

TONIGHT, FRIDAY, JULY 19TH

Laugh and grow young with
PEGGY HIGHLAND in
"THE WEB OF CHANCE"
A comedy with a twist in its tale.
Comedy "THE POOR FISH"
LATE CURRENT EVENTS
ADM. 15c and 30c

IMPERIAL THEATRE

SATURDAY, JULY 10TH

SCREEN CLASSICS present
"THE WILLOW TREE"
featuring the beautiful VIOLA DANNA in an
Oriental love tale that is irresistible in its fascina-
tion.
Pollard Comedy "CUT THE CARDS"
MUTT AND JEFF "PRIVATE DETECTIVE"
MAT. AND NIGHT 15c and 30c.

SUNDAY, JULY 11TH

Jesse L. Lasky presents BRYANT WASHBURN in
"THE SIX BEST CELLARS"
A sparkling cup of cheer for "Pros" and "Antis"
and all who could once "take it or leave it alone."
Washburn in the funniest role of his life.
14th Episode "LIGHTNING BRUCE"
Fox Comedy "HEART SNATCHER"
MAT. AND NIGHT 15c and 30c

MONDAY, JULY 12TH

ENID BENNETT in
"THE VIRTUOUS THIEF"
A story that will tug and tug at all the human
emotions that you know.
Comedy "TWO DOLLARS PLEASE"
MAT. AND NIGHT 15c and 30c

COMING TUESDAY, JULY 13TH BY SPECIAL REQUEST—THEDA BARA IN "CLEOPATRA"—NO ADVANCE IN ADMISSION.

Comment -- and Discomment

Last Monday morning, bright and early, a confident young man of ruddy complexion, breezed into our office and quietly began to unfold a plan whereby we could increase our advertising patronage for a period of fifteen weeks during the dull months by means of a gilt-edge proposition that had never been "worked" in this territory.

We listened more or less indifferently while he spoke in glowing terms of the wonderful advantages of the deal, which was absolutely certain to make all regular advertisers fall, together with a raft of non—or seldom users—of newspaper space. It was a great little idea, with perhaps one good feature, but the total cost to the buyers of space

seemed too great for the value they would derive from it.

The scheme was similar in nature to those mentioned in the recent issue of The Sandbur, our house organ which gave the publisher his ordinary price for space, together with an extra charge—usually equal to or greater than that received by the former—which was gouged out of the advertiser not because he particularly desired the space but because he feared his competitor would take up the proposition and he would not be represented in that particular instance.

This "extra charge" is where the outside promoter gets his oars in. He blows into a peaceful town with a big idea. He spills his line of chatter, and if successful in getting his contract, proceeds to work three or four days and cleans up from five hundred to one thousand dollars. All of this money is taken out of the community—business men in every instance, who neither need or profit commensurately with the expense.

This gentleman's idea consisted of a series of articles boosting the county and city in general, together with individual business houses in particular. The stories were to contain statistics and data telling the world what a splendid opportunity for the farmer, laborer, workingman, and business man of any kind, that awaited them in Alliance and Box Butte county.

Now get us straight, please. We do not scout the idea that this would be beneficial. Read above and you will see that we admitted there was perhaps one good idea in the proposition. This is it. Nothing could be done by us, that we can think of right at this minute that would do the community any more good. It would tell those at a distance what we had to offer in the way of a place to live and make a livelihood. It could be framed to tell the advantages of the territory to those outside, as well as give in detail what the institutions and business firms now established could offer those who now live here.

With all the advertising that has been carried in the columns of the local newspapers, there yet remains volumes that could be told to the inhabitants of Alliance and Box Butte county about the various departments in the stores and work-shops. There are developments in every one's business that sometimes the proprietors themselves do not fully appreciate until they stop to take mental or actual inventory of their place.

All these things, we maintain, would result in a great benefit, both individually and collectively. But what we do object to is to have an outsider step in here with an idea (that Chambers of Commerce everywhere have many times used with wonderful effect) and attempt to use this newspaper as a means of gouging the long-suffering advertiser out of many hundreds of dollars that could be saved by a little concerted action on the part of the merchants and some organization similar in nature to the association mentioned in The Sandbur.

