

THE ALLIANCE HERALD

LLOYD C. THOMAS, Business Manager
JOHN W. THOMAS, Editor HARVEY E. RHODES, City Editor
E. CATHERINE MOORE, Editress Social Department

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A TRIBUTE TO RUNDIN

Rev. Walter C. Rundin, secretary of the Crawford Chamber of Commerce and pastor of the First Congregational Church of that city, is well known to many Herald readers. He is the sort of a man who "takes" wherever he goes, as was shown at the state volunteer firemen's convention last January in Nebraska City when his speech did much to persuade the delegates to decide to hold the 1916 convention at Crawford. In looking over a recent copy of the Sheridan, Wyo., Post we were pleased to find the following tribute to him:

There are preachers, and then there are preachers. Likely there are just as many varieties as there are condiments emanating from Mr. Heinz's well-known pickle factory. This is not intended as a discussion of preachers generally, but of a preacher particularly.

This preacher who engages our distinguished attention at the moment is the Rev. Walter C. Rundin, of Crawford, Nebr. You would scarce expect the sand hills of western Nebraska to produce any such person, and the town of Crawford need not expect to hold him for any considerable time. Not because the people of Crawford do not deserve to have a real first-class preacher, but because the big world will discover Mr. Rundin directly and the law of might will prevail. The world will take Mr. Rundin away from Crawford.

That's the way it looks after having met Preacher Rundin and enjoyed a delightful hour of his acquaintance.

The Rev. Mr. Rundin is first a genuine broad-gauge man. He has a correct slant upon the world. No narrow groove for him. Wearing the cloth and delivering beautifully worded and highly instructive sermons has not spoiled him for association with men who seldom go to church or disagree with him in matters of faith. He does not talk shop. Such men don't have to. He wins you with a smile and holds you with the brilliance of his conversational accomplishments. You like him right off the bat. He is the kind of fellow, no difference how busy you may be, you stop and nail up the welcome sign when he approaches. The long face, or solemn cast of countenance is not in the Rundin repertoire, and we can't imagine how, bubbling over with good humor and clean lively spirits, he would fit in at one of the old time gloomy prayer meetings of the vintage of 1860.

Don't get the idea that Dr. Rundin is light or frivolous, simply because he grapples with the world, the flesh and the devil with a smile on his face. That smile is the outward and visible sign that the world, the flesh and the devil are going to get the worst of it. These smiling boys, be they preachers or prize fighters, are the boys who hand out the chloroform to the other fellow. No! Can't let that shot go just that way. That is a colloquial expression applicable to the prize fighter, but not exactly to Dr. Rundin. He never put anybody to sleep. Fact is, if he was delivering one of his regular Sabbath morning orations you couldn't go to sleep, for fear of missing something.

Pastor Rundin is also a useful citizen to his community as well as a powerful director to the straight and narrow path. Among other things he finds time to be

Pastor of First Congregational Church.

Secretary Crawford Chamber of Commerce.

Secretary Crawford public schools.

Secretary Tri-state Fair Association.

President Associated Commercial Clubs of Western Nebraska.

And then, another thing very much to his credit. He is a good stiff-backed Republican and takes an interest and a hand in party affairs. He is a spell-binder of high degree on the hustings.

Altogether, Brother Rundin is to the good. We are not alone in admiration for him—there are many more.

Preacher Rundin was a visitor in the city last week and was a leading figure in the Sunday school convention.

THOUGHT, KNOWLEDGE, SERVICE

Down through the ages, since language first conveyed meaning, three words have represented factors of tremendous import in broadening, deepening, purifying, and enriching the stream of human life, Thought—Knowledge—Service. Today, "three score and ten" expresses the most, best, fullest life ever lived in any previous generation.

Thought, that magnificent master of action—father of every forward movement—was never so large, virile, dominant, noble, nor the force of its impact upon progress so tremendous. Ignorance, or lack of right thought, has ever been—still—the principal excuse for error and crime. We no longer tolerate the man who "rocks the boat," or "points the loaded gun" unthinkingly, because the dullest recruit in life's procession is beginning to realize that he must think, for straight and true thinking is the framework of all progress. "As a man thinketh, so he is."

