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GUARANTEEING CHAUTAUQUAS

When all is said and done, it's really nothing in our young life if sixty or more Alliance people decide to guarantee minimum receipts for a chautauqua. The Herald believes in freedom of conscience in these matters. It is but fair to point out, however, that there is a growing sentiment against this guarantee business in Nebraska, and that from other cities and towns comes word that the citizens will no longer be the financial backers.

A recent issue of the Hartington News tells how the people of one Cedar county town have learned to look on this unbusinesslike proposition. The Norfolk Press, always original, suggests that Nebraska towns organize a chautauqua association to use Nebraska talent solely—and heaven knows there is plenty of it, of just as good quality as can be secured from the outside. These editors say:

Randolph citizens will not have an opportunity to enjoy the galaxy of stars which usually show there every year during chautauqua week because the business men refuse to bind themselves to make good the financial loss, should any occur, of the company which gets all of the profits, if the venture proves a success. The business men simply got tired of doing most of the work and guaranteeing the financial success of the enterprise as well, says J. P. O'Furey of the Hartington News.

All over the country local business men are taking a stand against these concerns which ask them to back these ventures with their money and with their effort. No matter what question comes up or where money is needed the business men are always solicited, because, perchance, they have been given a little bit of business. Each donation may be small, but the aggregate amount they give to various enterprises is at the end of the year a staggering amount and everywhere they are beginning to feel, as they do at Randolph, that if they are expected to guarantee anything it should be a local rather than an outside institution.

Chautauquas are primarily business institutions organized for the purpose of making money for the promoters and there is no good reason why the business methods of other successful enterprises should not apply with equal force to them and enable the companies engaged in conducting them to make money.

The Randolph Times-Enterprise, in announcing that there would be no chautauqua held there this year gives the following review on the subject:

"Randolph has been and still is, we think, a good chautauqua town, but the propositions do not pay out any big figure here. The Midland people have worn down a pencil point or two with the result that the contract made last year will be ignored and Randolph can listen to its own band, a thing that the people are perfectly willing to do."

There is no reason why Randolph or Norfolk or any other town should not make money out of its chautauqua instead of losing it if some one in the town (individually or as an organization) would sponsor the program. Norfolk has mighty fine talent—some of it better than the best of that on the chautauqua circuit. Nebraska has talent as good as that of Kansas, Colorado or Ohio. Why not a week of Nebraska speakers, singers and entertainers? Why not recognize our own folks first? Chautauquas like everything else have been commercialized to the point of nauseating the public. Propaganda for this, that and the other is put over by the chautauqua companies until the American public has lost faith.

THE FRANCHISE

A majority of Alliance citizens, it must be confessed, are growing weary of the whole telephone franchise problem. It may have been this weariness, accumulating over a period of a couple of years, that was responsible for some of the voters casting their ballot against any franchise, in the hope that it would end a seemingly interminable discussion that wasn't getting any place.

The telephone company cannot be blamed for wanting to get a franchise. It's the usual thing to do, and they are entitled to protection in their investment in the city. They are not entitled to any special privileges, and the proposed franchise grants no special privilege. The company has taken the stand that it cannot increase its investment here to any great extent until it is given a franchise. It should have the legal right to do business. It's foolishness to withhold a franchise—the company can go ahead and do business without it. It's better for all concerned, however, to have some sort of a working agreement so that both sides will know exactly how to proceed under all circumstances.

In this connection, it's fortunate for the city of Alliance that it has as a city manager a man who is acquainted

with public service corporations. Mr. Kemmish has formulated a section for the franchise ordinance which will give the city adequate protection, not only in the event that unreasonable increases in rates are asked by the company but in the event that improvements should be planned whose excessive costs will tend to make an increase in rates inevitable.

If the company is disposed to be fair—and its officers have always appeared in that light—it will agree to the new conditions. This done, and the city being adequately protected, the franchise may be granted and the end written to a rather tiresome piece of municipal history. Once the squabble is over, let us hope that the company will proceed to install needed extensions and proceed to give the best possible service. They're doing well under the circumstances, but there is room for improvement.

The proposed section means, in short, that both sides to the controversy will place their cards on the table, face up. The city wants good telephone service, and is willing to pay a reasonable price therefor. The company wants to furnish good service, and secure an adequate return on its investment. Two heads are better than, especially when both are interested in the problem, and there is no question that the council can be of assistance to the company, just as there is no question that the council should have a voice in saying what sort of service should be given in the city, and that the investment should not be allowed to grow to such proportions that returns can be secured only through charging exorbitant rates. The proposed section in the ordinance furnishes a needed check.

LOVE AT SIGHT

By HELEN F. MACDONALD.

(© by McClure Newspaper Syndicate.)

