

The Alliance Herald

BURR PRINTING CO., Owners
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GEORGE L. BURR, JR., Editor
EDWIN M. BURR, Business Mgr.
 Official newspaper of the City of Alliance; official newspaper of Box Butte County.

Owned and published by The Burr Printing Company, George L. Burr, Jr., President; Edwin M. Burr, Vice President.

NEWSPAPER ETHICS.

Judging from recent indications, Alliance may have to undergo another session of newspaper rowing. About every so often, one of these controversies breaks out, like a rash, and spreads over a lot of nice, clean, white paper, and keeps up until one or the other of the parties to the scrap is out of breath or out of ideas, which amounts to the same thing. It isn't a particularly edifying spectacle, but newspaper men are particularly jealous about their honor, which seems to be seated, it would appear, very close to the circulation figures.

Nothing is ever settled by one of these arguments, of course. The reading public and the advertisers are, alike, bored stiff, unless the discussion gets down to personalities. This isn't a pleasant thing. Worse than all, it is so unnecessary.

Alliance is a city is amply large enough to support two newspapers. It is conceivable, in a county with a population of some eight thousand, that two newspapers could each have a good circulation. Two of them cannot have the largest, of course, but it is altogether, as well as probable, that one will be stronger where the other is weak. There has never been a newspaper printed that would appeal to everyone in a given territory. Even the Saturday Evening Post, which is conceded to have the largest circulation of any periodical in the country, sells only two million copies of each issue—and the population of the country is away over a hundred million. Allowing the usual figures of five to a family, it will be seen that the periodical with the greatest circulation really less than one out of twelve families in its territory.

The Herald serves a territory containing some twenty thousand people—this means some five thousand families. It has twenty-one hundred subscribers. Three hundred of these, say, are scattered over the country outside the regular trade territory. The rest of this total is within the logical Alliance trade territory.

This newspaper doesn't claim to have all the circulation there is. It doesn't claim to be the best newspaper in the world. If the writer were the best small town editor in the United States, he'd apply for a job on the Dearborn Independent. What we do claim is that we have a good, substantial circulation, and that it is as large as that of any other periodical in this field; that our readers spend as much money as any, and that our advertising rate is sufficiently low to make it a profitable advertising medium. We have never been guilty of encouraging merchants to use this medium exclusively, because we honestly believe that advertising pays better when it is distributed. All mediums are good, although it is true that some are better than others.

What is needed in Alliance newspaper circles is a general knowledge of the fact that it is possible to build up one's business without tearing down the business of another. It is possible—we know, for we have tried it—to say good things about your own business without using the hammer on your competitor. No sensible business man in any other line would think of following any other line of conduct. Some newspaper men can't seem to get the idea that they cannot do themselves or their cause any good by always saying three words against the other fellow to one word boosting their own business. They're just like Mark Twain's friend, Bill. "Bill is the most even-tempered man I ever saw," Mark said. "He's mad all the time."

ANOTHER ILLUSION GONE.

Ye editor arises in indignant protest. The thing has gone quite far enough. Only two short weeks ago a high official in the national education association came out with a statement denouncing the rhymes of Mother Goose, and telling what a harmful effect they had on the young. This was bad enough, but what words of condemnation can be strong enough to cow the scientific gentleman who exposed Captain Kidd.

All our life Captain Kidd has been a splendid illusion. What boyish heart has not beat faster when he pictured this swashbuckling cavalier strutting the deck of his vessel, or uttering that famous phrase, "Nineteen men on a dead man's chest—yo, ho, ho, and a bottle of rum". What youth has not shivered as he pictured captives walking the plank, or thrilled at the

thought of finding the captain's buried treasury.

According to the newest light on this famous figure of history, Captain Kidd was a mild-mannered gentleman who was not a pirate, but a privateer. There isn't any more romance in a privateer than there is in a profiteer. Once in a while he stepped over the line, perhaps, and scuttled a ship or two that belonged to someone else than the enemy, but his character was comparatively above reproach.

Something ought to be done about it. And done quickly, too. Otherwise we shall soon learn that little George Washington never cut down a cherry tree, or Jonah was never swallowed by a whale. We'll be a charter member of the Society for the Retention of Illusions any time some public spirited man decides to incorporate and organize.

LAKESIDE

Mr. and Mrs. Ed Osborn started up the big mess hall at the Standard last week and are boarding a bunch of men who are employed by the Lakeside developing company.

Miss Mable Speer returned home last week from a visit with friends out north of town.

Mr. Leiser and son were in town Tuesday from their home at Antioch, delivering goods and taking orders for Walkins Co.

Roy House returned home Saturday from Valentine, Neb.

Ray Wilson and George Lindley are changing things around in their store, and it will now go by the name of the Cash and Carry store.

Mrs. I. D. Whaley very pleasantly entertained the Ladies' Kensington club at her home here Thursday afternoon.

Tom Gorman visited friends here a few days last week, and left Saturday for Belmont.

The Messrs George Lindley and George David drove to Alliance Friday.

Charles Carey put down four wells recently for the Lakeside Developing Co., out west of town.

Mr. and Mrs. Hanford Green and John Musvelt drove in from their homes out north Saturday.

R. A. Westover left for Cambria, Wyo., Saturday, called there by the serious illness of his brother, Charles Westover.

Mrs. Amelia Black has rented one of the four-room cottages in the east part of West Lakeside, and will soon be located there.

Mr. and Mrs. C. C. Wilson and daughter, Julia Alice, were shopping in Lakeside Saturday.

