

**The Alliance Herald**

**BURR PRINTING CO. Owners**  
 Entered at the postoffice at Alliance, Neb., for transmission through the mails as second class matter. Published Tuesday and Friday.  
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 Official newspaper of the City of Alliance; official newspaper of Box Butte County.  
 Owned and published by The Burr Printing Company, George L. Burr, Jr., President; Edwin M. Burr, Vice President.

It now develops that the reason prohibition hasn't been strictly enforced is because the federal agents draw such pitifully meager salaries that they are constantly tempted to forget duty if the bribe be large enough. If it is the aim of the department of justice to pay salaries large enough so that a bribe will be no temptation to a booze hound, prepare for a big increase in taxes. The profits in bootlegging are so enormous that the illicit dealers can raise the ante to almost unbelievable sums.

There will be a big fight in the legislature against the welfare commission bill, which carries with it an appropriation of well over \$300,000, half of which will be used to establish offices and pay some nice salaries to a number of good people who are terribly concerned about public morals and children's welfare. Alliance will have the same sort of a scrap, in miniature, over its welfare ordinance, which has been laid on the table temporarily. It's difficult enough to select a city manager who must combine all sorts of wisdom in one head, but when it comes to the selection of a public guardian of morals, excuse us, please, from doing the selecting.

A Chicago newspaper has adopted a slogan that it intends to advertise during the coming year, and it's a good one—"1921 Will Reward Fighters." Never has a slogan been more true. Never was there a time when effort will be better repaid. The laborer, the merchant, the farmer or rancher who goes out with the intention of bringing home the bacon will bring it home. There has been a touch of calamity howling—a few have been pinched in the readjustment from wartime prices—but this is no time to sit down and mope, or grouch about it. If you want success in 1921, you'll have to fight for it. If you don't put up a fight, your share will go to someone who will.

**AN OPPORTUNITY**

The people of Alliance have decided in favor of a city manager by a majority vote, and their decision goes. Unless something happens to prevent, this city will be the first in the state to try out this system as laid down in the state law. It will be an opportunity for the new council and the city manager to make a record that will be watched with interest by the entire state.

The voters need not, however, proceed to forget all about city affairs simply because they have decided to leave all the worry to a trained executive. There is the most important matter of selecting an executive. This the people cannot do. But they can elect men in whom they have absolute confidence.

If the city manager plan is to succeed, there must be no man on the council who has friends to reward or enemies to punish. Each man selected should be public-spirited, capable and something of a business man himself. If he is to pass upon the qualifications of the new head of the city's affairs. The man who is to be the city manager must be selected because of ability solely. He should not be a student at the game—we have had one experiment—but one well versed to the problems of city administration. The new council should not skimp on the matter of salary. When all our eggs are placed in one basket, it is well to get a strong basket.

It has been pointed out that an outside man ordinarily makes the best city manager. He is interested only in making a record for himself, not in rewarding his friends' friends, and coming from outside, he has no friends of his own to make places for.

Candidates for the city council are already getting their petitions ready. The whole city will be able to vote on every man who seeks a place. If there is anything to the theory that a primary results in the selection of better men, we will find it out.

The city manager plan was adopted, not because people had any great faith in its efficiency, but because the women voters wanted Alliance cleaned up. Our record during the past six months has been anything but enviable. The murder of last month was the last straw. The new city administration, whether it is the same men or new ones, will do well to pay heed to the warning of last Tuesday's election. There must be an end to gambling, to bootlegging, to other forms of law breaking. Else there will be an illustration of the way the recall works.

Thieves robbed the Palace meat market of about \$9 Wednesday evening, gaining entrance by tearing a screen from a window. They staged a picnic lunch before leaving the building after making the haul. The Alliance bakery was entered the same night, but nothing was reported missing.

**DO YOU KNOW?**

**(Business Success)**  
 Do you know that Publicity Pays? Are you thoroughly convinced that it does?

Have you ever given your local newspaper a thorough trial over an extended period of time—using space sufficient to warrant you in expecting results?

