

THE ALLIANCE HERALD

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This paper is also the official organ of the Nebraska State Volunteer Firemen's Association and is sent regularly to each volunteer fire department of the state belonging to the state association.

If your copy of The Herald does not reach you promptly and regularly you should not hesitate to phone 340 or write this office at once. We want our subscribers to receive the best of service and wish them to advise us when such is not the case. News items are always appreciated, either by telephone or mail.



JANUARY 3, 1918.



HE IS A LEADER OF MEN

While the news columns were reporting a great rush of volunteers eager to enlist prior to the beginning of the new draft the New York Sun published a remarkable communication from John Burroughs attributing to President Wilson, a tremendous stimulation of the war spirit. Speaking out of the ripe experience and progressive culture of eighty years, John Burroughs, the naturalist, a republican in politics, contends that the burning words of the president, the spokesman of a great people and a great cause, are more than mere deeds of his could not.

Mr. Burroughs finds paragraphs in the president's last address to congress "that are to the Allies worth whole armies," that "hearten and unite all lovers of liberty and just dealing," that "brand the foe as with a red hot iron," that "stir and swell the hearts of patriots throughout the land," and that "no doubt will stimulate enlistment like an army with banners." Mr. Burroughs says he has known and read the messages of all the presidents from Lincoln down and "not one of them approaches Woodrow Wilson in the power of utterance," or in the power "to unite the people and make them forget their political differences," or in the power "to focus their thoughts and aspirations upon the highest national interests." In consequence the people, needing guidance through the maze of bewildering world problems, have waited for the president's words, "as they never before waited for utterances from the White House," they look to him for leadership and they get it, not merely political leadership, but leadership "in great ethical-international issues."

Pointing out, by way of illustration, that the fiery words of Patrick Henry and the closely-reasoned arguments of Tom Paine did more to help the cause of the Revolution than these men could possibly have done with muskets in their hands, Mr. Burroughs goes on to say: "Woodrow Wilson is a rhetorician only in the best and noblest sense, as St. Paul was, as Napoleon was, as Lincoln was. There is nothing of mere sound and fury in his sentences; his words are blows; they are bayonets and swords; they are branding irons. They have made the tough-skinned and thick-meated Hun writhe and foam at the mouth in impotent rage. His sentence about the 'intolerable thing' (which must be crushed) is worth a whole army corps." Mr. Burroughs is right. A president whose words are "a trumpet call to battle" is not only a leader of men, but a captain of the captains of war.

A WORLD OF ACTION

This is a world of action. Neither men nor businesses can stand still. When a plant quits growing it begins to decay. The decay may not show at first and it may take a long time to reach the more hardy parts. But it is gradually decaying nevertheless. Growth and decay are the representatives of two contending forces in the world. The fight is always on. You can see it in your corn field any day during the early summer and you can see the results of it in the autumn. Growth is fighting to gather

together the elements of earth and air and water, and build them into a stalk that shall stand straight and strong and green throughout the summer, and carry a big, rich, full grained ear in the autumn.

Decay rejoices in a series of cold, wet days after planting time to kill the life germs and make his work easy. The cut worm is his ally. When one scorching hot day follows another without rain, decay is gleeful in the thought that growth will die of thirst. When the ear is formed he sends the black birds to eat the husk and expose the corn in the milk, so that the rain and the sun may undo the work they have been accomplishing all through the summer.

It is the same in business in the city, or on the farm. Progress is the key to life. If you are not a better farmer than you were ten years ago, or five years ago, or last year, you have less chance to succeed than you had then. Others have progressed. That has made keener competition for those who have not.

Your ability to live at all depends on your ability to live well—to develop efficiency—to keep abreast of the times. The man with the hoe can't compete with the man with the gang plow. The man with the walking plow can't tear up seed like the man with the tractor. The man with the flail can't compete with the man with the steam thrasher. The man who hauls to market over a bad road can't compete with the man who has access to a good one. The man who doesn't make a comfortable farm or ranch home can't hold his children against the conveniences and pleasures of the city.

This principle is just as true of a newspaper as a farmer. The reason that The Alliance Herald has developed in less than ten years to leadership in western Nebraska among all influences for better farm and ranch conditions and development of this section of the state lies in the fact that an effort has been made to make every copy better than the one before it and better than any other Nebraska "country paper." Each week the editorial columns have been filled with good and helpful suggestions, and each issue the advertising columns have represented merchants and firms who desire your trade and who will give you value received for your money. Their advertisements in this paper are an announcement to you that they desire your trade and think enough of your business to ask you for it through the columns of this paper. The Herald has lost advertising by criticizing merchants who make untruthful statements in their advertising—one Alliance merchant said he wouldn't advertise in this paper because "the paper printed something about him that he didn't like"—we consider this a compliment to the independence of the paper.

