

ATTRACTION OF GREAT MERIT

An Interesting Sketch Concerning America's Representative Carnival Organization

The Wortham Shows which are billed to appear here are known as the biggest and cleanest organization known to the popular form of amusement as the carnival. It is a veritable exposition on wheels, trans-

see such a variety of attractions in so little time and is so small a drain on the pocket book. People nowadays appreciate the tabloid musical comedy for the same reason, without having to listen to all the twaddle that oftentimes is necessary to fill in the two hours or more the entertainment consumes.

The attractions with the Wortham Shows are run on this principle. They are so condensed that one sees and hears more in a half hour than in the average large circus in two hours. The features are only those that keep the attention rapt for the

LINCOLN LETTER

Herald Correspondent in Lincoln Tell of Latest Doings at Nebraska State Capital

Lincoln, June 9.—The policy of State Treasurer Hall in handling the state's funds is bearing fruit in a substantial reduction in interest. During the first four months of 1914 former State Treasurer George paid \$12,608.87 interest on registered general fund warrants. During the first four months of 1915 the interest paid on registered warrants was

ed States government has already eliminated from patent medicine advertising and printed matter all statements promising a "cure" for disease by use of the remedy. In other words, patent medicine makers and sellers must not claim to "cure" disease, because both United States regulations and the Nebraska Pure Food and Drugs law forbid.

However, in examination of Omaha drug stores, Deputy Commissioner Clarence E. Harman finds that a large number of advertised patent medicines use the word "cure" as part of the remedy name, as for example, Flatfoot's Corn Cure, and this, he holds as a violation of the Nebraska law. The manufacturers contend that the word "cure" as they use it is only a part of the name and that nowhere in their printed matter do they claim to cure anything. But Harman insists that the name appeals to the buyer as coining a remedy that cures, and that therefore it is a "claim" within the meaning of the law. Hence, we may expect some interesting developments in the near future.



CHAS. C. JAMESON
Secretary-Treasurer N. S. G. A.

A STOCKMEN'S SPECIAL ISSUE

Much Matter of Immediate Interest to Ranchmen and Valuable for Future Reference

This is a stockmen's souvenir edition of The Herald. It contains much reading matter that will be of special interest to the cattle men of the west half of Nebraska, and some things, both in the reading matter and advertisements, that will be valuable for future reference. Stockmen should preserve this paper for that purpose, after it has been read by the members of the family and others into whose hands it may fall.

Five thousand copies of this paper are printed. Besides sending the paper this week to all our subscribers we are sending extra copies to Nebraska ranchmen who are not members of the Nebraska Stock Growers' Association. They are invited to read in particular the matter relative to benefits to ranchmen of membership in the Association.

Another thing to which we wish to call special attention of stockmen, is the advertising of the South Omaha live stock commission men in this issue. Those commission men who advertise in this paper give special attention to the business of the ranchmen of that part of the state in which the paper circulates. Following is a list of the live stock commission firms who are advertising in The Herald:

