

The Alliance Herald

BURR PRINTING CO., Owners

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YOU'VE GOT TO HOLLER.

All the world's wise sayings are not uttered by the grownups. The Herald has a bunch of seven or eight newsboys, and every now and then they say something that is worth remembering. The smallest one of the lot, who sells 'em on the street, came in last Tuesday after having been out only half an hour, and reported the sale of the entire stock he had taken out with him. While he was engaged in figuring over his profits, one of his rivals on the street came in. The rival hadn't been so fortunate. The youngest newsboy looked him over carefully, and then turned to the lady bookkeeper:

"Him hasn't sold many," he said. "Him don't holler."

There have been a lot of interesting talks on advertising, but this is the first time we ever heard a five-year-old kid figure out the benefits.

There are, in Alliance as well as elsewhere, a number of merchants who could afford to learn from the youngest newskid.

Any man who is in business will get some trade, no matter how he conducts his business. There are plenty of shoppers in any town, and any merchant who has a location on a regular street and keeps his door unlocked will fall heir to a few customers. The secret of getting trade doesn't lie in having something to sell. It consists in telling people about it and persuading them to buy.

Merchants and others who find their sales falling off and profits dwindling will do well to follow the newsboy's tip. Just holler. Tell people about it. Advertise. The results will surprise you. Incidentally, one holler won't do it all. Note that the fellows who have been advertising regularly are not stopping in dull times. As the lamented Mr. Post says, "There's a reason."

TO BUDDING JOURNALISTS.

(Omaha Bee.)

Announcement of the intention of installing a course in journalism in Central high school will not draw the praise that might be expected from practical newspaper men. Into the crowded curriculum there is no thought of projecting a class in medicine or law, subjects that in the larger sense have no more important bearing on human affairs than does daily journalism.

It is not that the press is not in need of trained men, but that proficiency in the technical details of newspaper work, such as is attempted in most courses in journalism, is the smallest part of the total requirements. The routine

of journalism is easily acquired—it is the groundwork of general information that is more difficult of attainment. Here is no case of "Join the navy and see the world," but rather is the injunction, "Know the world and then enter the newspaper work." So, a knowledge of how to write headlines or of the most acceptable method of reporting a fire, a motor accident, a wedding or a murder is of small importance compared to the need for a grasp of the general facts of life. It is history, civil government, economics, sociology, a bit of science and a clear understanding of ethics and logic that should furnish the foundation for a newspaper man. Editing a school paper or studying the sizes of type or learning to operate a type-writer is flimsy preparation for the responsibility that falls on any man or woman who writes the news that is read by thousands and millions who must, perforce, base most of their judgments on these reports.

TRIFLES.

(Nebraska City Press.)

The misuse of a word in a newspaper story caused the death of scores of Negroes in Tulsa and culminated in the ruin of a large section of the city's houses. A colored bootblack stepped on a girl's foot in a store elevator. She slapped his face. The boy retaliated by taking her by the arm and throat. She screamed and a policeman was called. The boy was charged with assault and battery and lodged in jail. His friends objected and attempted to rescue him. In the meantime a newspaper used the word "assault" in a headline. The fickle and heedless public, eager to hurry through its newspaper reading, jumped at conclusions—wrong, as usual—and the spillover of a city was on. This little story proves two things: Americans are anxious to hurry through everything they do, as though their very lives depended on speed and haste—terms which are synonymous with Americans everywhere abroad—and it also shows that civilization is an abused term. The Tulsa incident is just another big blotch on the escutcheon of the Republic.

MORE PRAISE FOR HENRY.

(State Journal.)

Henry Ford has once more thrown a bomb shell into automobile row by announcing a fresh reduction in prices. The cuts are now coming rapidly enough to make it clear that the normal stage will soon be reached throughout the industry. The importance of the farmer trade in promoting the exchanges cannot be over estimated. For six months the dealers out in the middle west have been thinking not in dollars but in bushels of corn. They have been bombarding the factories with statistics showing the impossibility of selling cars at war prices to men who are obliged to dispose of their product at reductions ranging all the way from 50 to 70 per cent. The western dealers are to be credited with promoting many of the changes now taking place. If they reap a generous reward in new business for their foresight and persistency it will be in accordance with the eternal fitness of things. And there is every reason to believe that they will meet with such reward, not in a rush of new trade but in a steady revival of a permanent and profitable business.

"Egypt had home-brew four thousand years ago," observes a contemporary. No wonder they knew how to pickle their mummies so well.—Columbia (S. C.) Record.

There are a little over 13,000,000 alien-born residents in America, and they use seventy-six languages and dialects to cuss American institutions.—Dayton News.

Of often think what a finished bandit Jesse James would have been if he had had the advantage of a movie education in his youth.—Columbia (S. C.) Record.

Carpentier should wear a German helmet while fighting Dempsey. It might frighten Jack into an unconscious state.—Detroit Journal.

Business is looking up—to see if taxes are coming down.—Brooklyn Eagle.

SOCIETY

BLEDSE—MOUNTS

A pretty wedding took place this morning at eleven o'clock when Miss Alta Glenn Mounts, daughter of Mr. and Mrs. W. C. Mounts, was married to Mr. Walter Bledsoe at the home of the bride in the presence of a few close friends and relatives. Simplicity obtained in all the wedding arrangements, there being no attendants. The bride received her guests in person and mingled with them until the hour appointed when she was met by the groom and the vows exchanged. She wore a gown of white georgette and carried a bouquet of bride's roses. Rev. A. J. Kearns, pastor of the First Presbyterian church, officiated, using the ring ceremony, after which a delicious five-course lunch was served. Mesdames I. E. Tash, W. E. Spencer and Herman Nelson assisted in serving. The tables were beautifully decorated with pink and white roses. Guests present were Mr. and Mrs. W. C. Mounts, Frank Mounts, Mrs. E. S. Martin, Misses Avis Joder, Vera Spencer, Lu'u and Ruth Sturgeon, Kenneth Hamilton and Frank Smith. Mr. and Mrs. Bledsoe left this afternoon for Denver, Pine and other points in the Colorado Rockies, where they will spend a two weeks' honeymoon after which they will be at home to their friends at 502 Laramie. The bride has been assisting in the county clerk's office for the past few months and will continue to do so for a short time after her return.

