

THE ALLIANCE HERALD

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Published every Thursday by

THE HERALD PUBLISHING COMPANY
Incorporated

Lloyd C. Thomas, President J. Carl Thomas, Vice Pres.
John W. Thomas, Secretary

Entered at the post office at Alliance, Nebraska, for transmission through the mails as second-class matter.

Subscription price, \$1.50 per year in advance

THURSDAY, MAY 21, 1914

Why not talk more of the lure of the country and less of the lure of the city? Some may say that the country is not so inviting as the city to young people. That is only partly true. The city takes pains to present its attractions, while only too often farmers and others talk mainly about hard work and drudgery on the farm. That there is hard work and occasionally some drudgery in country life is true, but so there is in the city. In fact there is more of it there than any place else except to a few who climb high. While the attraction or lure of the city is mostly artificial that of the country is real. The average man lives better in the country than in the town, the wages of the farm hand go further than do the wages of the hired men in the city. The food is more wholesome, the air purer, the conditions of life easier on the farm than in the town. Of course lots of folks do not believe it and there are lots who do believe it but who would rather half starve in some tenement than enjoy life in a cottage in the country with good food, fair wages, better conditions for the family, and all God's out of doors to revel in.

Was there ever a more thrilling and gruesome tale of sordidness and graft than that recounted by Mr. Mellen concerning the New Haven lines? Some reputations have gotten smirched as a result. As for the late Pierpont Morgan it is clear that in more ways than one he was the man behind the throne, especially in New England. The money and other power such men wield proves that they are a menace to the state. Mr. Mellen stated the fact correctly when he quoted the old Scotch saying, "Where McGregor sits, there is the head of the table." The testimony already given shows that the end is not yet. What the country demands and needs is the uncovering of everything no matter whose character is affected.

These are the days when patriotism is exalted, and that is well. No one can love too much his nation or adopted country, or show too much devotion to its interests. But let not one's patriotism be limited to his country. Let him not forget to be loyal and true to his own town. He can be this without lessening his devotion to the nation. Too often people fail in local patriotism. They do nothing for the welfare of their town except to grudgingly pay taxes. The loyal citizen will ever seek to advance its good; he will use every opportunity to speak well of it, will point out its advantages, will cheerfully perform all the duties of citizenship, and will never hesitate to join with others in booming it.

The beautiful custom of placing wreaths and flowers on the graves of departed friends and relatives has again been followed, and it is bound to grow in popularity because of the sentiment that attaches to it. Another beautiful thing is to strew flowers along life's pathway. A simple flower with its fragrance and beauty given to one while living is worth a whole bouquet when one is dead. These oral flowers of kind wishes, cheering sentences, and warm handgrasp cost nothing financially but oftentimes their value is beyond measure.

Where will you find a man always grateful, always affectionate, never selfish, pushing the abnegation of self to the utmost limits of possibility, forgetful of injuries, and mindful only of benefits received? Seek him not; it would be a useless task; but take the first dog you meet and from the moment he adopts you for his master you will find in him all these qualities. He will love you without calculation. His greatest happiness will be to be near you, and should you be reduced to beg your bread, not only will he aid you, but he will not abandon you to follow a king to his palace. Your friends may quit you in misfortune, but your dog will remain; he will die at your feet, or, if you depart before him on the great voyage, he will accompany you to your last abode.

Now we know why baldheaded men go to sleep in church. Ralph

Eyre, a senior electrical engineering student in the state university, has explained the phenomenon. He says the reason is that a glaring light before the eyes produces drowsiness, and men with bald heads and scant eyebrows are less protected from the light than others, or particularly than women, who wear their hats in church. Now will some one tell us why men who are not bald headed go to sleep in church?

It isn't often that anyone gets ahead of a newspaper man. A burglar tried it the other night. He broke into an editor's house by mistake. The latter was awake and he watched the burglar search through various pockets and drawers but of course found nothing. Just as he was about to depart the editor drew out, "Say, partner, won't you lend me a dollar?" The burglar was surprised, but appreciated the joke, tossed the editor a dollar and took his departure.

The postoffice department proposes to catch certain violators of the laws and regulations "both a-comin' and a-go'in'." It has just ruled that a concern using the mails for the dissemination of salacious matter must deliver the goods under penalty of a fraud order; and delivering the goods will be stopped for sending obscene matter through the mails. The way of the transgressor is becoming harder every day.

