

THE FRONTIER

D. H. Cronin, Editor and Proprietor

Entered at the Postoffice at O'Neill, Nebraska as Second Class Matter.

ADVERTISING RATES:
Display advertising on Pages 4, 5 and 8 are charged for on a basis of 25 cents an inch (one column wide) per week; on Page 1 the charge is 40 cents an inch per week. Local advertisements, 10 cent per line first insertion, subsequent insertions 5 cents per line.

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.

OBSERVATIONS

If Governor Bryan and his democratic legislature do not carry out the other pledges in the democratic platform with more sincerity than they are the one about the abolishment of the Nebraska code departments those confiding ones who voted democratic last fall are due for a rude awakening. The governor has long and loudly advocated doing away with the code departments, but the governor's bill does not return the duties to the constitutional officers as he had promised, but merely switches the departments around a little and changes the titles of the secretaries, who still remain appointive by the governor.

If the income and sales tax bills now in the legislature are passed the unemployment problem is solved immediately they become laws, for the bills provide for monthly collections by the counties and the state. Under them County Treasurer Conklin would require twenty or thirty additional clerks and a couple of policemen and investigators, and a whole army would be needed by the state treasurer at Lincoln. The bills exempt farmers and bankers on the theory that neither have any money any more.

If the beer bill passes the United States senate in time, a bill will be introduced in the Nebraska legislature to repeal the state enforcement act, regardless of the statements of the wet leaders.

There have been less defalcations and violations of public trust among elective and appointive officials of state, counties and municipalities of Nebraska under the present salary schedules than under the previous lower ones, according to court records.

A former Holt county boy is going to be one of the real big stars of the movie industry within the next two years. He is Lyle Talbot, who formerly resided near Chambers on a home-stand with his parents, Mr. and Mrs. Henderson. The Hendersons were old troupers and while at Chambers joined up with the Walter Savidge carnival company, with which Lyle received his first dramatic training. Savidge then was at Ewing. Later Lyle appeared with Chase Lister, Clint and Bessie Robbins, Elwyn Strong and many other troupes of like character. Talbot's parents now reside in Omaha and one of the Omaha papers carried a feature story of them several Sundays ago. Lyle played with stock companies at the Brandies for a time and he gets lots of local publicity whenever pictures in which he appears come to town, as he was a graduate of Tech High and known to thousands of Omaha's younger set. Talbot has one of the most extensive personal acquaintances of any of the movie stars. Through his long experience with Savidge and the others playing the small towns of the west Talbot knows personally more people in Nebraska, Iowa, the Dakotas, Kansas and Missouri than any politician in any of these states, and incidentally he has had more real western experience than Will Hart, Tom Mix or any of the other movie western characters, although the movie folks don't know it. Warner Brothers featured him with others in an illustrated ad in the big mid-winter edition of the Los Angeles Times of January 3, and the Tournament of Roses. Notwithstanding his rapid rise Talbot hasn't gone "high hat," according to Nebraskans who met him at the Notre Dame and Pittsburg football games where he sought them out and was the same genial and unobstantious young fellow known to hundreds and hundreds of the young folks of O'Neill and Holt county. His address is care of Warner Brothers, Hollywood. L. C. P.

ECONOMIC HIGHLIGHTS

General

As the year gets under way, business shows a determination to balance budgets and make both ends meet. New retrenchment is anticipated. Heavy industries are still sluggish. Surpluses of raw materials are formidable, with stocks of finished goods low. This over supply of raw materials, plus reduced buying power, darkens the business picture at present.

Best sign is the mental attitude of business—it is entering the new year with more real morale and honest confidence than for several years past. Securities and commodities, of late, have shown considerable strength and the fact that depression has forced on industry a new meaning of efficiency should cause earnings to jump fast when the turn comes.

The Farm

Expectations are for better grain prices in 1933, unless production is heavily increased. The winter wheat crop is forecast at 400,000,000 bushels, smallest sowing since 1923. The cotton crop is expected to total 24,000,000 bales, smallest in five years.

Livestock market and price level reported firm.

Industry

Raw steel output in 1932 was 13,000,000 tons, lowest since 1900. Steel mills operated on an average of 19.41 per cent of capacity.

Heavy engineering construction contracts for the last week of year rose to \$38,329,000, a weekly figure surpassed but twice during 1932.

Confidence is expressed that oil industry is at last working out of depression. Supply has balanced demand, a relative degree of price stability has been reached. Since 1930 crude inventories have been reduced by 88,000,000 barrels.

Shippingmen look to the future with hope, as a result of the Sixth National Merchant Marine Conference. High government officials favoring continuance of Federal aid for maintenance and protection of the Merchant Marine.

New official figures show that copper production in 1932 was about one-half of 1931 and that refinery production was 54 per cent lower.

Full-fashioned Hosiery Manufacturers Association of America, Inc., favors 30-hour work week, and bill limiting operation of any equipment in excess of 12 hours per day.

