

THE FRONTIER

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

One Year, in Nebraska \$2.00
One Year, outside Nebraska 2.25
Every subscription is regarded as an open account. The names of subscribers will be instantly removed from our mailing list at expiration of time paid for, if publisher shall be notified; otherwise the subscription remains in force at the designated subscription price. Every subscriber must understand that these conditions are made a part of the contract between publisher and subscriber.
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.)

LOOKING FORWARD

By Franklyn Waltman

Broken promises by President Roosevelt and his New Deal supporters have become the regular order of business to such an extent that the country is no longer shocked by such demonstrations of insincerity. It has virtually come to the point that only those old-fashioned people who have regard for truth expect New Dealers to keep their promises.

Undoubtedly this is the explanation for the failure of a recent column by the publicity director of the Democratic National Committee to attract any attention. In other days the column we have in mind would have been front page news and would have caused endless comment for days because he pulled the bed clothes off the New Dealers.

The Democratic publicity director or in this column undertook to defend President Roosevelt's endorsement as "liberals" of candidates Downey and Olson, despite their espousal of a crackpot scheme to devise stamped script, or what is called "funny money," to pay a pension of \$30 every Thursday to all over 60 years old. Senator MacAdoo characterized the scheme as a "cruel delusion of old and deserving people."

Tongues in Cheeks

The official Democratic spokesman, however, refused to be excited about the Downey-Olson crackpot scheme. He strongly indicated that the promises of these two New Dealers would be forgotten as soon as the gentlemen were elected. He thought it was quite a plan "with his tongue in his cheek for campaign purposes."

"Obviously," he added, "it is not the highest type of statesmanship to espouse a movement in which you do not believe for the sake of compassing an election," but he thought it was quite in order for the President to endorse candidates doing so.

Now, of course, that is according to the established New Deal ritual, as we have known it for the last five years. But none in the Roosevelt camp before has so brazenly and blatantly exposed it. Nevertheless it is good New Deal doctrine, carefully set forth in Assistant Attorney General Thurman Arnold's "The Folklore of Capitalism." This book is the New Deal Bible. It is to the New Deal what Adolph Hitler's "Mein Kampf" is to the Nazis.

Among his "Principles of Political Dynamics," Mr. Arnold writes that "institutional creeds, such as law, economics, or theology, must be false in order to function effectively" and he adds that "this paradoxical statement means that they must express contradictory ideals, and must authoritatively suppress any facts which interfere with those ideals."

Must Be False To Be Effective.
"The creed of any institution," Mr. Thurman writes in further explanation, "is public presentation of a drama in which the institution is the hero. The play is spoiled unless the machinery behind the scenes is carefully concealed. In this lies the explanation of the paradox that legal and economic principles must be false in order to be effective."

Mr. Arnold specifically applied his creed so that none might mistake his meaning. Speaking of former President Hoover, he says that "it was his sincerity that wrecked his Administration." As Frederick H. Stanchfield, former President of the American Bar Association, recently said: "no cause could die for a better religion."

Harry Hopkins with his famous wisecrack that the people were "too dumb to understand" expressed the same idea in subtler or more pointed language, while Hitler in his book puts it thusly:

"It is not the task of propaganda to weigh the various rights. It must, on the contrary, exclusively underline the new position."

Mr. Arnold and now the Democratic publicity director are spoiling

the play by failing to keep "the machinery behind the scenes carefully concealed." Mr. Arnold may be excused, for he committed his indiscretion while a professor at Yale. As for the Democratic publicity director, well, there was a time when he did not regard Mr. Roosevelt as a hero. Those words just probably slipped out.

Roosevelt Words Recalled

In all events, since with this the Roosevelt Administration, a creed "must be false in order to be effective" we can now understand what was written and said in the last five years. Now for the first time we can appreciate Mr. Roosevelt's 1932 declarations:

"I accuse the present administration of being the greatest spending Administration in peace-time in all our history. . . .
"I shall approach the problem of carrying out the plain precept of our party, which is to reduce the cost of current Federal Government operations by 25 per cent. . . .
"I propose to use this position of high responsibility (the Presidency) to discuss up and down the country, in all seasons and at all times, the duty of reducing taxes, of increasing the efficiency of government, of cutting out the underbrush around our governmental structure, of getting the most public service for every dollar paid in taxation. That I pledge you, and nothing I have said in the campaign transcends in importance this covenant with the taxpayers of the United States."
But, why go on? Similar quotations uttered during the last five years by Mr. Roosevelt and the New Dealers fill a book of several hundred pages. They were just actors on the stage, speaking their lines, with their tongues in their cheeks. The sole purpose was to be elected.

Just keep in mind, the next time the magic voice comes over the radio, that the New Deal proceeds on the principle that a creed "must be false in order to be effective."

