

THE FRONTIER

O'Neill, Nebraska

CARROLL W. STEWART
Editor and Publisher

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Paul Tallon, of Omaha, spent the weekend at the home of Dr. and Mrs. O. W. French.

Specials on PERMANENTS - AT - MARGARET'S

Two weeks only, August 10-24. School girls, ages 6-12, Oil Permanent, \$5. Creme Permanent, \$6.50.

Call 102 for Appointments.

WHEELER COUNTY FAIR & RODEO

August 17-18
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GENERAL INSURANCE
O'Neill Nebraska
PHONE 105

SMALL DOSES -- Past & Present:

Whiskers Running Out?

By ROMAINE SAUNDERS S. Special Correspondent

Band and boosters enlivened the quiet street of Amelia with color and gaiety Friday night when the "Hay Balers" from Atkinson invaded the flowing well town. A foretaste of what Atkinson will do August 26-27 when colorful parades, blaring band music and carnival events will come to life again after the war period repose. Gold-adorned caps, whiskers that are a mere whisper of what our fathers produced, are the thing with the men in Atkinson now. Maybe this generation of men have shaved until the growth is running out.

Rev. Mr. Birmingham's invitation to come to Atkinson last Sunday on wings to attend his church services met with a response of ten airplanes from four Nebraska counties, Madison, Antelope, Merrick, and Holt. Automobiles met the visitors at the airport and after church they were served dinner. Atkinson Methodists maintained the standing of the community for warm hospitality.

Intermittent rumble out of the north early Sunday evening foretold an oncoming storm. Rain, wind, earth-shaking explosions among the clouds, like in pioneer days

William W. Griffin
ATTORNEY
First National Bank Bldg.
O'NEILL

PAGE NEWS

Mrs. Anna Mae Craig and Mr. and Mrs. Martin Craig, of Battle Creek, spent Sunday at the Lloyd Holiday home.
Mr. and Mrs. Cecil Hartford and family, of Oakland, Ore., came Monday to visit their respective parents, Mr. and Mrs. C. C. Hartford, of Page, and Mr. and Mrs. P. A. Grass, of Ewing.
Mrs. W. A. Moore and daughters left Thursday for their home at Alexandria, Va., after spending six weeks visiting at the home of her parents, Mr. and Mrs. C. M. Stevens, and with other relatives.

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A Forward Looking Firm on the "Growingest" Live Stock Market in the Nation

We sell thousands of Western Cattle on This Market every Fall—repeating our sales year after year to the same feeders. Selling through Long & Hansen means a regular outlet and better prices for you.

Established in 1892 to buy and sell CATTLE • HOGS • SHEEP

LONG & HANSEN
Commission Co.
Sioux City Stock Yards

Mr. and Mrs. Bill Spitzer, Eileen and Billy, of Whittier, Calif., spent Saturday night at the home of Mrs. Spitzer's aunt, Mrs. E. A. Walker. Other dinner guests at the Walker home Saturday evening were Mr. and Mrs. John D. Walker, of Ainsworth, Mr. and Mrs. Anthony Craig and family, and Mr. and Mrs. C. E. Walker and family.

Mrs. Sid Rhoades, Sharon and Nancy, of Mitchell, came Sunday to visit at the home of her sister, Mr. and Mrs. Lloyd Holliday, and with her mother, Mrs. Rose Craig, of California, who is also a guest at the Holliday home.

Miss Jean Woods, of Lincoln, and Miss Mary Mae Johnson, of Kearney, returned to their homes Monday after visiting their grandparents, Mr. and Mrs. R. D. Copes.

Mr. and Mrs. E. E. Allen and family are visiting in California, Washington and parts of Canada.

CHAMBERS NEWS

Mrs. E. C. Bourne, of Colorado Springs, Colo., who has been visiting her daughter in Elgin, came to Chambers Monday by plane to visit her brother, E. R. Carpenter, and her sister, Mrs. Floyd Whitaker, and other relatives.

Mr. and Mrs. Bernard Gribble, of Omaha, spent the weekend visiting relatives. Miss Peggy Gribble returned to Omaha with them for a visit.

Mr. and Mrs. Ed Meyers, Jr., and baby, of St. Paul, visited in Chambers over the weekend.

Mr. and Mrs. Norman Medcalf

W. F. FINLEY, M. D.

OFFICE PHONE: 23
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and son, of Milford, spent the weekend in the Earl Medcalf home.

