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OFFICIAL ORGAN NEBRASKA VOLUNTEER FIREMEN'S ASSOCIATION. IT REACHES EVERY DEPARTMENT. HEADQUARTERS FOR 15,000 VOLUNTEER FIREMEN

VOLUME XXI

ALLIANCE, BOX BUTTE COUNTY, NEBRASKA, THURSDAY, JULY 23, 1914

NUMBER 33

ABLE SERMON BY NEW MINISTER

"The Young Man's Question and the Striking Answer," by Rev. Seel, Last Sunday Morning

Rev. William M. Seel, M. A., who came to Alliance from New Jersey a few weeks ago to accept the pastorate of the First Presbyterian church, has been pleasing the members of his congregation with the able sermons which he has been delivering. Particularly impressive was the sermon last Sunday morning on the topic, "The Young Man's Question and the Striking Answer." The Herald is pleased to give an extract from this sermon.

The text was, "What shall I do that I may inherit eternal life?"—Mark 10:17.

The question

The question practically resolves itself into the query, "What shall I do to be saved?" It is a question on the young man's part full of eager expectation. He has no idea of Jesus' answer. He runs to Him, so full he is of wonder. It is remarkable that the mere inspiration of Jesus' presence is sufficient to call forth this man's enthusiasm for reform. He is anxious to be analyzed, he pleads incompetence, although he knows that he has been a "moral man." There has been an awakening; it has been a renaissance; old spiritual truths have clothed themselves in new forms and the crowds have stood around and partly anticipated. Some have reformed, some have gone away sorrowful, and some have followed the wonderful Master, who can evoke spiritual, super-powers that cleanse men of disease, straighten out insane minds into running threads of pure and wholesome thought, cure the aching hearts of guilt, and that can induce men to forsake home, business and social sets in order to be near this marvelous personality.

Sometimes this personality translates itself into abstract spiritual truths. The rich youth is not so much engaged with Jesus as he is with what he thinks Jesus stands for. Eternal life is his quest. He believes that others in following out Jesus' instructions have gained that advantage over life of mere earthliness. The question is full of the personal equation. He asks, "What shall I do to be saved? How shall I gain eternal life? And he looks for some electric, spiritual effect to occur in the coming into contact of his personality and that of the Master. He has seen blind men come up to Jesus and go away with sight. He hears of lepers who simply call upon this Saviour and they are healed. Then again he has known that Jesus sent certain men away to the temple to report to the priests and thus their cure, their salvation was best effected. Now perhaps he wonders if some such little task shall not afford him also a solution and a treasure.

The answer

The answer of Jesus is startling in its apparent simplicity of directness to observe the rulings of the decalogue and is absolutely disarming in its final statement. The wealthy youth has called Jesus good. Jesus will have none of it. You cannot flatter God. The righteous Judge of men desires no fancy attributes in order to obtain His decisions. So Jesus will have no complacency from this man. The case must stand on its merits and defects. You cannot, O youth, get Jesus to do any better for you by calling Him nice names. Your healing depends upon your absolute integrity of purpose. Are you after fictitious values? Are you after something that shall come for nothing? Are you ready for a revolution in your life in order to gain this priceless treasure? All wheedling, managing, manipulating, whining, flattering are worthless.

Jesus' next answer is obvious to a Jew. You know the Commandments. The man is honest. He says, I have kept them always. Jesus says it is insufficient.

The man is dumfounded with sadness. He knows the Commandments are insufficient for, although he has kept them, he has never felt the peace and satisfaction that his soul craved. But he did not expect this from Jesus. "Go sell all that you have and give it to the poor—"

"—and come follow me." This is too much. He must feel that Jesus is discriminating between him and others. True, most others who have received help from Jesus have been the poor, but they have had no great task like this thrust upon them. This prophet has a grudge against the rich. This "good" master has turned tyrant. He is impossible; His words are impossible; the rich youth turns wonderingly away. Was Jesus right or was the young man right? As far as we know the young man never came back. He has found it impossible to make the revolutionary step. A change so radical as to upset the whole fortune of what he terms life is too difficult. It is this very difficulty that makes the crisis for him and the very point that makes the crisis necessary in the eyes of Jesus.

The Only Balm
"Whatever he saith unto you, do it." There is the only balm for your life and mine. What to do?

What to do? This do and thou shalt live. Obey Jesus. Obey God. Obey your unspotted conscience—not the part that you have soiled through self-deceit. Obey the moral law. Then carry out the implications of obedience. Become a slave like Paul to the crowning act of human destiny—the act of service. Follow Jesus as Paul did in the common sense of every-day life. Follow him into the mountains and pray. Says Dr. Eleanor Harris Rowland, "We need great pray-ers, and such will always be marked personalities and with a certain force and efficiency of character that owe little to natural endowment." We have known people who were raised from commonplaceness by apparently no other characteristic than this. They were not gifted, they were not subtle, they were not noted for their mental capacity, but there came from them a certain and sure force that is conspicuously lacking in many more intellectual and many so-called "moral" men.