BRIEFLY STATED

Lee Drayton of Norfolk was in O'Neill Friday on business.
Emmet Moore left Tuesday for Allen and Sioux City on a business trip.
Mr. and Mrs. F. N. Cronin and Mrs. P. B. Hartly spent Tuesday in Sioux City.
Mr. and Mrs. Deed Murphy have purchased a new Dodge sedan from Walt Stein.
Mrs. Carl Wittehen entertained the 9 FF Club at her home on Friday evening.
Mrs. Wm. Froelich left Friday for Chicago where she will visit for the next two weeks.
John Sullivan and Jim Gibson made a business trip to Lincoln the latter part of the week.
Mr. and Mrs. John Berger returned Monday night from a short trip to Omaha and Iowa.
K. B. Morrison and Pat Naughton spent the week-end in Lincoln, Nebraska, visiting friends.
H. B. Hubard was up from Lincoln last week looking after his varied interests in this section.
Mr. and Mrs. W. M. Costello, of Ewing, were looking after business in this city last Tuesday.
Mrs. Ralph Oppen will leave Thursday night for Omaha where she will visit Mr. Oppen until Sunday.
Miss Sabina Smith and Bernard Madison went to Norfolk on Friday where they visited relatives and friends.
Miss Calrissa Tequist spent the week-end visiting her parents, Mr. and Mrs. Charley Tequist in Spencer.
Gene Lenschmidt of Britton, S. D., arrived Sunday and is visiting at the home of Mr. and Mrs. Sumner Downey.
Mrs. Harold Rose and daughter, Norma who left last Friday for Omaha to visit friends, returned home Tuesday.
Mr. and Mrs. Chet Oursland and children drove to Volin, S. D., on Sunday and visited at the home of Mrs. Oursland's parents.
Mr. and Mrs. Ivan Kinsman spent Sunday in O'Neill visiting at the home of Mr. and Mrs. Frank Dishner and other relatives here.
Miss Grace Connelly left Thursday for Omaha where she will visit her sister, and family, Mr. and Mrs. A. M. Turner over the week-end.
Emmet Harmon returned Friday from Rochester, Minn., where he has been receiving medical atten-

tion at the Mayo Brothers Clinic.

Mr. and Mrs. Richard Walther returned Sunday from a two weeks vacation spent visiting relatives and friends in Omaha and Kansas City.

Judge and Mrs. R. R. Dickson returned last Thursday night from a two weeks vacation spent visiting in Excelsior Springs, Mo., and in Omaha.

Miss Elanore Kavam, Bennet Grady and Mike Hartly drove to Scotia on Sunday where they visited Miss Laura Jean Nelson returning home that evening.

Judge R. R. Dickson and Reporter McElhaney held short sessions of district court at Bassett and Springview last Monday, returning home that evening.

Chester Chichester of Winer, S. D., who has been acting manager of the Northwestern Bell Telephone during the absence of Mr. Walther left Sunday for his home.

Mrs. F. Streeter of Brunswick and Mrs. W. J. Baker of Plainview arrived Saturday night and visited over Sunday at the home of their son and brother, Mr. and Mrs. Dean Streeter.

Miss Bernice Burwell who has been employed here by the Interstate Power Company for the past three months, has been transferred to Albert Lea, Minn., and left on Friday for her new position.

Guild will meet Thursday, October sixth at two-thirty at the home of Mrs. J. D. Osenbaugh, Mesdames Wise, Peninthen and Johnson are assisting hostesses. You are invited.

Mike Horiskey drove to Grand Island Friday returning the same day with Billie Miller, Eddie Quinn, Grace Suchy and Mary Hartly. They all visited their respective families over the week-end, and were taken back on Sunday by Mr. and Mrs. Edward Quinn.

Mrs. Merle Hickey and Mrs. J. L. Sherbahn entertained sixteen guests at a seven o'clock dinner, followed by bridge at Mrs. Sherbahn's home on Wednesday evening. Mrs. H. L. Thomas won high score, Mrs. Bennet Gillispie, second, Mrs. Harrison Bridge the consolation and Mrs. Ralph McElvain the traveling prize.

Joe Jereske, living on the Gallagher farm southeast of this city, we are informed has some splendid corn this year that will make better than 25 bushels to the acre and of an exceptionally fine quality. Not all of his field will yield that much per acre, as the rains this year were mostly showers, there being very few general rains when the corn crop was badly in need of moisture.

THE NEBRASKA SCENE

By the Lowell Service
Lincoln, Nebraska—Conservatives, unobtrusively working in the western legislative districts and solidly organized in the cities, are making an energetic drive to control the next session of the legislature.