A bill has been introduced in the Maryland legislature to prohibit the wearing by girls and women of high-heeled shoes and silk skirts and also the dancing of such "immoral dances as the turkey trot, the bunny hug, the tango or the loop loop." The bill prescribes that money collected from fines for violating its provisions shall be used to "educate girls how to dress decently."

Every general election in France serves to show that the republic is firmly entrenched in the hearts and minds of the people. Since the great revolution no other form of government has lasted half as long. The story of the French nobleman who used to ask his valet every morning under what form of government they were living, has lost its point. Republicanism has evidently come to stay.

When a man in the humbler ranks goes astray through drink or dishonesty he is called a drunkard and a thief, but not so if he moves in wealthy circles. He is then the victim of kleptomania, dipsomania or some other mania, and people are asked to sympathize with him. What a softening down the English language does get when it comes to a matter of dollars.

How quiet everything is in the select social life of the nation. There are no Vanderbilts, Goulds, or other domestic scandals being aired, and no foreign counts marrying rich American girls, for all of which let everyone be devoutly thankful. Of course there is still Harry Thaw, but then, like the poor, he is ever with us.

The conservative party in England prides itself on being the "Gentlemen's party." Judging from the scene in the house of commons the other night when the speaker appealed in vain to the leader of the conservatives to help him quell the tumult the Tories were making, the party seems to have the manners of a bear and monkey combined in one. The speaker had to adjourn the session because of the disorder.

The Fourth of July is not far away, and it is high time to make up one's mind that he will not do anything calculated to cause him to lose a hand or otherwise be mutilated for life. The "sane Fourth" idea has made good headway the last few years, but there is room still for more sanity. Some folks think they are not patriotic unless they endanger their own life or that of other people.

For a woman alleged to be so frail and weak, and next door to death, Mrs. Pankhurst, the militant suffrage leader in England, shows re-

markable vitality and strength. With her out door demonstrations and a lot of other things she seems to be able to perform more and endure more than a strong man. Probably her weakness and frailty come on occasions only.

Some people alarm us with their assertion that the natural resources of this country will be exhausted within a few years if the present methods continue. And others just as loudly assert that the resources are practically inexhaustible. One can believe which he pleases, but all the same it is the wise man or woman who abstains from wastefulness in the home or in business.

Public opinion is very strong while it lasts but public opinion too often has a habit of dying out. Then it is that unscrupulous politicians who go into hiding while public opinion is making itself heard come forth out of their dens to work mischief once more. Eternal vigilance is the price of many other things besides human liberty.

An exchange says: Our attention has been called to the fact that we never saw a baldheaded woman. Well, what of that? There are a good many things we never saw. We never saw a woman sit on a drygoods box and surround herself with filthy pools of extract of tobacco sprayed through her teeth. We never saw one go fishing with a bottle of bait in her hip pocket, sit on the damp ground and go home drunk at night. We never saw a woman yank off her coat, give her pants a hitch, spit on her hands and swear she could whip the biggest man in town. Come to think of it, there are a good many things we never saw a woman do, and don't want to, either.

When a man is through with his day's work and is sitting down resting in his home, he can not read the advertisements on the fence and the hand bills and circulars that were left on the door step during the day and have blown away or been destroyed. He calls for the paper and there finds the merchant's announcement, and with nothing to bother his mind he reads it carefully and calls his wife's attention to it, and they decide to go to the merchant's store and examine what is advertised.

Whenever a man abuses his town he owes the town something. Whenever he abuses his neighbor he probably owes his neighbor. Whenever he abuses anything, a withdrawal of the mystic curtain will quite likely reveal some enmity or spite. If you can't say a good word of your neighbor, don't say anything, and if you can't say a good word of your town, move out of it. You help to make the community in which you live, and when you curse it, you curse yourself.

Talk up your town; don't run it down. If you do not like it, leave it; but don't stay here and abuse it. As long as you choose to reside here you are a component part of the place and are very foolish to see your own disparagement. Talk up your town, write and speak in its praise, and show yourself worthy of your home and friends.

When a man tells you that the big city weekly is worth more than your home paper, ask him how much the big city has ever done for your locality; if it has ever spoken a good word for it; if it has ever mentioned what he and you were doing to improve the condition; if it has ever noticed him or his friend when sick or dying—in short, if all his dealings with the metropolitan weekly have not been entirely one sided, in which his dollar only was recognized by the other party, while he and all his individual interests were completely ignored.