Mrs. Emma Meyers, of Flint, Mich., is visiting here. She had accompanied friends as far as Oakdale, where she visited her daughter, Mrs. Pearl Goodspeed, before coming on to Chambers late Sunday.

Mrs. Burt Haggart, Mr. and Mrs. Elmer Yoder, and Mrs. Mary Seaman, all of Mankato, Kans., left July 31 for their home after a visit

with relatives here. Mrs. Yoder is a daughter of Mr. and Mrs. C. W. Rothchild, and Mrs. Haggart is a sister of Mr. Rothchild.

Insurance Bonds
GEO. C. ROBERTSON
O'Neill, Nebr.
Office: 1/2-block north of First National Bank
Real Estate Loans

NEBRASKA'S BIG RODEO BURWELL

AUGUST 14 - 15 - 16

In case of bad weather show will be continued

ONE DAY

Daily Program Starts at 1:30

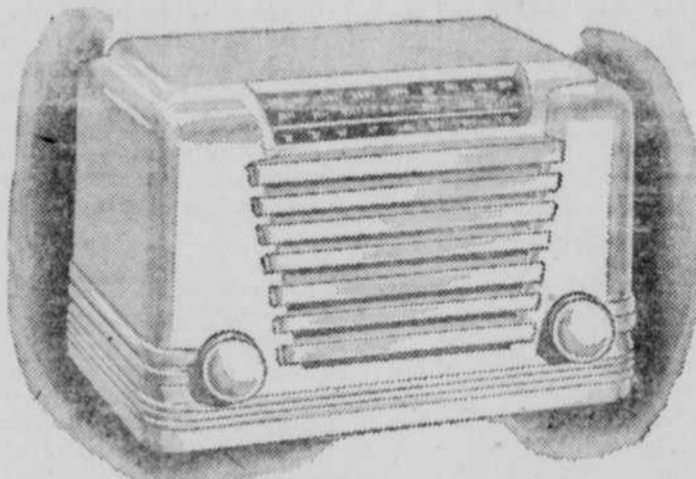
— BRONC RIDING — CALF ROPING
— BULL DOGGING — BRAHMA RIDING

Trick and Fancy Riding Trick and Fancy Roping
Clowns — Indians Horse Racing

Night Show On the Midway

AT 8 P. M. HILL'S GREATER SHOWS
Dance Pavilion on Grounds TOPS IN
— RIDES — SHOWS — FUN

CORONADO



... IS BACK AGAIN

5 TUBE A.C.-D.C. MANTEL

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WITH THESE FEATURES

- 5 matched tubes (including one rectifier)
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These radios available on our Thrifty Payment Plan

Gambles

The Friendly Store

The Chevrolet Distribution Plan

Announcing a Fair and Equitable Car Distribution Plan for the Benefit of Chevrolet Dealers in All Parts of America

The Chevrolet Motor Division of the General Motors Corporation, announces a Master plan for the distribution of new cars to Chevrolet Dealers throughout the nation, which is designed to enable them to meet the buying demands of all sections and all groups in the fairest possible way.

It is the goal of Chevrolet to meet the motoring requirements of the Nation in the most uniform manner, thus assuring an even flow of cars into all communities, large and small, in proper proportion to the demand for them. The Chevrolet distribution plan is designed to make certain that the rights and equities of every Chevrolet Dealer—and through the dealer, every Chevrolet buyer—are protected, with equal justice to all groups and all parts of the country. The objective of the plan is to meet, in so far as we are able to do so, the motoring needs of men and women of metropolitan America—of Agricultural America, of all America, with complete fairness and impartiality, and as swiftly as the many Chevrolet plants can turn out the cars and place them in the hands of our dealers.

Based on Dealers' 1941 Model Sales

Under the plan, allotments of new cars will be based on the individual dealer's sales of 1941 model cars. The program embraces the entire country and will remain in effect until Oct. 31, 1947.

Establishment of this carefully developed plan of dealer distribution, not only recognizes the Chevrolet dealers who met their responsibilities to the public during the war emergency, by maintaining active service facilities, but also provides every Chevrolet dealer the opportunity to be served in the most satisfactory manner.

The Chevrolet Motor Division's great objective of meeting the motoring needs of all customers in the fairest possible way is, of course, in the final analysis, the direct concern of all Chevrolet dealers. We believe that every Chevrolet dealer will deliver cars in accordance with his best judgment, taking into full consideration the needs of all motorists of his community and the importance of meeting the vital requirements of those whose transportation needs are extremely serious.

