

# The Alliance Herald



BURR PRINTING CO., Owners

Entered at the postoffice at Alliance, Neb., for transmission through the mails as second class matter. Published Tuesdays and Friday.

GEORGE L. BURR, JR., Editor  
EDWIN M. BURR, Business Manager

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.

### LOANS TO SAVE CATTLE INDUSTRY

(Omaha Bee.)

Reports from other parts of the state fortify the statement recently made in the Letter Box by F. M. Currie of Broken Bow that the ranges of Nebraska are not filled with the usual droves of cattle. The railroad rates on stock from southern ranches to the northern cattle country were cut, but in many instances the cattle-men have been unable to obtain credit with which to make their purchases. Although Mr. Currie agrees with those who are urging that the government could alleviate the situation by turning over the \$100,000,000 profits of the federal reserve banking system or the federal land banks, he does not believe in the advisability of attempting to make cattle loans through this governmental agency.

His suggestion that this sum be applied in making more loans on land is in line with the judgment of many who are deeply interested in the success of the farm loan bank and who realize that it has no machinery with which to arrange cattle loans. The \$40,000,000 bond issue which is now being sold to provide funds for the land banks is perhaps all the market could absorb at this time, but it is small indeed when measured by the needs of agriculture. If the \$100,000,000 which has been turned over to the treasury by the federal reserve system could be added to this sum and distributed through the west in the form of loans on land, it would find its way into every channel of business. Farmers who received these loans would be enabled to buy cattle, pay their debts and add to the deposits of the country banks, thus providing funds which might be lent to others for the direct purpose of grazing or feeding cattle.

Cattle loans differ in many respects from those made on land. The security is more hazardous and the business of lending money on herds is one that is best handled where intimate information as to the standing and capacity of the borrower is known. If the money could be sent into the agricultural communities on land mortgages it would find its way naturally into a whole procession of advances for stocking up the ranges.

Mr. Currie admits doubt as to his being a kindness to lend money to an industry that is not on a profit-making basis. If it seemed probable that American agriculture were to continue so largely a losing business, further financial advances would be inadvisable. But people will continue to eat and the farmers to grow food, but more than that, attention is being directed not only to questions of production, but of marketing as well. When the readjustment of industry is accomplished, it seems inevitable that profit will come back to agriculture. It is now a problem of holding on, and no one who has seen and understood the result of disastrous prices for farm products, how they have slowed up business in every city in the land, will be so foolhardy as to expect the nation to prosper without the farmers prospering first of all.

### NIGHT LIFE IS NO MORE

(Nebraska State Journal)

A writer in the New York Times has made something more than a cursory investigation into the night life of the cities of the United States since the eighteenth amendment went into effect. He finds that the old time midnight gaiety has disappeared everywhere. A remnant remains only where prohibition laws are still defied, but it is sadly admitted by those most interested in keeping up the old institution that its death can be postponed for only a short time at most. A chorus girl summarizes the whole situation neatly if somewhat ungrammatically when she ejaculates: "Say! If it wasn't for them white front beanerics there wouldn't be no night life." The Times in common with other metropolitan newspapers has seen the piling up of the prohibition wave with ill-disguised disgust, but the evidence is so complete on the matter of nightly revelry that it admits that the great change has virtually been accomplished. Night life meant nothing but reckless spending followed by a headache, and its disappearance is mourned only by a few foolish people and by those who were making money out of their foolishness. The movies still depict cabaret life as if it were still in existence. The editors of magazines and newspapers, dealing with a more discriminating public, no longer care to buy stories touching on a phase of life that has passed. The attitude of the editors is significant. It means the definite end of one of the nation's most inexcusable extravaganzas.

### THE USES OF ADVERTISEMENT

(Omaha Bee.)

The place of advertising as a business force is indicated by the report of the American newspaper publishers' association showing that more than \$200,000,000 was spent for newspaper advertising last year. Increased use of this method of salesmanship is exhibited by the figures, which are \$50,000,000 larger than those of the preceding year. These sums are large, but represent an economy rather than waste. With the cry for more efficiency in marketing becoming louder every day, it is possible to predict that advertising will take on ever larger importance. There is no line of business today that does not use newspaper columns. One of the first reforms adopted by the California fruit growers after forming their co-operative marketing systems was to make use of advertising. It is significant that as one of their main objects was to reduce the expense of selling they turned to the newspapers. Usually the expense of marketing equals 100 per cent

### AT THE MOVIES

There's red-blooded adventure to burn in "The Sea Wolf," tonight's attraction at the Imperial. This photoplay is taken from the story by Jack London, and it's a pippin. It's one of those yarns that will appeal to almost any movie fan. The central figure in the picture is "Wolf" Larsen, brutal captain of "The Ghost," a whaling schooner. He rules with a hand of iron, dominating his crew by his sheer physical strength. Yet at heart he is a philosopher, ready to prove with skillful arguments that "might makes right." A rich idler and a beautiful girl, picked up by the schooner after a crash at sea, come into contact with "Wolf." Their adventures on his ship form the plot of the story.

