# 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 a some important replacements and ing as originally intended. It reimprovements. This has been a presents a new thought in the condifficult accomplishment on account struction of buildings and materiof the fact that many important als. We have large government conmaterials and supplies are either en- tracts for plastics material and this tirely off the market or subject to meets all specified tests for war high priorities.

The same obstacles exist in the post war accomplishment as well, procurement of raw materials. In and tangible plans are underway some instances it has been neces. for a large volume of civilian resary 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 year with the sincere and earnest 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 fuller life. 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 en hundred Consolidated men are in the armed forces, and twenty of them have lost their lives. We 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 some of this will continue into and women who are performing their work in a satisfactory man-

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

Expansion Is Limited

The outlook for expansion is meagre. There are many improvements and additions which we would like very much to put into need for funds, therefore we cannot ends in Europe. expect any tax relief until the peace era. When such time arrives we expect a drastic reduction in excess change in our business after the profits taxes and normal income war ends. Many of our customers large volume of business and to be as our facilities are needed. taxes. Certainly there can be no l

under present restrictions.

Our Plastics division is progress- | Mr. Walsh concludes.

quirements. The new plastics material for home construction is now put into use and its practical value is a certainty.

use. The plastics program involves

We look forward to the coming 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

# Ahdawagam Shipments

Ahdawagam Paper Products company shipments for 1944 will be about 5 per cent greater than for manager. "This is due to the large amount of ammunition tubes and next year," Mr. Walsh adds.

This year's payroil 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 boxare able to secure enough box- war. During the coming year it is purchase of bonds. No plant could with new accounts added daily. board," Mr. Walsh stated. The box- reasonable to epect a continuation have a finer employee record for effect but we are compelled to board situation is bad because of postpone any large capital costs. the shortage of pulp and is not ex- and, after restrictions are removed We recognize the government's pected to improve until the war and merchandise is available, the ing year, events are obviously so of it. While it is true that nearly

"We do not anticipate any large stimulus to business and industry the army and navy and will convert easily to civilian production,"

Fire prevention inspections were

By these inspections, 88 defects

were found, and the owners were

notified either in person or by mail

so that corrections might be made.

We of the fire department, endea-

vor at all times, to ment the es-

teem of the public and to hold their

Organization of a corporation

known as Pittsville Fur Foods, Inc.,

which will slaughter horses and

For this purpose, the corporation

confidence.

#### Chief Miller Warns of Yule Fire Hazards in 1944 Review

Old St. Nick would be a lot jol- made by the men, 948 of these lier person than he is if people building inspections being made on would realize that Christmas is the their off-duty hours. Seven hundred ed and lengthened in order to conmost hazardous as well as the hap- | thirty-four of these were inside the piest holiday of the year. On this fire zone, 214 outside. day, thousands of homes are carelessly and unwittingly converted into dangerous fire traps. One spark from a worn out or broken light cord or an unscreened fireplace can turn a happy Christmas scene into tragic shambles.

At the conclusion of this year few simple suggestions advanced by mention. the Safety Research Institute which may help to avoid a repetition of Christmas accidents, First of all, for fire permits were received; 197 and the 25 neighboring towns in Christmas trees should not be plac- being granted and 22 refused. ed near a fireplace or open flame heater, strings of Christmas lights should be checked for frayed or broken spots, candles should be

avoided as tree decorations, paper wrappings and excelsion should be removed from beneath the tree after presents have been opened, and hung where they may be ignited from the fireplace. Above all, it is important that small all it is from the fireplace. Above all, it is important that small children are For Fox and Mink never left alone in the house and that matches be kept out of their reach. By these simple precautions, Christmas may truly be a

fighting forces consist of a chief, ments this year and is an out-dend on its common stock at the first and second assistant chief, two General Winnership in the of the organization of the rate of 3.2 percent per annum paypump operators, two assistant pump association. operators, and four firemen, who are on duty an average of 84 hours per week. In addition, the men are this fall purchased the complete Moose Lodge Enjoys required to respond to calls to any Pittsville Pottery plant and buildthreatening fire which may occur ing and has already completed reon their off-duty day. modeling the building to suit its

According to past records of the use, constructing cooling and stor-local department, this means that age rooms and installing refrigeratthe men are on duty approximately ing equipment. 96 hours per week.

