

THE FRONTIER

D. H. Cronin, Editor and Owner
Entered at Postoffice at O'Neill, Nebraska, as Second Class Matter

SUBSCRIPTION
One Year, in Nebraska \$2.00
One Year, Outside Nebraska 2.25

Display advertising is charged for on a basis of 25c an inch (one column wide) per week. Want ads 10c per line, first insertion. Subsequent insertions 5c per line

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SHOCKED NAZIS

Fire losses have climbed for eight consecutive months in 1943. September losses were the highest for any corresponding month since September, 1932 — 29 per cent higher than last year. This means two things: 1—Billions have been spent enlarging the productive capacity of the country. 2—But now that the plant has been built, a careless nation is failing to guard against its destruction by fire. Hardly an issue of a newspaper anywhere in the country is free from reports of local fires. Often pictures accompanying the story show silent, smoldering ruins where a few short hours before workers kept an important factory humming smoothly, turning out the endless stream of goods that somewhere along the national assembly line joined other equipment to be moved to foreign shores to fight the war.

Nearly half a billion dollars worth of property will be destroyed by fire this year. We have reached a point of callousness where unless the blaze reaches conflagration proportions, no one is concerned in the slightest degree other than a few harried firemen. Common behavior of Nazi war prisoners upon entering the United States is an expression of awe at the waste they see all around them—such as our habit of using paper towels and throwing them away! If they are shocked at our waste in such minor details, what would they think of our annual bonfire, which probably burns up more of our war materials than all the bombs our enemies could ever hope to drop on us?

It is time we considered this waste and did something about it—beginning with fire.

WHY LESS MILK?

Battling against tremendous odds brought about by wartime conditions, the dairy industry in the United States increased its production from 102 billion pounds of milk in 1937 to over 119 billion pounds in 1942. That means that even with the increase in population there were produced 45 quarts more milk for every man, woman and child in the United States in 1942 than in 1937.

"Then why restrict milk consumption now?" is the natural question of the homemaker. "There are two reasons why this is necessary," states E. M. Harmon, of the National Dairy Council. "The first is that more dairy products are necessary to keep American and Allied fighters in the best physical condition. Consequently, greater quantities of milk must be manufactured in concentrated forms, such as cheese, butter, and dry milk to provide the needs of the fighting forces."

"The other reason includes the increasing difficulties under which milk is being produced at the present. Feed, labor, and equipment shortages have become so acute that production has at last started to decline in spite of the greatest efforts on the part of the producer. This decline is being accentuated by the fact that prices of other farm products are such as to offer farmers a more profitable outlet for such feed and labor as is available. In the month of September there were produced 273 million pounds less milk than in September, 1942. That represents a decline of approximately one quart for every person in the United States. As long as present conditions continue to exist, milk production will decline, and the most careful conservation of this, the most vital of all protective foods, will be necessary."

FREE ENTERPRISE SCORES AGAIN

Improvements in petroleum refining come so fast that as soon as the 'best' process is developed, the industry is already at work on something better.

The latest of these improvements is the TCC process (thermo-catalytic cracking). This process is now available to the entire petroleum industry. Without its development and other catalytic processes, the United States could not now be winning the war.

Aviation engineers have known that lighter and more powerful engines could be built if a gasoline could be made that would burn smoothly, without knocking under high pressure. Iso-octane was discovered in the laboratory fifteen years ago and was believed to have such good properties that it could serve as the perfect fuel. It was given the number of 100 octane, and gasolines were assigned octane numbers relative to this standard.

One-hundred octane gasoline was not available in quantity, however, before the war, since most crudes do not naturally con-

THE POCKETBOOK of KNOWLEDGE TOPPS



IT TAKES 9,000 TIN CANS FOR ONE LIGHT ARMY TANK, 16 FOR ONE MACHINE GUN, AND 4 FOR USE IN A BOMB

IN ONE YEAR OF WAR A SINGLE AIRCRAFT CARRIER COST THE ENEMY 10 TIMES WHAT SHE COST UNCLE SAM

FIRE WOOD, CURED FOR A YEAR, WILL PRODUCE AS MUCH AS 35% MORE HEAT THAN GREEN WOOD.

