

# THE ALLIANCE HERALD

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## A COMPLIMENT THAT WE APPRECIATE

In our work as a member of the Nebraska legislature during the session of 1917 we endeavored by all honorable means to "make good" and to fulfill our promises to constituents made during the campaign. We had told our constituents that we believed we had the ability to get needed legislation through; we told them we favored the prohibition amendment to the state constitution and that we believed laws should be passed, if it carried, to enforce it; we told them that we would endeavor to put western Nebraska "on the map" if we were elected.

After getting down to Lincoln and sizing up the situation we found that we had a man's size job on our hands. We concluded that the only way to get results and to accomplish needed legislation was to leave the "society stuff" and the "good times" to others and to work, work, work. We have never prided ourselves on being particularly intelligent, our school education was confined to grades below the eighth and a business college course; and we couldn't figure it out that we could "cut much ice" with the intellectual highbrows.

However, the fourteen to sixteen hours per day of hard work in a newspaper office for several years had put us in practice and we took off our coat, rolled up our sleeves and tackled the job. We have been rather embarrassed at times since the close of the session by the many compliments received from organizations, newspapers and individuals. And yet we deeply appreciate the recognition of results accomplished. However, when we read a compliment like the one re-printed below, we feel at a loss in finding words to properly acknowledge it. The following was written by Robert Rice, editor and publisher of the Central City Republican, and published in the editorial columns of that paper on June 28th:

### A Newspaper Publisher in the State Legislature

"To the newspaper publisher has been conceded the power to mould public opinion, and to this influence many men prominent in public life owe their career. Up in the country comprising the panhandle of this fertile state resides a young man, who as an editor has not only moulded public opinion, but who as a legislator has stepped into the limelight by securing the enactment in law of the numerous doctrines he has been advocating. He possesses not alone the power of stimulating, but also the power of accomplishment, a combination that classifies him with the exceptional.

"We refer to Lloyd Thomas of Box Butte county, western Nebraska, an old acquaintance and a fellow quill pusher. During the past session of the legislature, we watched his record with a great deal of interest, for he had at heart the needs of his constituency and had a grasp of the situation that acquired the enactment of eleven bills out of a total of sixteen introduced. His greatest service, perhaps, was rendered on the prohibition committee, comprising three members from the house and a like number from the senate. There he stood like a stone wall against the reactionary element of the upper house, and the fact that the bill emerged from the committee greatly strengthened was due in a great measure to his personal efforts.

"Lloyd secured the passage of several measures of vital interest to the people of western Nebraska. In this number were two dealing with forestry problems in the reserves of his district; two making potash, oil and gas pipe lines common carriers; one requiring railroads to transport livestock to market at their rate of not less than eighteen miles per hour, and other like legislation of direct benefit.

"While the house was almost free from ring rule, the attempt to make the sifting committee of less units than in the past had just a smacking of the old machine about it, and the overthrow of the idea, with the resultant choosing of a large, representative sifting committee in the house has been attributed to the watchfulness and insistence of Mr. Thomas. The newspaper men of Nebraska may well feel proud of Lloyd's record in the land of accomplishment as well as his career as an agitator."

## THE CHAUTAUQUA A PATRIOTIC INSTITUTION

Perhaps the greatest force for patriotism among American institutions today is the chautauqua. It is solidly behind the Red Cross, the Defense League, the Bond Issue, the Boy Scouts and Enlistment. Every member of the Standard Chautauqua System has purchased a bond, and the System has pledged itself to back the president in every way. The Chautauqua that will come to Alliance this year is intensely patriotic, even the Junior Chautauqua making patriotism its first object. The program is the best the Standard has ever put over, including the finest artistry in the country. Seven of these numbers have been given at the great Epworth Assembly at Lincoln, the second largest Chautauqua in the country, and every attraction has been in Chautauqua for years. The first day will start out big and each day will increase the tension. The Fisk Jubilee Singers, the famous White Hussars, the Old Fashioned Girls, the Kuehns, the Boyds and the Chicago Orchestra can't be beat. The Hon. Leslie Shaw as a lecturer is in a class by himself, and no man on the platform today is better informed on things governmental and his method of putting the goods across the counter is unique. The lovable, sweet and wonderful Dr. John Fox; Hindus the Russian; Gabriel, the Irish orator; and Harmon the inspirational and patriotic lecturer, are a galaxy of speakers that no Chautauqua can duplicate. For several years the Standard has wanted a cartoonist, and we have him in the last night in the genius Ross Crane. Folks, the Standard never handled better stuff nor stronger talent—every one a patriot. It is costing the system more money to put this program across, than that of last year, but the price of tickets remains the same. Chautauqua has on her war paint this year and backing every patriotic institution vociferously.

