desperate struggle for life itself.  
Gowns, gorgeous homes, pretty girls, two men, two women, prisons, country clubs, coal mines, — that's "Dynamite," Cecil B. De Mille's high speed romance.

For Sale: 100 purebred Buff Orpington pullets and 40 roosters.—Mrs. Joe Chocholousek, Verdigris, Nebr. 29-2tp

For Sale: Purebred S. C. Rhode Island Red Cockerels, \$1.50 each, if taken soon.—P. H. Waldron. 29-2p