It is intended that the editorial and news columns shall give you not all the news in a readable way, but they shall give you thoughts and suggest lines of action that will help you make more money and enable you and your family to live better and more comfortably. Both the editorial and advertising departments of The Alliance Herald are anxious to be of real service to you.

WAR'S DELAYS

General Crozier's testimony before the senate committee on military affairs, showed that there has been lamentable delay in testing rifles, deciding on the best make, and in manufacturing the chosen type rapidly enough to supply the National Army. The same testimony showed that through arrangement with Great Britain and France our troops abroad have been amply provided with machine guns, ammunition,



THRIFT TO WIN.

rifles and artillery, and that such co-operation will continue as long as necessary. The delay is to be deplored, and it may be hoped that the ventilation of the subject will lead to a more determined speeding up, but accretion and denunciation are more harmful than helpful, and pessimism is worse than useless. Secretary Baker is quoted as saying that the business of the war bureaus has increased 3,000 per cent. Difficulties and delay all along the line have been inevitable.

This was much more true of England and was true even of France, although that country's fear of Germany had induced a large amount of war preparation during many years. In August, 1914, England had neither army nor equipment; a year later there was an army without equipment. Even in 1916 England's army was only fairly well equipped and not until this past summer could its equipment be called complete. Even long-awakened France was similarly embarrassed, though in less degree, until late. The German tiger, on the other hand, was armed to the teeth in advance of its plunge upon unprepared Europe. All of which explains many things. It is idle to say that we should have begun preparations on a huge scale—to which neither congress nor people would have consented—before we went to war. It is still more absurd to expect to train and properly equip two million soldiers in a short time. All we can do is to face the inevitable difficulties and master them as fast as we can.

"HORSE SENSE"

A contributor to Bally's Magazine, discussing the "brain power of the horse," asks if it is reason that makes a horse do everything in his power to avoid treading upon a rider who has fallen from his back, and if it is reason or some mesmeric power which makes a horse a runaway brute with one man and a lamb with another? The writer thinks there must be "some working of the brain" to account for equine intelligence displayed in this and many other ways. The deductions of the article are: that there is a better psychological understanding between some men and horses than others; that the horse is capable of real affection and sorrow; that it has brain power sufficient to have mesmerically or otherwise imparted to it courage, joy, sorrow, and to appreciate these emotions to some degree; and that while it has to a limited extent the power of reason, which is more highly developed in some than in others, much of what is described as intelligence, is attributable to instinct.

A reviewer of this article wonders as to the origin of the expression, "horse sense," which, he says, is centuries old. Perhaps the expression or its ancestral equivalent dates back to an early time when men in their symbolical writings employed the horse, the most intelligent of beasts, as a representative of human reason or intellect. That this was done has been asserted, a philosophical writer of the eighteenth century contending, for example, that by the "Trojan Horse" the Greeks of the Homeric age did not mean literally a wooden horse in which armed men were concealed but merely a contrivance or stratagem whereby the Greeks gained an advantage over their Trojan enemies.

SUGAR FOR ALL

Nobody has paid much attention to Claud Spreckels' attack on the food administration. Sugar barons and other large dealers in foodstuffs have been, angry before when their generous profits were cut down for the public good. Our suffering European Allies, who are fighting our battle as well as their own, had to be given a share of the product. Yet no serious sugar famine has resulted and the government-controlled price remains reasonably moderate. Sugar is not selling at \$1 a pound, as it did during the Napoleonic wars. It sells from 15 to 20 cents a pound in Europe and at about 10 cents a pound in America. All things con-

sidered, we are very lucky not to be obliged to pay any more.

We are also lucky to be granted a maximum allowance of three pounds per person a month. It is true that his cuts the ordinary years' consumption in two, but it is ample for all real needs and merely requires avoidance of extravagant waste. Many thousands of Americans never have used as much, or thought they needed as much, as three pounds of sugar per person a month. With shipments to our allies imperative, and with the obstinate hoarders and greedy profiteers to contend with, it is simply marvelous that the food administration has been able to handle the problem so successfully.

A GREAT FISH YIELD

The shortage and costliness of some foods are in a measure offset by the plentifulness and relative cheapness of fish. The year 1917 was a good one for the fishermen. For example, the canned salmon of Alaska has been valued at \$40,000,000, which is twice the record production of 1916 and more than the yield of the Alaskan gold fields. A heavy salmon production is also reported from the northern Pacific states, the grand total being far above domestic needs and furnishing a substantial supply for our European allies. During the past year the Bureau of Fisheries has done a great deal to develop the wealth of our coast and interior waters, the output of the hatcheries for the first time passing the 5,000,000,000 mark and all the states being furnished in abundance.