Basil King's "The Street Called Straight," will be shown Wednesday. Disgrace and ruin had threatened the distinguished name she bore—and on her wedding day. Then into the breach stepped the man who once had loved her. His money stemmed the tide of a great tragedy and snatched her father from the jaws of a living death. But it had brought to her a soul-searing problem. Could she marry the man she loved, knowing her great obligations

to her former suitor? Was it justice to her lover? Was it justice to herself? The problem burned and cut; seared and scarred. But she found a way.

"The Scoffer," an Allan Dwan production, is billed for Thursday. It's the story of what happened when Stannard Wayne, who had suffered five years in prison for Richards, a one-time friend, caught his false friend and his runaway wife in an Alaskan trading post.

**Women's suits—all sizes, closing out at one-third to one-half reduction.**  
Highland-Holloway Co. 47

Business has been told so frequently that it is improving that by this time it should begin to believe it.

**Good selection of Trimmed Hats for women and girls for—\$3.98.**  
Highland-Holloway Co. 47

These is a new disease called the "talking sickness," but it will be hard to convince most people that it is new.

of all the other factors entering into the cost of an article, and in some cases the proportion is even greater. Advertising has demonstrated its ability to reduce this overhead, to stimulate demand, to speed up and cheapen distribution. The fact that in one year the increase in appropriations of business men for this purpose reached the immense sum of \$50,000,000 shows that the movement for economizing in bringing products from producer to consumer has found the newspaper a real help.

### NEBRASKA'S EXPENSES

(Nebraska City Press)

The cost of living is not coming down—in Nebraska governmental circles. According to figures which have been compiled at the close of the legislative session, 25 millions of dollars were appropriated for state expenses, about 10 per cent more than was spent during the past two years. And this in the face of a solemn pledge taken at the opening of the session that economy in governmental appropriations would be a watchword of the assembly. The republican majority in the Nebraska legislature has made it easily possible for the democratic party to win a victory in two years because a pledge has been broken and, in spite of the trend of the times, a deliberate and successful attempt has been made to increase the state's tax burden.

### JUDGMENT

(American Legion Weekly)

Ministers, millionaires, authors and editors have all had their turn at settling the question of the morality or immorality of the present feminine fashions. But it remains for an old lady with ninety-six years on her white hair to speak with final authority.

"It isn't anything to worry about," she told an eastern newspaper. "I have lived a long time and have seen all sorts of fashions, but I have never yet seen one that some reformer or other didn't find objectionable. When the women want to wear their skirts longer they will be longer, and when they want to shorten them again they will be shorter."

Which seems in the last analysis to end the matter conclusively.

### WESTERN NEBRASKA IDEAS

(Harvard Courier)

Alliance restaurants have dropped their prices back to a pre-war basis. The time has been when one expected to pay more for meals in the western part of the state than in the east but the situation is now reversed. The same condition is true of many other prices. Advertisements in western Nebraska papers show that merchants in that section have been reducing prices more rapidly than has been done in many towns in the eastern part of the state. Gradually, however, prices are coming down all over the country.

### BACK TO EDEN

(Houston Post.)

With the New England college girls discarding ear-puffs, some writer is suggesting that with the woman's ear naked, fashion will compel her to cover something else. We don't believe it. We feel that the world is now so near Eden we can almost smell the pomegranates and hear the thrushes singing in the blossom-sprangled thickets.

### A ROYAL GOOD TIME

Queen Mary of England, ignoring the precedent established by Queens Victoria and Alexandria, is said to do her own shopping in the London stores. Being a queen, she evidently thinks, furnishes no logical argument why it should debar her from having what is a woman's peculiarly royal good time.

### A NEEDED INVENTION

A weighing machine in the bureau of standards will record one-millionth of a pound. It will come in handy when a man finds he has just enough money with him to buy that much beefsteak.

