

The Alliance Herald

TUESDAY AND FRIDAY

BURR PRINTING CO., Owners

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MONEY THROWN AWAY.

The secretary of the Hastings chamber of commerce this week makes public some figures that should be of interest to every man who is in business. That organization has saved the business men of Hastings, during the past year alone, over ten thousand dollars by the adoption of a censorship of advertising schemes.

These figures should be a beautiful object lesson to Alliance merchants. It's surprising the amount of money that is wasted in a city of this size yearly under the guise of "advertising." The average merchant doesn't realize there are hundreds of men traveling over the country who make their living by working these stunts. Five, ten or fifteen dollars, here and there, may not be much of a burden on the individual merchant in prosperous times, but in the aggregate they make up a surprising total. Most of this money leaves the community and never comes back.

In Hastings there are a hundred and thirty-five merchants who have agreed to patronize no advertising project unless it is approved by the committee from the chamber of commerce. Many of these men are not members of the organization, but see the advantages of this plan. The salesman explains his scheme to the committee. If approved, he is given a letter of endorsement. If not, he works his plan in some other town where the merchants have no protection against him. An exceptionally aggressive salesman may try to bluff it out, but with a hundred and thirty-five men turning him down, it's safe to say that he won't get very far.

If all of these schemes were good, this sort of a censorship would be an imposition. But they're not. It's a safe bet that over half of them are worthless for advertising purposes, no matter how successful they may be as moneymakers. The two Alliance newspapers, a year or so ago, exposed a scheme by which a couple of labor union "representatives" would have taken two thousand dollars out of the city. The labor union which sponsored them would have received \$100. The cost of the advertising would have been not to exceed another \$200. The two advertising grafters would have had a net profit of \$1,700 for less than a week's work. The merchants would have had practically nothing.

Every merchant knows the demands made upon him to purchase advertising. Most of us have, at one time and another, fallen for everything from a banner on the elephant to a \$5 space in the program for the social for the Society of Simple Souls. The newspapers, as a rule, do not fight these things. They know that the merchants are being rooked good and proper. They know, too, that such advertising cannot pay for itself, let alone pay dividends. And yet, if the newspapers start a campaign against the programs which one business house gets out to advertise itself, and other merchants pay for; the restaurant menus which other business men are asked to furnish; the church papers or school publications with limited circulations and high advertising rates—if a newspaper calls attention to these, the cry goes up: "They're sore because they're losing the business", or "They ought to be satisfied—they get to print it." The fact is that these advertising schemes do the cause of advertising more damage than any other one thing. After a man has bitten on a dozen or two of them, he begins to wonder whether advertising pays. A loss of faith in advertising is a big loss for any man in business.

In the towns where the commercial organizations impose a rigid censorship on advertising schemes of all sorts, the merchants find that they can make cash donations to worthy causes, and still save money. Advertising does pay, but so much of the stuff that goes under the disguise of advertising is a mere matter of making money. Donation isn't advertising.

Scottsbluff is a nearby city which is trying out the advertising censorship plan. Hastings brags of the saving accomplished. Alliance is still contributing. With the Hastings results as an indication of what may be done, maybe someone apart from the newspapers will be encouraged to start something. Just think what could be done in the way of really advertising Alliance with ten thousand dollars.

LET'S GO TO THE MAT

The press, the public—in fact, everyone concerned is getting tired of this eternal squabbling over roads. We're not getting anywhere. We're as far from a decision on any road as we were a year ago. In place of one squabble then, we have three or four now. It's trying on the patience and its expensive delay for every resident of the county. We need good roads and need them now. It isn't as though we had to pay extra for them—the money is already appropriated. Unless there is an end to the scrapping it won't be long before we have neither roads nor money. It's a grand thing to maintain our principles nobly, and every faction is doing it, but it's an even greater accomplishment to build roads.

Alliance, despite reports to the contrary isn't selfish. This city pays a major portion of the taxes of the county, and it has a majority of the voters. It is entitled to a voice in the road program for Box Butte. Its road boosters have been on the job for years, while the rest of the county has been content to let matters slide and take what came their way. The chamber of commerce has framed a road program that will benefit all parts of the county, as well as provide for through roads, thus effectually disproving the malicious enemies who have charged that this city was seeking to build roads only for tourists, and overlooking the needs of the farmers, Alliance's chief supporters.

Even though the Alliance road boosters desire only co-operation and progress, we're not getting anywhere. The county commissioners, the neighboring city of Hemingford and now the neighboring county of Morrill, whose difficulties the Alliance men assisted in solving, have in turn gone against them. No matter what Alliance wants, there is opposition. No matter if the roads this city works for will benefit all Box Butte county, there is a chorus from the sidelines applauding when we get a package handed to us. This isn't all jealousy of Alliance—but what is it?

It's a question that should be answered, for not Alliance alone, but all Box Butte county is losing by this feeling. Road construction has about stopped. No one can agree on any road. No sooner is one route suggested but there is a storm of protest—and the result is another deadlock. The location of roads is important, but it is better to have no roads than to have them follow the poorest routes?

It's barely possible that there is something antagonistic in Alliance's style of approach. Either that, or the fellows we're trying to get to co-operate with us have something wrong with their makeup. There's too much of broken agreements, too much pussyfooting, too much playing policy. It's time to call a halt and either decide to get somewhere or go away back and sit down. Grown men in the year 1921 ought to be able to get together and thresh out their problems, and then stick to the terms of the settlement.

