

Governor McKelvie Is Optimistic Over Conditions in State

Governor S. R. McKelvie, who spent last Saturday in Alliance in attendance at a law enforcement conference, is quite optimistic over the outlook in Nebraska, according to an interview published in the Lincoln Star on his return. The governor has covered practically the entire state during the series on conferences of which the one at Alliance was the last. The governor is quoted as saying:

"There can be no doubt that financial and business conditions are gradually improving. The last quarterly report of the bureau of banking in this state indicates greatly improved conditions over the last previous quarter. In fact, the report for this quarter is very much better than was anticipated and the secretary of the department of trade and commerce says the outlook is the most hopeful that it has been for many months."

"The whole situation in this territory resolves about the farmer. There can be no general prosperity until it is reflected through him. Prices for farm products have ranged from a fifty year maximum to a twenty year minimum in the span of two years. This has, of course, wrought havoc, for at the top of the scale the prosperity of the farmer greatly enhanced the value of the land and encouraged the assumption of unwarranted obligations. The rapid decline greatly increased the burden of these obligations and proportionately decreased the ability to meet them."

Suffered Heavy Losses.

"This has meant tremendous losses to the farmer, but the losses have been liquidated and the cost of producing this year's crop has been greatly decreased compared with a year ago. This is shown in the single item of labor, wherein farm hands, who a year ago were receiving \$75 a month with board are now receiving \$20 to \$35 per month with board. Harvest hands are receiving three to five dollars a day, while a year ago they demanded and received anywhere from six to ten dollars a day."

"Moreover, the farmer has been doing more of his own work than for a long time. Thus when the present crop is ready for market, it can be sold at a lower price and return a profit."

"I am not prepared to say that present prices will return a profit to the farmer in all respects. There is no profit in growing corn, even at present costs, if the corn must be sold direct to the market, but there is a fine profit in feeding corn, at present prices, to hogs. Also, the cost of feeders in the cattle market has declined almost 50 per cent the last year until now a good quality of stuff may be put into the feed lot at four and one-half to five cents per pound. If the market for fat stuff should remain stationary until these low priced feeders can be prepared for it, the cattle business will have turned from a heavily losing one to a reasonably profitable proposition."

"Commodities and business conditions usually follow these trends. Crop conditions, as I have seen them throughout the central corn belt country, are gratifying. The harvest in this state is a bountiful one. The yield of wheat may now be estimated at approximately 55,000,000 bushels, and it will be of a very fine quality."

Crops Are Good.

"The corn in this state is at least two weeks in advance of normal conditions and the fields are generally clean with an exceptionally good stand. So with the new crop well assured, the large surplus of corn now in the farmers' hands will be marketed without much further delay. All of the crops, with the single exception of fruit, are similarly good."

"These crops represent wealth. It is from this source that the obligations

that were incurred during the war must be discharged, and the nation's buying power restored. I estimate that at least \$25,000,000 of this new wealth will find its way into the banks of Nebraska within the next six months. This amount will undoubtedly be increased to over \$100,000,000 during the twelve month period.

"The bottom of the decline has been reached and there will be a gradual return to substantial business conditions. The country is beginning to realize that a return to normalcy means, not the artificial readjustment of business conditions through legislation, but rather a readjustment that will come only through the application of the sound principles of industry, thrift and economy."

METHODIST CHURCH

The work on the new church is progressing as rapidly as possible. Probably by the end of the week the cement walls for the basement will be completed, and it will be ready for the brick work.

A most encouraging letter was received this week from Dr. W. J. Mahaffy of Mullen, formerly of this city. A part is as follows: "When the move to put up the new church was started I opposed it on account of its being the war period. Now I am heartily in favor of it. I want to do as I told them at that time, give ten times the amount if we waited until after the war. I wish to change my subscription to \$250, and you may use this letter as that authority." This kind of support from one who is no longer a resident of Alliance is encouraging. It is only typical of the willingness many people have to help erect modern churches in this city.

Next Sunday the pastor will exchange pulpits with the Rev. J. M. Wingett of Gordon. He will preach at the church in the morning and at the union service at the Presbyterian church in the evening. Rev. Wingett is coming to the city for a visit in the home of his daughter, Mrs. John Haslow.

Circulars of information about the Tri-State Epworth League institute in Crawford August 1-7 have been received and may be obtained by applying to the pastor. A number of people are already planning to attend, and it is hoped that others will decide soon.

MEARL C. SMITH, Pastor.

An inherited taste for alcohol won't ruin his young life now unless he inherits a cellar with it.

When the parents are broken and old, the children don't go into court to fight for custody of them.

COMMENT & DISCOMMENT

You may be inclined to regard advertising as merely an effort to sell merchandise, but have you ever stopped to consider the influence which it exerts upon the thoughts, habits and viewpoints of the people? asks the Publishers' Auxiliary. Some years ago a persistent advertising of plug and fine cut tobacco almost made the chewing of tobacco a respectable habit. At that time the cigarette was in serious disgrace, but owing to the advertising efforts of manufacturers the pernicious little nail is now admitted to the most exclusive circles of society and in its perfumed, gold-tipped form is rapidly becoming a favorite of the gentler sex.