The Chamber of Commerce is admirably fitted to manage this big advertising scheme if there are enough people who really desire that it be done. But the publishers of The Herald, for one, do not feel justified in permitting the continuance of this sort of atrocity that is committed in the name of advertising. Those are our sentiments. What are yours?

OLD-FASHIONED MOTHER
The reason more bedtime stories are not told to children these days is that the children come in after mother has gone to bed.—El Paso Herald.

THE USEFUL OUIJA
"Where were you all evening?"
"At the club."
"I don't believe it."
"All right. Ask the ouija board."
Louisville Courier-Journal.

RANCH RESOURCEFULNESS
A. S. Barron, a rancher near San Mateo, Calif., recently lost three bales of hay, and a neighbor of his, Henry Bissig, lost a three hundred-pound calf. Barron found this notice nailed on his barn door: "We stole three bales of hay from your ranch, and, finding we had no use for it, we stole a calf from Bissig to eat it."—New York Tribune.

THESE DAYS, YES
"The clothes do not make the man," remarked the ready-made philosopher.
"No," answered the friend who was studying a tailor's bill. "They don't make him. They break him."
—Cleveland Catholic Bulletin.

Both men and women in Russia are being compelled to register for work without distinction of class. This is not the paradise which was expected from the workman's rule, says Baltimore American. The people may wake to the realization that the soviets are more autocratic than the czar.

The National Geographic society announces that the United States is consuming more oil than it is producing, and it might have added that the supply of Americans willing to die in an attempt to keep the American holdings in the Mexican oil fields is also running a little low.

Dick Strong has returned from his homestead in Wyoming.

Get Your Winter Coal Supply Now

The next winter may see a greater shortage of coal than last year unless the people get the coal in their bins during the summer. It has been stated by one of the coal producers that this shortage is bound to come next winter because of the shortage of cars and other means of transportation. It is not easy to get coal even now, but if you tell NOLAN now you will be sure of getting your coal in soon.

Remember how cold it got last winter for the people that didn't have coal. Remember how hard it was to get any coal at all, and if you did, it only came in 500 pound lots.

Safety First. Place your order with NOLAN now.

M. NOLAN & CO.

COAL FEED FUEL
Phone 41



The Burr Printing Company now has on hand, ready for your inspection, the finest line of wedding announcements and invitations we have ever been fortunate enough to secure. Lady Washington Vellum is a fine, white paper, of rich appearance, in several sizes, paneled and plain. We print these using our Plate Text, a beautiful letter of Old English design, and the effect is almost equal to that of engraving. If you desire engraved stock, we will be pleased to take your order, giving our personal guarantee that the result will be satisfactory and the price as good or better than you can get anywhere. On wedding invitations and announcements it is well to give the printer all the time needed—so if there is to be a little wedding in your home, don't delay in arranging for this important detail.

Burr Printing Co.

Publishers of the Alliance Herald,
Alliance, Nebraska

Beautiful Summer Hats



White Georgette, black Malin, Italian white Milans and hand made dress hats. Have all been purchased and made in the last month

\$6.50 to \$8.50 hats at \$3.00
\$8.50 to \$10.00 hats at \$5.00
\$12.75 to \$17.50 hats at \$10.00

Straw Hats for Misses and Children
Worth \$2.75 to \$8.50

Entire stock of hats including fine Milans in black and white, in roll brim and sailor shapes all trimmed in grosgrain ribbon streamers

Special \$1.25 and \$3.50

McVicker's Millinery

STYLE PLUS QUALITY STORE



Are You Going to Build?

If you are, you will find it well worth your while to bring your material bill in for us to figure on.

Since we carry practically everything that you need, it is possible for us to name you a price on that complete bill very much lower than if you can buy in small lots from different sources.

Building Material of Dependable Quality

The durability of your Building depends so much upon the quality of the Material used in the construction that every precaution should guard its selection.

An easy and safe way to handle this is to buy here where quality is always guaranteed.

Dierk's Lumber & Coal Co.