Whether or not you have awakened to the fact, fact it is that non-use of adequate advertising in your local news-conveying medium is a terrible handicap to your business. Do you know that the large city stores spend from 4% to 6% of their gross sales in newspaper publicity? This becomes a powerful magnet which draws trade out of your territory and into these live merchants' stores.

Do you know that the mail order houses did a business of approximately 223 million dollars during the first seven months of the past year? Of this huge sum this county over-subscribed its quota!

What are you going to do about it, Mr. Business Man? Meekly submit and throw up your hands?

It's a call to printer's ink. "What's worth having is work asking for." The major portion of this business must walk past your doors on its way to the city! Why not ask it to call on you? Newspaper publicity effectively carries your invitation. Therein lies your hope.

**GASOLINE LAMP SETS FIRE TO HARRIS HOME**

The home of Walter Harris, living about forty-five miles out of Alliance, burned Wednesday night. Mr. Harris was working on some harness in a summer kitchen adjoining the house and as it began to grow dark lighted a gasoline lamp. When he supposed it had generated he went to the barn to get more harness. When he returned the house was in flames. The family succeeded in saving some of the furniture and clothing. The loss was covered with about \$800 insurance.

Miss Sarah O'Keefe returned to Denver where she is attending school at Loretta Heights, after spending the holidays with her parents, Mr. and Mrs. John O'Keefe of this city.

**RANDOM SHOTS**

The king is dead—long live the city manager.

A Chicago man has left \$1,000 to his barber, whom he had never tipped. Cut this out and show it to your barber.

The conductor of this column has been feeling mean and owly all week. No, Genevieve—you're wrong. He didn't attend a New Year's party. It's simply the tag-end of the grippie.

When the average man talks about law enforcement, he means that laws should be enforced on other people.

That's what is known as a foible of human nature.

We've often wondered about foibles.

That word has such an interesting sound, don't you think?

Prepare to fight for your pipes, cigars, cigarettes and eating tobacco. This week we receive a questionnaire asking us whether we favor the enactment of laws prohibiting the personal use of tobacco by adults. Did you ever hear of any one using tobacco impersonally, except a novelist or a A-C-L member?

They inquire also whether the use of tobacco is objectionable to us. We replied that it was not, so long as the victim of the habit bought his own.

Evidently our friends in New York, who suffered most horribly from the prohibition of booze, are worrying again.

**Today's Best Story.**

Hans was speaking about the high price of cabbage in his town. "Kebbeges is awful high dis year," he said. "Me and mine wife puts up seven, eight, nine barrels of sauerkraut every year, but ve can't dis year. De kebbeges cost too much." "But you put up some sauerkraut, didn't you, Hans?" questioned a friend. "Oh, yes, two or three barrels, just to half in de house in case of sickness," ness.

We are thinking of writing another scenario, entitled, "The Luckless Lurch," or "The Stain on the Rug."

But we won't.

Once we had bad luck, too.

It doesn't pay to be generous with drinkables of any kind, not alone because of their scarcity, but because someone may find it out! Hard cider is under the same ban as home brew, at least in Hamilton county, where a generous farmer who gave away a couple of glasses paid for it at the rate of \$61 a glass.

And yet they keep urging us to "give till it hurts."

About the only person who can do this is an exasperated parent spanking an exasperating son.

**Lost Treasure**

Out in the wilds of No Man's Land the lieutenant on patrol encountered a dusky private, anxiously searching the ground on hands and knees.

"Here you," he demanded gruffly. "What the devil are you doing out here?"

"Suh," replied the darky with tears in his eyes. "Ah's looking fo' mah buddy's hand what got shot off heah."

"Oh, I'm sorry," exclaimed the officer, touched at such a friendship. "But that's no use, you know. His hand will never do him any good now."

"No, suh, 'taint dat, but when it got shot off it done had mah bes' pair ob dice in it."—American Legion Weekly.