The Chautauqua comes to Alliance for six days, July 18 to 23, inclusive. You owe it to yourself to attend. You owe it to your family to take them. The Herald hopes to see this year's Chautauqua given much encouragement by the biggest attendance ever given one in this city.

## PRACTICE ECONOMY IN BUYING AND USING SHOES

In these "war times" it is a good plan for the person interested in practicing real economy to look to those things which are wasted by the average person. The shortage of leather has caused the price of shoes to rise greatly. The extreme styles used by women are also a cause of the high prices.

Emergency bulletin No. 12, issued by the College of Agriculture, University of Nebraska, contains the following helpful suggestions in regard to shoes:

1. Carefully fitted shoes wear longer than poorly fitted ones.
2. Substantial heels do not wear off nor run over as easily as a sag, accretory heels. They are in good style and better for health.
3. Patent leather shoes are not economical.
4. Wearing quality is a lottery.

- (b) Uncomfortable for hot weather.
- (c) Heat producing and unhygienic because non-porous.
4. Plain, light weight, black kid shoes are the most economical for dress wear. They are always in good taste, look well with any costume and wear well. The same requisites in low shoes hold true especially when one pair must answer for many occasions.
5. At the present time the price of the low shoe is practically the same as the high. With the low shoe, however, a better grade stocking is required and more of them, as the wear on them is harder, therefore the purchase of low shoes for street wear is questionable economy.
6. While the supply of leather is limited why not create a demand for cloth tops which wear well and look well. Canvas shoes, too, have their place, require comparatively little leather and should be cheaper.
7. Shoes wear longer when two pairs are alternated. Shoe trees help to preserve the shape when not in use.
8. Keep heels in good repair, otherwise the whole shoe soon loses shape. Have shoes resoled as soon as needed.
9. Wear rubbers in wet weather. This prevents the dampness from rotting the threads and the soles from separating.
10. Keep shoes clean. Invest in a good polish and a brush and care for your own shoes unless your time is very valuable.
11. Insist on your merchant supplying you with plain neat sensible styles. Do not buy the faddy types because in the first place you pay all the way from 25 to 100 per cent more for this class of goods (the manufacturer must protect himself against loss on left over, out of style, etc.) and in the second place the life of a fancy shoe is shorter, the adaptability less and the upkeep and care very much more expensive in both time and money.
12. Cheap shoes are not economy.

## QUICK WORK

Our troops are already in France. Habitual "knoekers" can not be expected to reform, but pessimists no wean and no doubt will cheer up. When the order for the expedition was given on the night of May 18 most of the regulars employed were on the Mexican border and arrangements to procure submarine-dodging transports had to be made, yet on June 27, not quite forty days later, the first and second contingents of our European army, following General Pershing and his staff, landed in safety at a French port. During the successful transatlantic passage German submarines were as ignorant of what was going on as was the American public generally. Now these military sharks will be more alert, but they will watch in vain, for the public announcement of the landing of the two contingents may be taken as proof that no more of our transports are now in or near the danger zone.

Obviously the Germans were not expecting results so soon—less than three months after war began and only forty days after Joffre's appeal led to the order for the undertaking. Though necessarily known to thousands, the secret was well kept, reflecting great credit upon the patriotic discretion of many newspapers and civilians as well as upon the promptness and efficiency of the government's action. At last we are actually at war—just war for our invaded rights, for international law, for democracy, for human rights, for the freedom of the world. The American flag has always been carried to victory and the same inspiring story will once more be told.

## NOW WE'LL SEE

Four hundred anthracite and bituminous coal operators have "pledged themselves to sell their product at fair and reasonable prices." Coming after a continual climb of prices up to an excessive level, this is both interesting and important news. How did it happen? Did the coal operators at last feel the stir of patriotic impulse? Was their act voluntary? By no means. They "pledged" themselves only after they had been officially informed that if they did not put cheaper coal on the market the government would do it for them. Such was the essence of the plain speech addressed to them at the conference in Washington by Secretaries Lane and Daniels, and John T. Fort of the Federal Trade Commission.