Another man has escaped from Sing Sing and returned there after trying to make a living on the outside.—New York Evening Mail.

One of the ex-kaiser's sons is clerking in a bank. What reckless depositors that bank must have.—Nashville Southern Lumberman.

Pretty soon now the proper place for a democratic office-holder at Washington will be the national museum.—Arkansas Gazette.

The end of Heinie's obstinacy is near. The Allies are taking over the breweries in occupied regions.—New Haven Union.

It's so hard to make the immigrants go to the farms because most of them have already been there.—Washington Post.

The most wonderful thing about the tree of liberty is the amount of grafting it is able to survive.—Columbia Record.

One reason the country is short of homes is that too much money has been put into the cellars.—Washington Post.

Germany has been in hot water so long that she's hard-boiled.—Washington Post.

Money talks except in Germany, where it squeals.—Washington Post.

It is getting to be impossible to tell the seasons by the weather.—New York Evening Mail.

The portion of a law usually found unconstitutional is the teeth.—Canton Repository.

Importation of cheap foreign fabrics makes the survival of the fit very doubtful.—Washington Post.

The wages of sin are about the only ones that are not being reduced.—Washington Post.

Either the crime wave is subsiding, or people are getting used to it.—Chicago Daily News.

Koreans in New York the other day celebrated the second anniversary of the independence of Korea. This teaches us not only that there are Koreans in New York but that Korea is independent.

It cost the women of the United States \$500,000,000 to primp up in 1920, but it will be recalled that it was leap year.

**Good selection of Trimmed Hats for women and girls for—\$3.98.**  
Highland-Holloway Co. 47

"Women are refusing to buy expensive gowns," says a manufacturer—no doubt because they're putting all their money into stockings.

Washington is investigating a charge that 80 per cent of present-day butter is adulterated. The charge is maliciously false. It has a higher percentage than that of pure salt.

In Assam (wherever that is) women steal men and make them marry when the men resist their advances. And still Assam is said to be only partially civilized.

### RESOLUTION

At a meeting of the official board of the Methodist church of Alliance, held on the evening of May 3, 1921, the following resolution was offered and unanimously adopted:

"Be It Resolved, That we tender to the ALLIANCE HERALD, the sincere thanks of the church, for the splendid editorial which appeared in its columns on this date, concerning the completion of our new church building, and we highly appreciate the able assistance given us by the press, in the consummation of our efforts to complete our building program."  
MEARL C. SMITH,  
Pastor-Secretary.

### RANDOM SHOTS

The advertisements are getting so attractive that a Herald reader (woman, of course) tells us that she's almost afraid to read the paper these days.

A good thing doesn't last forever. Some brother blew into town a couple of weeks ago. He came from 'way down south, where Canadian half-dollars have a market value of about twenty cents. He had a pocketful of them, and began giving them to the waiters for tips. When he woke up and found they were worth 50 cents, he had just one left. Now he has heart-failure.

The auto show was a mighty good thing for business, according to True Miller, who says that he sold eighteen cars in half an hour. "Fellow came in and said he'd take a dozen," True said, "and so I wrapped them up for him right away. Pretty soon another man came in and wanted a half-dozen and I wrapped them up. Then I ran out of string and lost the next two customers."

### Today's Best Story.

An old doctor was making a call on a colored family. While talking to the patient he was continually interrupted by a crying baby, which sat on the floor and grumbled and whined continually. Finally the mother picked the child up.

"Auntie," said the doctor, "your baby seems badly spoiled!"

"No, suh! No, suh!" remonstrated the mother. "All de little babies smell dat way!"

Some new schoolboy "howlers," taken from examination papers:

To kill a butterfly, you pinch its thorax.

The digestion system consists of the artillery canal.

A vacuum is a large empty space the pope lives in.

Horsepower is the distance one horse can carry a pound of water in an hour.

They were wild women, all right. After the hearing, when they thought they were due to be released, they swarmed upon the necks of a couple of county officers, and kissed them two or three times before the blushing men could make their escape.

In the afternoon, when they were really released, half a dozen men stood in the halls and tried to look as tall as Tommy or as broad as Lee.

Once, when a traveling salesman got spifficated, he mistook us for the county attorney.

These wild women weren't that wild.

The girls at the court house were snickering Monday over the harrowing experience of a woman in one of the offices. She awoke early Sunday morning with one of those stiff necks.

