

# THE ALLIANCE HERALD

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THURSDAY, JULY 30, 1914

There is at least one candidate in Nebraska whose face is in his favor. A copy of a Harlan county paper, received at the Herald office recently, contains a photograph of P. W. Shea of Orleans, candidate for the democratic nomination for congress in the Fifth district. If Pat Shea isn't an honest, intelligent man we don't know anything about physiognomy, but we think we do a little.

### DON'T YOU THINK IT

Editor A. B. Wood of the Gering Courier fails to distinguish between a little Tammany machine at Alliance and the democratic party at Alliance. In his paper recently he said:

Wouldn't I hate to be running a party paper with the party officially roasting it as the democrats at Alliance are going after the Herald?

Don't think for a minute that the Herald editor feels bad about that roasting he got from the packed convention to which Brother Wood refers. Not at all. The man who ran that convention, and at least one of his leading assistants, formed a part of the rabble that jeered William J. Bryan at the democratic state convention at Grand Island four years ago. Feel bad? Not at all, it's an honor and we're proud of it.

Even the most unscrupulous partisans in Congress have about abandoned hope of causing hard times, and thereby gaining political advantage, by spreading false reports as to actual business and industrial conditions. They have been smothered under evidence demonstrating that an industrial revival has begun and that the record crop guarantees general prosperity.

The St. Paul has released orders for 15,000 to 20,000 tons of rails to a Chicago district mill. The United States Steel Corporation has taken a contract for 5,000 tons of girder rails for New South Wales. The Wabash has practically closed for sixty locomotives. The Pittsburgh, Shawmut & Northern has bought 750 coal cars and the Atlantic Coast line 100 logging cars. The American Bottle Company, of Newark, Ohio, has increased its shift from 900 to 1,200 men and is working in three shifts of eight hours each. At Greenville, Pa., the 7-inch mills of the Carnegie Steel Company have resumed operations. At the plants of the steel corporation and throughout the steel trade a steady resumption of business is reported.

Railroad earnings are picking up in the West; bank clearings are increasing; railway shops are being reopened on full time; the big copper companies of Michigan are increasing their shipments; throughout New England the textile trades are flourishing. At North Oxford, Conn., the Narragansett Worsted Mills have reopened for the first time in two years. In the Far West it is wool shearing season, and, despite the predictions that free wool would annihilate the American wool producer, the largest output of raw wool in history is predicted and good prices prevail.

These are but a few, a very few, of the facts. There is no need to add to them. They preach their own sermon.

Business men the country over and regardless of partisan politics, are outspoken in corroborating President Wilson's declaration to the Virginia editors that the country is entering upon an era of unexampled prosperity.

The following extracts from interviews authorized by delegates who attended the recent convention of the National Leather and Shoe Finders' Association in New York are illustrative of the general opinion:

Henry Kleine, head of Henry Kleine & Co., of Chicago: "Business is good now and it is going to be much better in a few weeks. The country looks great. President Wilson is doing well in having talks with men of affairs."

Buchanan Harrar, of Laing, Harrar & Chamberlain, of Philadelphia: "I am an optimist. We are going to have a fine season in our line. The readjustment following tariff revision is practically complete."

C. F. Kolb, Jr., of Kolb & Co., Philadelphia: "The month of June was the best we have had since we have been in business. Those who are yelling calamity have no right in business."

Samuel J. Burchaell, of Doherty & Bro., San Francisco: "The country's business outlook never was so good before."

Thomas W. Jones, of Philadelphia, representative of twelve houses: "I have found things better in the last sixty days than they ever have been for a year. There has been a steady pickup in the last few weeks. In general, confidence has been restored in all lines of business."

Geo. A. Knapp, St. Louis: "Good business is assured. The fall crop and the general inspiration of confidence have destroyed all doubt of this. The outlook in the South is better than it ever was."

F. H. Volk, of P. H. Volk & Co., of Baltimore: "I anticipate splendid business this autumn. Bankers real-

ize this as well as others and money is beginning to circulate most encouragingly."

J. H. Deacon, of Camden, N. J.: "We are on the eve of a period of good business, and I think it will be a lasting one."

Returning to New York, after a trip that took him to the Pacific coast, and in course of which he attended bankers' conventions in Missouri, Kansas, California, Washington, Idaho, Utah and Colorado, Col. Fred E. Farnsworth, general secretary of the American Bankers' Association, said: "The outlook in the West is good. The banks have plenty of money and are confident that they will be able to take care of all legitimate requirements. The crops are so big that the people are beginning to worry over the ability of the railroads to handle them."

