



**"There is never a year when all types of farming are unprofitable; and never a year when all types pay."**

You can say that about the departments of Swift & Company as well as about the business of farming.

We diversify our operations, just as some farmers diversify theirs, to make an over all profit more likely—even though some products may not be profitable in any one year.

So, over a period of years, there has never been a year when some departments did not make money and some lose. For example, the less favorable earnings of our fresh meat departments during 1943 were offset by improved earnings in the non-meat departments.

**Diversification and Research**

Planning and research are necessary in farming and in our business if we are to get the most out of diversification. Farm planning must include:

1. As large a proportion of profitable crops as possible,
2. Protection of soil fertility, and
3. Sufficient volume of work to allow efficient use of labor, power and machinery.

Our planning is similar—just substitute a few terms such as *products for crops* and you have it.

State agricultural colleges and the U.S. Department of Agriculture conduct experiments

and furnish information to farmers and livestock producers. Swift & Company depends upon research to develop new products and methods. Thus research makes practical diversification possible. Research and diversification provide more and better outlets for the producer's livestock, and improve living conditions for consumers.

**Partial List of Products of Swift & Company's Diversification**

- Gelatin, Peanut Butter, Ice Cream, Butter, Dried, Frozen, and Shell Eggs, Shortening, Poultry, Margarine, Cheese, Powdered Milk, Salad and Cooking Oil, Soap, Washing Powders, Cleansers, Fertilizer, Glycerine, Dog Food, Meat and Meat By-Products.

**SWIFT & COMPANY**

CHICAGO 9, ILLINOIS

Through many years, Swift & Company's net profits from ALL sources have averaged but a fraction of a penny a pound.

evening was spent playing cards. At midnight a delicious lunch was served consisting of sandwiches, jello, cake and coffee. Those present were: Mr. and Mrs. Kenneth Brasch and family, Mr. and Mrs. John Bahl and family, Mr. and Mrs. Ed Heeb and Edna Kay, Mr. and Mrs. Joe Pangratz and Duane, Wendell Bahl, John S. Gallagher, of Atkinson, and Mr. and Mrs. Tom Murray and daughters, Cleta and Demaris. They all departed at a late-hour wishing them many more happy birthdays.

Miss Rita Liable, of Stuart, arrived at the Ramold home Sunday to spend a few days.

Walt Ries shelled corn for John Bahl Friday.

Among those who attended the wedding of Mary Ramold and Cyril Peter Tuesday were: Mr. and Mrs. Lumir Hartl and daughter, of Stanton, Mr. and Mrs. Frank Peter, of O'Neill, Mr. and Mrs. Cyril Peter, of Chambers, and Mr. and Mrs. Charles Deemer of Stuart.

Mr. and Mrs. Cecil Bogue and family visited at the Henry Werner home Sunday.

Mrs. June Luben, Leona and Florence Winkler called on Mrs. Henry Benz last Sunday afternoon.

**The Methodist Church**

Dawson J. Park, Minister

Sunday, February 20

10:00 a. m. Church School. H. B. Burch, Superintendent.

A church service should not end at a certain hour. It should never really end. It should go on until the new purposes and resolves formed in worship and study find expression in concrete helpfulness. We invite you to worship and study with us.

11:00 a. m., Morning Worship. Anthem. Sermon: "The Backbone of Confidence." Lay message by Mrs. Myrtle Manzer.

7:00 p. m., Methodist Youth Fellowship. All Methodist Youth and their friends who are not in Youth Work in other churches are urged to be present.

The Methodist laymen will have charge of the morning worship on Sunday, February 27. You are invited to worship and study with us.

"As we consider our current world engaged in global war with all the ingenuity and skill of mankind geared into a movement to destroy life and property, our eyes are filled with scenes conducive to doubt about a better earth tomorrow. What kind of world should it be? What kind of a world do we desire and need? There is going to be some kind of a world tomorrow and it is possible for us to have something to do with the kind of a world it will be. If it is a good earth, a noble world, then it must be a planned world. Nothing ever happens constructively by accident. To have a new order in the years ahead it is essential that there shall be men and women with new visions and attitudes planning that world. We cannot hope for a better civilization if man unbuilds goes."

We cannot expect a new world tomorrow if we allow human values to escape our minds. Values such as: Bread, brains, beauty, beliefs and brotherhood.

**PAGE ITEMS**

Clarke Young, son of Mr. and Mrs. E. E. Allen, fell while playing in the gymnasium last Thursday and fractured his right arm at the elbow.

