

THE FRONTIER

D. H. Cronin, Editor and Proprietor

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Economic Highlights

The Darrow report on NRA codes has been received with wide divergence of opinion. Opponents of the Administration have been saying that it is the final straw, that it will blow the roof off the recovery program and show it up completely. That isn't true. The Defenders of the Administration have been trying to laugh the report off, saying that it doesn't mean a thing, is of no importance whatsoever. That isn't true either.

One thing the Darrow report has done is to concentrate interest on a problem that has been looming larger and larger of late—the influence of the codes on small units within an industry; little stores, little manufacturing plants, little distributors of all kinds of commodities. The report says, briefly, that the codes threaten the small business with extinction, give big business all the breaks, and that monopolies are growing in strength by leaps and bounds. All but one member of the consumers' commission which Mr. Darrow headed, agreed with that. Then Mr. Darrow and one other member filed a separate report, even more sensational than the main report. In it Mr. Darrow says that we have a choice between facism and socialism—that the suspension of such public safeguards as the anti-trust laws are inimical to the interest of the consumer and the average businessman. Mr. Darrow's personal opinion is that there should be government ownership of basic resources; he has always tended strongly to the socialist viewpoint.

General Johnson made the expected answer—said that the Darrow board should be disbanded (it was due to automatically expire within 2 weeks); that the Darrow criticism was carping and unjust. Much more convincing was the answer of the NRA Chief Counsel Richberg, who pointed out that Mr. Darrow had kept to generalizations, had cited few specific items of abuses, and had offered nothing that could be called constructive criticism.

The effect of the report will doubtless be to hasten revision of the NRA set-up, particularly in the matter of code price-fixing. It is known that Mr. Roosevelt has been studying changes for some time. Some observers likewise believe that General Johnson is due for oblivion—he is energetic, capable, courageous, but he has offended too many people, including big-shot newspapermen whose friendliness the Administration needs.

Main problem of industry hasn't changed the last few weeks—and that problem is strikes. Activities in Toledo, where the national guard was called out, several men killed and many badly injured, have stunned the public. At this writing, Pacific Coast commerce is tied up solid with the longshoremen's and seamen's strikes. Outside of this, little that is especially noteworthy has happened to industry. A brief review follows:

Steel—Production has increased, recently touching 59 per cent of capacity. Industry believes that summer seasonal trends will force a slackening soon.

Motors—Beginning in late April, a decline in production began and it has continued. Late weekly report shows a drop of 11,000 units from preceding week. Three companies out of 13 showed slight gains.

Carloadings—On May 4, loadings were almost 2,000,000 cars over the same period last year. A slight decline is appearing, but the position of the rails remains comparatively good.

Commodity Prices—Recently the wholesale commodity level touched the highest mark of the year. A steady, slow advance is noticeable.

Coal—Production, the tending downward, is much heavier than in previous two years.

Securities—The stock market has been generally quiet, with few changes from the level reached last March. Recently average prices have fallen, with utilities alone holding their ground. Average bond prices have likewise been lower.

Retail Trade—A rather sharp drop

has occurred in this field. Latest official data indicates that the decline is greater than seasonal experience would have indicated.

General Business Index—During most of this year, the rise has been greater-than-seasonal. Part of that improvement has been lost thru late declines, but the index is still far ahead of last year.

Political Note: The politicians are keeping eagle eyes on the Literary Digest's latest poll, which is to determine whether the public still has faith in the Roosevelt policies in general. In preceding polls, the Digest has been so astonishingly accurate that some wits have suggested calling off elections as an economy measure, and abiding by Digest returns. So far the present poll shows strong Roosevelt support—he is even carrying Pennsylvania, haven of Republicans, and the only large state carried by Hoover in 1932. However, his majority, which was 2-to-1 in early returns, is dropping, and is now closer to 3-to-2.

NEWSPAPER ADVERTISING

Herrin (Ill.) News: Newspaper advertising is the strong right arm of business, says a publisher. American business supremacy is the result of fine ideals, energy and printer's ink. Advertising is the twin of salesmanship. Never are they separated. Every business, profession or vocation uses them in some form.