At the last meeting of the legislative council, this course of action became apparent. The efforts of the ruling faction of the council have been directed to protecting the present system of taxation, repressing any radical tendencies to increase the amount paid out in old age insurance, setting up a general county manager plan and making startling changes in the direct primary law.

The real objectives of the inner group were not disclosed at any of the meetings of the council. They were discussed openly in hotel lobbies. Linked with the gossip was an expressed intention of keeping close watch over the actions of Senator Norris during the next four weeks.

According to the records, \$4,437 has already been spent by the council, leaving a balance of \$10,562 remaining in the \$15,000 appropriation for the council's expenses.

Mr. and Mrs. Chet Oursland and children drove to Volin, S. D., on Sunday and visited at the home of Mrs. Oursland's parents.

Mr. and Mrs. Ivan Kinsman spent Sunday in O'Neill visiting at the home of Mr. and Mrs. Frank Dishner and other relatives here.

Miss Grace Connelly left Thursday for Omaha where she will visit her sister, and family, Mr. and Mrs. A. M. Turner over the week-end.

Emmet Harmon returned Friday from Rochester, Minn., where he has been receiving medical atten-

tion at the Mayo Brothers Clinic.

None of this money, in all probability, will ever seep back into the state treasury. The council expressed a desire to use this money, and to have the next legislature set aside \$15,000 more.

So far, Dr. R. V. Shumate has filed reports on the costs of state government. He prepared a treatise on the mine run of commissions, bureaus, and departments of state government, mildly critical of the present method of conducting the state's business affairs. He has been directed to prepare a report on the needs and expenses of state assistance, civil service for state employes, and to collect data on the costs of local government, and to report at a meeting of the council to be held in November.

Secretary Hugo Srb filed a report on the proposed repeal of obsolete and conflicting laws. A compilation of data on the homestead exemption legislation in the various states has been prepared by Mr. Srb, but for some reason it has not been given to the public.

The report of Dr. Shumate follows the style of the cub reporters who are assigned to the literary drudgery of condensing the voluminous reports of the state officials.

His discussion of the sales tax has aroused the criticisms of its advocates as being particularly amateurish. Sturdy opponents of the sales tax theory are equally dissatisfied with his efforts, according to statements made by W. B. Banning and others.

"There is nothing in the Shumate reports," declared a legislative adviser who represents insurance interests, "that has not been far more ably presented at former sessions of the legislature. Evidently there is a lack of knowledge of the work of past sessions and considerable ignorance of the

business conditions of the state. When it comes to discussion of the management of state business, Dr. Shumate's material is useless for legislative purposes.

According to pioneer advocates of the unicameral, no concerted drive is being made to elect liberals to the legislature. One of the close friends of Senator Norris predicted that there would be no effort made by the senator to in any way influence the election of legislators.

Admission by the conservative element indicated that the reelection of Amos Thomas of Omaha was expected. It was not denied that he was slated for the post of speaker. Hotel lobby chatter also coincided with the report that an organized effort, emanating from Omaha, would be directed to defeating Terry Carpenter for Lieutenant governor.

In several of the legislative districts, the fight has already started. Frank Sorrell in the Second is contesting with Senator Armstrong. Farmers and liberals are reported to be opposing the latter. In the Third district the conservatives are alarmed over the votes received by W. T. Metzgar who ran ahead of Fred Carsten, incumbent. Senator Nuernberger is having a real tussle with J. B. Rossiter of Walthill. In the Fifteenth district, the liberals show a tendency to support F. A. Uttecht over Carl H. Peterson.

Tom Lambert of Columbus is making a real campaign against the veteran, Dick Regan. In the twentieth district, Omaha influences have joined in the fight against Tracy L. Frost of St. Paul. The fight between A. M. Johnson of Doniphan and Senator Knickrehm of Grand Island will become more animated as time goes on.

Senator Hugh Ashmore of Pallas is expected to have a real fight with Charles Marshall of Grant. Harry L. Pizer of North Platte is in about the same situation, the contender being Charles R. Herrick of Curtis. In the Forty-third, Charles D. Green of Sidney is making a comeback fight against A. L. Miller of Kimball.

Word came from Washington that for the first quarter of the fiscal year, which began July 1, \$525,200 has been certified by the social security board for public assistance in Nebraska. This includes \$9,100 for aid to the blind; \$80,600 for aid to dependent children; and \$435,500 for old age assistance. The total amount of social security taxes paid by Nebraskans last year was \$3,185,200. The board reported that on July 1 the state of Nebraska had \$4,835,959 in the federal unemployment trust fund. September assistance grants allotted to Nebraska counties by the state board of control amounted to \$511,055. Of this amount, \$9,059 goes for the aid to the blind, \$103,740 for aid to dependent children, and \$398,255 for old age assistance.