If advertising takes a wrong turn it is pretty sure to defeat itself in time. As an instance we have the present 18th amendment which was brought about largely as a reaction from the efforts of distillers and brewers to increase demand for their products. Through various forms of advertising they sought to stimulate sales and create a propaganda which would make excessive drinking not only tolerated but respectable. Had they not overdone the matter they would not be where they are today.

Advertising is an educative force even though it may sometimes achieve the result indirectly. Today all America puts on summer shoes, whereas, it does not take a very long memory to recall the time when there were no such things. That is one of the direct educative results of advertising.

Some of us who have not turned the half-century mark can remember when the accepted summer dress for men as a heavy, black diagonal cloth known as a "Clay worsted." So as to exclude as much air as possible the coat, vest and trousers were long and the coat and vest were lined and frequently padded. Accompaniments were a hard-boiled shirt open in the back, underwear and socks much heavier than those now worn, and if not high-topped boots, at least high shoes which constricted the ankle with laces, buttons, buckles or a stiff elastic. Frequently a black felt or derby hat completed the layout.

A common sight on a hot day, which would have been ludicrous if it had not been so pathetic, was a man with coat and vest on arm and collar in hand, while perspiration streamed from under his hat and made slushy places in his stiff-bosomed shirt, limping from the corns caused by his heavy, ill-fitting shoes or a chafed

ankle acquired from the elastic in his gaiters. Women were more sensible in their summer apparel even if some of them did affect heavy black dresses on a Sunday.

Advertising has changed all that. It has made the luxuries of yesterday the necessities of today and things which formerly were laughed at or regarded askance, quite good form for the present. What man twenty-five years ago could have dared to appear clothed in

a flimsy silk or Palm Beach suit, even though it would have been healthier and more comfortable? But the makers of sensible garments had a mission to perform and they accomplished it by advertising. Other changes just as startling will be brought about in time by the same medium. It is the wise publisher who sees the tendencies of the time and keeps his advertisers ceyed to aggressiveness and up-to-dateness.

The best way to honor our dead soldiers is to remember the living.—Greenville (S. C.) Piedmont.

Germany is now mournfully concluding that her war dance was not worth the piper's bill.

The little red schoolhouse is better than the little-read citizen.—Boston Herald.

Herald Want Ads—Results.



"Long Distance" Your Personal Messenger

To get information quickly and correctly—to avoid needless trips—to make appointments—to congratulate or extend sympathy to friends—for any business or social purpose—"Long Distance" is the surest and best way. Here are a few representative rates—

TO	STATION-TO-STATION			PERSON-TO-PERSON Day, Evening or Night
	Day	Evening	Night	
CHADRON	\$.45	\$.30	\$.30	\$.55
BROKEN BOW	1.30	.70	.35	1.60
SIDNEY	.60	.30	.30	.70
SCOTTSBLUFF	.40	.30	.30	.50
LINCOLN	2.45	1.30	.70	3.00
GRAND ISLAND	1.75	.95	.50	2.15
DENVER	1.40	.75	.40	1.70
CHEYENNE	.95	.50	.30	1.15

Evening rates apply from 8:30 p. m. to midnight; night rates from midnight to 4:30 a. m. Station-to-station calls for 25 cents or less are for a 3-minute conversation. All other rates quoted are for a 3-minute conversation.

When you will talk to anyone at the telephone called, it is station-to-station service; if you specify a definite person or persons, it is person-to-person service.

"Long Distance" will give you the rate anywhere.

NORTHWESTERN BELL TELEPHONE COMPANY



Fair play is the principle upon which this undertaking business has builded for itself an establishment where courtesy and efficient service await the command of the people. Our moderate priced funerals are replete with the dignified appointments that characterize burials of greater pomp.

Glen Miller

UNDERTAKING PARLORS

Phones: Day, 311
Night, 522 or 535

123 West
Third Street

What's Your Time Worth

WHEN you go to buy a pair of boots, a can of peas or a kitchen cabinet, do you know exactly what you want—or do you "shop around" and take pot luck?

You can save many an hour's time—and many a good hard dollar—by knowing beforehand what you want, where to get it, and approximately how much it will cost.

You can always know this much before you enter a store.

If it's clothing, you know how well it should wear and what the style should be. If it's a musical instrument, you know what to expect in tone and workmanship. If it's a carpet sweeper, you know what kind of service it should give.

Merchants with established reputations for honesty are the best with whom to deal.

Merchandise with established reputation is the best to buy.

The only way to be sure of the goods you buy is to read the advertisements in The Herald regularly. As a practice it's far better than rummaging around.

It saves time. It saves money.

Read the Advertisements

Ford

THE UNIVERSAL CAR

The Ford Coupe has an especial appeal for real estate folks because of its splendid up-to-date appointments. A comfortable and dependable motor car every day of the year—shine, rain, mud or snow. Equipped with electric self-starting and lighting system and demountable rims with 3½-inch tires all around it, brings its owner all those established dependable Ford merits in economy in operation and upkeep, with assured long service. Not alone for professional and business men who drive much, but as the family car for women, the Ford Coupe meets every expectation. The demand for them increases daily so we solicit immediate orders to make reasonably prompt delivery. Will you not make our shop your repair place? Genuine Ford parts and skilled mechanics.

COURSEY & MILLER

Alliance, Nebraska

