

The Alliance Herald

TUESDAY AND FRIDAY

BURR PRINTING CO., Owners

Entered at the postoffice at Alliance, Neb., for transportation through the mails as second class matter.

GEORGE L. BURR, Jr., Editor
EDWIN M. BURR, Business Mgr.

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.

SETTING WILCOX STRAIGHT.

Every now and then, in most well regulated sanctums, it becomes necessary to set a brother editor on the right track when his editorial utterances wander too far from the paths of strict accuracy, and he begins to substitute imagination for facts. Editor Bruce Wilcox of the Bridgeport News-Blade, ordinarily a most genial and well-intentioned old pirate, whose gruffness is largely on the exterior, in the last issue of his estimable newspaper, indulges in some ill-natured and at times abusive comments in discussing the alleged shortcomings of The Herald.

Mr. Wilcox opens the defense for the Bridgeport boosters and the Morrill county commissioners in the matter of the location of the North Star route from Angora to the Box Butte county line. He charges The Herald with directly or indirectly misstating the facts in connection with the designation of this part of the route.

Shorn of the editorial verbiage, Mr. Wilcox's article seeks to establish: First, Alliance boosters have stated that they had no choice in the location of the route in Morrill county, and that all Alliance and Box Butte county wanted was an outlet to the south; second, that if Alliance road boosters ever desired any particular route, the Morrill commissioners, Bridgeport citizens or people of the neighboring county never gave them any encouragement to hope for a track road and therefore have never "changed front"; third, that the Morrill commissioners and the state road authorities inspected several routes, and selected a route from Angora to the Box Butte county line that would cost \$5,000, instead of the track route, which would cost \$35,000 additional; and lastly, that Commissioner George Carrell of Hemingford had nothing whatever to do with the selection of the route that was approved.

The route has been located, apparently for keeps, and has been approved by the state authorities. It will, presumably, be constructed in due time. Alliance could not change the routing if she would, and past and present experiences with Bridgeport have been of such a nature that it is extremely unlikely that she would now, even if she could. But for the information of Mr. Wilcox and other Bridgeport people who may be interested in knowing how "some of the more ambitious Alliance boosters" feel about the whole affair, it is fitting and proper that he be informed as to facts, about which he so freely spouts, and of which he seems so remarkably ignorant.

To begin with, Alliance road boosters have never said that "all they wanted" with a connection with the south at the Box Butte county line, in the sense in which Mr. Wilcox uses the phrase. If the Bridgeport editor cares to remember accurately, he will recall that Alliance intervened in the Bridgeport road squabble at a time when three commissioners, each living in a different town, were holding out for a through road through their own town. At that time, Alliance road boosters said that Morrill county was holding up the procession, and that either the Broadwater or Bridgeport roads would be satisfactory. Alliance men have always been emphatically against a through tourist road that did not lead directly to Alliance. We have one road war in the county now because a road, supposedly an Alliance road, enters the city around Robin Hood's barn.

In the second place, while it may be true that the Morrill county commissioners never gave definite promises to Alliance representatives that they would follow any certain route, only a man who seeks willfully to distort the facts will say that Alliance received no encouragement. Alliance men, whose standing is fully equal to that of Bruce Wilcox of Bridgeport, or any Wilcox anywhere, will say that the Morrill commissioners, when visited by an Alliance delegation, spoke of the route now adopted as a "temporary expedient," and talked of building a track road later as a "permanent road," when funds were more plentiful. It was a Bridgeport road booster who secured a right-of-way along the track from Angora to the Box Butte county line. It was a Bridgeport road booster who promised the Alliance delegation support, and while he may not have said so in so many words, Alliance men got the impression that other

Bridgeport boosters would assist Alliance in getting the route this city favored, just as Alliance assisted Bridgeport.

Again, the figures on the comparative cost of the route that ends nowhere in the sandhills, and the route along the track, admittedly the more desirable, are supplied by Mr. Wilcox, whose enthusiasm in supplying facts to fit his theories makes one suspect that, if pressed, he could supply equally-unreliable figures to fit his alleged facts.

Fifth, this newspaper has never said that Commissioner Carrell was responsible for the so-called "change of front". In fact, if Mr. Wilcox had read the last Herald article on the subject understandingly, he would see that this newspaper quoted Mr. Carrell as saying that he had nothing to do with it, with further comment to the effect that his sincerity was apparent. Mr. Carrell has been working for a Bayard road, not a Bridgeport road, and he has said so openly a number of times.

There is much more that might be said in reply, but this article is not intended to antagonize Bridgeport, but simply to set Mr. Wilcox straight in regard to some important matters that he should not be ignorant about if he expects to discuss this particular road matter. Alliance men are friendly toward Bridgeport. They are disappointed in the locating of the route, naturally, but it is better than no route. They feel that some Bridgeport men laid down on the job after that city had got what it desired, the North Star route, and forgot the meaning of the words "reciprocity" and "co-operation." But there are no sore spots. Alliance is big enough to accept disappointments.

The Herald prides itself on its accuracy. Occasionally it steps off, as the best of newspapers do sometimes, but never intentionally. Our objections to Commissioner Carrell have nothing whatever to do with our attitude toward the location of the North Star. Our own opinion, based on information from men in whom we have confidence, is that, even though Bridgeport has kept her skirts clear, in a way, at least some of the road boosters there are guilty of some duplicity.

A NEWSPAPER EXPERIMENT.

It remains to be seen whether Oklahoma publishers are to go down in history as far-seeing or foolhardy. That state is getting to be the birthplace of newspaper experiments. Four or five years ago, before print paper took off for its phenomenal flight, a Sapulpa newspaper undertook to make a fortune by dispensing with paid subscribers. There were some ten thousand families in the city, and this newspaper gave every family a copy of its newspaper, and did so handsomely, delivering them by carrier. This newspaper expected to save the trouble and worrying of building a circulation and keeping it collected, expecting to make its money off the advertisers. Until print paper prices began soaring, the experiment seemed to succeed—at least the publishers kept it up and were satisfied with the results.

