

Consolidated Gross Receipts Climb But Net, Tonnage Drop

BY GEORGE W. MEAD

Pres., Consolidated Water Power and Paper Company
In the year 1944 our gross income from the sale of pulp and paper has been larger than in any previous year, despite the fact that our output in tons has been reduced. This decrease in production is due to the use of lighter weight papers in publications.

Despite the fact that our shipments have brought more dollars, our net profit has shown a decrease because manufacturing costs have increased while our paper prices have remained "frozen."

We have found ourselves able to keep our properties in an excellent state of repair and we have made some important replacements and improvements. This has been a difficult accomplishment on account of the fact that many important materials and supplies are either entirely off the market or subject to high priorities.

The same obstacles exist in the procurement of raw materials. In some instances it has been necessary for our company to send men out on the road in search of essential commodities.

Poplar Is Being Used

Spruce has become so scarce and there has been such a tremendous shortage of woods labor, that we have been compelled to resort to other grades of wood. We have purchased a large amount of poplar, which is obtainable in near localities. This is a fast growing wood as compared with spruce and we have given exhaustive scientific attention to its use until we are finally in a position to use poplar with success.

We have been subjected to the same labor shortage that other industries have faced. More than seven hundred Consolidated men are in the armed forces, and twenty of them have lost their lives. We stand ready to encounter any obstacle for the sake of our nation's victory just as these fighting men are doing.

The labor shortage has been met by the resumption of the 48-hour week which requires heavy premium payments for work in excess of the 40-hour week. We have also employed a large number of girls and women who are performing their work in a satisfactory manner.

Regardless of shortage of labor and materials we have operated our mills full time during the year 1944.

Expansion Is Limited

The outlook for expansion is meagre. There are many improvements and additions which we would like very much to put into effect but we are compelled to postpone any large capital costs. We recognize the government's need for funds, therefore we cannot expect any tax relief until the peace era. When such time arrives we expect a drastic reduction in excess profits taxes and normal income taxes. Certainly there can be no stimulus to business and industry under present restrictions.

Our Plastics division is progress-

ing as originally intended. It represents a new thought in the construction of buildings and materials. We have large government contracts for plastics material and thus meets all specified tests for war use. The plastics program involves post war accomplishment as well, and tangible plans are underway for a large volume of civilian requirements. The new plastics material for home construction is now put into use and its practical value is a certainty.

We look forward to the coming year with the sincere and earnest hope that world peace will come, and our company will leave nothing unaccomplished which might contribute to the defeat of our enemies and lead us all to a happier and fuller life.

Ahdawagam Shipments Are Higher

Ahdawagam Paper Products company shipments for 1944 will be about 5 per cent greater than for 1943, according to F. R. Walsh, manager. "This is due to the large amount of ammunition tubes and overseas boxes run during the year and some of this will continue into next year," Mr. Walsh adds.

This year's payroll at Ahdawagam will be about 10 per cent larger than in 1943, a survey of the 1944 operations shows. "We have a good backlog of orders on hand now which will carry us into next spring and we expect that 1945 will compare favorably with this year if we are able to secure enough box-board," Mr. Walsh stated. The box-board situation is bad because of the shortage of pulp and is not expected to improve until the war ends in Europe.

"We do not anticipate any large change in our business after the war ends. Many of our customers are now shipping their products to the army and navy and will convert easily to civilian production," Mr. Walsh concludes.



SANTA VISITS RAPIDS—Crowds of children stampeded into Santa's headquarters when he made his local pre-Christmas visit recently. This group, caught clustered around the bearded gent, was evidently so enthralled that the cameraman wasn't even noticed, something unusual for children. When Santa Claus comes to town he causes various emotions among his little friends. There are those who merely stand and stare with speechless awe, still others go to him confidently to tell what they want for Christmas, and then there are often very tiny ones who shriek with fright at the unfamiliar figure.

Prentiss Wabers Doubles War Goods Output in Year's Time

GAS COMPANY GROWS DESPITE LIMITS OF WAR

BY LEE BARKER

Manager, Gas and Electric Co.
Figures just released by the United States Bureau of Mines show that the volume of bottle gas sold in the United States has increased from 88,000,000 gallons in 1933 to 702,000,000 at the end of 1943. This is a tremendous increase of 1,850 percent in 10 years. The growth of the Wisconsin Rapids Gas and Electric company and Gas Service Incorporated has kept pace with the growth in the sales of liquefied petroleum gas, even though war restrictions have prohibited the installation of additional gas service equipment except with the approval of the petroleum administrator for war. During the coming year it is reasonable to expect a continuation of the growth of both companies and, after restrictions are removed and merchandise is available, the rate of growth will undoubtedly be considerably accelerated.