A pretty friend of hers offered to furnish some liniment and brought out a bottle. She rubbed it in real good, and remarked upon the pleasing warmth and the way it took hold. Two or three times Sunday she applied the liniment, each time feeling better—until, along about evening, she got a look at the bottle. It was furniture polish. The neck was as stiff as ever Monday morning.

You remember the fellow who got hold of a package of bird seed, thinking it was breakfast food. He sprinkled it with sugar and cream and ate it. But all the way down town in the car, the neighbors noticed him trying to tuck his head under his arm.

This woman was fortunate. Suppose someone had handed her a bottle of shellac.

We haven't heard one on Joe for a long time. Up at the auto show the other night, he wanted to get out on the floor to dance, but a number of women were in the way. Being a bashful man, and not desiring to force his way to the dancing space, he spoke politely: "Will you step aside, please. I've got to get out on the floor to make a speech." And all the heavy women made way for him.

The show windows do not contain all the hosiery displays. Up at county court Monday morning there were some excellent exhibits of half-hose.

The Herald is considering staking a fashion show, providing the talent hasn't left town.

It's better to be a golf professional than to be president. The president is expected to play a rotten game, but he doesn't get paid for it.

Judge Tash was telling us of a friend who dropped in to see him. "He's in a sort of partnership with So-and-so," he said. "He married So-and-so's first wife."

**House Dresses and Bungalow Aprons—assorted models, sizes and patterns—95c to \$4.75.**  
Highland-Holloway Co. 47

There are reports that silk shirts are not as soft as they used to be.

### Judge Corcoran of York Will Make the Memorial Day Speech

District Judge George F. Corcoran of York has consented to make the Memorial day address in Alliance this year, according to a letter received by J. W. Guthrie of this city yesterday. Mr. Corcoran will be in Alliance in attendance at the Fourth degree ceremony of the Knights of Columbus. Arrangements for the balance of the Memorial day program will be made at the next meeting of the American legion, to be held next Tuesday.

### A Big Shortage of Western Certified Spud Seed in Valley

Those in charge of the securing of certified western Nebraska seed potatoes express considerable disappointment in the fact that they have been able to get only about 50 per cent of the amount desired by the growers in this valley, and for which orders had been placed. They purchased all of the western certified seed they were able to secure and have now exhausted every effort in trying to find additional supplies, says the Scottsbluff Star-Herald.

This fact should be emphasized more than ever that while the business of raising certified seed may be a trifle monotonous and unprofitable at the start the ultimate returns, however, are of the highest order and those who enter the game will be assured of a ready market for all the seed they can grow, which comes up to the specifications of the state law as to certification, no matter what the condition of the general spud market may be each year.

### LAKESIDE

The fence gang in charge of Foreman Mink was in town the latter part of the week repairing the stock yards.

R. A. Westover has been busy lately putting in 20 acres of oats on the Harris place which he has leased south east of town.

Mrs. Weekly of the Star ranch came to town Wednesday and took No. 43 to Alliance on a shopping trip and to have some dental work done.

Mr. and Mrs. Clarence Leishman are the proud parents of a baby boy which arrived Tuesday, May 3rd.

Warren McIntyre has returned to Oshkosh where he has work on the roads.

Ray Cameron and wife were in town Friday evening.

Mrs. Elise Ash and children, Hattie and Ellsworth, and Clarence Leishman and children drove to Alliance to see the new baby boy.

Mrs. John G. Beck and little granddaughter were Alliance visitors Saturday and Sunday.

Mr. and Mrs. G. P. Rief and daughter Delilah returned to their home at Crawford Sunday, after a visit at the Ed. Zurcher home west of town.

Ralph and Joe Malm of Hyannis were Lakeside visitors Sunday.

Tom Briggs of near Antioch was in town Sunday.

A number from Antioch attended the ball game here Sunday afternoon. The score was 21 to 9 in favor of Antioch.

Mrs. Pryor of Alliance who visited her daughter, Mrs. O. E. Black here, returned to her home Sunday.

A sad accident happened Saturday night when Frank Smith was badly hurt when the car in which he was riding completely overturned several miles north of town on their way to the Gus Sandoz home. Other members of the party, including William McKinney, Claude Hudson and Henry Stoop sustained slight injuries. Harvey Whaley who happened to be near the accident picked up the injured and drove with them to the Sandoz home where they received immediate attention.