Mr. and Mrs. P. E. Nissen entertained at dinner Sunday in honor of A-S Laurence Haynes, who is home on furlough. Guests were: A-S and Mrs. Laurence Haynes and Linda Sue, Mr. and Mrs. Allen Haynes and Viola, Mr. and Mrs. Roy Haynes and family and Mr. and Mrs. Robert Nissen and Dixie and Kay.

Word received from Mr. and Mrs. Guy Huston, who are spending the winter in California, is that Mr. Huston who has been very ill is greatly improved.

Mrs. Mae Allen spent Sunday in the E. E. Allen home.

A-S and Mrs. Laurence Haynes and Linda Sue were Wednesday evening dinner guests at the Hubert Steinberg home.

Sunday evening dinner guests in the home of Mr. and Mrs. Otto Matschullat were: Mr. and Mrs. Chris Mosher, Mr. and Mrs. Hans Anderson and Mr. and Mrs. Elmer Maulding, all of Clearwater, and Mr. and Mrs. Robert Aughe and Mr. and Mrs. Jay Trease of Orchard. The evening was spent playing pinochle.

E Wendell Stevens ARM 3-c arrived Monday morning from Ft. Lauderdale, Florida, for a nine day leave with his parents, Mr. and Mrs. C. M. Stevens.

Mr. and Mrs. Allen Haynes entertained at an oyster supper Monday evening. Those attending were: O-S and Mrs. Laurence Haynes, Mr. and Mrs. Roy Haynes and family, Mr. and Mrs. Robert Nissen and family and Mrs. P. E. Nissen and Effie Stevens.

Miss Ruth Taylor, of Troy, Ohio, arrived Monday afternoon and is visiting at the home of her uncle, L. B. Taylor.

Keith Weyer left for Washington, Iowa, Tuesday, where he has permanent employment.

The H. O. A. Club met with Eva Nickel Tuesday afternoon. There were thirteen members

present and one guest, Mrs. Austin Nickels. There was an exchange of Valentines.

Mr. and Mrs. Bernard Allen entertained at a bridge party Tuesday evening.

A-S Laurence Haynes left Tuesday morning for Amerillo, Texas.

Mr. and Mrs. Verna Walker entertained for Keith Weyer Tuesday evening. Those present were: Mr. and Mrs. Keith Weyer, Mr. and Mrs. Alton Braddock, Mr. and Mrs. Hurst, Mr. and Mrs. Esmond Weber and Mr. and Mrs. Marguerette Kennedy of Ainsworth.

Mr. and Mrs. Melvin Carson have moved to the Clifford French farm and a number of their friends had a surprise house warming for them Wednesday, January 9th.

Mr. and Mrs. Marguerette Kennedy, of Ainsworth, visited the first of the week with Mr. and Mrs. Esmond Weber.

Lt. Col. Charles Matschullat, of Fort Rockett, Cal., who is commander of the 10th Calvary, a regiment of colored men, called his parents, Mr. and Mrs. Otto Matschullat, last Sunday evening. He is being sent over seas.

**Pleasant Day Club**

Members of the Pleasant Day Club met at the home of Mrs. Lyle Vequist on Wednesday, February 2. Club leaders Mrs. Florence Schultz and Mrs. Wm. Clausen and Pres. Mrs. James Curran prepared the sauerkraut casserole, whole wheat muffins and peach cobbler, demonstrating the lesson of "Pepping Up War Time Meals, and Saving Time and Energy." A covered dish luncheon was served at noon with the above mentioned dishes. All members pronounced the dinner very good.

All members were present but two, Mrs. Henry Vequist and Mrs. Blake Benson. This being their first time absent since they became members.

Our roll call was some unusual gift received at Christmas time by the members. Most of these gifts were sent by service men from overseas, some were unusual as well as interesting.

Plans were to help two of the members, Mrs. Floyd Johnson and Mrs. Wm. Carroll, celebrate their birthdays at Mrs. Carroll's home on February 13.

The next meeting will be held with Mrs. James Curran on February 24—Thursday.

**BRIEFLY STATED**

Dr. Fisher, Dentist, 24th

Miss Dorothy Kratochvil spent the week-end in Osmond visiting her parents and other relatives and friends.

FOR SALE—Gold Medal Cattle Cubes for sale.—Putnam Implement Company, O'Neill. 36-6

75 BULLS—N. C. Nebr. Hereford Ass'n Sale at Bassett, March 16th. Write W. E. Ripley, Springfield, Nebr., for catalog. 41-3

Pic. John Kersenbrock, who has been stationed in Louisiana, has been transferred to Fort Mason, San Francisco, where he arrived last week.