Knowledge vitalizes and emphasizes man's sense of obligation to humanity—is the short line between thought and service. Truest service is that application of the "Golden Rule" which embraces "help the other fellow" as a text. Again there thrills through my mind the magnificent tribute of a recent speaker, referring to Victor Hugo: "I saw one hundred thousand persons, marching in the streets of Paris, in the rain, to lay a flower on this man's grave." "Why? Love's acknowledgement of service to mankind."

Service! That finest word of any language, should fill every heart with the sacred purpose of realization—fire every brain with the eternal truth that all things, animate and inanimate, were created solely for service, which is the only rational, logical reason for any existence.

Think soberly, truthfully, earnestly. Seek knowledge as a possession more valuable than riches, but concentrate and consecrate all you have, and all you are to service, and thereby fulfill the Divine law of the universe, fixed, immutable, eternal, operative yesterday, today and forever.—Ford Times.

ANOTHER MILK ORDINANCE

It seemed best, in the interests of harmony, for the city council to not give final approval to ordinance number 214, the much discussed milk ordinance. The mayor had given much time and consideration in drawing up the ordinance but he recommended that the remonstrance be considered and another ordinance drawn up without objectionable features. It is admitted by all that the inspection of cattle for tuberculosis is necessary and that much care should be used in preventing milk receptacles being taken from homes with contagious diseases. The new ordinance will be drawn up with these things in view and will undoubtedly be, as The Herald said before, a good thing for the city.

Box Butte County Farm Management Association

F. M. Seidell, Demonstrator Office in Court House Phone 285

To Aid Local School Garden

Any village or city in the state wishing to organize gardening in connection with its public schools may receive aid from the Agricultural Extension Service of the College of Agriculture. Representatives of the Extension Service will visit towns interested in establishing this type of school gardening work for the purpose of explaining it in detail. An illustrated lecture will be given with views of the work in progress. If a moving picture projecting machine is in the hall, motion pictures of the work will be shown. To help introduce this work in the state a public meeting will be held on the afternoon of Nov. 18 at the Lincoln high school auditorium at which the results of the work of the 1200 members of the Lincoln School Gardening Club will be given. An exhibit of canned products and reports of the children will be shown.

Schools in towns where the work is established will be furnished with lessons and instructions at the beginning of the season. These will be mailed monthly or semi-monthly to all boys and girls who have enrolled in the garden work. The lessons are brief, interesting and educational. The service will also furnish the record blanks and such other report blanks as are needed. Meetings will be held which will give the boys and girls instruction in the preparation, planting and cultivation of their gardens as well as the marketing of their crops.

Specialists will visit each cooperating town and teach the boys and girls how to can their vegetables easily and cheaply. Assistance will be given in organizing the local markets and in case there is difficulty in marketing the vegetables in the towns, an effort will be made to find a market at some of the larger cities. Assistance will also be given in closing the year's work and summarizing the year's reports.

The plan is to have all school children, who will cooperate, above ten years of age, grow a garden during the summer months. They will be taught by means of lessons and demonstrations how to prepare the soil, what vegetables to plant to give the best profit, how to plant and care for them, how to market their products, and how to can their surplus. It will be necessary for the child to do all his own work, keep an accurate record of all the time put on the garden, all expenses connected

with the same, of all the produce raised for use in the home or market, as well as the amount of money taken in. The child will make a report at the end of the year, which shows these things and which tells the story of his year's work.

The Extension Service finds it desirable to have a local supervisor of garden work. It recommends that this person be the teacher of agriculture in the high school. Such a person can act as the garden supervisor during the school year and devote the entire summer to the work. It is contemplated in some places that the school board will hire the teacher for the year. In others an extra amount will be raised by donations from interested individuals or other organizations to secure his services during the summer.