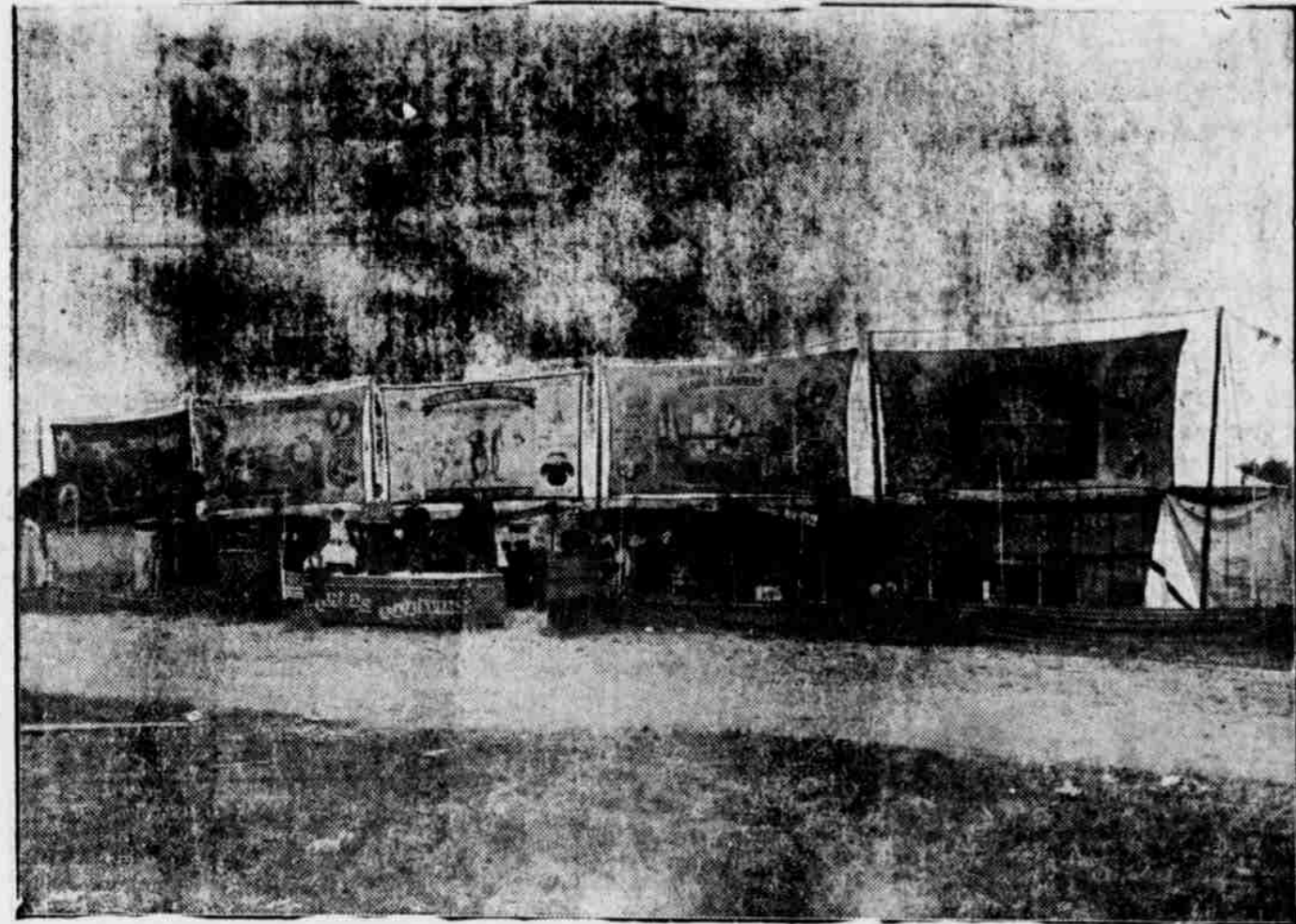
- Smith Bros. Commission Co.
- Byers Brothers.
- Rosenbaum Brothers & Co.
- Wood Brothers.
- L. E. Roberts & Co.
- Record Live Stock Commission Co.
- Le Live Stock Commission Co.
- Donahue, Randall & Co.
- Laverty Brothers.
- Martin Brothers & Co.
- Clay, Robinson & Co.
- Great Western Commission Co.
- Mutual Live Stock Commission Co.

MADE EASTERN TRIP

Alliance Presbyterian Missionary Lectured at Big Eastern Points on His Work in the West

Rev. D. W. Montgomery, Presbyterian missionary, whose excellent work in the west has been commented on in The Herald before, returned last Thursday morning from a six weeks' trip through the east. In addition to giving lectures at important points he visited with relatives at different places visited.

Rev. Montgomery attended the general assembly of the Presbyterian church from May 19 to 29, at Roch-



PORTION OF WORTHAM SHOWS

ported over the country in its own train of 27 cars.

The New York Clipper, America's oldest and most conservative theatrical journal, calls the Wortham Shows "America's representative carnival organization," a compliment which the press of the country have verified by many editorials in leading newspapers where the attractions have played.

There are no less than sixteen standard shows, all of them of the most modern type and all clean and up to date. The old fashioned attractions of past years will be found conspicuous by their absence, so-called "girl" shows will not be on the Wortham midway, but in their place an organization that has cost no less than \$150,000 to equip and finish will bid for public patronage and approval.