During the research carried on last summer, aerial photography was used for the first time as an aid in locating archaeological sites, ac-


ording to Dr. Earl H. Bell, assistant professor of anthropology at the University of Nebraska. Dr. Bell says that the town of Pilger is located from ten to twelve feet above the remains of an ancient woodland village which is reckoned to have been in existence about a thousand years ago. These woodland people, Dr. Bell says, were very different from later dwellers in this region, and were characterized by a long, narrow skull. Their pottery and their arrow points both differ markedly from those of later times. Several mounds 60 feet long, 35 feet wide, and six feet high are now in process of excavation, and work on these is to be continued for several weeks.

Assistant Attorney General Edwin C. Vail will accompany J. A. Little, chief rate expert for the state railway commission, to Chicago late in September to attend a conference on western district livestock rates. From Chicago, Mr. Vail will go on to Washington September 28 to protest at a hearing before the interstate commerce commission the proposal of the Rock Island to abandon its line between Nora and Nelson.

Catherine F. McGerr, well known as a democratic worker, has filed as
(Continued to Page 5)

YOU ARE INVITED TO A SPECIAL SHOWING of Foundation Garments at Penney's Thurs., - Fri., - Sat.

Are you hard to fit? . . . you won't have any difficulties at Penney's! We've a complete variety of foundations and corsets—the correct style for every woman!



PENNEY'S
J. C. PENNEY COMPANY, INC. CORPORATION

Get The Habit Eat "MASTER BREAD" ... gives me Energy! . . . Always Fresh!

SPECIALS FOR SATURDAY

- MAPLE STICKS, Topped with Nuts, doz. 15c
- PIES, Chocolate, Coconut Cream, Banana or Lemon Cream, each 16c
- PEANUT FILLED BUNS, doz. 10c
- ASSORTED COOKIES, doz. 10c
- POTATO CHIPS MADE FRESH DAILY
- SUPER-CREAMED ICE CREAM

Is the newest kind of Ice Cream, made fresh daily in small quantities; frozen instantly and sold direct from the freezer to you.

McMILLAN & MARKEY BAKERY
And "STOP AND SHOP" One Door West

A LETTER from HOME



Welcome GIFT to the Former Resident
IN THIS NEWSPAPER

COUNCIL OAK STORES
YOUR FRIEND AT MEALTIME

FRIDAY and SATURDAY, Sept. 30, and Oct. 1.

Superb Hominy
For the keenest enjoyment you serve this fancy snow white hominy southern style. Fry in bacon grease and place in a side dish. Cover with Robb Ross maple flavored Syrup. The large No. 2 1/2 can of Superb Hominy for only 7 1/2c.

Dole's Pineapple
Dole's Plantation Brand has the true pineapple flavor because it is picked ripe. Keep a few cans on hand to serve with pork roasts; also for the down side up cake. This Saturday the large, No. 2 1/2 can at a special price of 17c.

Wheaties
"THE BREAKFAST OF CHAMPIONS"
For the greatest enjoyment serve this "Breakfast of Champions" with bananas and cream. For this sale 2 pkgs. of Wheaties for 21c.

Tomato Juice
Campbell's Tomato Juice is a most delicious and refreshing appetizer. Stock up on the big 20-oz. tins at a special price of 8c.

Evaporated Peaches
When select quality peaches are stewed many prefer them to fresh or canned fruit for a change. You will be delighted with the bright, meaty peaches we are selling at a special price of 12c per lb.

Preserves
Strawberry and Raspberry Preserves in the large, 24-oz. jar at a special price of 18c. A delicious spread for bread, hot biscuits and for a cake filler.

Council Oak Bread
Council Oak Bread is a bread that satisfies. In our model bakery there is no scrimping on the essential ingredients required for delicious, wholesome bread. A wide variety and baked fresh daily.

Catsup
Council Oak Tomato Catsup adds to the enjoyment of the meat or fish course. Also enjoyed in salads and casserole combinations. The big 14-oz. bottle at a special price of 10c.

Green Beans
Cut Green Beans. Deliciously tender and free from strings. Packed in a full No. 2 can and a very special value at 9c per can.

Superb Red Salmon
Fish that is firm in texture and rich in oil and flavor. The red color of this sea food delicacy makes it desirable to serve cold and in salmon loaf. This fancy salmon in the tall can at a very special price of 19c per can.

Council Oak Coffee
Have you tried this excellent blend? The everyday price is 25c per lb. or 3 lbs. for 73c. The bags may be exchanged for useful premiums.

Clothes Pins
We suggest you at once enter polished maple clothes pins on your want list. You can always use a few cartons at the low price of 2 cartons for 9c.

Super Suds
Buy one dime package of Blue Super Suds and one Large pkg. of Blue Super Suds. The combination price for both packages is 21c.