In order to handle its present large volume of business and to be prepared to take care of the present pent-up demand which will undoubtedly be released after victory in Europe is assured, the Wisconsin Rapids Gas and Electric company has greatly expanded its facilities for handling gas, gas appliances and equipment. This expansion of facilities has been accomplished through the purchase of the Provost property at 61 Fourth avenue north, which property provides greater yard space and a large warehouse and shop. The former loading dock has also been widened and lengthened in order to connect the Provost property to the scale house and charging room.

New Storage Tank

The facilities were further expanded to take care of the present gas load by the granting of a priority by the war production board for the purchase of a new 18,000-gallon storage tank, which tank was received in November and has now been connected to the present 15,000 gallon storage tank in order to provide a continuous supply of gas to the thousands of customers now being served in Wisconsin Rapids and the 25 neighboring towns in which the company operates as a public utility. The neighboring towns served by the Wisconsin Rapids Gas and Electric company now include Biron, Nekoosa, Port Edwards, Plainfield, Coloma, Hancock, Adams, Friendship, Needah, Wautoma, Wild Rose, Almond, Bancroft, Junction City, Milladore, Auburndale, Blenker, Sherry, Rudolph, Arpin, Pittsville, Vesper, City Point, Dexterville and Babcock.

The growth of these companies has resulted in the placing of the common stock of the Wisconsin Rapids Gas and Electric company on a regular dividend basis of 3.2 percent per annum and Gas Service Incorporated has also declared a dividend on its common stock at the rate of 3.2 percent per annum payable quarterly, beginning January 1, 1945.

Moose Lodge Enjoys Membership Increase

The local Loyal Order of Moose Lodge No. 1611 has passed another fair year of success, having enjoyed an increase in membership and good cheer.

The lodge, however, was saddened by the news that of one of the members, Brother Robert Bell, is missing in action in the service of his country.

The members are looking forward to a resumption of the annual Christmas party next fall.

John Jung, Sr., is secretary of the organization.

It is believed that the Yule log is a variant of the bonfire characteristic of the sun festivals, by which ancient people marked the four stages in the earth's progress around the sun.

WOOD COUNTY NATIONAL BANK AIDS BOND SALES

BY G. O. BABCOCK

Pres., Wood County National Bank
At the Wood County National Bank we have had an unusually busy year, which is probably the case with most all lines of business. The selling and issuing of U. S. government bonds is a big job and requires a lot of time. We are glad, however, to contribute our facilities for this important service. The additional labor has been cheerfully assumed by the members of our staff as part of their effort toward victory.

There has been increased activity in all departments of the bank. Our savings window has been an exceedingly busy section of our bank due to the increasing number of new savings depositors and more frequent deposits by those who have for years been steady depositors here. The checking department has also enjoyed increased activity with new accounts added daily.

It all goes to disprove the common remark that workers with increased earnings are spending most of it. While it is true that nearly everyone spends a little more as they earn more, yet when we look through our savings ledgers and individual checking accounts we see evidence of great thrift and the desire to build something for the future. Then add to these savings the huge amounts invested in war bonds and you have a picture of the financial stability of our community, of which we can all feel justly proud.

We must not forget also that business men generally have been improving their financial positions so as to be able to meet all future requirements. This will help to insure good labor conditions for the days ahead.

BLOOD FOR CHRISTMAS

Dramatic editorial staff* of the Chicago Herald-American featured a heart-shaped holly wreath under the headline "Give a Pin of Blood for Christmas," followed by quotes from the Army newspaper Stars and Stripes which deplored civilian neglect in donating blood badly needed by wounded fighting men. Result was an overwhelming rush to the city's blood donor centers, with donations offered faster than they could be taken.

Gill Paint Company Has Successful year

The story of 1944 at the Gill Paint company is about the same as at other Wisconsin Rapids plants. Frank Gill of the local concern says it was a good year, it could have been better if materials and labor were available and that work for the government will continue to take up most of the company's facilities. The concern manufactures a full line of paint products and is looking toward many new developments in the postwar era.