Secretary Daniels told them that the selective draft principle applied to the country's resources as well as to its man power—that no man now owns a coal mine or a ton of coal "except as a trustee." Secretary Lane told them that public service was expected of them just as certainly as it was expected of the army or navy or the Red Cross. "The question is," said Mr. Lane, "how much vision have you? Are you small or are you big? Are you petty politicians or are you statesmen in a great time?" Inevitably this caused nervousness among men who knew they were nothing but greedy money makers, coining gold out of a national crisis. They must have listened skeptically when Mr. Lane assured them that there are "greater things than making money," but what he went on to say put fear in their hearts. "Is there a business man in America," he asked grimly, "who will say to me, 'You send your boy to France while I say here to coin his blood into dollars?'" He demanded to know what right had they "to take advantage of the demand for coal" at such a time as the present. He lashed them but was polite to them. He told them he believed they would do the wise and sensible thing even while he intimated that they had better do it and do it quickly—"rather than compel the government to use a strong hand."

Though lacking in the patriotism and largeness of view that the hour demands, the coal operators are shrewd men of business. They knew that they were threatened in plain words—but thinly veiled in courtesy—with temporary dispossession if not actual confiscation. So they pretended to take pleasure in the terrific shaking up administered to them and applauded the stern speakers who told them what they were, afterward giving their pledge of "fair and reasonable prices." Now we'll see. If the coal operators mean it—realizing that they must—well and good. But if their surrender was merely in order to gain time and is to be hampered with conditions, Uncle Sam may be trusted not to be content with mere words when this case again comes before him.

## BUSINESS

For ages the old motto of business was "Let the buyer beware." It is a strange thing that such a state of affairs should have existed in one of the most useful occupations of mankind.

For ages the so-called noble classes in various periods of civilization have looked down upon those engaged in business, in trades, and in commerce. If anything, the man engaged in business or commerce received less respect from the world than people engaged in trades or strictly productive occupations. But business really includes all of these. The tradesman, however, was probably thought to be engaged with a trade because of absolute necessity, while the man of commerce might have been engaged in it as a matter of choice. Only the arts, militarism, politics, science and preaching have been looked up to.

But the three activities least respected in the past, business, production and commerce or distribution, when carefully considered are found to have contributed a large share toward the happiness and advancement of mankind. They have built our cities, furnished our homes, produced and supplied our food, have clothed us, made all manner of products, they sail the ships of the sea, transport all commodities on land, and have grown more important in countless other ways of service with each human generation.

Advertising is the message of commerce. Advertising today is governed by truth, founded upon service, and has for its aim the distribution of all manner of supplies to all people everywhere according to their needs. The Herald guarantees that every manufacturer, distributor or other advertiser offering his product or service in the advertising columns of The Herald will perform absolutely honest service. In advertised goods, especially those in The Herald, you will find the best in all things, service, food, clothing, machinery, building material, automobiles, and all products you need.

"Let the public be well served."

## INTRODUCING "TOWN CELEBRITIES"

Beginning with this week The Herald offers its readers a series of cartoons entitled "Town Celebrities" picturing prominent citizens of the town in caricature. The cartoons will endeavor to bring out prominent characteristics of different leading citizens. If readers of the paper find that our artist is at any time mistaken in his judgment of the citizen pictured they will confer a favor by so advising us. In the meantime we commend them to your mercy.

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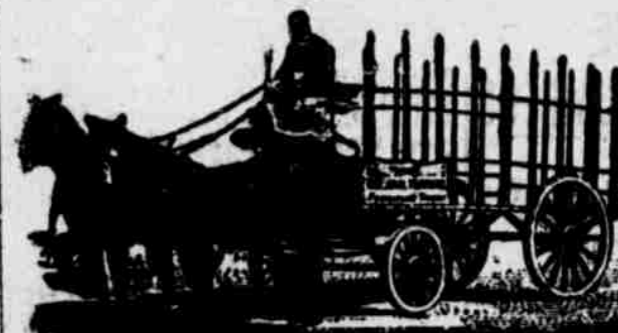
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