The mainspring of all business is advertising—and printing is the voice that carries the message to its market. You call upon printing to establish confidence and good will; to create the desire to buy.

An exchange tells the story of a boy who took some rabbits to market and returned that night footsore and weary without having made one sale. His mother inquired why he had not made any sales, and his reply was that no one had inquired what he had in his bag.

Almost a quarter of a century ago A. F. Pears, the famous English soap-maker, was spending about one-quarter of a million dollars annually for advertising. His annual sales ran into millions and Pears' soap became known throughout the civilized world.

About this time the directors of the company decided that since the concern was selling the entire output, the advertising could be dispensed with and it was accordingly stopped. Within six months the company lost 35 per cent of its total business and it cost \$6,500,000 to get it back to where they left off advertising.

Who of this generation ever heard the question, "Good morning, have you used Pears' Soap?" It was a by-word 25 years ago and every one used it to greet friends with.

This illustrates the memory of the public and the practical value of uninterrupted advertising.

Advertising at the present time is on the threshold of far more daring and wonderful things.

JUST WHAT HAPPENED?

In an address to the graduating class of Oberlin College the other day Prof. Rex Tugwell, Assistant Secretary of Agriculture, is quoted as stating that the old order of business, economics and politics, "became calamitous to the entire nation" and the people decided something had to be done. Continuing Dr. Tugwell is quoted as saying:

"It is very strange to me, though perhaps familiar to students of abnormal psychology, that there are today in this country still a considerable number of irrational people who do not realize that something more than an ordinary presidential election took place in 1932, and who are now clamoring for a return to a kind of civilization which is as archaic as the ox-cart and the windmill."

Here are words worth thinking about. If something more than an ordinary presidential election occurred in 1932, just what was it? Certainly there were no issues discussed in the campaign which presaged anything more than a simple change of administrations. Both political platforms talked about economy, less government in business, simpler government and a return to normalcy. If something more than an ordinary presidential election has taken place, when did it occur, and who authorized it? Certainly it did not occur in the ballot boxes of the nation. Then just when did it happen? Did it come about when the college professors and the experts whom a distinguished Democratic statesman called "crackpots" began to appear in the picture? And if it was something more than an ordinary election what was it—a revolution? Here are some questions the good Professor might answer in order to clarify his presentation of the situation.

And again it would be interesting to know just where is the abnormal psychology? Is it abnormal psychology to hold a reverence for the Constitution of the United States, and for the institutions which gave us the greatest country the world has ever known? Is it abnormal psychology to prefer individual liberty to reg-

imitation, to hold with the view of Washington, and Jefferson, and Lincoln, rather than with those of Rex Tugwell, Mordecai Ezekial, and Felix Frankfurter? We would suggest that Professor Tugwell read the Republican and the Democratic platforms of 1932 and then tell us whether or not they are a development of an abnormal psychology. And if they are, then just when did we as a nation get to the normal way of thinking?

Either the New Deal is revolutionary or it is not. Some of the professors who brought it into being deny that it compromises a revolution. But Professor Tugwell strongly intimates that in 1932 something more than an ordinary presidential election took place. We think the American people have the right to know just what it was, and how.

INTERESTING FIGURES

Nebraska Farmer: Those who care for figures will find these interesting. They were prepared and published by C. F. Childs & Company, the oldest house in America specializing in Government securities:

"The financial cost to the country as a whole arising out of the steps which it was considered necessary to take, in the interests of the country, cannot yet be calculated. By June, 1934, the deficit will likely be \$9,000,000,000, to be met by borrowings in the meantime. It is estimated that if the income of all persons in the United States earning \$10,000 or more in 1932 were confiscated in taxation, it would not pay one-third of this year's deficit. Equilibrium is not expected before 1936. . . . The 3 years' budgetary plan, with its commitments, is expected to expand the national debt to approximately \$32,000,000,000 by June 30, 1935.

