

THE FRONTIER

O'Neill, Nebraska
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Editor and Publisher

Entered the Postoffice at O'Neill, Holt County, Nebraska, as second-class mail matter under the Act of March 3, 1879. This newspaper is a member of the Nebraska Press Association and the National Editorial Association.

Established in 1880
Published Each Thursday

Terms of Subscription:
in Holt and adjoining counties, \$2 per year; elsewhere, \$2.50 per year.

INMAN NEWS

Harry Johnson and son, Clifford, of Newport, spent Wednesday afternoon and evening visiting Mr. and Mrs. Bill Butterfield.

Richard Roberts, of Ewing, spent Monday evening visiting his grandmother, Mrs. Kate Smith.

Donald Keyes came Tuesday from Springfield, where he has been employed. After March 1, Donald and his father, Karl, will return to farming.

Joe Gallagher returned from Omaha Saturday where he has been visiting his sister, Mrs. Neal Chase.

Miss Bea Gallagher went to Omaha Tuesday to spend a few days visiting her sister, Mrs. Neal Chase.

Mrs. Anna Smith left Sunday for Lincoln, where she will visit her sister-in-law, Mrs. Eva Murten, who has entered Bryan Memorial hospital for surgery.

Mr. and Mrs. John Watson, of O'Neill, visited in the Ira Watson home Sunday afternoon.

Mr. and Mrs. Vern Butler and children, of Neligh, spent Sunday with Mr. Butler's parents, Mr. and Mrs. A. N. Butler.

Mrs. Howard Miller, of Ewing, is caring for her mother, Mrs. Etta Trowbridge, in the Anna Smith home while Mrs. Smith is in Lincoln.

John Carey left Monday for his home at Henderson, Ia., after visiting his parents, Mr. and Mrs. Pearl Cary.

Robert Retke returned Thursday from San Francisco, Calif., where he has been visiting relatives.

Harmony Meets — INMAN — The Harmony club met Tuesday afternoon with Mrs. J. T. Thompson, sr. The afternoon was spent visiting and a luncheon was served by the hostess.

Mrs. Coleman Hostess — INMAN — The LL club met Wednesday with Mrs. George Coleman, sr. The members spent the afternoon sewing. At the close of the afternoon a lunch was served.

Try THE FRONTIER classifieds the next time you want to buy, sell, or swap.



NOTICE:

Dr. Edw. J. Norwood, O. D., Optometrist, from Crawford, Neb., will be in O'Neill on February 28 at the Golden Hotel. 39-41
Eyes Exam'd-Glasses Fitted

DANCE

At SUMMERLAND
Ewing
Sunday, Feb. 16
Music by
HANK WINDER
and His VSA Orchestra

PRAIRIELAND ... TALK

By
ROMAINE
SAUNDERS
ATKINSON
Route 5

LINCOLN—Under the influence of a steady gale from the arctic circle the concrete had become treacherous in spots. I don't know how better to picture the resultant street scene than to borrow from an old school book.

Mary went to the frontdoor last evening to see if the paper boy had come. She had been addressing me for the purpose of correcting what she pleased to call my "cold molasses" style of moving around. As she opened the door, she remarked, "I like to see a body move quickly, prompt, emphatic..." That was all; then I heard someone bumping down the steps in a most prompt and emphatic manner, and I reached the door just in time to see Mary sliding across the sidewalk in a sitting posture. I suggested, as she limped back to the door, that there might be such a thing as too much celerity; but she did not seem inclined to carry on the conversation and I started for my office.

Right in front of me on the slippery sidewalk strode two independent knights of St. Crispin. They were talking over their plans for the future, and as I overtook them I heard one of them say: "I have only my two hands to depend upon; but it is fortunate enough for any man who is not afraid to work. I intend to paddle my own canoe. I believe I can make my own way through the world..." His feet slipped out from under him and he came down in the shape of a big V. I told him he never could make his way through the world in that direction, unless he came down harder, and if he did he would come through among the "heavenly Chinese." He was grateful for the interest I manifested, and invited me to a place where ice never forms on the sidewalks.

Then I slid along behind a loving couple on their way to hear Madame Anna Bishop. Their hands were frozen together. Their hearts beat as one. Said he: "My own, I shall think nothing of hard work if I can make you happy. It shall be my only aim to surround you with comfort. My sympathy shall lighten every sorrow, and through the path of life I shall be your stay and support; your..." She stopped. His speech was too flowery for this climate, and as I passed she was trying to lift him up.