The department responded to 305 calls during 1944, 46 of which were \$50,000 in stock, all of which will good cheer. dwelling fires. Others were business be sold to the Wood county fur The lodge, however, was saddened and merchandise establishments, 12; breeders, the plant will slaughter by the news that of one of the manufacturing establishments, and process about 40 head of horses members, Brother Robert Bell, is three; autos and trucks, 15; chim- a day. Storage capacity of the missing in action in the service of neys, 10; grass and rubbish, 38; plant will be about 450 tons. The his country. miscellaneous, 14; false alarms, fur foods will be pan-frozen and three; out-of-city dwellings, 10.

bulance runs, divided in the follow- slabs. ing manner: Trips to Milwaukee, three: Marshfield, 11; Madison, 14; Gerald Brook, Nekoosa, president; Rochester, one; Eau Claire, one; Roy Potter, Wisconsin Rapids, vice tevens Point, one; Waupaca, one; president; and A. C. Freeman, Neanside city limits, 92 calls; others koosa, secretary-treasurer. Direcradius of the city limits, 31.

Total Loss \$5,389 and lightning from January 1, 1944 Wisconsin Rapids.

outside of city and within a 20-mile tors include the three officers and is a variant of the bonfire charac-William Whittingham, Arpin; John teristic of the sun festivals, by Swinghamer, Nekoosa; Charles which ancient people marked the Total estimated damage by fire Howland, Nekoosa, and Fred Braun, four stages in the earth's progress

Officials of the corporation are



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 shrick with fright at the unfamiliar figure.

ducts company, reports. "Since our

number of employes," he adds.

much higher peacetime level than

Gill Paint Company

Has Successful year

statement continues.

#### Prentiss Wabers Doubles War WOOD COUNTY Goods Output in Year's Time NATIONAL BANK

### 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 1943, according to F. R. Walsh, that the volume of bottle gas sold ment evidence its appreciation of in the United States has increased the fine manner in which the emfrom 38,000,000 gallons in 1933 to ployes of our company are patriotioverseas boxes run during the year 702,000,000 at the end of 1943. This is a tremendous increase of 1,850 volume demanded by the army for percent in 10 years. The growth of our fighting men," Mr. Wiltrout's the Wisconsin Rapids Gas and Electric company and Gas Service Ingrowth in the sales of liquified petroleum gas, even though war resof the growth of both companies patriotism.

are now shipping their products to prepared to take care of the pre- "Our engineering and sales defor handling gas, gas appliances necessary with the slacking off of and equipment. This expansion of our war work, we anticipate that through the purchase of the Provost property at 61 Fourth avenue in any former years." north, which property provides greater yard space and a large warehouse and shop. The former loading dock has also been widennect 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 provide a continuous supply of gas; to the thousands of customers now Two hundred nineteen requests being served in Wisconsin Rapids 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, Necedah, Wautoma. Wild Rose, Almond, Bancroft, Junction City, Milladore, Auburn-dale, 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 perwork 96 Hours Weekly

The city of Wisconsin Rapids fire

with stangater horses and a regular dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess them into food for fox and cent per annum and Gas Service Incorporated has also declared a dividend basis of 3.2 perprocess the formation of 3.2 perprocess the formation of 3.2 perproc Central Wisconsin Fur Breeder's able quarterly, beginning January

## Membership Increase

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

will be sold to fur breeders! The members are looking forward Of the 305 calls, 155 were am- throughout the state in 60 pound to a resumption of the annual Christmas party next fall.

John Jung, Sr., is secretary of

It is believed that the Yule log

# "Our company closes a year which has seen almost double the production of 1943," R. S. Wiltrout, of the Prentiss Wabers Pro-

BY G. O. BABCOCK

work is about 90 per cent for the Pres., Wood County National Bank army it is not possible to publish At the Wood County National figures or facts as to products or bank we have had an unusually bank we have had an unusually busy year, which is probably the case with most all lines of business. "However, the employes of Pre-The selling and issuing of U. S way have been twice honored durgovernment bonds is a big job and M ing the last year by receiving silver requires a lot of time. We are glad, stars for their Army-Navy 'E' flag. however, to contribute our facilities These awards by the war depart- for this important service. The additional labor has been cheerfully assumed by the members of our staff as part of their effort toward cally keeping up the quality and Victory.