From state legislator to lieutenant governor seems to be a natural order of political evolution in Nebraska, probably because the lieutenant governor is ex officio president of the senate. Hon. James Pearson of Moorefield, member of the legislature from the Sixty-sixth representative district, comprising Frontier and Gosper counties, was first to announce his candidacy for this order of evolution this year. He filed early in March for the democratic nomination for lieutenant governor. He is highly commended by his legislative associates and other acquaintances. He will no doubt run well in western Nebraska and is said to be popular in the central and eastern parts of the state.

Some interesting news for the sporting department by Doc Copeland has been crowded out this week. Beginning next week this department will be particularly interesting. Watch for it.

ADVERTISING HELPS
If there were no advertising the cost of living would be higher than it is. Advertising concentrates the demand for certain articles on a few well-known trademarked lines instead of many different lines as formerly, and keeps factories busy. The greater the output the less the cost. If we are raising 40 bushels of corn per acre the cost per bushel is just about half that of a neighbor who produces 20 bushels. Six loaves of bread can be baked with the same heat that bakes one loaf.

The same principle applies to manufacturing. Take shoes for example. Twenty years ago there were 3,000 shoe manufacturers. Today there are 1,300. The bulk of the shoes sold to the fifty million people living on farms and in small towns are made by about fifty large manufacturers. The other 1,250 are small concerns who make "private branded" shoes. The largest concerns making shoes, clothing, hosiery, underwear, or any other line are advertising their goods under their own name and trademark. They have become leaders because they give better values and they make these values known by advertising.

As the output increases, the making cost goes down. The saving is put into extra quality. As sales increase the selling cost goes down. This saving on selling goes into advertising. Advertising has kept prices stationary and in many cases has lowered them, besides increasing quality, even in the face of increasing cost of raw materials and labor. Naturally, we want to buy where we can get the best prices. Therefore, always ask for and insist upon having advertised goods bearing the maker's name and trademark. Many of them are found in this paper.

THE ALLIANCE HORSE COMMISSION COMPANY

would be pleased to have you list the number of horses that you wish to sell on June 25th and 26th.

At present, conditions look good for an excellent sale. We have the best sale ring that we ever had, plenty of yard room. We guarantee you fair treatment, best service possible.

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See R. M. Hampton or Oscar Braman, to list your horses, or for any information you may desire.
26-3t-3598

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are the little fellows that bring the business. The Herald guarantees more bona fide replies than any other Alliance newspaper or you get your

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Special Sale of Lands Near Cheyenne

40,000 ACRES OF WYOMING SCHOOL LANDS near Cheyenne, the Capital of the State, will be sold at public auction June 17th to 21st, in tracts of from 160 to 640 acres, one-tenth down, balance eighteen annual payments—fertile soil, smooth surface, grass covered, well suited to dairy and mixed farming. Write S. G. Hopkins, State Land Commissioner, Cheyenne, for plats and information.

SHERIDAN INDIAN AND PIONEER STAMPEDE, July 2, 3 and 4. This will be one of the most exciting and interesting celebrations ever held in the West. Old-timers, pioneers and cowboys, and from 800 to 1,000 Crow Indians will participate in the many events. There will be racing and frontier sports, hold-ups and Buffalo hunts. Special railroad rates and arrangements from a large territory.

ANNUAL REUNION, ORDER OF ELKS, at Denver, July 13-19. Special reduced rates. Do not miss this brilliant gathering.

J. Kridelbaugh, TICKET AGENT, Alliance, Nebr.
L. W. WAKELY, General Passenger Agent, Omaha, Nebr., 1004 Farnam Street



Serial No. 015958.
Notice for Publication
Department of the Interior, U. S. Land Office at Alliance, Nebraska, May 28, 1914.
NOTICE is hereby given that Joseph R. Duell, of Alliance, Nebraska, who, on May 15, 1913, made Homestead Entry, No. 015958, for all of section 6, township 22 north, range 48 W. of 6th Principal meridian, has filed notice of intention to make Final Soldier's Three Year Proof, to establish claim to the land above described, before Register and Receiver, U. S. Land Office, at Alliance, Nebraska, on the 20th day of July, 1914.
Claimant names as witnesses: Frank H. Palmer, George B. McGill, Samuel Shelton, George Curtis, all of Alliance, Nebraska.
W. W. WOOD, Register.
26-7t-441-3597

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FURNISHED ROOMS for rent. 129 Missouri Avenue, or phone Red 456. 177f4464

Coal office at Rowan's feed store. ROWAN & WRIGHT, Phone 71. tf

SADDLE HORSE FOR SALE
Thoroughbred saddle horse for sale cheap. Phone 340 or call at The Herald office. 164-tf-4410

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