A NEW PLASTIC APRON FOR WAR WORKERS SHEDS WATER, OIL, GASOLINE, MILD ACIDS AND ALKALIS AS WELL AS KODINE AND SIMILAR COMPOUNDS

FOUR CANS OF CRACKER IS SO NAMED BECAUSE ORIGINALLY THE CHIEF INGREDIENTS WERE MEASURED BY THE POUND

tain this type of fuel. For some years the petroleum industry has searched for processes that could convert crudes available into the product desired. Catalytic refining came just in time to meet the demands of war. Two years ago the Army and Navy joint requirements for 100 octane gasoline were 24,000 barrels a day; by the spring of 1942 they were 250,000 barrels. The present amount needed is a military secret, but it is much larger, and American oil companies are supplying it.

After laborious research and the expenditure of millions of dollars, the oil industry was able to take a product which was only a laboratory specialty costing \$25 a gallon, and turn it into a product which could be made at the rate of millions of gallons a day, selling at about 13c a gallon. Thus did American initiative and free enterprise score another victory—one that is actually preserving the life of this nation.

Retailing Grows Up

As postwar planning approaches the day of practical application, the role of retail distribution grows steadily more abundant. The Committee for Economic Development, representing the best thought that industry can put against postwar problems, is now considering the formation of a retail section on the theory that no community planning can be complete unless retail distribution, servicing, and similar groups are aware of the manufacturers' planning.

In a sense, the proposal to bring into closer cooperation producers of manufactured goods and retailers is little different than the cooperation which producers of food and retail distributors have enjoyed for many years, to the benefit of consumers. Anyone familiar with the food industry will recall the producer-consumer campaigns instituted by stores to help farmers dispose of surplus crops. Those campaigns were highly successful. The list of commodities that received marketing aid included practically every item on the family dinner table. In fact, many consumers were literally taught to eat nourishing food by the pro-

motional efforts of retailers during these campaigns that could translate abundance on our farms into improved eating habits.

The evolution of mass distribution continues in wartime. What is more logical than that the industry should apply the merchandising lessons of the past and thus contribute substantially to a progressively rising standard of living in the future? Part of its job will be to pass on to consumers the goods and services of the most efficient industrial nation in the world. Retailers have demonstrated an ability to match mass production with mass distribution. How far this combination will go toward reestablishing sound prosperity depends in no small measure upon the tax and regulatory policies of government, national and local.

BRIEFLY STATED

J. D. Cronin went to Ainsworth Tuesday, where a law suit in which he is interested with Wm. C. Smith, Jr., of Long Pine, comes on for trial Wednesday. The action is one for damages sustained by a soldier in a Bus truck collision near Ainsworth last April. The trial is expected to consume the balance of the week.

Pvt. Robert Miles left Sunday for Camp Abbott, Oregon, after visiting his wife, daughter and parents, Mr. and Mrs. G. E. Miles and other relatives and friends.

Mrs. Helen Starlin left Sunday for Bedford, Iowa, to visit relatives and friends. She will also visit in St. Joseph, Mo., before returning home.

Mr. and Mrs. Dick Robertson and family and Mrs. Sam Robertson and Raymond went to Omaha on Friday, returning home that same evening.

Mrs. Harold Lindberg returned Wednesday from Omaha, where she visited relatives and friends for a few days.

Mrs. Laura Myer and daughter, Mildred King, left Saturday for Indianapolis, Indiana, to visit relatives and friends.

Mrs. R. E. Gallagher, of Grand Island, arrived Sunday to visit her sister and brother-in-law, Mr. and Mrs. John Melvin. Five car loads of I. O. O. F.

Views of Congress
By Dr. A. L. Miller, M. C.