Miss Marion Dickson arrived last Saturday from Fort Smith, Ark., to spend two weeks visiting with her sister, Miss Marjorie, and friends here.

Mrs. Gertrude and Elsie Street returned Friday from Omaha, where they were called by the illness of their sister, Mrs. Ernest Perkins, who underwent a surgical operation last week. She is getting along nicely.

Miss Bea Jardee spent the week end in Stuart visiting her parents, Mr. and Mrs. Louis Jardee and other relatives and friends.

Mr. and Mrs. Tim Harrington entertained the Pinochle Club with a Valentine Party Sunday evening. Valentines were used for tally cards. Mrs. Victor Halva won high for ladies, Mrs. John Schmidt low score. Victor Halva won high score for men and Frank Grenier low. Mrs. Frank Grenier received the traveling prize.

Miss Vivene Vequest left Sunday for Norfolk to seek employment.

Oscar Newman of Dorsey purchased the Hugh McKenna property in the northeast part of town and will take possession around the first of March.

Mrs. Henry Waldrop returned to Kearney last Sunday, after visiting at the home of her mother, Mrs. Theresa Murray, for a week.

Leon Sargent received a letter from his son, Staff Sgt. Archie L. Sargent, who is somewhere in Italy, that he was getting along fine and was in good health. He has been overseas since April, 1942, and participated in the African campaign and also the Italian campaign.

Mrs. Mattie Soukup received word from her son, Second Lt. Francis Soukup that he had been promoted to a First Lieutenantcy last Thursday.

Miss Mary Lois Mohr spent the week end visiting her parents, Mr. and Mrs. John Mohr and other relatives in Atkinson.

Mrs. Helen Sirek left Wednesday for Rochester, Minn., where she will go through the Mayo Clinic.

Bill Froelich entertained the football and basketball teams of Saint Mary's at a chicken dinner at his home Monday. There were 28 guests present. Special guests included Monsignor McNamara, Father Brick, Allen Jaszkwiaak, and Prof. Ira George. A good time was had by all.

Seaman 2-c Neil Ryan, of the U. S. Navy, departed Tuesday for Farragut, Idaho, after spending his leave visiting his wife and family and other relatives and friends here.

"Duke" Kersenbrock, son of Mr. and Mrs. John Kersenbrock of this city, has been promoted to Petty Officer Third Class in the U. S. Navy, according to word received last week by his parents. "Duke" was then at Ft. Hueneme, Calif., but he is now probably on his way across the sea.

**For Best Results**

and satisfactory returns, bring your livestock to the

**O'Neill Livestock Com. Co.**

H. S. Moses and G. P. Colman, Managers  
Phone 2 O'Neill, Nebraska

WHERE BUYER AND SELLER MEET

We Sell Every Monday

**PUBLIC SALE  
AUTOMOBILE**

Pursuant to the Order of the County Court of Holt county, the undersigned Administrator will offer for sale and will sell for cash in front of the Court House in O'Neill, at 1:00 o'clock p. m., on

**Monday, Febr. 21st**  
the used blue Plymouth four-door Sedan owned by the late Frank Stutz.

This car, a 1937 model, has been driven 12,000 miles, has good rubber and is in good condition; paint and upholstery very good.

**W. J. Biglin, Adm.,**  
of the Estate of Frank Stutz, Deceased

*Agent J.T. Lane*  
**-RAILROADER WITH  
A WILL TO "CARRY ON"**

War days are busy days for "North Western" agents. J. T. Lane at Centerville, South Dakota, is an example. When this 31-year service man isn't selling tickets, or arranging for the shipment of grain or live stock, he's doing any one of a dozen other jobs.

Agent Lane's thoughts, when not on his work, are occupied with something even closer to his heart—his four boys wearing the fighting uniforms of Uncle Sam. Alan, now in Sicily, went through the North African campaign. Claire's in the Air Corps and at present is an instructor at Chanute Field. Leo, who for three years was a "North Western" telegraph operator, is in the Naval Air Force somewhere in the Pacific. Maurice is in training at Camp Kohler, California.

Lane's working philosophy is a wholesome one. Realizing he is an essential unit in America's rail transportation, he's determined to make every working moment count in the Fight for Freedom. Even though miles from the fighting front, he realizes his efforts, plus those of every other railroad worker, count tremendously in the part transportation is playing in winning the war.