Two lawyers coming from the courthouse next attracted my attention. "Ah," said one, "Judge Foster would rule that out. We must concede the first two points. We can afford to do it if evidence sustains us in the third, but on this position we must make one firm stand, and..." His time was up. I left him moving for a new trial.

What a lesson the ice teaches us. How easy is man controlled by circumstances, and the attraction of gravitation. What a sermon might be based...

I got up and took the middle of the street to prevent further accidents.

It has been known as Boulder dam long enough to serve the vindictive purpose of small souls and the proposal to restore the original name to that masterful work of engineering could hardly be objected to. Mr. Hoover has emerged from unjust, censorious blame to loom large in recent years; has been big enough to sacrifice personal interests and respond to the call where he could serve his country and the cause of humanity.

It will take something more than a few crafty spies from insane Europe to overthrow the government of the United States.

I am not one to belittle anyone's religious connections though undoubtedly some demagogues make a racket of it, but those deluded dupes down there below the Mason and Dixon line who drink strychnine, toy with rattles and copperheads, as a part of their creed, should have their heads thumped to see if they could contain a modicum of sense.

Assessor L. G. Gillespie was in Lincoln a few days last week looking in on the legislature Wednesday and participating in the deliberations of the assessors' association Thursday and Friday. Mr. Gillespie came from O'Neill with his son, Bennett Gillespie, who took in a gathering of Skelgas dealers in the capital city.

About everything except sugar and rents has been rescued from the OPA price control with satisfactory results, leaving little excuse for ration book number 4 to continue cluttering milady's purse.

The glamorous "World of Tomorrow" built once on Flushing Meadows was ignominiously submerged in the tragic reality of the world of today.

Nothing is quite up to its advertised merit—honest advertising laws to the contrary just the same.

Try FRONTIER want ads!



PAPAPLEGICS REFUSE TO BE GROUNDED

Though confined to wheel chairs by war-inflicted back injuries, these three patients at a Veterans Administration hospital at Memphis, Tenn., refuse to be grounded. Russell Heriford (right) exparatrooper from Thornfield, Mo., bought the new plane and cut his two air-minded buddies, Herbert Pauly (left), Washington, Ia., and

Shiegmitsu Suyetani (center), Seattle, Wash., into his flight training schedule. Their instructor, R. S. Weaver (standing) says all three will solo soon. None had previous pilot instruction. Pauly was hit by a sniper near Bastogne. The American-born Japanese was wounded in Italy while serving with the famed 442d combat team.

Complete Lesson Study

AMELIA—The Amelia Progressive club met last Thursday at the home of Mrs. Vern Sageger with 16 members and one visitor present. The lesson "Avoiding Property Losses and Tangles," which was begun at the last meeting, was finished at this session. A covered dish luncheon was served at noon.

Entertain Mothers, Friends

AMELIA—The Live Wire Girls 4-H club held a party Thursday evening at the home of their leader, Mrs. Vern Sageger. The girls invited their mothers and a few friends as guests. Some demonstrations were given and games were played. Mrs. Sageger gave a report of her trip to Lincoln.

Mrs. Daniel Sullivan, and week here with Mrs. Sullivan's daughter, Rita, returned Tuesday mother, Mrs. Ross Ridgeway, who to St. Libory after spending a was ill.

McCARVILLES Luggage Headquarters

ALL SIZES FROM OVERNIGHTS - 3.48 TO METAL LOCKER TRUNKS - 13.95 * TAX INCLUDED
McCarvilles CLOTHING : READY-TO-WEAR : SHOES

Check for \$981,660,783



On rural routes everywhere in America, on sunny highways of the north, on sunny by-ways of the south, live the 5,500,000 ranch and farm families who produce America's supply of food. It's a big supply, too, the greatest in the world. From your farms and ranches in 1946 came livestock, dairy and poultry products and crops to the value of about twenty-three billion dollars, according to latest available government estimates. Meat animals and dairy and poultry products accounted for about 60 percent of the total farm cash income, current estimates reveal. Agriculture, the nation's most essential industry, is "big business" in every sense of the phrase.

