

McDonald's Stores Increase 21 Percent

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cent of the company's total earnings, compared with only 38.3 percent a year earlier.
Sales showed monthly increase throughout the year. Added stores and the remodeling of other stores brought part of the total increase. "Undoubtedly," said McDonald, "some part of the increase can be attributed to 'scare' buying because of anticipated shortages, particularly in cotton goods. In addition to the initiative used by company buyers to get the customer-demand goods, McDonald stores reflected the country-wide conditions of more people being gainfully employed than ever before, with higher wages, and increased consumer population and increased purchasable goods."
The purchase in December, 1950, of the Bryant-Link chain of five stores in the Southwest (four in Texas: Stamford, Hamlin, Snyder, and Lamesa, and one in Carlsbad, N. M.) is reflected in the comparative financial statements as of January 31, 1951-1950, as the following figures indicate:

	1951	1950
Cash	\$ 710,542	\$ 790,108
U. S. Treasury Saving		

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Notes (at redemption value)	37,577	431,591
Accounts receivable	24,930	7,777
Inventories**	3,514,632	2,300,584
Total current assets	\$4,287,681	\$3,530,060

Land	\$ 3,579	\$ 48,582
Buildings	67,814	207,929
Furniture, fixtures and equipment	812,460	645,408
Leasehold improvements	188,165	150,722
Less allowances for depreciation and amortization	385,161	350,740
Total Property and Equip.	\$ 686,857	\$ 701,901

President McDonald said, "A substantial part of the increase in the year-end inventories and accounts receivable is because of the acquisition of the Bryant-Link chain." "Cash on hand, as represented by cash and U. S. treasury notes, was put to work in broadening the areas to be served by the McDonald stores, with anticipated substantially increased volume and profits." The Bryant-Link stores have been in operation since 1884 and do a combined annual business in excess of \$1,000,000. Approximately \$60,000 of the \$1,214,048 increase in inventories at the year-end was in new spring merchandise.
Working capital at January 31, 1951, was \$3,259,043 compared with \$3,006,271 at the same date a year earlier.
During the year, the company sold its recently constructed store building in Hastings and its building in Beatrice. On both locations, favorable long-term leases were secured. This action was in line with company policy of what is believed to be the more

proper and profitable investment of funds in merchandise and fixtures than in real property.
In addition to the acquisition of the Bryant-Link chain, three other stores were added during the year—one at Hartington, where the building was completely remodeled and refitted; another at Burlington, Colo., which was a wholly new unit in space leased in the new Montezuma hotel building; and the third was the purchase of the Abraham Dry Goods company at Ainsworth, which had been in operation for 40 years, first by father and succeeded by son. The total number of stores in the McDonald Co. at the end of the fiscal year was 56 compared with 48 a year earlier.
The report shows that the company's private brand program, inaugurated in 1949, continued to progress. By the end of the year, 12 items in a variety of merchandise classifications carried the McDonald "Scotchman" thrift symbol. It is expected in time that all company private brands will bear this identifying label.
The report also reveals that the total number of shareholders remained the same as at the close of the fiscal year 1950, and that 85 percent of them, other than associates of the company and families continue to live in cities and towns where there are McDonald stores and are customers of those stores.
An important step in the growth of the company was made last year when the areas served by McDonald stores was divided into three districts. Three former store managers were appointed district managers: Ernest Kuehn, Ivan Sleigh and Byron Hooper. Another mark of growth was the opening of a buying office in New York City to give McDonald stores faster service on fashion goods such as wearing apparel and accessories, and to bring the stores into direct contact with the country's principal textile market. Frank Schockey, former owner and manager of dry goods stores similar in type to the McDonald stores and earlier dry goods merchandise manager of Scott-Burr stores, joined the company on January 1, 1951, as manager of the New York office.
On March 15, 1951, A. L. Edwards, secretary-treasurer, retired, and was succeeded in this post by C. E. Blair, formerly vice-president in charge of real estate and store operations. Norman H. Volland, personnel director, was elected a member of the board of directors to fill the vacancy created by Mr. Edwards' retirement.