"The gross per capita debt in 1900 (June 30) was \$16.56; in 1915, \$11.83; in 1919 (in which year the gross debt reached its maximum of \$26,594,267,878), \$240.09; in 1930, \$131.38; in 1933, \$179.32. In 1936, the Federal debt alone will probably be \$270 per capita. The real test will not be the burden of debt but the ability of the national income to bear the weight.

"The interest on all foreign debts due the American people is accumulating at the rate of more than \$2,000 a minute, and only by our receipt of imports of goods can we hope to collect payment. We have denied foreigners that privilege.

"The cost of the World War to the United States, up to June 30, 1933, was \$40,583,000,000.

"At present the debts of states and municipalities are estimated to be \$19,000,000,000, and the total Federal debt approximately \$30,000,000,000, making the total government gross debt approximately \$50,000,000,000 (the largest public debt in the world), compared with the total government and municipal debt of Great Britain of approximately \$47,655,000,000."

M. E. CHURCH NOTES

Next Sunday morning at eleven the annual Children's Day program will be given. Everybody welcome. At this service the sacrament of infant baptism will be administered.

Sunday evening the Union service at the Presbyterian church with Rev. F. J. Aucock preaching.

The Women's Foreign Missionary Society will have a special program at the church next Tuesday afternoon.

Keep Tuesday, June 19th open for the great motion picture "The Passion Play" to be given in our church.

Francis J. Aucock, Pastor.

The Epworth League will give an ice cream social next Saturday afternoon and evening on the court house lawn. Home made ice cream and cake. Everybody come.

The local Methodist and Presbyterian churches unite for Sunday evening services during the summer months. Next Sunday the service will be in the Presbyterian church at eight o'clock, with Rev. F. J. Aucock preaching. A very cordial welcome awaits any who attend these inspiring services.

IN DISTRICT COURT

Suit to foreclose a mortgage issued by August Wabs, et al., on the north half of section 4, township 32, range 12 west of the 6th P. M., in Holt county, Nebraska, has been filed in the district court by the Fremont Stock Land Bank. The petition alleges that they loaned the defendant \$2,000 on October 29, 1925, and that same was to be paid back in semi-annual payments of \$62.10 on April 1, and October 1, of each year. They allege that they have failed to pay installments No. 32 and 33, which became due and payable on October 1, 1933, and on April 1, 1934. They allege they also failed to pay the taxes due on the land for the years 1932 and 1933 and that there is now due thereon the sum of \$1,946.27. They allege that the mortgagor, August Wabs and wife have lost all their interest in the mortgaged premises thru foreclosure by plaintiff to collect delinquencies only and that they have no interest in the mortgaged premises at the present time, but both are personally responsible on their note to the plaintiff and that Mary May Bazelman is the present owner of record. They ask the court to determine the amount due and that if same is not paid within a reasonable time that the land be sold.

The Lincoln Joint Stock Land Bank has filed suit against Emma J. Betha, et al., to foreclose a mortgage for \$12,000 given June 15, 1926, on East half of section 9, southwest quarter of section 10, northeast quarter of section 15, all in township 25, north of range 9; the southeast quarter of the southeast quarter of section 34, west half of southwest quarter and the southwest quarter of northwest quarter of section 35, all in township 26, north of range 9. They allege that they neglected to pay installments No. 13, 14 and 15, the first due on December 1, 1932, and the other due six and twelve months thereafter, except for a partial payment on No. 13, and that they also failed to pay the taxes due thereon for the years 1930, 1931, 1932 and 1933, and that there is now due the sum of \$14,043.11. They ask that a receiver be appointed to collect the rents from the land and that the court determine the amount due and that if same is not paid within a reasonable time that the land be sold.

Rose May Chase has filed suit for divorce from Darrow G. Chase. In her petition she alleges that they were married on November 25, 1930, near Venus, Nebr. That during the year 1931 a home was established on a farm near Creighton, Nebr. She alleges that on November 28, 1931, the defendant left home and that she has seen him but once since that time. She asks for an absolute divorce on the grounds of cruelty and his failure to support her.