Of all your cash income last year, \$981,660,783* came from Swift & Company in payments for livestock and other agricultural raw materials. We purchased your livestock and other products and converted them into millions of pounds of quality meats, valuable by-products, other foods and products. Part of the money you received

from Swift came from our meat packing plants, dairy and poultry plants and buying stations. Another portion of the money paid out by us was for soybeans, cottonseed, peanuts and other raw materials. Swift provides a wide, ready, year 'round market for your livestock and other products—and out of every dollar we receive in a year from sales, we return, on the average, 75¢ to you. Last year, 1.3¢ out of each dollar of sales was profit. Part of this amount was paid out as dividends to the 63,365 shareholders as a return on their investment. Part was retained in the business for future needs.

Returns for Savings. It is not the investment of a few rich people that has built Swift & Company, but the pooled savings of 63,365 people. Among them you'll find farmers, ranchers, lawyers, doctors, mechanics, business people—folks from every walk of life... including 29,941 women. The savings these shareholders have invested in Swift & Company provide the plants and facilities—the tools with which we handle your products. The return for their thriftiness comes to them as dividends paid out of the company's profit. In 1946 that dividend amounted to \$1.90 a share.

Soda Bill Sez: ... what's wrong with people is not their ignorance, but the number of things they know that aren't so.

For People... By People We at Swift & Company think of our business as being owned by 63,365 people, the shareholders and their families, and operated by 66,000 employees. We provide essential services for agricultural producers and many other large groups of people. Employment is created for other thousands who work for railroads, trucking firms, livestock commission houses, stockyards companies, and the suppliers who furnish us salt, sugar, boxes, barrels, machinery and a thousand-and-one other things. A part of the business of thousands upon thousands of retailers everywhere in the nation is in purveying Swift's quality meats and other products to millions of American families. In return for all the effort that made these services possible, the folks who work for Swift earned \$164,013,099 in wages and salaries in 1946. This sum is 88% of the total remaining after all bills except taxes were paid, and is ten times more than the company's total net profit.

FEED VALUES ARE SOIL VALUES by Wm. A. Albrecht University of Missouri Recently a farmer friend of mine told me, "I've moved to another farm where I get bigger yields in all my feed crops. But even though I shovel much more corn and pitch a lot more hay, I can't get my calves to market as early. I'm just not growing as much meat per acre." This man doesn't realize that feed value is no indication of feed value. Livestock will not gain more on larger rations unless the feed value of any crop is derived from the basic plant food elements found in the soil. The crop must first build up the woody structure that makes up its bulk. Then, if soil conditions are right, the plant will store up a supply of the raw materials of protein, vitamins, and mineral compounds. Thus, whether a crop offers anything more than bulk and fattening power depends on the condition of the soil on which it grew. Livestock may be fed great quantities of feedstuffs produced on poor soils and still fail to gain weight. It is soil that has been guarded against erosion, fertilized properly, and carefully managed, that grows nutritious crops. Such soil will produce crops that give better feeding results and make more meat per acre. Swift & Company UNION STOCK YARDS, CHICAGO 9, ILLINOIS Nutrition is our business—and yours

"WHERE DID THAT \$1,308,364,155 GO?" During 1946 Swift & Company received \$1,308,364,155 from the sale of its products and by-products. By the end of the year the Company had earned a net profit of \$16,394,739, which is slightly less than 1.3¢ on each dollar of sales. What happened to the rest of that money? Well, the largest part was paid to farmers and ranchers who sold us livestock and other agricultural products. They got \$981,660,783* or 75¢ out of the average sales dollar we received for products sold, including all by-products such as hides, wool, soybean meal, etc. The next largest portion of our sales dollar went to all Swift employees. Their share of the dollar was 12.6¢. Fuel, barrels, boxes, paper, salt, sugar and other supplies took 4.8¢ out of the average dollar. Transportation took 2¢ (Meat travels, on the average, over 1,000 miles from producer to consumer.) Taxes took another 1¢. All other expenses, including depreciation, interest and miscellaneous business costs, amounted to 3.3¢. All these costs taken out of the sales dollar left 1.3¢. This was Swift & Company's net profit in 1946—a profit of only 1/4 of 1¢ on each pound of the millions of pounds of products and by-products handled. Wm. B. Traynor, Vice President & Treasurer

Special HOME GUARD LINOLEUM FINISH Reg. Low Price \$1.19 Qt. SALE PRICE 69¢ QT. Long-wearing, crystal clear finish for felt base and inlaid linoleums. This mar-proof finish will not discolor the most delicate patterns—dries hard in one hour. Gambles