The rail wage controversy grows more intense. The \$200,000,000 deficit incurred by Class 1 lines last year has made drastic economy unavoidable, and it is believed that wage cutting is one of the few possible ways to achieve this.

Automobile interests prepared to make a strong bid for better business this year. They point to the new low price levels, the improved products and the obsolescence of so many cars now in use as justification for optimism.

Congressional leaders of both parties now considering advisability of broadening powers of the R. F. C. to give it wider discretionary authority in making loans to railroads for their immediate needs.

Abroad

In general, Canadian business conditions show no improvement. Central American situation improved due to exports of new coffee crop. Chilean situation somewhat less optimistic, with manufacturers reducing output. Confidence reviving in Italy, largely due to successful crops, fairly stable employment and improvement in some industries. In Mexico improvements of early fall are continuing. Philippine export trade continues stagnant. Sweden showing encouraging increase in exports; however, prices are lower and exchange unfavorable. Abandonment of the gold standard by the Union of South Africa has virtually suspended foreign business, while domestic trade is boyant and gold mining shares have registered rapid rises.

JOB INSURANCE FAILS

Washington Post: Among the various object lessons that European nations have provided in recent years is the collapse of the ambitious scheme of work insurance in Germany. According to an independent investigation by the National Industrial Conference Board of the United States the system set up in Germany five years ago for mass unemployment relief and insurance has failed completely. Coming at a time when similar projects are being urged in this country, the miscarriage of the carefully planned German insurance measure so earnestly supported by both labor and government leaders should be carefully studied.

Inaugurated in October, 1927, German unemployment insurance by March, 1931, had called upon the government for advances that will never be repaid, amounting to \$364,000,000. During the remainder of 1931 the drain upon the national treasury became so heavy that its support had to be suspended. Drastic measures of economy were inaugurated by the directors of the insurance fund, but the conference report shows that in spite of all efforts the final collapse of the unemployment insurance plan came in June of 1931 year.

Thus was ended the most extensive experiment in social insurance ever undertaken. Its failure is charged to the fact that depressionary unemployment is not an actual risk and that unemployment insurance can not be placed on a sound financial basis. The theory of the German plan was similar to those proposed here. Contributions from workers and employers were to provide the funds for unemployment insurance. The original law of 1927

divided the levy of 3 per cent equally between employes and employers. Within two years the assessment was found to be inadequate and successive increases finally raised the levy by 1931 to 6.5 per cent, or more than double the original contributions.

Even the increase of more than 100 per cent in the assessments was not sufficient to meet insurance demands, and while the levy rates were being raised insurance benefits and the duration of benefit periods were both being curtailed. In this manner the heavy losses of the early years were reduced, but the fund was only able to balance its budget by throwing out of the unemployment scheme more than half of the beneficiaries. Those ejected added to the burden of the government dole system already over taxed.

Within certain limitations unemployment relief funds established in times of prosperity have definite fields of usefulness. In times of depression, with reduced industrial activity and protracted unemployment, such insurance apparently can not be counted upon to support beneficiaries indefinitely in idleness.

A Buy Appeal

Grand Island Independent: The house, Lincoln, doesn't think much of the "Buy American" propaganda. "Enable Americans to Buy Again" would probably have a better appeal.

Grasshopper Year

Journal Stockman: Looks like another grasshopper year according to the entomologists. This mild weather has been ideal for the hopper hatches but then the winter is on half over and there is plenty of time to ruin grasshopper prospects between now and corn planting.

Simple Affair

Kearney Hub: The inauguration of Franklin D. Roosevelt is to be made quite simple, unostentatious and

democratic affair. Only \$100,000 will be raised to cover incidental expenses, and General J. J. Pershing will lead the parade. Quite a simple affair, we assure you.

CARD OF THANKS

Neighbors and friends were very kind to us during the illness and death of our beloved father and uncle, the late Benjamin A. Powell, and we desire to express to them our sincere appreciation of their many acts of kindness. We shall cherish in grateful remembrance in the years to come each thoughtful word and deed.

Mrs. Rena M. Brentson, Bert L. Powell and family, Max F. Powell and family, Verne E. Powell, Mr. and Mrs. William Buxton Mrs. Albert Throckmorton.

CHURCH NOTES

M. E. CHURCH

Sunday Services as follows: Sunday School 10:00 A. M. Morning Worship 11:00 A. M. Epworth League 6:30 P. M. Evening Worship 7:30 P. M.

We extend a cordial invitation and assure you of a welcome at all these services.

The Official Board will meet next Monday evening at 7:30. This will take the place of both the adjourned meeting and the regular monthly meeting for February.

Prayer Meeting Thursdays at 7:30. Junior section in charge of Mrs. Eby. Senior section in charge of the pastor. Anyone is welcome.

F. J. Aucock, pastor.

FIRST PRESBYTERIAN CHURCH

Sunday School 10:00—Mr. Geo. C. Robertson, superintendent. Morning Worship 11:00—"Jesus' Capture of the Soul." Young People's C. E. Prayer Meeting 6:45. Anna Toy will lead.