South of Stuart News

Mr. and Mrs. Francis Goebel and Mr. and Mrs. Jim Hoffman attended the 4-H banquet in Atkinson Thursday, April 26.
Bob and Joe Batenhorst, Kenneth Gans, Frank Hamik, Ed Clausen and Henry Kruger went to Longlake fishing on Sunday, April 29.
Mrs. Robert Batenhorst and Micky went to Valentine Sunday, April 29, after Delores Batenhorst. She will spend a few days visiting her parents before going to Omaha where she is employed.
Mrs. Robert Batenhorst and Mrs. Berni took Leo Berni, Kenneth Batenhorst, Ivo Shald and Lavern Timmerman to O'Neill Wednesday, April 25, where they attended the athletic banquet.
Mr. and Mrs. A. M. Batenhorst spent Friday evening, April 27, at the home of Mr. and Mrs. Owen Galligan.
Jane and Eileen Murphy and Myrna Kaup visited Mrs. Hanel Sunday, April 29.
Harry and Catherine McShane were Sunday, April 29, dinner guests of Mr. and Mrs. J. P. Murphy.
Twin calves were born at the Sylvester Kramer farm recently.
Mr. and Mrs. Ray Greenfield spent Sunday, April 29, at the Laurence Greenfield home.
Mr. and Mrs. Delmar Dorsey and Bobbie were Friday, April 27, supper guests of Mr. and Mrs. Robert Greenfield.
Mr. and Mrs. Stub Kunz visited Mr. and Mrs. Charles Deemer Monday evening, April 23.
Mr. and Mrs. G. U. Herrick and children visited Sunday, April 29, at the Joe Krobot home.
A surprise pinocle party was held at the Lloyd Stolpart home Wednesday evening, April 25, in honor of Mr. and Mrs. Delmar Dorsey, who are moving to Omaha. Prizes were won by Vernon Heyne, Mrs. Harold Arter, Bob Greenfield, Mrs. Newel Pock and Harold Arter.
Dinner guests at the Vernon Helne home Sunday, April 29, were Mr. and Mrs. Ernest Greenfield and children, Mr. and Mrs. Floyd Greenfield and Lorraine, of Bassett, and Mr. and Mrs. Dean Greenfield and Gary, of Newport.
Mr. and Mrs. Delmar Dorsey were host and hostess to a pinocle party at the Louis Gilg home. Prizes were won by Bob and Doris Greenfield, Mr. and Mrs. Marvin Fry and Alan Chestnut.
Mr. and Mrs. Vernon Heyne and Mary Lynn visited Thursday, April 26, in Bassett.
Mr. and Mrs. Roy Rhodes and Mr. and Mrs. Fred Tasler attended church in Atkinson Sunday evening, April 29, where they enjoyed pictures taken at the Bibel camp at Cleveland.
Mrs. Frank Weichman, jr., and Mrs. Orville Paxton attended the 4-H banquet in Atkinson Thursday, April 26, given by the Atkinson Lions club.
Mr. and Mrs. Wayne Wilcoxson and Dale, of Norfolk, spent Tuesday, April 24, at the Ralph Cobb home.
Frank Weichman, jr., and boys spent Thursday evening, April 26, at the home of his parents, Mr. and Mrs. Frank Weichman, sr., in Atkinson.
The Stuart Elkhorn valley 4-H club met at the school in district 58 Friday evening, April 27. The "Learning to Cook" group brought samples of sugar cookies. Prizes were won by Eileen Murphy, Karen Weichman and Lois Givens. The stocker-leeder group tied knots. Mrs. Harold Givens and Mrs. Joe Kaup served lunch. The evening was spent square dancing.
Mr. and Mrs. Harold Givens, Mr. and Mrs. Joy Greenfield, Mr. and Mrs. Walter Smith, jr., and Mr. and Mrs. Norman Boettcher and Janel and Mr. and Mrs. F. J. Anderson from Newport were

Thursday, April 26, evening dinner guests of Mr. and Mrs. Wilbur Moon.
Mrs. Wilbur Moon and Vaughn and Rollie Wallinger attended the birthday anniversary party at the Walter Smith, jr., home Monday, April 23, in honor of Janel's fourth birthday anniversary. Other guests were Mrs. Bob Ramn, Jimmy and Mike, Mrs. Arthur Givens, Bobbie and Carolyn, Mary Lynn Shearer, Mrs. Dwaine Ulrich and Carolyn, Mrs. Laurence Hamik, Kenny and Donna. A lunch was served.
Mr. and Mrs. Sylvester Kramer called at the Joe Krobot home Sunday evening, April 29.
Mr. and Mrs. Robert Greenfield and children spent Thursday, April 26, at the Elvin Coker home in O'Neill.
Mr. and Mrs. Joy Greenfield and granddaughter, Dianne Greenfield, visited in O'Neill on Wednesday, April 25.
Mr. and Mrs. Norman Boettcher and boys spent Sunday evening, April 29, at the Wilbur Moon home.
Milton Kaup spent Wednesday night, April 25, with Jerry Wallinger.
Larry Paxton accompanied his grandparents, Mr. and Mrs. R. L. Paxton, to Niobrara Sunday, April 29, where they visited Mr. and Mrs. Victor Matousek.
Karen Weichman spent Tuesday and Wednesday evening, April 24 and 25, at the Francis Goebel home and Thursday evening at the George Wallinger home.
Venetian blinds, prompt delivery, made to measure, metal or wood, all colors.—J. M. McDonald Co., O'Neill. 111f

Stuart Seniors Go to Black Hills

After the play, Miss Bunny Seeger entertained the cast with a party at her home.
Friday afternoon the seniors left for the annual sneak day which extended over the weekend. The group went to the Black Hills.
STUART—The senior class of Stuart high school presented the play, "The Antics of Andrew," to a full house on Thursday, May 3.

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Water Bills Slashed 50% for 6 Months

STUART—The Stuart village board in session recently voted to reduce the water bills 50 percent for the next 6 months.
Committees were appointed as follows:
Auditorium—Mark Nelson and Jack McGrew.
Finance—Norris Coats and Lloyd Otto.
Streets and alleys—Mark Nelson and Norris Coats.
Light and water—Lloyd Otto and Jack McGrew.

Grade Children Present Program

PAGE—Mrs. R. F. Park, teacher of the 4th, 5th and 6th grades of the Page school, gave a program, "Circus Day," for the mothers and friends of the pupils. There were 2 "peep hole" shows, "Nancy's Noses," by the 4th grade, and "The Adventures of the Farmer Boy," by the 5th grade, also a puppet play, "Henry's Old Schoolmate," by the 6th grade.

Riverside Club Holds Pair Meetings

The Riverside 4-H club had 2 recreational meetings again this week. On Friday, May 4, the John Vitt family entertained the group at a yard party. The evening was spent playing "dare base," "flying Dutchman" and other games. At the close of the evening Mrs. Vitt served lunch.
Sunday, May 6, the Ed Boyle family entertained the group at a baseball game. Edward Boyle and John Vitt chose teams. The score was 23-19 in favor of Edward's team. After the game Mrs. Boyle served lunch.—By Mary Frances Vitt, news reporter.

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