Needless to say, Chevrolet dealers cannot fill the orders of all buyers of new Chevrolet cars simultaneously or overnight, much as they would like to do so, but they will meet the unprecedented demand for new Chevrolets just as soon as this becomes possible.

Fair and Impartial Treatment To All

It is our firm belief that through the carefully developed dealer distribution plan, more people can be satisfied and satisfied more quickly—than through any other method of new car apportionment, because it will result in the most accurately proportionate and speedy distribution of new cars to Chevrolet dealers and, through them, to the public.

The Chevrolet Motor Division is confident that Chevrolet dealers appreciate the complete fairness which guides our distribution of new cars to them and that they will cooperate fully in following the same broad, equitable principles in the local distribution of new cars which they receive under the Chevrolet program.

Meanwhile, the Chevrolet Motor Division wishes to express its sincere gratitude for the patience and good will which both the public and the Chevrolet dealers are displaying during this period of car shortages.

Chevrolet Motor Division, General Motors Corporation, Detroit

Announcement of Distribution Plan of New Chevrolet Cars

The distribution plan as adopted by us gives proper recognition to customers who have purchased new Chevrolet cars, trucks or pickups or used cars, trucks or pickups from us in the past; to the returned servicemen that resides in our territory that is in need of a new car; to the new customers of our service department who wish to drive Chevrolets and remain our customer; and also to the customer who spends his service dollar with us; and to ourselves, in that we must maintain a strong and active dealer organization able to give prompt and dependable service work, and carry ample stocks of supply parts, in that the Chevrolet owners' investment is protected in the future.

We do not wish to place ourselves in a position of mistrust in any manner, nor incur any liabilities for the non-compliance with existing Office of Price Administration regulations or such regulations that may apply in the future. We feel that ceiling prices as established by the OPA and now in effect, should be maintained as long as an acute shortage of new or used cars exists, in order to keep prices within reach of as many people as possible. All new cars, trucks or pickups and used cars, trucks and pickups will be sold by us on the basis of existing ceiling prices at time of sale. Likewise trade-in values of used cars, trucks or pickups will be arrived at by applying the proper OPA value in each case. These prices will be used by us until such time as cars are decontrolled by the OPA, or until such time as the market should bring values on such cars below the ceiling prices as established by OPA.

We do not believe in the theory of black market prices for either new or used cars, and we will accept your used car on the purchase of a new Chevrolet at a value as determined by the OPA regulations in order that you may have a ready market for it without going into the black market in order to dispose of it at a fair price, or we will purchase any used car offered to us that is marketable and when reconditioned will make a dependable used car, this also applies to trucks and pickups.

Here is the manner in which cars will be allotted:

- 1st. The first cars will go to doctors, mail carriers, large fleet operators in essential work, or other highly essential workers, who are our customers at this time and in the past.
- 2nd. Approximately 12% of the cars that we receive will go to ex-servicemen that are in need of a new car, according to relationships with them or their families in the past.
- 3rd. Approximately 12% of the cars that we will receive will go to new customers with whom we have made contact during the war period and wish to remain as our customers.
- 4th. The balance of cars or approximately 75% of the cars that we receive will be allotted to customers on a rating basis which we have compiled by taking the total cars as purchased by customers in the past and adding thereto the service dollars spent with us in our shop department up to date, which figure we have reduced to points, to obtain this equitable rating basis. Through this fair and impartial plan of distribution of new cars that we will receive in 1946 and 1947, we will get in contact with the customer when his allotted car is available for him, at which time he may pass, if he does not want a new car. However until such time as we are able to guarantee delivery within thirty days, and until such time as new cars are decontrolled, we cannot accept orders for cars.

New car production at this time is very low and only a small part of the 1941 production rate. It is not anticipated that the 1941 production rate will be attained this year due to shortages of steel, copper and other raw materials. We sincerely trust that you will bear with us, until such time as a car is available for you. In the meantime, we suggest that you keep your present car in a safe and dependable operating condition.

MIDWEST MOTOR CO., Ltd.

MIDWEST MOTOR CO., Ltd.

O'Neill, Nebraska

Complete Service for Your Car or Truck - Lubrication - Body and Fender Shop - Parts - Accessories - Front Axle Corrections - Wheel Balancing