## PLATFORM ADOPTED AT CONVENTION

Following is Copy of Platform Adopted at Democratic State Convention at Columbus Tuesday

"We, the representatives of the democratic party of the state of Nebraska, in convention assembled, with pride in the tenets of our party, unflinchingly assert that the democratic party has reached its highest service under the leadership of President Woodrow Wilson and Secretary of State William J. Bryan. That the new currency law is the greatest example of constructive financial legislation ever enacted by our government; that this law, together with tariff revision downward, the Alaskan railway, the settlement without war of the Mexican difficulty and the peace treaties, signed and to be signed, are the greatest achievements of the greatest president and secretary of state since Jackson, and we extend to our president and his cabinet assurance of our unyielding confidence, unwavering esteem and devotion.

"We commend the services of our democratic senator, Gilbert M. Hitchcock, the first democrat ever elected from Nebraska to serve in that exalted body, where he has reflected lustre upon our state, and we extend to him assurance of our confidence in his ability and integrity of purpose, which have distinguished him as one of the leading members of the United States senate.

"We extend to our congressmen, Hon. Dan V. Stephens, Hon. C. O. Lobeck and Hon. John A. Maguire, our congratulations and appreciation of the fidelity of purpose and consistent support of democratic principles and pledges that have marked their service in the congress of the United States.

"The able business administration of Governor Morehead and the wisdom displayed by our present democratic legislators in their redemption of the promises and pledges made to the voters, meet our approval and warrant us in appealing to the citizenship of Nebraska for their continued confidence and support of our party and its principles and we congratulate the democracy of Nebraska in having three men of such sterling character and personal worth as John H. Morehead, Richard L. Metcalfe and George W. Berge from whom to select a candidate for governor.

"We pledge our candidates for governor and members of the legislature to support a public warehouse law. This will enable the Nebraska farmer to store his grain as soon as harvested, receiving a negotiable warehouse receipt therefor.

"We realize the need of reform in legislative procedure, and we hereby recommend the democratic members of the next legislature to work for such reforms.

"We favor the adoption of the proposed amendment to the constitution providing for a uniform and progressive taxation.

"We favor the adoption of the proposed amendment to the constitution providing that in all civic cases and in criminal cases less than felonies five-sixths of the jury may render a verdict.

"We favor the adoption of the proposed amendment to the constitution fixing the term of office and salary for governor and other executive officers.

"We favor remedial legislation to relieve the present congested condition of the supreme court of Nebraska, and we also favor an amendment to the constitution of the state providing for the election of supreme judges by districts.

"We favor a non-partisan, non-political selection of the state superintendent and of all county superintendents.

"We recognize the right to submit the workmen's compensation law under the referendum, and if said submission results in the defeat of the pending measure, we pledge a democratic legislature to the enactment of a law meeting the just demands of labor.

"We recognize the importance of the work planned by the citizens of

the southwestern part of our state, whereby it is proposed that the United States government construct a system of ditches so that the flood and waste waters of the Platte river shall be used upon the soil, thereby greatly increasing the productivity of that portion of the state and at the same time helping to save the annual expenditure by the United States government of millions of dollars in guarding against the ravages of the same flood waters if permitted to reach the lower Mississippi valley. We urge upon all officers whose official position enables them to assist, that they give all possible help to this proposed work, that it may be carried to a successful operation.

"We believe that the flood waters of interstate streams stored in government reservoirs in excess of what is actually used for beneficial purposes should be released and be made subject to the control of the state board of irrigation, especially during the irrigation season, and we recommend our representatives in congress to work for legislation to accomplish such purpose."

## HUNT PETITIONS HAVE BEEN FILED

Well Known Bridgeport Attorney in Race for Chief Justice of Nebraska Supreme Court

Petitions with over 3,500 names signed, from forty Nebraska counties, were filed Monday afternoon at Lincoln with the secretary of state, asking that the name of Judge George J. Hunt of Bridgeport be placed on the ballot for the office of chief justice of the supreme court. Most of those who signed the petitions are well known Nebraska attorneys.

Judge Hunt is one of the earliest and best known practitioners of the state, having received his first legal training, following his graduation, in the law office of Captain Richards at Omaha about thirty years ago. He later became a member of the Congdon, Blarckson and Hunt law firm, and while a member of that firm gained an enviable position as one of the best known practitioners in the city.