Examinations for West Point:

Notification has just been received from the Civil Service Commission that it will hold designation examination on January 22, 1944, to assist members of Congress in making their selections for appointment to the military and naval academies. Your Congressman has one appointment to make for entrance to the military academy at West Point in July, 1944. He will make that appointment on the basis of grades attained in this examination. Those receiving the four highest grades will be appointed principal and alternates in the order of their grades. Each candidate will be permitted to take the examination in a city near his home or, if he is already in the armed forces, at the station where he is located. Only sons of bona-fide residents of the Fourth District, Nebraska, are eligible for appointment of your Congressman. Those who desire to take this examination must advise me on or before January 1, 1944.

Causes of Manpower Shortage:

The Voice of Labor, published by the Central Labor Union of the North Platte Valley, quotes its former president, Al Keller, now employed at the Lockheed Aircraft Plant, Van Nuys, Calif., as saying: "McNutt's estimate of 25 per cent increase in production through improved utilization of available manpower is conservative. He should have said 33 1-3 per cent and his estimate would still be low. At least one-third of the men and women are standing around most of the time doing nothing. Thousands of men and women came here to do their part in the war effort. To see their time and ability wasted, is more than they can take. In the four months I have been here I have seen the turnover of my department mount to way over 100 per cent."

From all indications this condition is not limited to California. If we add to this surplus of industrial workers about the same percentage of government workers, who Senator Byrd's committee says could be dispensed with, we would not be having so much trouble getting workers needed on the farms.

More Regimentation:

Plans may soon be announced for price ceilings and the rationing of used cars. This will be another blow at the small garages, filling stations and used car dealers who have been struggling against odds to keep their financial head above the torrent of bureaucratic orders and directives.

Oil This Winter, Yes or No?

Under present conditions it is estimated that only wells in the hands of the big oil companies will be in operation in another six months. The small producer will not be able to make even a small profit, so will have to quit. Along with other members of Congress I have signed a petition to bring out a bill to force the Economic Director to recognize the plight of the small oil well operators and the threat of no gasoline or fuel oil for civilian consumption this winter. This bill would order him to advance the price of crude oil by forty cents a barrel, which would mean only a half cent per gallon increase in gasoline to the consumer. I feel that the consumer would much rather pay that increase and have gasoline and fuel oil than not to have it, no matter how cheap the quoted price.

Recent visitors from the District were the following: Mrs. B. T. Resler of Chadon, Miss Janet Nettie Dutton of Oshkosh, Mrs. Jo Anna Hall Appleton of Bridgeport, Earl H. Monahan of Hyannis, Mrs. D. T. Heynen, Miss Dorothy Heynen and Mrs. Amy K. Cardoni of Kimball, and Tom C. Allington of Sunol.

Members drove to Chambers on Tuesday where eight new members were initiated into the first degree of the lodge.

Cpl. Charles Worth left Wednesday night for Moore Field, Texas, after spending a fifteen day furlough here with his parents, Mr. and Mrs. Bob Worth and family and other relatives and friends.

Pfc. Pete Donohoe arrived Monday from Fort Ord, Calif., to visit his mother and other relatives and friends.