It is suggested that prizes for the work be given by the school board, the Commercial Club, or other interested persons. The Service says that cash prizes should not be held out as the chief inducement. The boy or girl should realize that the knowledge gained, the profits made, and the honor of doing the work well, are of more value than cash prizes. Often, trophies and ribbons are as acceptable as prizes in money.

In order to make the work a success it is found necessary to have the hearty support both officially and individually of the school board, the superintendent and principal of schools, all the teachers, the editors of papers, commercial clubs, men's and women's clubs, the Y. M. C. A. and Y. W. C. A., and other organized interests. Especially is it necessary to have the sympathy and support of the parents and children.

The Extension Service feels that the influence of the school in the development of habits of industry and economy along the lines of agriculture and domestic science is of great importance. They say that it is especially to be commended where any plan accomplishes such a purpose, and at the same time healthfully, profitably, educationally, and pleasantly employs the boys and girls of school age during their summer vacation and their leisure while school is in session.

They suggest that this plan will not only do the above things, but will create the most desirable sentiment in the community concerning school work, will convert useless, unsightly and unsanitary vacant lots and back yards into spots of beauty and profit.

BEST SELLING AGENTS

Result-getting Advertising Is Kind That Pays—Home Newspaper Is the Best Selling Agent

(Contributed)

The newspapers in the country towns of the United States are, if properly used, positively the best selling agents in America. That is a statement that I have made heretofore. I am ready to back it up with the proof. Right here, however, I want to go on record with the statement that there are millions in money wasted in this country every year by manufacturers and merchants who are reasonably sensible in everything else, but who do not stop to give thought to the things they are trying to accomplish when they place orders for advertising.

How many know that there is a difference between advertising for PUBLICITY and advertising for RESULTS? The difference is this: The advertisement which does not quote a price is PUBLICITY advertising. It never pulls an order. RESULT advertising is that kind which quotes prices in every instance. It is the kind that pulls orders. The catalogue houses use only "RESULT-GETTING ADVERTISING."

The manufacturers of liver pills and horse liniment, or the country merchant who paints his name on the road fences, are publicity advertisers. It is probably safe to say that not one per cent of those who spend fortunes every year to keep their names or their goods before the public know how to take advantage of the prestige which their publicity advertising has created.

Paint the name of Felix Jones & Co., St. Louis, Groceries, Boots and Shoes, on every fence, barn and bulletin board in the country, or advertise it in every newspaper in the land, and it is safe to say that the advertisement would not, of itself, bring Felix Jones & Co. a single order. The name of the concern might be made known to every citizen of the United States, but that would not, without other assistance, sell a single bill of goods, because it is Publicity Advertising. It is the kind of advertising which 99 out of 100 merchants of our country towns have always done and are still doing. They may imagine that they are following the example set by the manufacturers of well known brands of liver pills, compounds of horse liniments, cough medicines, soothing syrups, etc., and so they are. But they do not follow up their Publicity Advertising with the result-getters in the shape of circular letters or personal solicitations to the retailer. They entirely overlook the most important part of the advertising benefits to which they are entitled for the money they spend.

There will come a time, I hope, when every graded school in this country will include a course of practical instructions in advertising, and I have no doubt but that some of us will live to see the change which an intelligent direction of advertising effort, originating in such instructions, will have on improved business conditions of the smaller towns of this country. That change is sure to come. These articles are, I believe, sowing seed which will take

root and flourish long after the author of them and all of those in the present generation "have passed into silence and pathetic dust."

When the country merchants are able to control the bulk of the local trade to which they are entitled, improved business conditions will be in evidence at once. The simple method of controlling that trade is the advertising pages of the local newspaper, which should be made the mail order catalogue of every merchant in the town.

Many storekeepers hesitate about advertising leaders, because of the fear that a competitor across the street will immediately quote lower prices. That reasoning is wrong. Remember that famous utterance by one of the signers of the Declaration of Independence: "If we do not hang together they will hang us separately." That is the case of the country town merchants. If they do not pull together and create conditions that will bring the trade of the surrounding district to town, the catalogue houses will get the business. The silent, ever-working list of goods with prices attached, conspicuously displayed in a quarter page, half page or even full page of the weekly paper, is the only competitor the mail order man is afraid of. It is the keynote of successful business for the home town.

