

Food Is Energy



ON THE GRID . . . in the cheering section . . . or in the role of a spectator energy is required—lots of it. The M & M is O'Neill's most popular place to dine because we take special pride in balanced, highly - nutritious meals.

Party and Group Dinners
A Specialty

M & M BAKERY & CAFE

Phone 20

O'Neill

WATCH

For Our Big

FALL KICK-OFF

In the Near Future

You will find the best food, entertainment and fun—before the game, after the game, anytime — at
SLAT'S CAFE & CLUB

More Details in Later Issues

Slat's Cafe

Phone 367 for Reservation

R. H. SHRINER

Real Estate — Bonds — Insurance
PHONE 106 O'NEILL

THE BIG GAME CAN BE LIKE THE GAME OF LIFE . . .

OFFTIMES the "big game" in the minds of young America becomes the most important thing in life—or so it seems for a few moments, anyway. In some respects the "big game" can be compared to the game of life. There are tense, critical moments . . . there are times when you have to rely on your reserves—you have to be backed up!

GOOD, DEPENDABLE INSURANCE makes the game of life easier . . . carries you through each crisis. We sell that kind of insurance—the kind that backs you up!



WE'D BE PLEASED TO DISCUSS YOUR INSURANCE PROBLEMS WITH YOU!

Congratulations EAGLES & CARDS!



DRUGGISTS

GILLIGAN & STOUT

We give S & H Green Stamps

DRUGGISTS

Hey Kids! Look at These Bargains!

FOUNTAIN PENS

Regular

\$1.00

BALL POINT PENS

From

\$1.00 to \$1.50

PEN & PENCIL SETS

Both for

\$1.98

In SMA and OHS colors and with school inscriptions

FOOTBALL

★

1950

Follow the Teams!

St. Mary's Academy

CARDINALS

AT HOME

Sept. 14.—ST. PATRICK'S of Fremont.

Sept. 22.—CATHEDRAL HIGH of Lincoln.

Sept. 29.—MARTY INDIANS.

Nov. 3.—SPAULDING ACADEMY.

AWAY

Oct. 12.—NORTH LOUP.

Oct. 20.—LYNCH.

Oct. 31.—SACRED HEART of Norfolk (Hallowesta).

Nov. 9.—ST. JOSEPH'S ACADEMY of York.



O'Neill High School Eagles

AT HOME

Sept. 15.—PLAINVIEW.

Oct. 6.—CREIGHTON.

Oct. 13.—AINSWORTH.

Oct. 20.—HOLY TRINITY of Hartington.

AWAY

Sept. 22.—ROCK COUNTY HIGH of Bassett.

Oct. 25.—NELIGH.

Nov. 3.—VALENTINE.

Nov. 10.—ATKINSON.

All Home Games - Carney Park - 8 P. M.

ADMISSION: Adults 50c; Children 25c

ARBUTHNOT OIL CO.

DX Motor and Furnace Fuels

Washing - Greasing - Tire Repair

Phone 378

Jack Arbuthnot, Prop.

WE EXTEND BEST WISHES TO SMA CARDINALS AND OHS EAGLES

BEST W CARDS & I

SHEAFFER'S

Back to School



Sheaffer's Sentinel Pen, \$15.00; Pencil, \$5.00. Complete ensemble in gift case, \$20.00; no fed. tax

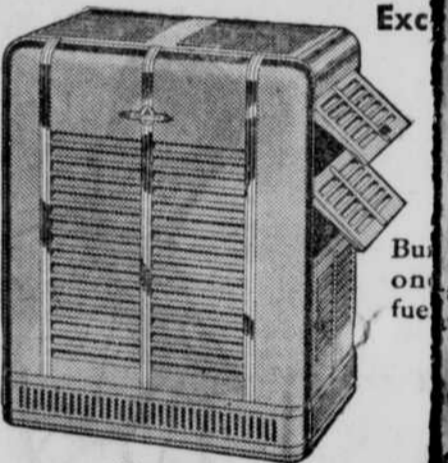
Sheaffer's Valiant Pen, Outstanding buy! \$12.50; no fed. tax

McCRARY

"We Give S & H C

Perfection

Why Perfection is the value you've



Large Heat Capacity

Low Operating Cost

Beautiful Finish

COYNE HA

We Admire Sportsmans

YES, good sportsmanship is a virtue on the football field and in the normal course of life. It commands respect and confidence.

O'NEILL'S athletic equipment always have enjoyed a good reputation for sportsmanship—for which we are proud.

AS THE O'Neill High School Eagles and St. Mary's Cardinals take to the gridiron this weekend, we wish them well.

— Member

O'NEILL NATION