

INTRACITY TILT TO OPEN SEASON

Eagles and Cardinals to Meet Friday in First Home Game

An intracity tilt will open the 1946-'47 home basketball season here tomorrow (Friday). The St. Mary's Cardinals, with one game under their belts, will go against the O'Neill Eagles in the public school gymnasium. It will be the season's debut for Coach F. E. Saindon's Blues, who have been drilling hard with a view towards going places this winter. Saindon has announced a probable starting lineup as follows: Dick Tibbetts and Bob Matthews, forwards; Ike Saindon, center; Dick Hungerford and Gordon Elkins, guards. It is the same starting combination that he used last year. The inexperienced Cards will put a quint on the floor saddled with freshmen. Graduation last

spring took a heavy toll in the Card cage camp. The reserves from both schools will tangle at 7:30 p.m. and the main event goes on at 8:30. The O'Neill high school band will play. Cards Entertain Trinity. Go to St. Joseph's — St. Mary's will entertain Holy Trinity of Hartington here Sunday at 2:30 p.m. The two parochial schools have enjoyed cage rivalry for a number of years. Next Wednesday the Cards travel to Atkinson to face the strong St. Joseph's academy quintet, a perennial power in north-central Nebraska cage circles. Eagles Go to Bassett Tuesday — The Eagles will go to Bassett next Tuesday evening and play Atkinson at Atkinson on Friday, December 20, before knocking off for the Christmas vacation. EWING NIPS OSMOND EWING — Coach Marvin Miller's Ewing Tigers nipped Osmond 26-25 here Tuesday night after the Osmond quint had tossed a scare

SPORTS

INMAN SINKS ST. MARY'S 26-12

INMAN—It was curtains up for both teams here Tuesday night as Inman turned on the heat to spill the St. Mary's Cardinals of O'Neill 26-12. Inman's Mossman led the scoring column with 10 points. The Cards, with inexperienced hands in most departments, had difficulty moving into high gear. The gymnasium was packed. Pat Hickey, Shorty Miles, Dick McNichols, Ed Hynes, Dan DeBacker, Jim Marne, Jerry Tomjack and Tom Hartly saw service for the academy. St. Mary's reserves won a preliminary, 25-21, with Hartly and DeBacker rolling up 10 points apiece.

Atkinson Balers Produce 39-27 Win

NELIGH—The Atkinson Balers spanked Neligh 39-27 Tuesday night after holding a 21-10 half-time advantage. Keating and Kirkpatrick were outstanding for Atkinson. In a preliminary, the Atkinson reserves won from the Neligh seconds, 15-8. Try THE FRONTIER classifieds the next time you want to buy, sell, or swap.

O'NEILL HIGH SEES GOOD SEASON

7 Veterans Give Bright Outlook to Eagles; Cool Rehearsals

Basketball prospects are bright in Coach F. E. Saindon's O'Neill high school cage camp, despite a pre-Christmas warmup without the benefit of auditorium heat. Basketball was the first subject to suffer when public school officials found it necessary to conserve fuel during the recent coal strike. Thirty-three candidates, including seven lettermen, have reported to Saindon. Most of the veterans saw plenty of first-string service with the Eagles last year, so Saindon has hopes for a winning combination. The vets include Dick Tibbetts, Bob Matthews, Gordon Elkins, Dick Hungerford, Bill Hartman, Saindon and Van Every. Promising inexperienced talent includes Bob Erwin, Ralph Morrow, Herman Osborne, Dick Sodel, Dick Sweeney, Ardell Bright, and Dick Remy. The schedule: December 13—St. Mary's academy, here; 17, Bassett, here; 20, Atkinson, there.

January 6—Page, here; 8, Ewing, there; 10, Neligh, here; 21, Inman, here; 15-16-17, Elkhorn valley, tournament; 24, Ainsworth, here; 27-31, Holt county tournament, here. February 4—Bassett, here; 7, Plainview, here; 11, Creighton, there; 18, Ewing, here; 21, Ord, there; 25, Ainsworth, there.

ATTEND CAGE CLINIC Cagers from both O'Neill high school and St. Mary's academy

attended a basketball clinic at Broken Bow December 2. The clinic was conducted by Coach Eddie Hickey, of Creighton university, Omaha, and members of

his Bluejay basketball squad, who helped Hickey demonstrate coaching tactics. Try a FRONTIER want ad!

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- 12 — Brand New One-Row
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MANAGER

AUCTIONS EVERY THURSDAY

"Plan your work and Work your plan"

Long winter evenings bring families together after chores are done. Then there's time for serious talks and good fun. In December there's opportunity, too, to review the results of the past year's work . . . to make plans that can be carried out efficiently in the year that lies ahead. Proper planning uncovers new opportunities in any business. With experience, know-how, and plain "horse sense" to draw on, plan-making should not be difficult. You think back with pleasure on your good crops . . . on how well your livestock or poultry programs turned out. You remember little things that made them profitable, or caused a loss. With this in mind, you look ahead and decide on next year's crops and rotations. You think of ways to improve your livestock operations. You make provision for the purchase of breeding stock, seed, machinery, fencing and equipment. You consider your problems from all angles. That's the way a sound plan is made. Then you set your course and stick to it. What's true of the individual farm or ranch is true of any business, small or large. We at Swift & Company well know that we, too, must plan our work and work our plan. Our business inter-



ests are many and varied. Without a plan and good business records, we would be almost certain to run into serious losses because our profit margin is small. But by planning carefully, diversifying and working efficiently, we—like you—hope to increase our earnings in the future.

