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

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.

INMAN ITEMS

Mr. and Mrs. Pearl Carey are visiting at Henderson, Iowa, this week. Forest Smith and son Kenneth went to Norfolk, Saturday on busi-

Mrs. E. J. Enders is visiting her sister, Mrs. Gene Sanford, in O'Neill

Bud Smith went to Omaha, Saturday for a visit with relatives and to transact business.

Miss Vera Brittell, of Newport, Nebraska, is visiting in the Charles Morsbaugh home this week.

F. H. Outhouse and family have moved into the Levi Gamet residence in the west part of town this week. Mrs. George Killinger went to Wayne, Friday, for a visit with her daughter, Mrs. Wilbur Gifford and

Harold Tickner and family have moved into the Lizzie Colman residence this week. Mr. Tickner is the new man at the garage.

Mr. and Mrs. Harry Moore, of Gregory, South Dakota, came Friday for a short visit at the home of her sister, Miss Elsie Krueger.

Miss Alice Kivitt, teacher in the Norfolk schools, came Friday night to spend the week-end with her parents, Mr. and Mrs. Geo. Kivitt.

Mr. and Mrs. Ernest Faith and children, of Orchard, Nebraska, were in Inman, Sunday, visiting with her grandmother, Mrs. Florence Smith. Mrs. Emma Bartch and daughter Betty Lou, came from Royal, Nebras-

her parents Mr. and Mrs. E. R. Riley. Roy Goree, C. & N. W. railway mail clerk, came from Long Pine Friday for a visit with his parents, Mr. and Mrs. W. S. Goree, and other

ka, Tuesday for a week's visit with

Mrs. A. B. Pierson, who has spent the last several months here with her daughter, Mrs. I. L. Watson, returned to her home in Lincoln, Nebraska,

Mrs. C. C. Bergstrom and sons Leonard and Robert, of O'Neill, visited with her sister Miss Elsie Krueger, Friday evening and Saturday of

Mrs. C. J. Malone and daughter, Miss Mildred, and Mrs. George A. Miles, of O'Neill, attended Royal Neighbor lodge at the home of Miss Mary Hancock, Wednesday.

Mr. and Mrs. Ralph Bowering and little daughter, Patty, came from O'Neill, Monday for a visit with her parents, Mr. and Mrs. R. M. Conard. Mr. Bowering returned the same day but Mrs. Bowering and Betty remain-ed for a week's visit.

Mr. and Mrs. E. H. Smith returned to Monroe, Nebraska, Monday, after spending a week here. Mr. Smith is assistant bank receiver and is looking after the defunct bank here, also the one at Monroe, spending a portion of his time at each place.

James O'Donnell and daughter, Miss Sarah, and brother-in-law, Henry Krier, departed Tuesday morning for Sidney, Iowa, where they will visit Mr. and Mrs. Will Hinze. They will also visit at Shenandoah, Iowa, and Omaha, Nebraska, before returning

The members of the Royal Neighbor lodge were entertained at the home of Miss Gladys Hancock last Wednesday afternon. After the business meeting, a delicious lunch was served. Mrs. Clarence Conger and Mrs. Cleve Roe were assisting host-

A miscellaneous shower was given in honor of Mr. and Mrs. Leonard Jorgensen at the home of her sister, Miss Elsie Krueger, Friday evening. A large crowd was present and Mr. and Mrs. Jorgensen received a number of beautiful gifts. A dainty lunch was served at the close of the even-

W. S. Goree recently sold his farm north of town to Mr. Leach of O'Neill and will move to the Grandma Goree property in the west part of town. Mr. Goree is remodeling the house by adding a couple of porches and a bath room. He expects to complete and move in within the next two

Methodist church, beginning Sunday, the work. March 23, under the direction of the Rev. Charles Window, of Waverly, Iowa. Extensive plans are being

The woman's department of the Latter Day Saints church, met at the home of Mrs. Walter Jacox, Wednesday for an all day meeting. The work at hand was completing a Bible picture quilt, which is to be sent to their Old People's Home, located at Holdon Misson; A Lovel Mrs. Reich Findley and daughter Lois, of Atkinson, and Mrs. Fred Beckwith, called at the Sam Jennings home Sunday.

Roy Hipky did not go to Grand Island until Sunday because members of his family were sick with the flu. He and R. E. Young left Sunday afternoon.

THINK OF YOUR AUTOMOBILE IN TERMS of Tomorrow

> Ultimate cost is as important as first cost in the purchase of an automobile

THEN you purchase an automobile you are making an investment of a considerable amount of money. It is essential, therefore, that you give careful thought to the best selection and know what you are getting for your automobile dollars.