So to members of "North Western's" family and to all other patriotic railroaders we say—you're doing a great job—CARRY ON!



SERVING AMERICA IN WAR AND PEACE FOR ALMOST A CENTURY

**CHICAGO and  
NORTH  
WESTERN  
LINE**

Mrs. Ed Campbell left Wednesday for Rochester, Minn., for medical treatment. Leo Matthews returned Saturday from Omaha, where he spent a couple of days on business.

**NOTICE**

I will be at the Golden Hotel in O'Neill from Monday, February 21 to Saturday, February 26th, selling Thrift Special Mineral and Conditioner for livestock and poultry Here are a few men who feed it:

- JACK BERIGAN JACK SISSON
- J. B. RYAN L. C. PUTNAM
- JOHN HOLLIDAY GALLAGHER BROS.
- DEWEY SCHAFFER

**JOHN DUNCAN**

Atkinson, Nebraska

**51 REGISTERED  
HEREFORDS  
AT PUBLIC AUCTION . . . .**

ATKINSON LIVESTOCK PAVILION  
ATKINSON, NEBRASKA

**Thursday, Febr. 24th**

Sale will start promptly at 1:00 P. M.

**35 Yearling Bulls - 15 Bull Calves - 1 Cow**

An offering of rugged, blocky bulls of choice quality. Will satisfy the rancher and farmer.

Will sell in good breeding condition.

Prince Dominos, Battle Asters, Anxieties, Mischiefs, Stanways, Pioneer, Paladin, Prominos, Laurels, Blanchards.

Come early and look the bulls over

**HOLT COUNTY HEREFORD  
BREEDERS ASSOCIATION**

For Catalog Write

James W. Rooney, Sale Mgr., O'Neill, Nebraska

Miss Mary Jane Her, of Dallas, aunt and uncle, Mr. and Mrs. Sumner D., arrived Monday to visit her brother Downey and friends here.

**INMAN NEWS NOTES**

(Continued from previous page) anniversary. The house was decorated in hearts in keeping with Valentine's Day. Mrs. Youngs served a lovely lunch at the close of the evening, which was carried out in the Valentine colors. Mr. and Mrs. Youngs were presented with a gift from the Club.

J. T. Thompson of Norfolk spent the week-end with his parents, Mr. and Mrs. Jim Thompson.

The Coffee Club will meet with Mrs. A. Renner on Thursday, February 24. Mrs. Jennie Crosser and Mrs. G. E. Moor assisting hostesses.

Muriel Fraka, who clerks in the Fair store, is taking her vacation this week. Mrs. Virgil Tomlinson is taking her place while Muriel is at home.

Ezra Brumbaugh arrived here last week from his home in California to visit his mother, who has been very ill.

W. S. C. S. met in their parlors on Thursday afternoon. Mrs. Ira Watson, Mrs. Kenneth Coventry, Mrs. James Coventry and Mrs. Eva Murten were hostesses.

The Senior Class had a party at the school house Tuesday night. The high school teachers were guests.

Mrs. E. L. Watson went to Norfolk Thursday, where she visited her sister, Mrs. Stuart Hartigan. On Friday she went to Lincoln, where she will visit at the home of Mr. and Mrs. W. W. Watson.

**EMMET NEWS**

Mrs. June Luben and Mrs. Chas. Prussa were supper guests at the Guy Cole home Friday.

Mrs. Ed Heeb and Edna Kay called on friends in Atkinson Tuesday.

Mrs. Ed Heeb and Edna Kay helped Mrs. Joe Pangratz with her work Monday.

Mr. and Mrs. Henry Winkler called at the John Pruss home Sunday evening.

A surprise party was given last Sunday evening at the home of Mrs. Agatha Heeb in honor of Emil and John S. Gallagher. The

**GET IN THE  
FEED BUSINESS**

A mighty good business to be in today is the feed business. It is a war necessity business that is on the upswing, and will provide you a good income now, and a steady one for the future. No investment or equipment needed. If you are interested, send your name and address to P. O. Box 229 in care of The Frontier, and our Field Manager will give you a personal interview.

Name

Address



Dr. Edw. J. Norwood, O. D., an expert eyeglass specialist from Crawford, Nebr., again in O'Neill, on Friday, March 3, at Golden hotel until 5 p. m. Have your children's eyes examined. He is a very expert and broadly experienced Retinoscopist and an Ophthalmoscopist, which enables him to perfectly fit your glasses and properly diagnose eye condition.