Among the sixteen attractions are several that are complete revelations in the way of carnival features, and among these the hippodrome may be mentioned. It is a mammoth tent 160x80 feet in size and contains two steel arenas and one big ring in which pretentious trained wild animal acts and circus features are given. A troupe of performing elephants is the headline feature of the aggregation, these being exceptionally clever in their exhibition of animal sagacity.

The Society Horse Show is another that will well repay a visit. Miss Essie Fay, America's most talented horse woman, is at the head of the bill with her educated horse, "Arabia", the equine paradox, a horse with a human brain. This animal can tell the time by your own watch, no matter at what hour or minute you may set it, can spell your name for you, do simple mathematical problems, fight fire and rescue a baby from the flames and finally goes to bed in a huge four-poster specially erected for the purpose.

In addition there are the famous Rhoda Royal high school and menagerie horses, late features with the Sells-Floto circus, the four-in-hand, bareback riding act and finally the posing horse, the feature of the Ringling Bros. shows last year. It composes the greatest amount of animal talent ever presented under one canvas.

These are but two of the more prominent features, and all the shows possess some distinct individuality of their own, making them the most novel line of attractions in the country.

The reason that so many people appreciate the carnival is that they

time being and when satisfied there are other wonders to witness.

For startling sensationalism, visit the Auto Stadium and see the laws of gravitation defied by a little lady, Mlle. Marie, who drives a racing automobile around a perpendicular wall at a rate of ninety miles an hour. She knows what sensationalism is, as she is the late vivandiere of the Chasseurs D'Afrique of the French army, and served through the Algerian campaign some years ago. She has been decorated by President Poincaré for bravery in saving the colors of the regiment, and now is rejoicing in being a naturalized American citizen and one of the prominent features of the Wortham Shows.

Attraction for the children is one of the attributes of the organization. There will be found three riding devices of the latest and most popular design to cater to their pleasure, attractions such as a Trip to Mars and the Crystal Tangle, where they can find amusement and recreation, dogs and ponies, and the unridable mule, Maud, to cause them to laugh, and a midway where they will be very welcome with the older folks.

The Wortham Shows are for everyone, the old and the young, the rich and poor alike, America's representative carnival organization in every way.

Big Edition This Week

For the purpose of thoroughly advertising the coming Stockmen's Convention, to be held in Alliance next Tuesday, Wednesday, Thursday and Friday, The Herald is again issuing five thousand copies in three sections this week. The extra copies are being sent to people in western Nebraska who are interested in the sock industry. If you receive an extra copy you are invited to read it thoroughly and become a subscriber.



MISS LILLIAN COOLEY
The Perfect Woman, in "Spartan's Daughter", at Stockmen's Convention

only \$2,557.39—and these were registered prior to Mr. Hall's incumbency.

The University of Nebraska is by far the greatest single state institution in Nebraska, considered not only in point of numbers (students and instructors), but also in the matter of expenditures. Acting under directions from State Auditor Wm. H. Smith, the state accountant is now making a semi-annual audit of the University's accounts. This will cover the six months' period ended May 31, 1915, and when completed will make a complete showing of the finances of that institution.

Some four years ago Hon. W. G. Whitmore, Hon. J. R. Webster and two others contributed a students' loan fund of \$3,300 and since then a number of poor but worthy students have been helped by loans from this fund. It is interesting to note how promptly the loans are paid off when the student begins to earn a living wage after graduation. Secretary Dales, custodian of the fund, makes report as follows:

"The following statement shows the condition of the trust fund placed at the disposal of the board of regents by private individuals, for aid to students, at the close of the six months' period ended May 31, 1915.

Total principal of donations received to May 31, 1915	\$3,300.00
Interest on investments to same date, \$567.31, less premiums and accrued interest paid on purchase of bonds, \$70, net	497.31
Securities (bonds), held May 31, 1915	1,290.00
Notes of beneficiaries, loans to students, installments paid on same to date	2,415.00
Cash for current use on loans	92.31
	\$3,797.31

"Is a name a claim?" This question may be finally answered by the Supreme Court of the United States. If the plans of certain patent medicine makers do not fail. The query comes up in this way:

General section 2537, third paragraph (Revised Statutes, 1913) relating to misbranding drugs and medicines, provides that "if its package or label shall bear or contain any statement * * * regarding the curative * * * effect of such article * * * which is false or fraudulent"—then such article is misbranded and may not be sold in Nebraska, penalty for violation being ten to one hundred dollars for each offense. The Unit-

GREAT BOOSTER TRIP

Eleven Auto Loads Went Last Thursday to Advertise the Stockmen's Convention

The second booster trip of the season occurred last Thursday when eleven auto loads went from Alliance to advertise the Stockmen's Convention.