Smith was brought to town and taken on No. 41 to the Alliance hospital. The last report was favorable for his recovery.

Irene Ryan was an Alliance visitor Sunday, having through kindness accompanied Frank Smith to the hospital at that place.

Roy Stoop was in town Saturday from near the Star ranch.

Mrs. Bertha DeBord and daughter Iola went out to the Gus Sandoz home Saturday.

Bill Flagg returned from the Hawkins ranch Saturday where he was repairing a car for Lyle Hawkins.

Mr. and Mrs. Gus Sandoz gave a wiener roast and dance at their ranch home, 12 miles northeast of town Saturday night in honor of Misses Mable Speer and Ruth Pollard of Lakeside. A nice social time was reported. A number from here attended.

Mr. and Mrs. Jake Herman entertained at a card party at their pleasant home south of town Saturday night. A number from Lakeside attended and it is safe to say they enjoyed the event.

Jack Gillispie was very sick the latter part of the week with an attack of stomach trouble but is reported recovering nicely at the present time.

A. W. Tyler and daughter were in town Saturday.

Barney Reed who was injured last week is recovering nicely and rode up from his home near Ellsworth Saturday.

Mrs. Carl Miller entertained the ladies' kensington club last Thursday afternoon.

Mr. and Mrs. J. Harry Graybill returned Thursday after a few weeks' visit with relatives in the east. They report a pleasant vacation.

Glenn House returned to work on the east section Monday morning after a three days' layoff on account of a lame foot.

Ross Shaffenburg and Mr. Van-Alstine drove in from the ranch Sunday.

Mrs. Hazel Beck-Comer arrived Sunday from Douglas, Wyo.

Truman Been who is working at the Zeig home north of town, visited home folks Sunday.

Mr. and Mrs. Ralph Shrewsbury were in town Sunday afternoon.

### E. G.'s Column

"Modern Clothes For Men"  
308 Box Butte Ave.  
ALLIANCE, NEBRASKA

I believe that a store's best advertisement is a pleased crowd—and that two pleased crowds are more valuable than one.

Therefore, I have priced this merchandise of mine at the lowest possible level during this sale, even below the replacement value considerable, for I have had it on those levels since the first of the year, for I believe that papers who published the PROFITEERS operations during the war are lying down on the job, for the profiteers during the war couldn't hold a candle to the profiteer of today, for at that time they paid more every time they bought the new goods, but now it is different, and every time they buy it has come for less, but it looks more settled now, and if the merchant is not prepared to take advantage of the conditions, then it is his fault, but as you know we had our big clearing-out sale last summer, and all we offer now is most all new merchandise on the new levels, and we can cut it below the place that the merchant can who has hung on for the long price, and has the old goods.

We are going to take in more money this year than last, but the first half of the year we do not expect to make a cent but in fact we expect to lose, and we have lost heavily already, but this sale is the heaviest loss we have taken, and we want you to know it, for we believe that the customers who have trusted us to be their purchasing agent should be taken into our confidence, and told these things, so we take this means of informing you that this sale is positively the biggest thing in reductions, and the best values that you have seen in this trade territory for several years.

So summing up the evidence to prove that our crowds are to be satisfied, we just want you to come and ask us to prove anything that we have said in our advertisement on page three and you will tell your friends, and prove what we said in this first paragraph, that you will be back the second day of our sale, and keep on coming, bringing friends, thus proving what we said, that two pleased crowds are more valuable than one.

Yours as always,

*E. G. Haing*

"Modern Clothes For Men."

**Women's suits—all sizes, closing out at one-third to one-half reduction.**

Highland-Holloway Co. 47

If the old woman lived in a shoe nowadays she could get so much rent for it she wouldn't know what to do.

### TOO LATE TO CLASSIFY

LOST—One Hallmark ladies' gold wrist watch. Reward for return to 920 Laramie. Mrs. W. J. Bailey. 47

### Specials for the Week

-- at the --

## MODEL MARKET

- Morris' Hams, 33c per lb.
- BACON, per pound—
- 25 30 35 38 AND 40c
- Pot Roasts, 15c per lb.
- Round Steak, 28c per lb.
- Pork Chops, 25c per lb.
- Ham Hocks, 17½c per lb.
- Compound Lard, \$1.00 10 lbs. for
- Weiners, 20c per pound
- Bologna, 17c per pound
- Summer Sausage Salami
- Braunswaiger Met Sausage