Billie Snyder has filed suit against Frank Solfermoser to quiet title to the northwest quarter and south half of section 33, and east half southwest quarter and the west half of southeast quarter of section 28, township 27, north of range 15. She alleges in her petition that she is the owner in fee simple of the above described land and is entitled to immediate possession. She alleges that defendant is in possession of said premises and make same claim of title thereto. She asks the court to quiet her title to the land.

Exchange: It was during the dust storm when a particularly dirt laden gust was blowing down the street, when Jack Harris said: "There goes the acreage the government has taken out of production, on its way to Washington."

The old woman who lived in a shoe would feel right at home in a modern city apartment.

THE CIRCUS

Is man the most intelligent animal on earth? The world war cost, cash, \$400,000,000,000, and in men 20,000,000.

"This world is enough to drive a

fellow bugs." Going "bugs" is just about the best move a man could make just now. With grasshoppers, chinch and other bugs devouring everything green, the demand for entomologists must be far greater than the supply.

Here's one for Wobbling Willie: A half tea-spoon of common table salt swallowed a short time before one is to speak in public or ask a girl for a date makes one as calm and steady as a cucumber.

Son: Daddie, where is this automobile going?
Daddie: Going to blow up I'd say.

The license number of the automobile of the United States always is 100, that number being reserved for his machine.

David: Paw, what makes the nights so cold?
Paw: A lack of heat, I have been informed.

And the last seven shall be known as the seven lien years, and that's no dream.

It may be said of the mule he is entirely too backward about going forward.

S. S. Teacher: Jonnie, what do you know about the end of the world?
Jonnie: The end of the world is going to be burnt by fire.

An inventor is trying to cause hens to produce an egg having a rubber shell so they won't break when they strike a floor. Next thing needed is a machine that can eat the eggs.

Some political fences must have all corners to hear the other side tell it.

Of course gas is one of the necessities of life.

Mike O'Sullivan in a letter says "if the depression keeps up the nation will be a nudist colony. That sounds like the naked truth."

Speaking of rain, the last one we had, or had not here, is nothing but a damp shame.

In Russia, thru custom, brides wear a wreath of wormwood to show the bitterness of marriage. There's no one to show here.

They say wild ducks are nesting in trees in Canada. Must be afraid of high water.

A pole, a line and sinker,
A hook and water deep;
A boy, a jerk, a turtle,
And 1/2 a notion 2 weep.

Correct English? "The baby smole a smile of secret sneaking smichief."

It is said to be a "K-K-katie-over-the-cowshed" girl wife stuttered who talks something like this in ordering her small son to open a drawer: "K-Kermit, k-come, k-contact k-knob of k-cupboard with k-knuckles, k-quick!"

So much nicer, at that, to have corn sealed on most of the farms than to have it in corporation-owned terminal elevators. In case of famine, one might make contact.

It's an ill wind that blows no one's goods.

Nebraska is said to have more of this and less of that than any state of the union.

A surplus sat on a fence
And sang a wicked song,
A drouth sat on a country
And taught us we're dead wrong.

Nebraska farmers run for the house when they see rain coming. Permitting more of it to strike the ground, you see.

At least two O'Neill people absolutely immunized themselves against poison ivy for seven years by eating one or two poison ivy leaves each time they come in contact with ivy.

Democrats and republicans look so much apart one can hardly tell them alike.

Graduates of the school of 'spierience, '34, may have to take post graduate work in ge-whiz-ometry.

If there is anything a fish hates it is to be thrown on a scales. Scales means a skin game to all but catfish.

"The wind, the wind, the beautiful wind—" Halt! 'S death to anyone singing praises of traveling atmosphere here.

He held the baby,
She looked at the moon,
He wondered what the—
"A second handed spoon?"

Chicago man said he was afraid he would awake some morning to find himself lying dead. Neighbors did it for him.

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more
LIVE POWER
per gallon**



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