

TIMELY TOPICS

China makes some curious blunders—sending over thousands of pigtailed men when the wall is for cocktails.

It is recommended by an expert to drink more water. What else is there left for a thirsty population to do?

One can go from Key West to Havana by airplane in 90 minutes, and for some reason a good many people do.

No matter how much in the right a man may be, he will find himself in wrong at the end of the argument with his wife.

Manufacturers announce that spring suits will be 30 per cent cheaper. Father in a new spring suit will be a sure sign that it is spring.

A French minister has declined a twelfth duel on the ground that it's a foolish practice, but, at least, it seems harmless enough.

England is said to view with alarm the growth of the rouging habit by women and girls. In time it will rise to the level of amusement, as with us.

The first photograph sent by wire in America was that of an Indian chief which was singularly appropriate as being the photograph of a first American.

According to a prominent clothing designer, "there will be no fells in men's clothing next year." This is good but a little more loose change would help some.

"Go to the ant, thou sluggard," might be modernized to read: "Go to the phonograph." It works all the time.

Tipping is said to be due to public weakness, and it is also due to the desire to have luncheon served in time for dinner.

Infants' rattles are athletic equipment, according to an official decision in Michigan. Why not musical instruments?

In Manchuria it seems that the only difference between an anti-bolshevist and a pro-bolshevist army is a few square meals.

No nourishment in wind, says a headline. Still you never hear of any of those chautauqua lecturers starving to death.

There's only one thing more pathetic than a boy with curls, and that is a boy who will wear 'em without registering objections.

The official accounts of the perils surrounding a child make it a miracle any one lives to a ripe old age.

When prices are made "overhead expense" covers a multitude of sins.

Gene Byrnes Says:—"Ain't It the Truth?"



WHEN A GREAT SURGEON TAKES HIS MORNING CONSTITUTIONAL, NO ONE PAYS ANY PARTICULAR ATTENTION TO HIM

NOR DOES A LEARNED PROFESSOR WHO SPEAKS EIGHTEEN DIFFERENT LANGUAGES GET A "TUMBLE"

AND A FAMOUS LAWYER IS GIVEN THE "GO-BY"

BUT WHEN THE CHAMPION HEAVYWEIGHT TAKES A STROLL IT'S DIFFERENT

A SCIENTIST ATTRACTS NO GREAT ATTRACTION

The man who looks for a long period of business depression is out to be foolish as the one who thought war profits could last forever.

After reading over the bulk of the "How to Keep Well" columns, we come to the conclusion that the safest method is not to get sick.

In not asking that Esperanto be made the official language of the League of Nations, the Esperantists overlooked a great opportunity.

While various animals perish to satisfy the enormous fashionable demand for furs, a good many husbands think they are the ones that are skinned.

An air passenger line is planned between Montreal and New York. It will have its dangers, but it will be free from danger of colliding with icebergs.

It may be true, as unofficial statisticians assert, that there is a falling off in divorces with the fall in prices, but that will have to wait until the public recovers.

Japan has shut down on silk pro-

duction, but who cares? We must have enough discarded silk shirts in this country to make up for any shortage in imports.

It begins to look as if the home brewer would have to get some reliable information from the department of agriculture of the possibilities of backyard hop growing.

A man in London was sentenced to six months' imprisonment for pouring oil over a girl and then setting her on fire. And yet some accuse the British laws of being too drastic.

Baby chick food. Phone 71. O'Bannon & Neuswanger. 31

Japan has shut down on silk production. We may now have to take our shirts off and go to work.

Stock hogs wanted by the Nebraska Land Co. 103-t

This world is evidently growing kinder. Few harsh things are said about even the Ben Davis apple nowadays.

Turkish women are now showing their faces, which is more than the Turkish men have the nerve to do.