Charles Hitt is visiting at the J. L. Roe home.

Clair Wilson and little daughter were in town Saturday.

Eddie Tyler returned home from Greeley, Colo., Saturday. On his way he attended the Frontier Days at Cheyenne, Wyo.

Mr. and Mrs. J. S. Adams and Mr. and Mrs. Bert Wilson and son were in town Saturday.

Mr. Yanalstine and son and Dick McConaughy drove in from the ranch Saturday.

Wilbur Goodrich came in from the hay fields north of town and spent Sunday with his family here.

Mrs. Walker and daughter of San Francisco, Calif., who have been visiting the former's sister, Mrs. W. H. Hudson, a few days went to Alliance Sunday to visit relatives on her way home.

Mr. and Mrs. Frank Kicken and son were in town Saturday.

The ball team went to Antioch Sunday to play. Lakeside was defeated by a score of 11 to 19.

Mrs. J. H. Lunsford received word that her brother, Joe Kendall of Hagarman, Idaho, had suffered another stroke of apoplexy. Mr. Kendall was minister here a few years ago, and has many friends who are sorry to hear of his illness.

Claude Hudson went to Alliance Sunday to visit relatives.

Luther Phipps returned to his home at Whitman Sunday. Rev. Charles Burleigh also went to Whitman to fill his appointment there Sunday evening.

Roy Hudson was in town Sunday visiting home folks.

Roy, Glenn and Walter House, Abe Roydhill and Dick Hunsaker went to Antioch Sunday.

Joe Pozza took a truck load of people to Antioch Sunday afternoon to attend the ball game.

There is quite a bit of consternation because the gambling fever has hit jeweled women in Paris, but they won't be jeweled long.

Old Timer: One who can remember the sign that read: "Five dollars fine for driving over this bridge faster than a walk."



PROF. C. J. BUDLONG,
Manchester, N. H.

"I am in good health for the first time in thirty years and I give Tanlac the entire credit," said Professor C. J. Budlong, well-known and highly respected citizen of Manchester, N. H., living at 42 School street.

"From the time I was a boy I couldn't sit down and eat a meal without being in misery afterwards from indigestion. During all these years I was afflicted with rheumatism, too. It was all over my body, but especially bad in my feet and legs and at times I couldn't get from my bed to my chair without help. I was almost a nervous wreck from all these years of suffering and could not half do my work. I hoped for nothing more than temporary benefit from Tanlac, as I believed it impossible for any medicine to give me entire relief, but this is exactly what Tanlac has done.

"For the first time since I can remember I eat anything I want and digest it without trouble. I haven't an ache or a pain and have put on eighteen pounds in weight. I just feel good all over and enjoy life as I never did before. Having put Tanlac to the test I do not hesitate to say that it is the greatest medicine of the age for stomach trouble and rheumatism.

Tanlac is sold in Alliance by the Holsten Drug Store, and by all good druggists everywhere.



Class Room of the Platte Valley Commercial College.

Does Your Family Need Your Help?

Some lines of work pay well, but a long period of training is necessary before the money begins to come in.

If you choose business training, however, you can get ready for a good position in a very short time. This is an important thing to consider, if your family needs your help, or if you are in a hurry to begin earning your living.

Our business courses are practical. Our lessons are taken from actual business experience. You get a thorough training, but one which any young man or woman with a good school education can learn quickly.

Call or write for full information about our valuable business courses.

Learn about our hundreds of successful graduates.

Talk with us about your future career in the wonderful world of business.

Platte Valley Commercial College

SCOTT'SBLUFF, NEBRASKA

M. J. EDWARDS, A. B., M. Accts. President.

IF YOU HAVE SOMETHING ABOUT THE HOUSE FOR SALE—TRY A HERALD WANT AD

Get Your Photograph FREE
 WITH \$5 WORTH OF MERCHANDISE
 The following Alliance merchants have made arrangements to give to their patrons ONE beautiful 8x10 inch photograph. The plan is this: We give you the coupon, and when you purchased to the amount of \$5, you are entitled to the photograph. Only one coupon to each person. ASK US.
Photographs taken at ALLIANCE ART STUDIO

GLEN MILLER
 Housefurnishings,
Fielding Cleaners
 Cleaning and Pressing
Wiker Music House
 Everything in Music.
Alliance Shoe Shining Parlor.

We Will Move Our Coal Office

ON MONDAY, AUGUST 1st

Our coal office, formrely at 315 Box Butte avenue, will be moved to 102 Cheyenne avenue by Monday, August 1st. Patrons are invited to call at the new office. We will have the

SAME PHONE NUMBER—41

M. NOLAN & CO.
 COAL AND ICE

Everything for QUALITY
 —nothing for show

THAT'S OUR IDEA in making **T CAMELS—the Quality Cigarette.**

Why, just buy Camels and look at the package! It's the best packing science has devised to keep cigarettes fresh and full flavored for your taste. Heavy paper outside—secure foil wrapping inside and the revenue stamp over the end to seal the package and keep it air-tight.

And note this! There's nothing flashy about the Camel package. No extra wrappings that do not improve the smoke. Not a cent of needless expense that must come out of the quality of the tobacco.

Camels wonderful and exclusive Quality wins on merit alone.

Because, men smoke Camels who want the taste and fragrance of the finest tobaccos, expertly blended. Men smoke Camels for Camels smooth, refreshing mildness and their freedom from cigarette aftertaste.

Camels are made for men who think for themselves.



Camel

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.