There has been increased activity in all departments of the bank. Our "The management desires to pub- savings window has been an exceedcorporated has kept pace with the licly express its unstinted praise ingly busy section of our bank due and admiration of the spirit with to the increasing number of new which the men and women working savings depositors and more fre-

It all goes to disprove the common remark that workers with in-"As to expectations for the com- creased earnings are spending most rate of growth will undoubtedly be considerably accelerated. In order to handle its present policy to put war work first so long dividual checking accounts we see evidence of great thiff and the sent pent-up demand which will un- partments have been vigorously future. Then add to these savings doubtedly be released after victory preparing for the eventual return in Europe is assured, the Wisconsin to peacetime products, and, while bonds and you have a picture of the in Europe is assured, the Wisconsin to peacetime products, and, while bonds and you have a picture of the Rapids Gas and Electric company we believe a certain amount of refinancial stability of our communihas greatly expanded its facilities duction in working personel will be ty, of which we can all feel justly

We must not forget also that facilities has been accomplished our employment will continue at a business men generally have been improving their financial positions so as to be able to meet all future sure good labor conditions for the requirements. This will help to indays ahead.

BLOOD FOR CHRISTMAS

The story of 1944 at the Gill Paint Dramatic editorial stunt of the company is about the same as at Chicago Herald-American featured other Wisconsin Rapids plants a heart-shaped holly wreath under Frank Gill of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the local concern says the headline "Give a Pint of Blood of the Blood of the local concern says the headline "Give a Pint of Blood of the Bloo it was a good year, it could have for Christmas," followed by quotes been better if materials and labor from the Army newspaper Stars were available and that work for and Stripes which deploted civilian The chief or assistant chiefs with for the purchase of a new 18,000 the chief's car, responded to 97 calls gallon storage tank, which tank was to inspect furnaces, oil stoves, electric received in November and has now The concern manufactures a full line Result was an overwhelming rush 1944, in the middle of this holiday tric wiring, old chimneys, and oth- been connected to the present 15, of paint products and is looking to to the city's blood donor centers, season, it may be well to repeat a er fire hazards too numerous to 000 gallon storage tank in order to ward many new developments in the with donations offered faster than their could be taken. they could be taken.



'With a Song in Your Heart'

Throughout the Holiday festivities is our wish to you and yours

FROM EVERYBODY

FIRST NATIONAL HAS IMPRESSIVE WARTIME RECORD

Banks are more active than ever, selling war bonds and opening rato handling the largest volume of regular banking business ever on record, W. J. Taylor, president of 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,crease of \$1,230.973."

the future is the returning 'G. l. to a successful year in 1945 with Joe'," Mr. Taylor adds. "Many of the hope that it will be in position our fighting men won't know im- to go back to the normal producmediately what they want to do This will be a natural situation, But | equipment. 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."

into England soon after the Norman Conquest.

# Foundry Able WFHR DOUBLES Equipment

Practically all the efforts of Nekoosa Foundry and Machine Works, inc., this year were directed totion banking accounts in addition ward the production of war materials, according to M. J. Power, pre-

"We have done some expanding the First National bank in Wiscon- this year," Mr. Power says. "In the sin Rapids, says as he looks back machine shop, besides numerous three-head metal planer. In the paigns. foundry, we have put on several additional molding machines which peaks during the year as WFHR the iron foundry and pattern de-

inues, "the production of our plant has changed from valves for escort vessels to pistons and parts for large diesel engines and bronze not increased over 1943 because of 796 as of December 7, 1944, an in- the lack in this vicinity of skilled labor for the trades involved." "The most immediate concern for The foundry is looking forward

tion of paper mill machinery and proved studios at Stevens Point late

as much as 10,000 horsepower will were added during the year. probably be available for grant aircraft within the next decade. De tual Broadcasting system and the velopment of a turbine of this pow- Wisconsin Network was expanded Christmas carols were imported er would mean more energy in one throughout the twelve months of unit than ir all four engines of the 1944. New features have been add-B-29 Superfortress.

To Add Some 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 small tools, we have added a large for the various war bond sales cam-

Listener service reached new

has practically doubled our capa- brought to its thousands of listencity in the brass foundry. There ers new and better programs and were also minor improvements in direct broadcasts from many of the battle fronts. On D-day as the alhed forces were invading France, WFHR broadcast on-the-spot de-"Although our volume is on a scriptions of the invasion activities par with 1943," Mr. Power con- 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 circulating pumps. Our volume has 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 impleted renovation and remodeling of its Wisconsin Rapids studios. Gas turbine aircraft engines of Several new items of equipment

Its program service from the Mued practically every month. 取成本在中央市政府政府政府政府政府政府政府政府政府政府政府政府政府政府政府政府

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.

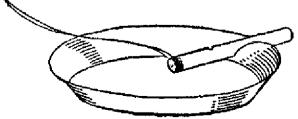
You have been good to us-may old Santa be just as good to you.

**たれたでは中でではないではなるとれないとれるではないとうなるのである。** 

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 friendsliness 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 tha 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—

<del>None to the second and the second to the se</del>

NewspaperARCHIVE®\_\_