Now comes The Oklahoma City Leader, which is working on a theory directly opposed to that underlying the Sapulpa experiment. This newspaper is out for subscribers, and subscribers alone. This daily paper has cut its price to a low mark, is discontinuing delivery by carrier and is abandoning all efforts to secure local advertising, thus getting back to the days of the first newspapers, which carried little or no advertising because they were unable to get it, for there wasn't any such thing, in the modern sense of the word.

The reason for this remarkable course of action is explained by the publishers in this way: "It does not matter how large our city circulation may be, how desirable both as to number and buying power, we will not be able to sell advertising space unless at the same time we sell the character and principles for which this paper stands and will continue to stand until these principles are triumphant. We cannot secure advertising without allowing the chamber of commerce, the big department stores and the banks to control our editorial and news columns, and this we will never allow them to do."

The outcome of this experiment will be watched with interest by newspapers over the country. All publishers realize that it costs money to secure and hold subscribers, and that, when the expense and the bookkeeping is considered, there is little real profit in the subscription end of the publishing game. It's a lucky pub-

lisher who finds that this department nets him anything but grief.

The advertisers are the source of most of whatever profit there is in the publishing game. This is true of both newspapers and magazines. The advertising patrons continue to give this support because it pays them. Very few will concede, however, that the advertisers dictate the editorial and news policies of their newspapers. As a matter of fact, our own experience has been that the subscribers do more dictating than the advertisers—ever think of doing.

Again, local advertising is real news—and very often the best of news that a paper contains. There are hundreds of subscribers who really want to do their shopping in the newspaper columns, thereby saving time, temper, shoe leather and patience. It's a novel idea, this one of running a newspaper without advertising. The Oklahoma City Leader expects, within three months, to have at least 30,000 subscribers outside of the city where it is published, and then, its publishers declare, it will receive national advertising, without solicitation, without question and without obligation. This is a new deal, and publishers all over the country will be watching the cards as they are turned up.

There is only one editor in the country, unless Jim Jam Jems, Hot Dog, the Twin City Reporter, and two or three questionable publications are taken into consideration, who is absolutely independent, and yields to neither advertisers nor subscribers. That is Ed Howe of Potato Hill Farm, who publishes a monthly magazine, written by himself and published by himself, and sold at 10 cents a year. If an advertiser wants space in his columns, he gets it, provided he pays the full price in advance without any argument. If the advertiser argues at all, his business is refused. If a subscriber kicks or makes a suggestion, he gets his dime back. Ed Howe has plenty of money and runs his magazine for the fun of it. That's the life of Reilly that all editors and publishers are looking forward to. It's the newspaper millennium.

PICKING CHESTNUTS.

(Nebraska City Press.)

How many chestnuts are you, dear reader, asked to pull from the fire every day? How many of your Loving Friends, unable for some strange reason to do their own dirty work, tearfully suggest that you pull goat feathers for them and deliver the finished product to them, without the C. O. D.

These are great times for that sort of thing, and the average newspaper office is the repository for hundreds of these strange requests. Hardly a day passes that some man with an exaggerated or a bundle of personal interests to be ironed out doesn't call at the sanctum, ask for a private interview with the editor and insist that, in the interest of Humanity the editor should go into the darkness of death as a worthy sacrifice, or something to that extent.

Pulling goat feathers is an arduous, small-paying task. Pulling chestnuts means burned fingers. Let the men who reap the reward do his own pulling.

IMPERIAL

TONIGHT

"The Sheik"

Your Last Chance to See It.

COMEDY

"BROWNIE'S BABY DOLL"

Wednesday

DOUBLE FEATURE

CONSTANCE TALMADGE

"DANGEROUS BUSINESS"

ART ACORD

"WINNERS OF THE WEST"

THURS., DEC. 15

WM. FARNUM

"HIS GREATEST SACRIFICE"

"Krispy Krust"
Wins First Prize

IN THE ALLIANCE HOTEL BAKERY CONTEST

THE PRIZE WINNERS ARE:

- 1st Prize—Mrs. F. W. Irish, with "Krispy Krust".
- 2d Prize—G. Van Velzen, with "T. I. D." design, from the Latin "Ter In Die," or "Three Times a Day."
- 3d Prize—Mrs. C. C. Johnson, with "Kreamy Krust." 4

Name Selected From 88 Answers

The trade name, "Krispy Krust," was selected for our bread from 88 answers. The judges were unaware who the contestants were until the prizes were awarded, making their decision solely upon the merit of the name suggested.


ALL CONTESTANTS ARE TO BE CONGRATULATED

The Alliance Hotel wishes to thank each contestant for their efforts in the contest and to assure them that their work was appreciated.

WATCH FOR ANNOUNCEMENT OF OPENING DATE

Alliance Hotel Bakery

106 Box Butte J. M. MILLER, Prop. Alliance, Neb.



It Comes
LIKE A
PRESENT
— from —
OLD SANTA
\$15,000 Distribution
OF SAVINGS CLUB FUNDS

Will be Made Tuesday, December 20, to Our Christmas Savings Club Members.

If you have changed your address since you joined the club, please notify us before December 20 so that your check will reach you promptly.

If you wish to leave your money on deposit and permit it to accumulate, please notify us to this effect and we will transfer it into a Savings Account where it will draw 5% interest until you want it.

If you are in arrears on any of your payments you can call and bring the payments up to date and get the full amount for Christmas use if you desire.

First State Bank
Alliance, Nebraska