'With a Song in Your Heart'

Throughout the Holiday festivities is our wish to you and yours

FROM EVERYBODY at

HEILMAN'S
Your Quality Store

FIRST NATIONAL HAS IMPRESSIVE WARTIME RECORD

Banks are more active than ever, selling war bonds and opening ration banking accounts in addition to handling the largest volume of regular banking business ever on record, W. J. Taylor, president of the First National bank in Wisconsin Rapids, says as he looks back over 1944.

"From December 7, 1941, to December 7, 1944, the First National bank sold 14,800 separate pieces of government securities totaling \$4,573,280," Mr. Taylor points out. "This large total of sales alone handled through the First National, at no cost to the government, reflects in part the patriotic effort of this community."

Individuals are also saving substantial parts of their wartime earnings, according to Mr. Taylor. "Our deposits have grown from \$1,847,823 on December 7, 1941, to \$3,078,796 as of December 7, 1944, an increase of \$1,230,973."

"The most immediate concern for the future is the returning 'G. I. Joe,'" Mr. Taylor adds. "Many of our fighting men won't know immediately what they want to do. This will be a natural situation. But when he does make up his mind, he will find that the banks along with all other agencies will be ready and anxious to help him get a new and profitable start in life."

Christmas carols were imported into England soon after the Norman Conquest.

Foundry Able To Add Some Equipment

Practically all the efforts of Nekoosa Foundry and Machine Works, Inc., this year were directed toward the production of war materials, according to M. J. Power, president.

"We have done some expanding this year," Mr. Power says. "In the machine shop, besides numerous small tools, we have added a large three-head metal planer. In the foundry, we have put on several additional molding machines which has practically doubled our capacity in the brass foundry. There were also minor improvements in the iron foundry and pattern department."

"Although our volume is on a par with 1943," Mr. Power continues, "the production of our plant has changed from valves for escort vessels to pistons and parts for large diesel engines and bronze circulating pumps. Our volume has not increased over 1943 because of the lack in this vicinity of skilled labor for the trades involved."

The foundry is looking forward to a successful year in 1945 with the hope that it will be in position to go back to the normal production of paper mill machinery and equipment.

Gas turbine aircraft engines of as much as 10,000 horsepower will probably be available for giant aircraft within the next decade. Development of a turbine of this power would mean more energy in one unit than in all four engines of the B-29 Superfortress.

WFHR DOUBLES CONTRIBUTIONS TO WAR EFFORT

Contributions to the war effort through the use of its broadcasting facilities were more than doubled in 1944 by radio station WFHR, a review of the year's activities indicates. The station contributed considerable time to the recruitment of people for the armed services and allied activities and went all out for the various war bond sales campaigns.

Listeners service reached new peaks during the year as WFHR brought to its thousands of listeners new and better programs and direct broadcasts from many of the battle fronts. On D-day as the allied forces were invading France, WFHR broadcast on-the-spot descriptions of the invasion activities and went on a 24-hour a day broadcast service. The same procedure was followed in the Italian campaign. Within a few minutes after the allied forces invaded the Philippines, WFHR brought to its listeners the voice of General Douglas MacArthur direct from the scene of action through the facilities of the first floating broadcast transmitter ever used.

The station opened new and improved studios at Stevens Point late in the fall and just recently completed renovation and remodeling of its Wisconsin Rapids studios. Several new items of equipment were added during the year. Its program service from the Mutual Broadcasting system and the Wisconsin Network was expanded throughout the twelve months of 1944. New features have been added practically every month.

Christmas Greetings

Once more it is our pleasure to extend the compliments of the Yuletide Season to our host of friends in this community. It is a very pleasant and cheerful custom to renew these associations—that's why we await Christmas time with eager anticipation. You have been good to us—may old Santa be just as good to you.

Rapids Shoe Store
120 West Grand Avenue

Season's Greetings

MERRY CHRISTMAS

a Happy, Prosperous New Year, too!

It is natural at the Christmas Season to look back over the year; it is then that we realize that friendship and friendliness play an important part in making business life more thoroughly wholesome and enjoyable. Yes, it is then that we realize that our many pleasant business relationships make life a happy experience.

It is only natural, too, that we look upon our business associates as our good friends. And, while between friends, it is hardly necessary to express one's feelings, (when they are pretty well understood already), we are mighty glad that the Christmas Spirit gives us this opportunity to pledge anew our friendship for you and to express our gratitude for your good will.

Everybody From Your

Guarantee Hardware
—COMPANY—