Soon after coming to this state he interested himself in the development of the state's resources, especially those of irrigation projects. Ten years ago he moved to Bridgeport, where he could be near his favorite projects, and through his untiring efforts the Belmont canal became one of the largest irrigation projects in the state.

Judge Hunt's political affiliations are with the democratic party, but friends from all over the state, both republicans and democrats, have signed his petition.

Hughes for York Office  
D. W. Hughes, who was a resident of Alliance for many years, and who moved to York, Nebr., last fall, is a candidate for the office of county surveyor of York county. A copy of The York Daily News-Times has been received at The Herald office. Mr. Hughes was surveyor of Box Butte county for a number of years and was highly respected here. The Herald wishes him success.

An alfalfa patch is a fine place nights for horses from now until October.

### TALKS ON ADVERTISING—No. 2 By Nels Darling

Advertising is an educator. The right kind will instruct and keep people in touch with the new things in merchandise. You can educate the public with your information-full advertisements, you can keep them in touch with your goods and the prices.

Be honest in your advertising. Do not misrepresent nor make absurd claims, but have the goods in stock that you have talked about—right up to the mark.

Here is the way to learn how to write pulling advertisements—choose some one article you wish to push, sit down where you will not be disturbed and imagine you are talking to a prospective buyer, to a good customer. Talk about the article and its merits, then put your talk into writing. Go over what you have written, cutting out the unnecessary words until you have reduced the article to a night telegram, give it a catchy heading and add the price. Your arguments in the conversational style will hold the attention, and the price will be the clincher if you have really said something. Now you have an advertisement and not a space-filler.

It is well to give your store, your business or yourself some distinctive name that will become a sort of trade mark. For example: "The Careful Druggist", "The Sanitary Bakery", "The Style Clothing Store", "The Pains-taking Shoe Fitters". When you have selected a name, use it in your advertisements and live up to it.

People will begin to watch for your advertisements when they find there is some information in them. You create confidence if people always find your goods just as you have priced and described them. Clerks may often be rude but your advertisement will never be impolite without your knowing it.

Suggestion is a potent factor in personal salesmanship, and it is likewise a great big factor in advertising. If it is hot weather talk of cool clothing. This is the season for an ice chest. Now is the time to push the sale of cool drinks. "In the spring a young man's fancy turns lightly to live"—also to spring wearing apparel. Tell about these things. How is the clothing made? What is the ice chest made of and what new features has it? Are you careful in serving your cool drinks—are your glasses always polished and is all about your fountain sanitary? Are your syrups first class and your flavors of the best?

WATCH FOR THE DATE OF THE  
OPENING OF THE NEW MILLINERY  
STORE.—MRS. ZEHRUNG.

### POLITICAL ADVERTISEMENTS



GOVERNOR JOHN H. MOREHEAD  
Democratic Candidate for Re-election  
Primaries, August 18, 1914.  
Stands Squarely Upon His Record

### FOR SHERIFF

I wish to announce that I am a candidate for the office of sheriff of Box Butte county, subject to the decision of the Republican voters. Primary, August 18, 1914.  
DICK WATERS.

Only a "V" apiece is all it will cost candidates to have their announcements published in this paper. If a photo cut is wanted or an extended notice, there will be a small additional charge.

## SURPRISED BY MANY FRIENDS

Alliance People Who Left for New Home in Montana Were Guests at Pleasant Surprise Party

Fifty friends of Mr. and Mrs. H. E. Boone and Mr. and Mrs. Howard Wining, who left Tuesday noon for their new home in Sommers, Montana, surprised them Friday evening by calling at their home in Duncan's Addition. The party was in the nature of a farewell party and was spent in singing songs, enjoying good music, and eating the delicious lunches which were brought by the guests, who wished them success in their new location.

### Trip to Colorado

Mr. and Mrs. James Feagins and Mr. and Mrs. Chase Feagins are on an automobile trip which will include a visit to various Colorado points, including Denver, Estes Park, LaJunta, Colorado Springs and other points. They expect to be gone two or three weeks.

## Political Cards



TO THE REPUBLICAN VOTERS OF THE TWENTY-EIGHTH SENATORIAL DISTRICT:  
As a candidate for State Senator I respectfully solicit your support at the primaries August 18th.  
EARL D. MALLERY.