To all our friends on America's farms and ranches, we at Swift & Company wish

a Merry Christmas and a Happy New Year

John Holmes, President

TAKE TIME TO SAVE TIME

by L. S. Hardin, Purdue University

There is a labor-saving or labor-wasting way to do every farm job. Because we use too many old, hard ways, we waste 15 to 25 percent of our time. Greater attention to how we do our jobs can save time and work. Ways of doing livestock work easier, faster and better are especially needed. Most farmers still use almost as much work to make 100 pounds of pork, beef or milk as they did 25 years ago. Yet, thanks mostly to machinery, we have reduced crop work one-fourth to one-half during the last 25 years. Alert farmers are simplifying farm jobs, cutting chore time 15 to 50 percent. Five Indiana farmers, by carefully planning their work, are raising market hogs with one-quarter the average hours of labor. A Minnesota farmer rearranged his barn, adopted correct milking practices, saved 300 hours of work and 138 miles of walking a year. By rearranging his watering system, a poultry man saved 22 miles of walking a season. Some farmers are making hay in 90 man-minutes per ton. Others, using similar equipment but harder ways of working, spend twice the time. What these farmers are doing, others can do, too. Know just what you want to accomplish. Figure out how to do a job the easiest, cheapest and best way. Cut out those unnecessary steps, combine jobs, rearrange barns and lots, work out more convenient chore routes, keep equipment busy, choose new equipment that suits your farm. Give new practices a fair trial. You'll find the easy way is the best way. Small improvements add up to days and dollars saved. Five minutes wasted a day equals 3 days a year; 5 steps a day amounts to a mile a year. With costs rising and profit margins due to shrink, we can well afford to take time to save time.

Soda Bill Sez: . . . worriers die young; thinkers live long. . . a brain is no stronger than its weakest think.

Things are NOT always as they seem

Which is the longer—the top line of the top figure, or the bottom line of the bottom figure? Well—measure them and see! Similarly, in the livestock-meat industry, conclusions based on a quick glance at a situation are not always so. A case in point is the "spread" between prices paid for livestock and the price received by the meat packer for the meat. The fact is that this spread is narrow. Out of every dollar Swift gets from the sale of its products, 75 cents, on the average, is returned to producers. Can you name another business that returns such a high percentage of its sales dollar to producers of raw materials? Can you name any other business that performs so many essential services with the twenty-five cents left from that sales dollar? The twenty-five cents pays all business costs. Livestock-buying expenses, slaughtering, refrigeration and processing. The cost of selling the meat and delivering it to thousands of markets all over America. Necessary supplies, such as salt, sugar, barrels, boxes, paper. Ever-present taxes, etc. After all these expenses are paid, Swift's share averages, over a period of years, less than 2¢ on each sales dollar. This amounts to a fraction of a cent a pound of product handled.

OUR CITY COUSIN

For eating most at Christmas dinner City Cousin was the winner. All the other children howl, "No fair, he won on a fowl!"

Martha Logan's Recipe for ROAST TURKEY

Place stuffed turkey on a rack in an open pan. Do not add water and do not cover. Roast in a preheated, slow oven (325°F.) according to following schedule:

8 lbs. stuffed weight	18 minutes per pound or 2 1/2 hours
12 lbs. stuffed weight	15 minutes per pound or 3 hours
14 lbs. stuffed weight	14 minutes per pound or 3 1/4 hours
15 lbs. stuffed weight	13 minutes per pound or 3 1/2 hours

Sausage Bread Stuffing

1 pound sausage meat	2 tablespoons diced onion
2 eggs	1 teaspoon salt
1 cup milk	4 tablespoons chopped parsley
7 cups bread crumbs	1 cup diced celery

For a 12 to 14 pound turkey
Pan fry sausage until brown. Drain. Beat eggs slightly. Add hot milk. Mix remaining ingredients and pour over them the egg mixture.

PUBLIC SALE Town Lots

The voters of the County at the last Primary Election having approved the sale of the property hereinafter described, the County Board of Holt County has ordered a public sale thereof to be held on

Wednesday, Dec. 18th

at ten o'clock A.M. at the front door of the Court House in O'Neill, Nebraska. The property to be sold is described as the South Eighty-three and one-third (83 1-3) feet of Lots 13, 14, 15, and 16, in Block 10, of O'Neill, Holt County, Nebraska.

This is the unimproved southeast corner of the block on which the Court House stands. This will make an ideal residential location, two blocks from the center of town and one block to the post office and the public school.

The property will be sold to the highest bidder for cash subject to the approval of the County Board. Sale will remain open one hour.

Andy Clark
Supervisor

A DOLLAR SAVED IS A DOLLAR EARNED

This true old saying has been an important guide in the business philosophy of Swift & Company right from the beginning of our history. And it always will be, because that is the only way anyone can make money in the meat packing business. In no other business that I know of is there such a narrow margin of possible profit. In the purchase of livestock, for instance, our buyers compete with buyers representing 3,500 meat packing plants and 22,500 other commercial slaughterers. Then, we sell our products in competition with the same 26,000 slaughterers with whom we compete when purchasing the livestock. Because of this constant competitive pressure from both sides, our profit margins are very narrow. Thus, to make money we have to save money. Yes—we, too, have to "plan our work and work our plan." That's why we are forever checking our operations to increase efficiency . . . to eliminate waste . . . to do our job better. That job is to process and distribute more than six and one-half billion pounds of meats and other products each year. Only on such a volume of business can tiny savings per pound add up to the profit which keeps us in business.

F.M. Simpson
Agricultural Research Department

See This New Film!

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