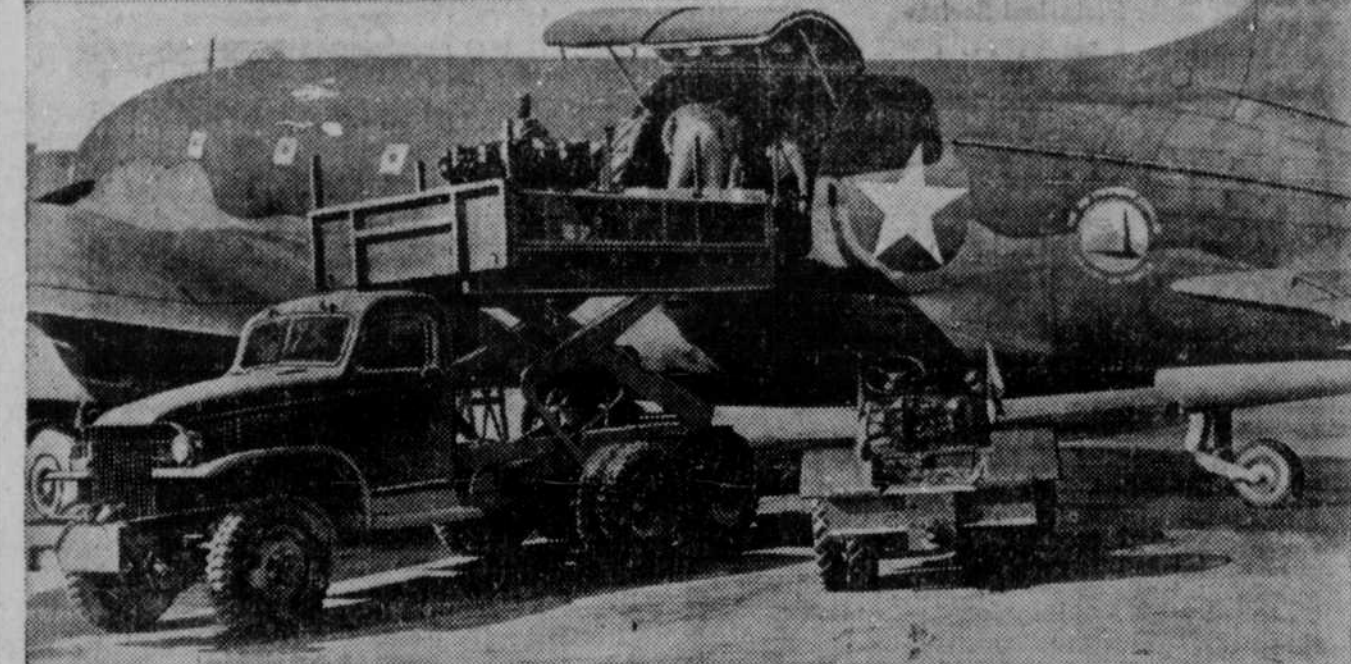
Lt. Neil Brennan left last Saturday for Fort Knox, Ky., after visiting his mother, Mrs. F. M. Brennan and other relatives and friends. Mrs. Brennan accompanied her son as far as Chicago, where she will visit Mr. and Mrs. E. A. Doyle and other relatives and friends.

Pfc. Leonard Hamilton, U. S. M. C., has been given a medical discharge and arrived home last Sunday from Balboa Hospital, San Diego, Calif. He is the son of Mr. and Mrs. Harry Hamilton of this city.

Mr. and Mrs. Dick Tomlinson returned home last Friday from North Platte, where they visited relatives and friends.

Joseph Weibel, one of the old-time settlers of the country south of Ewing, was an O'Neill visitor Monday and made this office a pleasant call, extending his subscription to January 1, 1945. Joe set a fine example and we hope that more of our readers will emulate his example and visit the cashier's desk.

Miss Margaret Howard, Mrs. Ena Fox and Miss Dorothy Larson left Thursday for Norfolk to attend the Northeastern Nebraska Assistance meeting.



ABOVE—The latest thing in transport trucks, one with special jackknife power hoist that loads the latest thing in transport planes, a huge C-46 Curtiss Commando. The truck platform can be raised or lowered to facilitate loading at different heights.

CENTER—The main cargo compartment of the Commando is shown here carrying a reconnaissance car, an anti-tank gun and a dozen or more troops. Total cargo capacity is greater than that of a standard 36-foot freight car.

BELOW—American Airlines tank truck refuels a Commando preparatory to a cross-country flight. Trucks like this are found at most of the nation's airports.



W. J. Froelich left Sunday for Chicago, after spending several days here visiting his wife and family. Mrs. Froelich and Mrs. Edward Campbell accompanied him to Chicago, where they will visit for ten days.

Miss Bonnie Reimers spent Sunday in Inman visiting her parents, Mr. and Mrs. J. H. Reimers.