The first stop was Gering, then Scottsbluff, Mitchell, the government farm, and the government dam, in the order named. The receptions in all places were more than pleasing, and there was not one person out of every fifty asked that did not make known his intention to attend the convention. There was a light sprinkle while the crowd was at Gering, but only enough water fell to settle the dust in good shape. After a thirty-minute stay in Gering, during which time everyone was busy distributing advertising matter and visiting with friends, all went to Scottsbluff, where they ate dinner. Two hours time was spent there, and that town was well plastered with advertising matter. Secretary Fisher attempted to send up the balloon with the banner attached, but misfortune attended the affair. The first balloon burned before it arose, and the second one rose only a few feet when it caught in the telephone wires and caught fire. It had been intended to send up the balloon in Mitchell, but the burning of the only two carried on the trip prevented it. Scottsbluff people welcomed the Alliance bunch with a glad hand, and offered their hearty co-operation in the coming event.

The reception in Mitchell was similar to that of the other towns. Mit-

record of her earnings kept for one month. At the end of that time, counting feed and care, this cow had netted the farm just ten cents profit. This profit is being taken as a basis, and the chief experiment now is to find some method of cheaper feeding in order to bring the profits where they belong.

There are five houses on the farm, in addition to several large barns and outbuildings, and all are kept even better than some city property. The yards are planted to blue grass, and all have concrete curbing. A large circular driveway extends around the central house.

Only a short stop was made at the Minatare dam, as there had been considerable rain in that vicinity and it was difficult to walk around. However, a few walked along the top of the dam, to view the large project.

Several accidents marred the trip. Within five miles of Scottsbluff an axle on Robert Plester's car was broken and he was "towed" into town. As he had an extra axle in the machine, it was only a matter of a few minutes for him to again be on the road. E. T. Kibble's car was the worst sufferer, a spring being broken. Mr. Kibble stayed in Gering, at which place the machine was in a garage, until Friday morning, before the repair was made. Only two or three punctures and blowouts occurred, which was very slight considering the number of cars in the party.

The entire trip was made on schedule time, the boosters returning to Alliance at about 8:30.

If You Don't Believe It, Try It
"It pays to advertise" is as good a saying for the farmer as for the business man in town, according to F. W. Habicht, a prominent Iowa farmer, living near Avoca. That was his



BURLINGTON DEPOT, ALLIANCE.

chell is one of the liveliest little towns on the road, and will be well represented at the convention next week.

The government farm, at which the party stopped only a few minutes, is in charge of F. N. Korr, who is making a number of experiments with cows and hogs. Of the 160 acres, 125 are irrigated. The experiments now are to find what is the average farmer's profits—what lines are paying and what lines are losing propositions. Everything is conducted under the cost system, so there will be no mistake as to the profit or loss. The best cow that was reputed to be one of the best in that country was bought and a close

testimony given at the conclusion of a talk on advertising for the farmer by F. W. Beckman at the annual farmers' short course at Iowa State college.

"I have just written a post card to the editor of the Avoca Journal," said Mr. Habicht, "asking him to change an ad I had in his last issue because most of the stuff advertised was sold the day after the paper came out. I put in an ad offering for sale a calf, some choice hogs and poultry. About half of it was sold to advantage 24 hours afterwards. I wouldn't be surprised if the rest of it were gone when I get home. An ad in the home paper always helps me sell my stuff."

ester, N. Y. He was in New York City on the day that President Wilson reviewed the great United States fleet.

Among the points visited by Mr. Montgomery were Pawnee City, Nebraska; Washington, D. C.; Philadelphia, Pa.; Harrisburg, Pa.; Rochester, N. Y.; and Erie, Pa. He made speeches before congregations at the above named points and several informal speeches at other points, as well as speaking several times at some places. He found much interest in the west and in the work being done here. He is now back at work, feeling more fit than ever for his arduous duties.