Evening Service 7:30—"Christian Smiles" will be the subject. The music will contribute greatly to this service. You will be helped and blessed by attending these services.

H. D. Johnson, pastor.

equilibrium he moved on down the street muttering to himself.

DO HELP BUSINESS

Accepted as an expression of confidence in the business outlook for 1933 was announcement at Ponca City, Okla., by Continental Oil Company of the approval of the largest advertising campaign in the company's history, coincident with the release of an advertising campaign announcing a \$10,000 prize contest in connection with the introduction of Conoco's new bronze high test gasoline.

"Not only will the 1933 advertising budget be the largest in the company's history," said President Dan Moran, "but the major portion of the appropriation will be devoted to the purchase of newspaper space."

The \$10,000 prize contest, which is being announced today in newspaper advertising throughout the country, offers \$5,000 as a grand prize for the best name for Conoco's new bronze gasoline, and \$5,000 in 74 cash prizes for the best slogans describing the merits of the new high test gasoline. The contest, opening today, will close February 26.

CONOCO Gasoline and Motor Oils sold by Arbuthnot & Reka and A & R Service Station.

CONOCO SCORES TRIUMPH IN NEW TYPE GASOLINE

New Volatile Fluid Perfected by Research Laboratory Marks Advance in Motor Fuel Standards

SPLIT-SECOND STARTING AND SPURT PICK-UP ARE STRESSED

Bronze Color in Pump Will Guide and Protect Buyers—Offers Long Mileage and Improved Anti-knock

CONOCO

Instant Starting Lightning Pick-up Gasoline

FOR A NAME
\$5,000.00
IN CASH

FOR BEST SLOGANS
\$5,000.00
IN CASH

\$10,000

IN CASH PRIZES!

Nothing Will Help You So Much to Win as to T-R-Y this Gas in Your Car

Conoco refining chemists have produced a new, improved motor fuel. No matter how different it is, we must call it g-a-s-o-l-i-n-e; for that is the name the public knows for every motor fuel. But this gasoline deserves a special name; one that suggests how "different" it is. How else may the public know?

Conoco (.....?) Gasoline! If you can give us the name we want, \$5,000 in cash is yours. \$5,000 more will be divided among those who suggest the best slogans to describe it. What we seek is to make motorists "understand."

To describe the "difference" you must know the difference. To know the difference you must feel it in your motor. The man at the Conoco station will tell you the exciting facts; give you, free, an official contest-information-and-entry blank. Prepare yourself to produce the winning words. Fill your tank with this gas. Within 10 blocks, you'll know why your words may be worth \$10,000.00 to us.

75 CASH PRIZES

GRAND PRIZE for WINNING NAME

\$5,000

74 Prizes for Slogans

...describing the Instant Starting, Lightning Pick-up qualities of CONOCO'S New Gasoline.

- SLOGAN PRIZES:**
 1 PRIZE OF ... \$1,000
 1 PRIZE OF ... \$ 750
 1 PRIZE OF ... \$ 500
 1 PRIZE OF ... \$ 250
 5 PRIZES OF - \$100 EACH
 10 PRIZES OF - \$ 75 EACH
 10 PRIZES OF - \$ 50 EACH
 15 PRIZES OF - \$ 25 EACH
 15 PRIZES OF - \$ 15 EACH
 15 PRIZES OF - \$ 10 EACH

Get Official Entry Blank from Conoco Stations and Dealers

NO INCREASE IN PRICE

CONTEST RULES:

- Names must be not more than 12 letters; slogans not more than 12 words. Submit either or both on single sheet; plain white paper; one side only; but preferably on official contest information-and-entry blank, free at Conoco dealers and stations. Elaborate presentations receive no extra credit.
- Contest closes midnight, February 23, 1933. Entries must be postmarked before that date and hour.
- Continental employees, members of their families and others connected directly or indirectly cannot compete.
- Should more than one person submit exactly the same name or slogan, each will receive full amount of any prize such entry may win. All entries become Continental Oil Co. property, and none will be returned.
- The Company reserves prior rights to phrases and slogans of its own creation, already in prepared advertising. Also it reserves the names "Continental" or "Conoco" gasoline, "Conogas", and "101" gasoline. Whether or not the winning contest name is adopted, prize money will be paid; but the Company reserves the right to use a name of its own creation if decided more suitable and more protectable under trade-mark laws.
- No purchase is required of contestants. Continental Oil Co. executives will be the judges and their decisions final. Winners will be announced over radio, and prize money paid as soon as possible after contest closes.

ADDRESS ALL ENTRIES TO "CONTEST OFFICIAL," Continental Oil Company Ponca City, Oklahoma

CONOCO

THIS SPACE RESERVED FOR A \$5,000 WORD CAN YOU CREATE THE WINNING WORD?

NEW BRONZE HIGH-TEST GASOLINE
Worthy Companion of Conoco Germ Processed Motor Oil!