

THE FRONTIER

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Economic Highlights

A little less than four years ago, when President-to-be Roosevelt was campaigning for the highest office in the land, the majority of business men were for his opponent, Incumbent Herbert Hoover. But a good-sized minority was for the ex-Governor of New York, and in that minority were some of the most famed names in U. S. industry—Raskob, DuPont, Young and many others. These men not only endorsed the Roosevelt candidacy—they contributed handsomely to the democratic campaign fund when money was badly needed.

The governor of New York became the President of the United States. And even the majority of business men, who had marked their X on the ballot opposite the name of Hoover, were not worried. They thought the democratic platform was sound; they liked some of the new President's campaign speeches, even as the President enjoyed a long "honeymoon" with Congress, so did he enjoy a honeymoon with industry.

The business honeymoon, however, was of short duration. Mr. Roosevelt had not been in office many months before it became obvious that he was gradually losing much of the support he had received from executives. Some of these men had been appointed to important positions within the government—notably in the Treasury and Commerce departments, and in emergency agencies, such as the NRA. One by one they resigned, because they could not agree with Administration policies. Other men, who never held government positions, but had more or less approved Presidential ideas, gradually became outspoken in criticism. Result of the three and a quarter years of Roosevelt stewardship is an almost 100 per cent cleavage

between the Administration and industry. There are two principal organizations of American business executives. One is the National Association of Manufacturers, made up, for the most part, of officers of very large corporations. Better very large corporations. Better representatives of the rank and file of industrial officers, is the United States Chamber of Commerce. Each year the Chamber holds a well-publicized convention, and it used to be the custom for the President of the United States to either address it in person or send a message. In 1933, President Roosevelt appeared before the body, was given a handsome reception. In 1934, he wrote a note. In 1935 he did neither, though he did take a "crack" at the Chamber in a press conference. This year, he ignored the Chamber entirely—but the Chamber did not ignore him.

Speaker after speaker rose to denounce Administration policies. Under attack from the growing tax burden, what Chamber delegates regarded as an unwarranted invasion of private rights by the government; experimental legislation; the administration of relief, etc. Administration activities were accused of standing in the way of employment. Some speakers—including men whose views are listened to with the utmost respect—adopted a conciliatory tone. Such a speech was made by the Chamber's president, Harper Shibley, in a plea for constructive cooperation between government and business. But these talks were pretty well submerged by the wave of criticism.

The Administration was represented by Secretary of Commerce Roper, who made a number of conservative suggestions. Secretary of State Hull also spoke, but he confined himself to a topic close to his heart, reciprocal trade treaties, and did not attempt a defense of other administration acts affecting industry. Upshot is that it seems inevitable that the President will offer the 1936 campaign with just about 99 per cent of business men on the side of his opponent. It is impossible to estimate how this will affect his chances. But he has lost valuable support.

On the other side of the fence, the President recently gained valuable support when a number of important labor leaders went on record for him. Theoretically, the American Federation of Labor is non-partisan—but it is known that it likes Roosevelt. President of the Federation, William Green, never misses an opportunity to praise the President in his speeches has intimated that his return to an almost 100 per cent cleavage

WE DRIVERS

A Series of Brief Discussions on Driving, Dedicated to the Safety, Comfort and Pleasure of the Motoring Public, Prepared by General Motors

No. 6—POWER AND SPEED

Most of our motor cars will go so much faster than we ever care to drive them, that no doubt people often wonder why so much speed is built into them in the first place. Of course, automobiles aren't built with the idea of pleasing the manufacturer or the engineer or the salesman. They're built to suit the men and women who are going to own and drive them. And there are certain things that people do insist on in their cars. It happens that some of those things are of such a nature that when the engineers provide them, an ability to go fast just naturally results.

For instance, nearly everybody likes to get going as promptly as possible. Now that's just a matter of the power we have in our engine and how our car is geared.

Then there's the business of hill-climbing. That may not mean as much in some localities as in others, but cars have to be built to suit us whether we live in Maine or Florida, Iowa or California—wherever we may live and wherever we may want to go.

Engineers tell us that they could build a fairly low-powered car that would pull us up the steepest hill. But if they did, they would have to gear it so low that when we got over the top and onto a level stretch, we could only go crawling along at a rate that wouldn't satisfy even the most conservative drivers.

But perhaps the most important reason for having our power what it is in modern cars, is a matter that many of us have never considered. We all know what happens to us, when we, ourselves, are going at high pressure all the time, either physically or mentally. A person can work 12, 14 or 16 hours a day, but we know we get along best when we don't tax our last reserves all the time.

In the same way, anybody who has ever run machinery knows that if you keep it going at full capacity and full speed day-in-and-day-out, you're just multiplying the chances of a breakdown, sooner or later.

And that's how it is with a car. By building in the ability to run at high speed, engineers make it difficult to run at reasonable speed. If our car can go twenty, eighty or maybe even more miles an hour, then it won't have to strain to go thirty or forty, or somewhat faster if circumstances demand. So we can drive it along at sensible speeds hour after hour, day after day, without over-working it.