### FOR COUNTY JUDGE

I hereby announce my candidacy for the office of County Judge of Box Butte county, subject to the decision of the voters at the Primary Election to be held Tuesday, August 18, 1914.  
SMITH P. TUTTLE.  
29-aug18-3709

### ANNOUNCEMENT

I wish to announce that I am a candidate for the nomination for county superintendent of schools on the Republican ticket at the primaries on August 18th. I have been connected with the Alliance schools for six years as eighth grade teacher. Your support is respectfully solicited.  
MAME J. WHITE.  
28-aug18

### CANDIDATE FOR SHERIFF OF GARDEN COUNTY

I hereby announce myself as a candidate for the office of sheriff of Garden County, subject to the will of the Democratic voters at the coming primary on August 18th.  
B. MEWHIRTER.  
28-aug18-3680

### FOR COUNTY TREASURER

I hereby announce my candidacy for the nomination for the office of County Treasurer of Box Butte county on the Republican ticket, subject to the decision of the voters at the Primary Election to be held Tuesday, August 18, 1914.  
C. E. MARKS.  
29-aug18-3710

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SMITH P. TUTTLE.  
29-aug18-3709

### FOR COMMISSIONER OF GARDEN COUNTY

I hereby announce myself as a candidate for the office of County Commissioner from the Third District of Garden county, subject to the decision of the Republican electors at the coming August primaries. If nominated and elected I pledge myself to look after the duties of this important office in a businesslike and economical manner and will accept the old salary of four dollars per day and mileage. I have been a resident in Blue Creek precinct for twenty-six years.  
Respectfully,  
ROSCOE VANCE.  
30-to-aug18-3722

### FOR COUNTY JUDGE

I hereby announce my candidacy for re-election to the office of County Judge of Box Butte county, subject to the decision of the voters at the Primary Election to be held Tuesday, August 18, 1914.  
L. A. BERRY.  
30-to-aug18-3739

22 Years in Schools of Kansas and Nebraska. Principal Central School, Alliance

G. M. Burns

Candidate for Republican Nomination to office of Superintendent Box Butte County at Primary Election, Aug. 18, 1914.

### COUNTY SURVEYOR

No name will be printed on your primary ballot as candidate for Surveyor of Box Butte county. Write your choice in the proper blank space and make an X.  
J. P. HAZARD will thank you for such a compliment and if elected will perform the duties of the office in strict accord with the principles of your political party—wet or dry!  
33aug18-3802

### FOR COUNTY COMMISSIONER

I wish to announce that I am a candidate for the nomination for the office of county commissioner of Box Butte county, subject to the decision of the Republican voters at the primary on August 18, 1914.  
S. C. RECK.  
33aug18-3804

### EUGENE BURTON

Candidate for County Attorney  
Democratic Ticket  
Primary, Aug. 18, 1914.  
33aug18-3803



### FOR COUNTY TREASURER

I wish to announce that I am a candidate for the nomination for County Treasurer of Box Butte county for re-election on the Democratic ticket, at the primary, August 18, 1914.  
E. M. MARTIN.  
33aug18-3798

### FOR SHERIFF

I wish to announce that I am a candidate for nomination for the office of sheriff of Box Butte county, subject to the decision of the Democratic voters at the primary, August 18, 1914.  
C. M. COX.

## VOTE FOR



Woodruff Ball

OF CHERRY COUNTY  
Republican Candidate for

State Senator

NOMINATION

From 28th Senatorial District

Connected with the Live Stock Business in this district over 15 years. Made final proof on original homestead in August, 1903, under the 5-year act. This was the land involved in the "Beer Bottle Corner case."

Made final proof on Kinkaid Additional in July, 1910.

Member of the present State Forestry Commission. Has secured \$15,000.00 additional funds for reforestation work in Nebraska from the general government. Has secured the permanent retention of the National Forest Reserves in this state for the benefit of the present and future generations.

Has labored persistently to secure from the general government an appropriation with which to conduct experiments to increase the quality and quantity of grazing or forage grasses in the sand hills. This should enhance the value of all sandhill lands.

Initiated the fight which wrote into the present State Live Stock Sanitary Board Law the requirement that the cattlemen thereon must reside in Western Nebraska.

Conceived the idea of and promoted "The Northwest Round-Up" Association.

From the above it will be seen that Mr. Ball is closely identified with the interests of the 28th Senatorial District, equipped with experience to know its needs and thoroughly capable of safeguarding and promoting its legislative requirements.

You can make no mistake in supporting the candidacy of Mr. Ball.  
Political Adv.