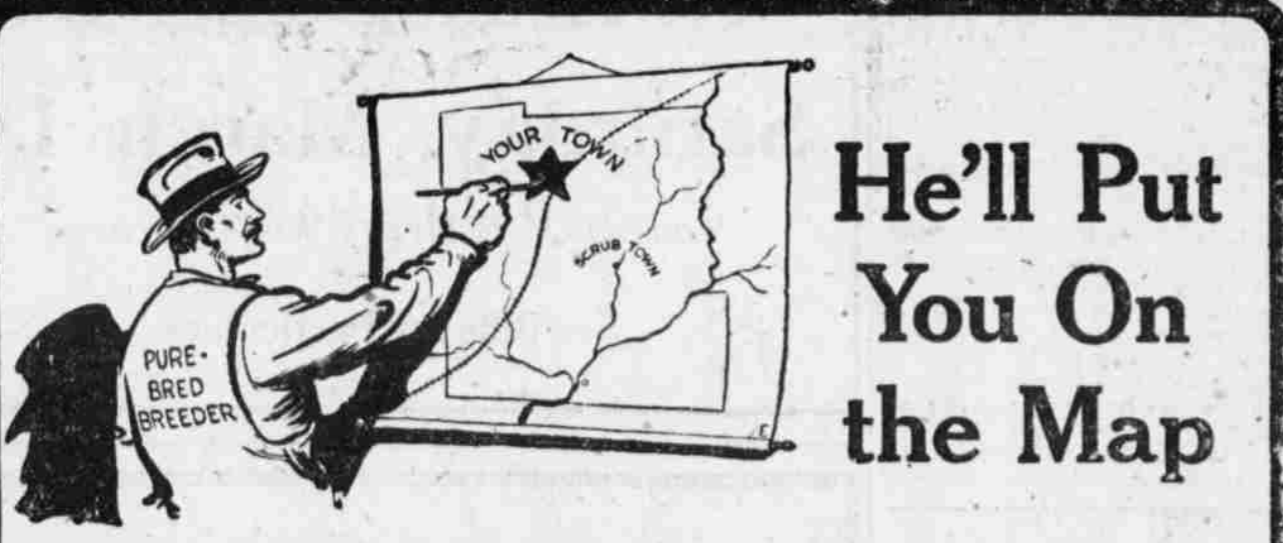
Baby chick food. Phone 71. O'Bannon & Neuswanger. 31

Hogs are down to a price that will soon enable almost any householder to fetch home the bacon.

Have you thought of Easter flowers? We have them. Alliance Florists, 106 West Third St. 31-34

The trouble comes when folks have to liquidate windy debts with solid products.

Baby chick food. Phone 71. O'Bannon & Neuswanger. 31



He'll Put You On the Map

A few miles from a large and thriving city is a little town that can't even be reached by the steam railroads. Yet on a single day last summer enthusiastic buyers from almost every state in the Union sought it out and paid it a visit. What's more, on that single day they spent, in that little hamlet, one hundred and fifty thousand dollars!

What's the answer? Pure-breds. That town is famous as a pure-bred center—to cattle men it's one of the most important spots on the map,

Pure-breds can do as much for your community. They offer the easiest, quickest and most profitable program for building up a community—a program which has pulled whole counties out of the rut, put towns on the map and brought financial independence to thousands of farmers. It is becoming clearer every day that the future of cattle raising as a profitable industry depends upon an economical operation possible only with pure blood. The beef growers who survive in the face of high feed costs, high freight rates, scarce labor and tight credit will be the pure-bred farmers. And the communities that are ready to supply the breeding stock are sure of a lasting prosperity. Yours can be one.

In this final advertisement of a series made possible by THE COUNTRY GENTLEMAN we wish to express our appreciation of its cooperation by again urging you to send in, today, \$1.00 for 52 big issues, every one of which you will enjoy and profit by. Send your order today.

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C. M. McCARTHY, Secretary, York, Nebraska

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Do You Know Who Pays For Your Advertising?

DID YOU KNOW that intelligent and judicious advertising doesn't cost the man who pays the bill a cent? Well, then, who DOES pay for the Advertising if the merchant himself doesn't?

The unwise patrons of the store that is NOT advertised are the persons who pay for advertising.

By advertising, a merchant increases his turn-overs and sells four or five times as much merchandise as he would if he did not advertise. The real cost of selling that merchandise is reduced with each turn-over. Thus, the amount he invested in Advertising comes back to him and he is enabled to do business on a closer margin of profit on each turn-over than the merchant who doesn't use Advertising to increase the volume of his business.

So, after all, the merchant who advertises doesn't pay for his advertisements; neither do his customers. It's the patrons of the UNADVERTISED store who pay for them.

The Alliance Herald

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