On our way to dinner this noon we passed a couple of women, each with bundles everywhere in sight. We heard one of them say, sarcastically: "Well, you walked all over town." "Yes," said the other, "but I saved eight cents."

The boy scout printers, who have headquarters in one corner of The Herald's basement, aren't doing so badly for a week's experience. The

third day they sent one boy over to Ben's place to borrow a "column stretcher", and the next day they showed type lice to a printer's devil who has had several months' of experience.

We don't want to hear any more from the people who have been complaining because Alliance doesn't have any worthwhile amusements. There was some really good music at the Imperial last night, and there wasn't over 125 paid admissions.

And half the people who did turn out came to see the movie and not to hear the music. We know, because we heard them craning because the picture was last on the program.

Oh, well—a three hour entertainment just about wrecks an evening.

A poker game is practically the only form of entertainment that can be indulged in for long stretches without fatigue.

If it could only be played without loss.

"Is this the hosiery department?" said the voice over the phone.

"Yes," replied the weary saleslady.

"Have you any flesh-colored stockings in stock?" asked the voice.

"Yes," replied the weary saleslady. "Whaddy ye want—pink, yellow or black?"

A Denver man, taken before the police magistrate on a charge of intoxication, gave as an excuse that he had been gassed by a cheese sandwich.

The meanest man in the world has been discovered in the person of a traveling salesman who occasionally hits Alliance. This salesman invited an Alliance conductor and another friend to come up to his room for a ill drink. The conductor didn't drink (of course not), but he went along and smoked a few cigars on the traveler. A couple of days later another traveling man jumped all over the

conductor. "Whaddy mean?" he the booze was, watched his opportunity belligerently, "going up to my room and stealing all my booze." Then kil it. And there isn't any law that can touch him for it.



**Luncheonette Service**

You will find our place just the place you've been looking for, when you want a hot lunch, while down town shopping or after the show.

**F. J. Brennan**

New Location—Next to First National Bank Building



**A Few Facts**

**About Printing**

Have you ever taken a few hours off from the daily grind of routine work to

**STUDY YOUR OWN BUSINESS**

There are perhaps many things you can learn about it if you will take time to do this. Unless you have from time to time done this, the chances are ten to one that some part of your system mhas, like Topsy, "simply grown." Undoubtedly some of your ways of doing things could be altered with no great effort, and thereby save time, inconvenience, and opportunity for error.

**Here's How We May Help You**

In some of these changes you can use forms to keep records on. Have you a workable, easily get-at-able set of figures from which you can determine your daily, weekly or monthly profits? Can you not plan a for mthat you or your bookkeeper can fill out to give you this desirable data?

Again, can you find the right pad of checks for a certain bank when you want it? Could you not profitably use checks printed especially for you with the name of the bank to be written in? You could carry a small pad of them and never be at a loss when some customer or business acquaintance wanted to pay you.

There are many other ideas you can incorporate into your system at small expense that will

**Save You Money in Time**

We have a competent assortment of paper—grades and colors—and it needs only a telephone call from you to get us started.

**THINK IT OVER—ORGANIZE YOUR BUSINESS NO MATTER HOW LARGE OR SMALL**

**The BURR PRINTING CO.**

Publishers of THE ALLIANCE HERALD  
 PHONE NO. 340  
 Masonic Temple Bldg.



**Fools quite often waste their "roll"—Wise men spend their cash for coal.**

**ECONOMY**

**IS BEING PRACTICED BY EVERYONE. WHY NOT COAL ECONOMY?**

Few people realize that nut coal is least expensive for use in the kitchen range. Breaking up your large coal which you have for furnace or heater causes waste, slackage and extra work, besides losing you money.

For economy's sake order a ton or so of nut coal from our King Coal Group—Pinnical, Elk Creek, Canyon City, Rock Springs or Kirby Nut Coals.

Remember—no slack, no waste, no clinkers, no extra labor—ready for instant use. Our Phone is 41. Act today.

**M. NOLAN & COMPANY**  
 Yards—104 Cheyenne Phone 41 Office—317 Box Butte