"Of all the sickening bromides, 'Love at First Sight' is the worst—it's an illogical platitude, never has meant anything, and never will. Propinquity, mutual interest, loneliness, with the element of time, will all prompt love, but this immediate rapture that seizes people all of a sudden—oh, it's deliciously humorous." Judith Barnes paused, a little breathless, and looked challengingly around the group of her dearest friends—Anne Rogers, Nancy Staples and Dot Blair, all of whom were apparently taking the popular side of the argument, "love at first sight vs. love after a series of sights."

"But Judy," said Anne, "look at Dick and me; you know how terribly undecided I was about things before I took that trip last summer and met him—why, I loved him from the first moment I saw him, I'm sure of that"—and gently Anne patted the shining solitaire on her left hand as if to protect it from Judith's verbose onslaught.

"Take Polly's case"—Nancy jumped up for emphasis—"didn't she marry Ned after knowing him only three weeks, and didn't he go to war and come home and aren't they two of the happiest people you know. Doesn't that prove that people are sometimes predestined to love immediately upon meeting?"

Nancy's velvet brown eyes flashed storm signals of indignation at Judith's disregard of such tried and true tradition.

"Well, girls," broke in Dorothy, the ever-ready diplomat of the quartet, "I move we adjourn, if we're going to the dance tonight. Judy has evidently got to have much stronger evidence presented that citing examples of the lives and loves of mere people. Let's wait until she falls in love herself, and then make her tell us accurately the moment the 'grand passion' claimed our Judith," and Dot dramatically appealed to heaven to witness the pact.

But Judy, the image-breaker, threw a pillow at the actress, and the girls dispersed for the day.

It had been an unusually gay winter. The annual charity ball had started the season auspiciously early in November, and now April had come with its Easter weddings to prepare for. Four happily excited girls, sitting around Judith Barnes' boudoir, were eagerly discussing color groupings, bouquets, and all highly important items which would render them worthy to attend on their royal highness, Judy, at the occasion of her marriage to the prince of her heart at high noon, the following Saturday.

"And to think, Judy," Dot's excited treble broke in on the general conversation, "you haven't seen Don since Christmas, just before he sailed for Japan; and then you had met him such a very short time before—it must have taken you almost a week to fall in love with that highly attractive naval officer, h'm, dear?" Dot paused and diabolically winked at Anne and Nancy. "And, Judy, apropos of being in love, do you remember our little discussion of a few months ago on the subject?"

"Oh, yes," demure little Judy happily smiled on the bridesmaids-to-be—"wasn't it something about love at first sight, and haven't Don and I proved to your entire satisfaction that such a thing exists?"

And then Judy got the first taste of her bridal confetti.

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ALLIANCE

NEBRASKA

Farm Land Valuations Over the State to be Reduced 15 Per Cent

Farm land valuations in all the counties of Nebraska will be reduced uniformly for taxation this year to an amount equaling the average reduction allowed by assessors and county boards in the ninety-three counties of the state.

The reduction is expected to average 15 per cent, but whatever it is it will be applied to all counties alike.

Figures from thirty-eight counties were before the state board of equalization at a special meeting held in Tax Commissioner Osborn's office on Monday forenoon, with all members present except Governor McKelvie. These showed an average decrease of

14.96 per cent on farm lands. Some counties came in with only 6 or 7 per cent decrease, while others reduced their farm lands 20 or 25 per cent. The state board will equalize and see that all are cut down in the same ratio. The total valuation of lands in the state will not be changed in this process from the aggregate of assessors' reports, but it will be about 15 per cent below last year's. No policy has been agreed upon by the board, as yet, in regard to what rate of reduction will be allowed on real estate in cities or villages.—Lincoln Star.

A woman's face used to be her fortune. Now it's the druggist's.—New York American.

The goose-step got the world in bad and the side-step is keeping it there.—Columbia (S. C.) Record.

CHURCHES

CHURCH OF CHRIST

Next Lord's day, while the minister is preaching for the church at Edgemont, Bro. B. L. Kline will preach at the morning hour. This good man is a member of this congregation and is known to many of the Alliance people.

The Junior orchestra will also play at the morning hour. The table of the Lord is spread with the emblems in memory of Him who said, "Do this in remembrance of me." None are denied a welcome at the door and will be ushered to a class where you will enjoy the fellowship.

The C. E. meetings at 7 o'clock in

the evening will afford a place where you can take part in prayer and testimony.

Come to the church with a message barred who think themselves worthy to commune with their Lord.

The Bible school superintendent says, "250 in Bible School." You will and a welcome.

STEPHEN J. EPLER, Minister.

EPISCOPAL CHURCH

Holy Communion at 8 a. m. Morning prayer at 11. Sunday school at 10. Bishop Beecher will hold a meeting of the parishoners and vestry on next Monday evening, July 18, at 8 o'clock.

REV. H. J. JOHNSON.

It is a pity that so many men get a college training without getting an education.—Washington Post.

Herald Want Ads—Results.