We read that many formerly neglected fish are now being utilized in one way or another, these including the sable fish of the northwest coast, the burbot of the great lakes, the bowfin of the interior rivers, the grayfish, the talefish, etc. Even the shark has become a profitable commodity, leather of a very good grade for certain uses being made of its skin. Perhaps there is an even greater yield from the catching of the shark through the increase in food fish resulting from the reduction in the number of one of their most destructive enemies. Shark meat is now also used as food. A further gain is reported as a result of efforts to reduce wasteful and destructive methods among fishermen.

WILSON'S DEFINITION

Hundreds of articles (and many books have been written to define "Germanism" and show to the world what it means. In his message to congress on December 4th, President Wilson defines it as follows:

"This intolerable thing of which the masters of Germany have shown us the ugly face, this menace of combined intrigue and force which we now see so clearly as the German power, a thing without conscience of honor or capacity for covenanted peace."

This thing must be crushed, and if not truly brought to an end, at least shut out from the friendly intercourse of the nations, says the president, and it is only when this thing and its power are indeed defeated that the time can come when we can discuss peace with the German people.

FIRST INTEREST PAYMENT

On December 15th the first installment of interest on the two billion dollars of the first issue of Liberty Loan Bonds became due. The amount approximated \$35,000,000 being \$1.75 interest on every one hundred dollars of bonds.

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sociation is going to be of great value to these citizens and of great value to the nation in making them more personally interested in their government and more active and alert in the exercise of their duties and rights as citizens. Every Liberty Bond holder is going to be an active champion of wise and economic legislation and administration.

The Liberty Loan is not only a great financial transaction; it is a great national force, a great national bond between the bondholders and their country, a great influence for better government and better citizenship.

THE SIMPLE LIFE THE BEST

The city man, bound by the ties of routine work, store and office hours, realizes the freedom of the dweller in the country until he has an opportunity to partake of it himself. It was our privilege to spend most of last week at the home of "Farmer Dick" Kenner, northwest of Hemingford. It took us back to boyhood days and we found much enjoyment in helping "do the chores" and assisting in the hundred and one things which a farmer finds to do, even in the winter time.

To the man who wearsies of the eternal grind at desk or counter, we recommend a week in the country. It will make you feel like new and also perhaps alter your views of the life of the farmer or ranchman.

The loyal American who is temperamentally a pessimist—there are many such—should weigh his words and watch his tongue. Otherwise, he may hinder while desiring to help, harm while hoping to aid the cause. If he be not careful, he will play the game of the pro-German propagandist without knowing it. As in life, so also in war, there are inevitable ups and downs. To face the latter with the cheerfulness of a continuing hope and an unweakening resolution is of incalculable value. Pessimism gets nowhere. Optimism, joined with good sense and unflinching effort, wins where foreboding and irresolution lamentably fail.

It is easy to convince the German masses that England is fighting to crush German commerce and that France is fighting for territory at Germany's expense, though neither is true; but it is not so easy to manufacture the conviction throughout Germany that the United States also has gone into the war with selfish aims. The desperation of the German moulders of public opinion is shown by the fact that they can think more convincing than that the United States desires to annex Switzerland." This country's record and the president's utterances have brought the kaiser's editorial writers to their wit's end.

As Sairey Gamp imagined "Mrs. Harris" whenever the too many of the fabulous lady was needed, so the Germans have concocted an "Anna Huitens" and had her shot in the United States as a spy. No doubt the mythical Frau or Fraulein Anna is

At the Front

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being employed for all she is worth—which can't be much, for the Germans themselves shoot spies and occasionally even impale Belgian or French children on bayonets and hold them aloft as they pitifully take leave of a hell-cursed world.

It is known that President Wilson and Colonel House talked about the inter-allied conference at Paris until they burned the midnight oil, but in spite of published speculations based on "unimpeachable authority," few of us know much about what was said and done at the French capital further than that those taking part in the conference regard it as highly successful and that they came away enthusiastic.

Lenine and Trotzky are trying hard to earn the kaiser's money, but they will never be able to cover up the ugly fact that Russia was the first to take steps to resist German aggression and that that country is now misled has deliberately broken faith with the allies it eagerly sought in a common cause. This disgrace, if not removed, will endure as long as history is written.

The reply of Emperor Charles to America's declaration of war is that the Austrians are going to remain masters of their own house. Presumably his overlord, the kaiser, thought it might be good policy to let him say it.

A teacher of German in New York's public schools boasts: "Yes, I am German; I am unaturalized and pro-German." From which it would appear that there is quite "too much German" both in and out of the schools of New York.

Let the Buyer Beware!

If you put your money into a farm that turns out to be a poor one you have lost part of your savings.

How to Buy a Farm

By Harry R. O'Brien, points out the pitfalls and tells what to look for. In this week's issue of

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