Miss Margaret Jordan went to Butte on Sunday to visit her parents, Mr. and Mrs. M. V. Jordan. Pvt. Maurice Cavanaugh, Jr., of Camp Stone, Cal., arrived home Sunday to visit his parents, Mr. and Mrs. Maurice Cavanaugh and other relatives and friends.

Ray Bost left Wednesday for Lincoln to attend the graduation exercises at St. Elizabeth's School of nursing. His sister, Dorothy, is a member of the graduating class.

Mrs. F. N. Cronin entertained the Martez Club at a 7:00 o'clock dinner at the M. and M. Tuesday evening, followed by cards at her home. Mrs. C. F. McKenna, Mrs. C. E. Stout and Mrs. F. N. Cronin won high scores.

Pfc. John Gallagher, of Camp White, Oregon, arrived home Monday to visit his parents and other relatives and friends.

Miss Della Hagensick returned Monday from Denver, Col., where she had been attending business college.

Miss Shelia Barrett entertained members of the 4-H Club at her home Monday evening. The evening was spent informally.

Mrs. Mattie Soukup went to Omaha on Sunday to visit Mr. and Mrs. Bernard Matthews and daughter, Madge, for several weeks.

Mrs. John Fox returned Monday from Boston, Mass., where she had been with her husband, Pvt. John Fox, who was stationed there. He left recently for duty overseas.

Mrs. J. H. Hursh of Superior is spending the winter here with her son-in-law and daughter, Mr. and Mrs. O. M. Herre.

Mr. and Mrs. Gus DeBacker went to Omaha last Friday to attend the funeral of Mrs. DeBacker's aunt, Mrs. P. H. Mathews who died at her home in Omaha on Wednesday evening. Mrs. Mathews was 83 years of age at the time of her death. She was the mother of Mrs. James A. Brown, for many years a resident of this city, but now of Omaha, and Mrs. Mathews visited in this city many times while her daughter resided here and she has also visited Mr. and Mrs. DeBacker, since they have been residents of this city. The family were residents of Albion for many years, moving to Omaha about thirty years ago.

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AUCTION SALE

Having bought out the O'Neill Livestock Sales Barn, I will sell all my ranch equipment to the highest bidder at the ranch, 3 miles west of Danceland and 12 miles north of O'Neill, on

Tuesday, Nov. 23
Starting At 1:00 P. M. Lunch On Grounds

20 Head of Horses

One team of black mares, 6 years old, wt. 3000; 1 team of black mares, smooth mouth, wt. 3000; 1 roan mare, 4 years old, wt. 1400; 1 black mare, 4 years old, wt. 1400; 1 black mare, 3 years old, wt. 1400; 1 gelding, 3 years old, wt. 1400; 1 3-year old gelding, wt. 1400; 1 2-year old gelding; 1 3-year old bay pony mare; 1 3-year old running mare; 1 team of mares, coming 2 years old; 4 yearling mares; 1 fine spotted saddle horse, 4 years old; 1 narrow-tire wagon, 1 Percheron stallion, good. All mares bred to this stallion.

HARNESS, SADDLES, ETC.
Two sets of harness; 8 collars; a good stock saddle; bridles.

8 Dozen Leghorn Hens — bring chicken crates.
50 Tons of Hay, and Winter Range.
75 Bushels Wheat. Ton of Crushed Rock Salt

FARM MACHINERY, ETC.
Two good wide-tire wagons, like new; 1 mower; 1 rake, like new; 1 disc; 1 harrow; 1 hay rack, 10x18 feet, good; woven wire, barbed wire, and several hundred posts; 1 riding plow; 2 anvils; 1 bench drill; lot of good lumber; lot of broken up lumber; some wood; garden cultivator, and all kinds of other tools; 1 complete set of blacksmith tools; 1 narrow-tire wagon, like new; several feed bunks. One good Shepherd dog.

TERMS OF SALE
CASH, or see your banker before the sale. No property to be removed until settled for.

ED HALL, Owner
Auctioneers: Coleman, Moore & Moses
O'Neill National Bank, Clerk

BANKS AND THE WAR

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