When we stop to think about it, lots of things are built with that added safety margin. Elevators in our office buildings could carry far heavier loads than the weight of all the people they can hold. So could modern bridges. The steel girders of our buildings, the rails under our trains—well, any number of things we depend on day-by-day—are much stronger than they really have to be. They all have that extra margin of protection.

So with our cars, what we have to remember is that speed is simply a by-product of power. We can use that power wisely, or we can use it senselessly and get better performance and dependability as the result. Manufacturers can't decide that. It's all up to us.

Beginning Friday, May 22, up to and including Saturday, May 30



We Have Joined the I. G. A.—Independent Grocers Alliance—an organization of thousands and thousands of independent grocers from coast to coast. By pooling our buying with these thousands of other I. G. A merchants we expect to bring you GREATER VALUES FOR YOUR FOOD DOLLAR!

Grid of grocery items with prices: Get Our Prices On MEATS, LINKO CATSUP 14-oz. Bottle 10c, I. G. A. PURE COCOA POUND CAN 9c, I. G. A. LIGHT AND FLUFFY CAKE FLOUR FULL SIZE PKG. 23c, I. G. A. HIGH TEST LYE 3 FULL SIZE CANS 23c, LINKO PEAS 3 No. 2 CANS 29c, LINKO TOMATOES 3 NO. 2 CANS 25c, I. G. A. GOLDEN SYRUP 10 POUND PAIL 49c 5 POUND PAIL 29c, I. G. A. PAN TOASTED OATMEAL Quick Cooking or Regular LARGE PKG. 18c, I. G. A. PREPARED PANCAKE FLOUR LARGE BAG 15c, I. G. A. SOY BEANS One Lb. Can 6c, I. G. A. COFFEES RED "A" POUND 19c BLUE "G" POUND 23c "PEAK" POUND 29c Ground Fresh for Your Individual Needs, I. G. A. CRACKERS 2 Pound Carton 17c, I. G. A. COCOANUT Lb. 19c, I. G. A. KRAUT Large Can 8c, I. G. A. SOAP FLAKES Large Pkg 21c I. G. A. Laundry SOAP 4 LARGE BARS 17c

VISIT OUR NEW MEAT DEPARTMENT FREE! FREE! Baskets of Groceries GRADY BROS. An I. G. A. Store O'NEILL, NEBRASKA FREE! FREE! Come In and Enjoy A Cup of Delicious I. G. A. COFFEE

Over the County

INMAN NEWS Born, to Mr. and Mrs. Warren McClurg on Friday, May 15, a 7 1/2 pound baby girl. Both mother and baby are doing fine. Mr. and Mrs. Joseph Pongratz and Duane went to Stuart Sunday to visit Joe's grandparents, Mr. and Mrs. Joe Bahl. Mr. and Mrs. John Gallagher were dinner guests at the Jamieson home Sunday. Guests at the Ed Heeb home Sunday were, Charles Cadwell, David Bellar and son, Joe, Gerald and Floyd Harding, Emil Albert and Harry Hee and Mr. Applebee. Mr. and Mrs. Gus Segar were Sunday dinner guests of Mr. and Mrs. Ralph Beckwith. Miss Angela Pribil and the pupils enjoyed a weiner roast at the school home Sunday noon. Mrs. Leatheman, of Naper, Nebraska, is here at the home of her nephew, Warren McClurg, assisting in the care of Mrs. McClurg and baby daughter. Mr. and Mrs. Jack Alexander and daughter, Jacqueline, of Royal, are visiting here at the home of her parents, Mr. and Mrs. E. R. Riley. Mrs. Anna Swain, of Rapid City, S. D., was here Monday visiting her brother, W. S. Goree and family. She was enroute home from Chicago where she had been visiting a daughter. Rev. and Mrs. Wylie, son and daughter went to Carroll Wednesday where they attended the 40th wedding anniversary of Mr. Wylie's uncle and aunt. From there they went to Winnsboro where they visited relatives until Saturday. Darlene Thompson, who works near Page, was home for the week end. Mrs. W. H. Chick and daughter, Miss Dorothy, drove to Waterbury, Neb., Friday to get her daughter, Miss Muriel, who closed a term of school at that place. Miss Chick was principal of a rural high school there. Miss Mildred Keyes finished a successful term of school near Stuart last week and is home for the summer. The W. C. T. U. held a May party at the Ladies Aid parlors Monday afternoon. County President, Mrs. Elsie Johnson was guest of honor. A group of Epworthians and their pastor, Rev. Raymond Wylie, attended the monthly rally which was held at Page Monday evening. They reported a fine time. Mrs. L. Kopecky entertained a number of dinner guests Sunday evening in honor of her husband, the occasion being his 53rd birthday. Those present were: Mr. and Mrs. Vic Halva, Mr. and Mrs. John Valla, Mr. and Mrs. Led Janousek and family, of O'Neill, and Mr. and Mrs. Ed Chudomelka and family, of Inman. The Junior-Senior banquet was held Saturday evening at the High School auditorium. The decorations were carried out to form a Japanese garden with a huge square table in the center. The class colors, blue and white, were predominating altho all colors were used. Covers for twenty-eight were laid at the table. The program was as follows: Welcome, Marjorie Butler, president of the Juniors; response, Keith McGraw, president of the Seniors; Justice, Marjorie Heine; A—d-venture, Leland Flora; P—rhapsody, Patricia Watson; A—in, Ellen Hopkins; N—ow, Goodby, Principal, W. J. McClurg, Remarks, Supt. George Cornish. Vases of blue and white carnations were on the table. Favors were white China swans, which served as nut cups. After the banquet the young people drove to Ewing and attended a show.