WHY MEN CHEW TOBACCO

It's the Only Way That Real Tobacco Hunger Can Be Entirely Satisfied

"OLD KENTUCKY" IDEAL CHEW

Since tobacco was first introduced to civilization, nobody has ever discovered so supremely satisfactory a way to get all the flavor and enjoyment out of it as chewing it. And no other form of chew can give you the hearty, wholesome, juicy flavor that you get from a delicious high-grade plug tobacco like Old Kentucky.

The secret of the greatest chewing satisfaction lies in the selection of your chew. Among plug tobaccos the brand that gets the most enthusiastic endorsement is undoubtedly Old Kentucky. The reason for this is not hard to find.

Old Kentucky is made exclusively of ripe Kentucky Burley—the most richly flavored chewing tobacco that grows. Still more, only the very choicest of all the Burley leaf is used for Old Kentucky.

This choice leaf is selected with the most painstaking care, is stemmed by hand, is thoroughly washed free of all foreign matter and is pressed into plugs so slowly that not a drop of juice or an atom of flavor escapes. Moreover, Old Kentucky is made under the most rigid, cleanly and sanitary conditions.

The result is a sweet, mellow, luscious, satisfying chew that cannot be obtained in any other tobacco than Old Kentucky.

Try a 10c pocket plug to-day.

Old Kentucky No. 3



When making an investment it is absolutely FOOLISH for a man to send his money a long way off and trust it to somebody who has not good enough standing at home to sell his get-rich-quick schemes THERE.

When he invests at home and WATCHES what he does, a man often gets "plucked".

We will cheerfully give you our opinion on investments at any time. We may save you a loss.

Make OUR bank YOUR bank

First State Bank

ALLIANCE, NEBRASKA

The Most Popular Girl in Town

THE GIRL at "Central" is the most talked to girl in town. She has a speaking acquaintance with hundreds of people who wouldn't know her if they saw her. And yet how little is known about the sweet-voiced miss who greets us with such exceptional courtesy from over the wire.

The telephone operator is chosen for her clearness of voice, her courtesy and for her intelligence. These qualities enable her to do her part in furnishing the highest grade of telephone service. It takes two people, however, to make a telephone call—you and the operator.

You'll be doing your part as well as the telephone operator does hers, if you'll observe these four simple rules when you make a telephone call: (1) Get the right number out of the Directory. (2) Talk directly and distinctly into the transmitter. (3) Listen carefully when "Central" repeats your number and correct her if she misunderstands. (4) Answer your telephone bell promptly.



NEBRASKA TELEPHONE COMPANY

COMBINATION SIDE PLEATED SKIRT

With alternate groups of Two 2-inch Box Pleats—Groups of 6 half-inch side pleats going from center to right and left.

Above skirt should be prepared from straight width of goods and should not be cut gored at top. Allow two inches for the hem and two inches for shrinkage on each width of goods used. Material should measure three yards around bottom before pleating. Price \$2.50 for pleating only. All wool or all silk goods hold pleat best. Avoid cotton mixtures.

SEND YOUR GOODS. ORDERS FILLED PROMPTLY. WATCH FOR OTHER MODELS. Everything in Pleating, Covered Buttons, Hemstitching, Picot Edging. Send for free price lists.

THE IDEAL BUTTON & PLEATING CO. 107-109-111 So. 16th St. OMAHA, NEBRASKA



IN A GOOD POSITION TO SEE

is what the wearer of glasses wants. You must have lenses accurately ground and properly placed in the correct mountings, to enjoy good vision. It is our desire to give the public as much information about the eye as we can in our advertisements, yet space does not permit going into detail. However, we fully explain the trouble to you in the examination. If there is none, we say so.

Drake & Drake Registered Optometrists Over Lotzpelch's Variety Store