About one hundred and fifty members and friends of the Christian church attended the reception given Friday evening in honor of Rev. S. J. Epler. A splendid program was given, consisting of the following numbers: Violin solo by Tom Bass, accompanied on the piano by Mrs. Clyde Fostick; reading by Elvora Bent; reading by Francis Fletcher, vocal duet by Misses Sylvia DeMoss and Leila Cutts; reading by Eva Beal; violin solo by Tom Bass; vocal solo, "Italian Serenade," by Mrs. Tom Bass. Talks on the various church organizations and expressing appreciation of Rev. Epler's work were made by Mrs. Jennie Reed, E. I. Gregg and Mrs. L. S. Adams. Following the program the company adjourned to the basement of the church where refreshments of ice cream, cake and coffee were served. At the close of the evening a purse was presented to Rev. Epler in a novel way. A note was handed to him as the guests were leaving, which read as follows:

And now that we're gone
With our din and our clatter
And you hear not the ring
Of the cup, pan nor platter;
Just lend us your ear
We will keep you awhile
Entertaining you now,
In a different style.

Little fairies we've left you
Hidden here in your house
Just search and you'll find them
They're still as a mouse.
In kitchen and pantry,
Search on table and shelf
And then you will find
Each wee little elf.

May each year of your life
In the future, grow brighter
And the burden you carry,
Our dear pastor, grow lighter;
And when done here on earth
May we all meet above
A witness for you,
And the story of love.

A few friends lingered round the parsonage to give assistance if any was needed, in finding the "little fairies" and again assure their pastor and wife of the gratitude and appreciation of his congregation.

Mr. and Mrs. W. R. Harper were the only Alliance guests at a big barn dance held at the ranch home of Mr. and Mrs. Charles Saulsbaugh, twenty-five miles northeast of Alliance, Saturday evening. Fifty couples were present. Refreshments of sandwiches and coffee were served.

The young people's missionary society of the Christian church met last evening at the home of Miss Leila Cutts. About twenty-five were present

and after the meeting refreshments were served in Japanese fashion. The topic for the evening was "Japan," and Miss Frances Fletcher was leader. Hostesses were Miss Fletcher, Mrs. Cora Lewis and Miss Leila Cutts. Officers for the ensuing year were elected as follows: Mrs. Wade Smith, president; Miss Sylvia DeMoss, vice president; Mrs. Blithen Hall, secretary and pianist and Miss Leila Cutts, treasurer.

Miss Teresa Morrow delightfully entertained at a 12:30 luncheon Saturday afternoon in honor of Miss Josephine Ganson, who is to be married soon. Yellow roses were effectively used for decoration. Other guests were Mrs. E. Potarf, Mrs. J. D. Thorn, Jr., Mrs. Wm. Metz, Misses Mildred Griggs, Margaret Harris, Matilda and Julia Frankle. Bridge was played during the afternoon. Miss Matilda Frankle won the prize for the highest score which she presented to the guest of honor. A kitchen shower was also given to Miss Ganson.

Herald Want Ads 1¢ a word.

BRIDES DESIRE FINE SILVER

The intrinsic value of silverware is not nearly so great as the happy thought it brings to a bride. She knows the value of an impressive service, and how silver creates an atmosphere of refined taste in her home.

Our complete stock of silver gifts for brides contains designs to express the thoughts you wish to convey—dignity, cheerfulness, charm.

Let our ripened knowledge help you to make a selection.

Gravy Ladles.....\$3.00 to \$6.00
Ice Cream Forks.....\$2.00 to \$5.00
Sandwich Plates.....\$5.00 to \$15.00

THIELE'S

The Store With a Guarantee Without Red Tape

GIFTS THAT LAST

BE THERE!

WHERE:

Race Track—Alliance.

WHAT:

Alliance—Hemingford Baseball Game.

WHEN:

Friday, 10:00 A. M.

WHY:

Each team has won one game apiece
—They are out for blood.

Joe Stecher will pitch first ball.

Anton Stecher will umpire.

Kiskis Bros. will donate a box of cigars to the man making the first home run.

We're Right, Be There

As Interesting as Your Every Day Mail

THE advertisements in The Herald were written to you. It is impossible for most merchants and manufacturers to send you a personal letter about their goods, their wares and their services. So they pay us for the privilege of calling these things to your attention in our advertising columns.

If they did not know that a certain portion of our readers would be vitally interested in their message, they could not afford to advertise. It would be a losing proposition.

Read the advertisements as you would a personal letter. Many of them are just as important—and just as interesting. They will help you to economize and to keep you posted on store news of real interest to you and your pocketbook.

Don't lay aside this newspaper without reading the advertisements.

They are personal message for you

Welcome--- Race Meet Visitors

We're glad you came to our celebration and we hope we show you a good time while you are here.

Make Yourself at Home at Our
Store—If We Can Make Your Stay
More Pleasant, Just Let Us Know.

Any advice we can give you about your Hardware situation at this time will be freely and frankly given. ASK US.

Rhein Hardware Co.

Prompt and Courteous Service