The first cost is important because it may mean an immediate, satisfactory saving. Of equal importance is the ultimate cost after thousands of miles of service. This ultimate cost is the true measure of automobile value.

THE first cost of the new Ford is unusually low not only because of economies in manufacturing, but because the same principles that inspire these savings are extended to every other step that means greater service to the public. It is easy to see that economies in production would be of little value if they were sacrificed later through high charges for distribution, selling, financing and accessories.

The Ford dealer, therefore, does business on the same low-profit margin as the Ford Motor Company. His discount or commission is twenty-five to fifty per cent lower than that of any other automobile dealer. You gain because he makes a small profit on many sales instead of a large profit on fewer sales.

The difference in selling cost, combined with the low charges for financing and accessories, amounts to at least \$50 to \$75 on each car. This is as important as economies in production in keeping down the price you pay for the new Ford.

HE low ultimate cost of the new Ford is the result of sound design, quality of material and unusual care in manufacturing. Friction and wear are reduced by the accuracy with which each part is made and assembled.

These factors combine to decrease the cost of operation and add months and years to the useful life of the car. The good performance and low yearly depreciation of the new Ford are indicative of the enduring quality built into it at the factory.

SERVICE charges are on the same fair, economical basis as the making and selling of the car and replacement parts are always available at low prices through all Ford dealers. In two, three or five years, depending on how much you drive, the saving in operating and maintaining a new Ford will amount to even more than the saving on the first cost.

Think in terms of tomorrow, therefore, when you purchase an automobile. For tomorrow will reveal its true worth.

Roadster, \$435

Phaeton, \$440

Tudor Sedan, \$500

Coupe, \$500

Sport Coupe, \$530

Two-window Fordor Sedan, \$600

Three-window Fordor Sedan, \$625

Cabriolet, \$645

Town Sedan, \$670

All prices f. o. b. Detroit

MOTOR COMPANY



icies to the legal reserve adequate the-second accident that has befallen they broke an axle on the truck at Quality Cafe here for several years Various committees were appointed rate basis. The members are pleased Mr. Thorp in the past few weeks; he Pilger and were delayed a few hours and has many friends to wish her

Ed Bradley, living northwest of In-man, received a severe injury one day made, and this promises to be the best series of meetings ever held in he attempted to rise from his chair he attempted to rise from his chair

en, Missouri. A lovely dinner was served at noon. Guests of the department were Mrs. John Anspach, Mrs. L. Kopecky and Mildred Spicknoll.

E. W. Thorp met with a very pain-ful accident Monday morning when he attempted to crank his car which was stalled on the road between In-L. Kopecky and Mildred Spicknoll.

Mr. J. C. Daum, representative of the head office of the Modern Woodmen, of Rock Island, Illinois, was in town Saturday visiting the local camp and calling on the members and transferring their insurance pol-

EMMET NEWS

The Emmet Epworth League enjoyed a waffle supper in the basement of the church, Friday night. Mr. and Mrs. Reich Findley and

at the Methodist church Sunday morning in preparation for the Evangelistic Campaign, to be held at the Methodist church beginning Sunday of the local camp, is assisting with everything in three truck loads. A group of neighbor ladies put the "INNISFAIL" WILL BE PREhouse in order Thursday afternoon. Mrs. Tipton and son Calvin arrived

Thursday night.

MRS. PETERSON MARRIES RETIRED IOWA FARMER

(Stuart Advocate)

Stuart friends of Mrs. H. M. Peter-Roy Hipky did not go to Grand Is- son who has been visiting in Iowa land until Sunday because members were surprised to learn of her mar- Isle, and of the conversion of its peoof his family were sick with the flu. riage which occurred on Monday, ple to the Christian faith. Tragedy, He and R. E. Young left Sunday February 24, 1930, at Spencer, Iowa. interspersed with singing, dancing Her husband is Mr. A. S. Goyette, a and comedy, makes the play highly

SENTED HERE MARCH 17

The beautiful Irish drama, "Innisfail," will be presented Monday evening, March 17th, at the Knights of Columbus Hall, by the Senior class of St. Mary's Academy.

The drama is the portrayal of the coming of St. Patrick to the Emerald

Reserved seats at 50 cents each may be secured at Reardon's Drug

A matinee will be given Monday Admission: Adults 50 cents, children 25 cents. Matinee: Adults 35c;

Some mother will win . . Shall we help you be the

one? Call at this studio for complete details of **Great Prize Contest**

THE O'NEILL PHOTO CO.

PHOTOGRAPHS live forever

Insist on The Frontier printing Your Sale Bills.