Thank heaven, it's about time for a showdown. Every faction in road matters is claiming the friendship and support of the state authorities. Some

THE SPINAL COLUMN



The **SAFE** Way
SURE

GOOD HEALTH
DEPENDS ON YOU

A man is often as well as he makes up his mind to be.

Disease, lassitude, sluggishness, insomnia, nervousness and other abnormal conditions are directly traceable to displacements of the vertebrae of the spine causing impingement of the nerves at the point of emission through the intervertebral openings. This impingement shuts off the current of vital force flowing through the nerves from the brain to every cell in the body, and abnormal conditions result.

Such conditions are EFFECTS. Remove the CAUSE. Without the CAUSE there can be no EFFECTS. MAKE UP YOUR MIND TO BE WELL. See your Chiropractor. Consultation without charge or obligation.

DRS. JEFFREY & SMITH
Chiropractic Health Service.
Over Harper's Dept. Store.

of these days, they'll be called in and asked for a decision. After that, perhaps there will be progress. At least we'll know where we stand.

Isn't it about time to stop the preliminaries and go to the mat?

AN UNFINISHED TASK.

The annual Red Cross roll call will begin Saturday and continue for one week. Every man, woman and child in Alliance should be interested in seeing that this drive is one that will be successful in every sense of the word. In the Red Cross roll call, you are not subscribing funds for worthy causes in foreign lands or in other parts of the country. This money is for the benefit of our own boys, the fellows that you and your neighbors cheered so lustily three or four years ago when they went away to fight your battles and the cause of humanity.

The war is over for most of us. Now and then we find a home that it has broken, or lives that it has ruined. The most of us came through unscratched, or suffering only in the pocketbook. Now that we have taken our loss, or done our part, as the case may be, there is a tendency to think

that we've done our share. Some go so far as to say that the work of the Red Cross is finished.

It's true that there aren't so many soldier claims to be pushed as there were a year ago. Acting almost alone, the Red Cross over the country has cared for the soldiers and has assisted them in their fight to secure justice from a government that is generous, but cautious. The heads of bureaus are autocrats. They rule on a case once, and no matter what are the developments, it takes time, correspondence, influence and hard work to get them to reverse decisions.

The need isn't so great as it was a year or so ago, but there is work to be done. The only way it can be done is by means of funds furnished by the public. Now that so many of us are able to forget our part in the war, we do not recall that there are others who would like to forget, but cannot. The men who came home from the front, suffering from gas, from disease, from injuries that at first were not noticeable, are beginning to find that they need assistance. It is to the Red Cross that they go, and in this territory the Red Cross is the only organization that it equipped to help

them get medical treatment, compensation, vocational training or other relief.

This is one appeal that no ex-soldier who retains his health, no matter how flat his pocketbook may be; no father or mother, whether the war took their sons or returned them whole; no business man—no man or woman who cheered the soldiers when they left to fight can afford to disregard. Those who helped send these boys to fight should take care of them until every mother's son has received justice. The share of the individual is small. A dollar is the maximum cost, unless you want to give more. If all of us give our dollar, the work can go on in Box Butte county without interruption. And where is the one who will let it stop while one ex-soldier has a claim that has not been adjusted?

POINT OF ROCK CREEK

Miss Anna Schwaderer and Lester Hashman were Sunday visitors at Frank Jones'.

The birthday party given in honor of Lucy Bowyer was a complete surprise and everyone reports a nice time Tuesday evening.

Mrs. Dillon is reported better at this writing.

Miss Alice Clark of Central City is visiting her sister, Mrs. J. Dillon.

Ernie Wienell was a caller at Wm. Essex's Tuesday.

Mr. Odgen is on the sick list this week.

F. Crawford took some turkeys to town Tuesday.

Mr. Simpson and son were out to W. E. Hashman's after potatoes Tuesday.

A. L. Lore took a load of oats to town for Mr. Kibble Wednesday.

CARD OF THANKS.

We wish to express our sincere gratitude to the many friends who, by their words of comfort and their kindness, helped lighten our hours during the illness and death of our son and brother.

Mr. and Mrs. James Krejci,
and Family.

INDEPENDENCE DAY

The Canary Corners Clairion never failed to publish a eulogy of anyone of any note who appeared in that small village. So when the Rev. Mr. Johnson, a preacher of some prominence, elected to come there for a few days, it started its story in this way:

"Dr. Johnson is among us for a brief season. He says and does exactly as he thinks right, without regard to the opinions or beliefs of anyone else. His wife is not with him."

It's Thanksgiving



Our Suggestion

We Pay
5%
Interest

THIS is the time of the year when every one turns his thoughts to a contemplation of the hardships our Pilgrim Fathers underwent in founding our great country. When we consider their struggles and problems, our present day worries sink into insignificance.

Their perseverance won success. Let us follow their examples.

ONE WAY TO HELP.

One sure step in advance is the establishment of a savings account. It is a help in time of plenty—an ever-increasing reserve. Let us show you the way.

We Double Your First Dollar



The First State Bank

FASTEST GROWING—MOST ACCOMMODATING