PLEASANT DALE Miss Irene Bellar closed a successful term of school Tuesday in District 90. A large crowd attended her picnic. Mrs. Joseph Pongratz and Duane and Mrs. Ed Heeb and Edna were dinner guests at the John Bahl home Friday. Laurence Bry left Saturday morning for Gregory, S. D., where he visited his father. He returned home Sunday evening. A large crowd met at the John Bahl home Sunday night to remind Mrs. Bahl and son, John Edwin, of their birthdays. Card playing and dancing were the entertainment. About eighty-five guests were present. Albert Roseler and Tom Edwards furnished the music. Two grand birthday cakes were brought, one by Mrs. Joseph Pongratz and one by Mrs. Alliaus Fritton. Lunch was served and everyone had a good time and all left at a late hour wishing Mrs. Bahl and son many more happy birthdays.

IT STARTS FRIDAY! Gamble Store's great May Sale—Sale prices in every department. Trade-In Specials—Coupon Offers—Free Offers—Cut Prices.—Adv. (Continued from page 4) office is highly desirable to labor. With Italy's proclamation of sovereignty of Ethiopia, the last independent kingdom in Africa seems to have passed into the limbo of history. It long ago became apparent that the European powers which threatened Italy with strong reprisals if she went ahead in Ethiopia, were bluffing. Big question is, what effect will this have on the League of Nations? The League wants to keep Italy as a member because of the German problem—it needs the help of all the old Allies if Hitler is to be held down. And Mussolini isn't at all backward about saying he will quit the League cold if it attempts to hamper him in Ethiopia. On the other hand, League prestige is going to suffer terribly if it accepts the status quo, and lets a big power swallow a little one. Little nations are the backbone of the League—but they won't be enthusiastic for it long under these circumstances. Wonder why some Brain Trust professor doesn't find a way to pay the American hen for laying fewer eggs? Dan Hansen made a business trip to Lynch on Saturday. A son was born to Mrs. Louisa Peterson on May 16. Mrs. Peterson was left a widow with two children on the death of her husband last October. Mrs. William Hubby entertained her Sunday School class at dinner last Sunday. Those attending were, Laverne and Helen Borg, Lois Jean and Irene Robertson, Lloyd Rouse, Bennie and Donald Johnson, Ralph Raush and Miss Mildren Hansen were also there. Mr. and Mrs. Hendrix and sister, Lucile, of Atkinson, were guests at the Frank Nelson home on Sunday. Mrs. Paul Nelson, who was ill last week, is somewhat improved. Mr. and Mrs. C. E. Linn motored to Madison Sunday and enjoyed a short visit with home folks, returning that same evening. Otto Nelson, an old resident of the Phoenix community, was laid at rest last Sunday. He had been a sufferer for several years, scarcely able to be about at times. At one time he lived in this community. His wife preceded him in death several years ago. He is survived by two sons who are left to mourn the death of a kind and loving father.

Decoration Day Feature We Are Taking Orders for CUT PEONIES in Red, Pink and White 3 for 25c Put in your order early, as the recent storm ruined a large part of the supply. BARNHART'S MARKET Phone 144-W

"HOT SHOTS" From Your GOLDEN RULE STORE Ladies' Hats A Group of Ladies Dress Hats—Formerly selling up to \$2.98—This is all New Merchandise—We have too many. You can have your choice for 98c Play Suits A Real Value in children's Cheviot cloth suit. The right weight for summer. Sizes 2 to 8. Formerly 49c—now 25c Flounce Curtains BEAUTIFUL NEW DESIGNS Brighten your home with these lovely curtains. Special at 88c ea. Sandals Misses and Ladies White Sandals—Clever Styles. They're all the rage. Special at \$1.98 Straw Hats Ladies every day straws. Wide brims... several styles. 25c up Summer Wash Frocks NEW—SMART FROCKS—IN KNITS—EYELETS—CRASHES—and SHEER MATERIALS. Bought to sell for \$2.49. Specially priced to sell at \$1.95 THE BROWN-McDONALD Co. GOLDEN RULE STORE