We have followed the two classes of men, and there are only two in the world, two classes, one that has obeyed God and the other that has either through indifference or malice forethought disobeyed Him and we have wondered at the constant and unmistakable signs of the inner lives that they have revealed. When the God-man appears in the streets or in business we cannot mistake him. He is different. He is not unique, for there are many such men. But they are not in the majority. They are waiting for the rest of men to come to their spiritual senses.

EMERICK WILL ATTEND CONVENTION

J. D. Emerick, Abstractor, Will Attend National Convention Title Men, Omaha, in August

J. D. Emerick, of Alliance, the abstractor, will attend the national convention of the Title Men's Association of America, to be held in Omaha, August 31 to September 4. Nebraska will have seventy-five delegates there and Iowa has promised to send many more. More than two hundred members will attend from east of the Mississippi river. The Omaha meeting will be the first national meeting that has been held in this section. All previous meetings have been held in the east and south.

MAUPIN FOR COMMISSIONER

Well Known Editor of Midwest Magazine, Who Visited in Alliance Recently, after Nomination

Will Maupin, editor of Midwest Magazine and perennial booster for Nebraska, who was in Alliance a few days ago, is seeking the democratic nomination for railway commissioner. Maupin is not making the usual bluff at being "urged by many friends" to become a candidate, and he refuses to say that it would be a sacrifice for him to accept. On the contrary, he admits that he is a candidate on his own motion and says he would not be making any sacrifice to accept the office.

"I believe I know what Nebraska needs and ought to have," says Maupin, "and I favor a policy that will protect the people against exploitation while permitting great development enterprises to make a fair return upon their legitimate investments. I favor regulation and control of all public service corporations dealing with exact justice towards the public and towards the corporations that serve the public. Exploitation of the people upon the one hand, and the strangulation of enterprise upon the other hand, are both repugnant because both are against common sense and hindrances to development and prosperity. If nominated and elected I promise only to do my duty as I see it, showing no favors, insisting upon equal justice and devoting my entire time to earning the salary provided by law."

Will Maupin has lived in Nebraska for thirty years, engaging in the newspaper business all that time. In season and out of season he has urged the development of Nebraska resources, and has made a constant study of the state and its needs. He spent eight years on the World-Herald, five of them as associate editor, and for ten years was a member of the editorial staff of the Commoner. He has a wife and six children, and says they offer seven of the reasons why he would like to be elected railway commissioner. He has other reasons, but these are the first seven.

CARD OF THANKS
We wish to extend our thanks to the K. C.'s, D. of L.'s and all friends and neighbors for the beautiful floral offerings, also for their help and sympathy during the illness and death of our dearly beloved son and brother.

A. J. ROCK AND FAMILY.
The Alliance Herald—\$1.50 year

BRYAN OUT FOR EQUAL SUFFRAGE

Secretary of State Issues Formal Statement Last Thursday Evening Supporting Suffrage

Secretary of State Wm. J. Bryan, in a formal statement issued at Washington last Thursday evening, came out for woman suffrage. He declared that he would ask no political right for himself that he was not willing to grant his wife, and announced his intention of supporting the proposed state constitutional amendment extending the franchise to women to be voted upon in Nebraska next November.

Woman, Bryan said, had proved herself equal to every responsibility imposed upon her, and would not fall society in this emergency. Above all other arguments in favor of giving her the ballot he placed the right of the mother to a voice in the moulding of the environment of her children.

"The mother," the secretary said, "can justly claim the right to employ every weapon which can be made effective for the protection of those whose interests she guards and the ballot will put within her reach all of the instrumentalities of government, including the police power."

Secretary Bryan said in part: "The voters of Nebraska, at the election next November, adopt or reject a proposed amendment extending suffrage to women on equal terms with men. As a citizen of that state it will be my duty to participate in the decision to be rendered at the polls. I have delayed expressing an opinion on this subject partly because I have been seeking information and partly because my time has been occupied with national questions upon which the entire country was acting. But now that the issue is presented in my state I take my position. I shall support the amendment. I shall ask no political rights for myself that I am not willing to grant to my wife."

"The first objection which I remember to have heard was that women cannot bear arms she should not have a voice in deciding questions that might lead to war, or in enacting laws that might require an army for their enforcement. This argument is seldom offered now, for the reason that as civilization advances laws are obeyed because they are an expression of public opinion, not merely because they have power and lead behind them. And as we look back over the past, we may well wonder whether the peace movement would not have grown more rapidly than it has had woman, who suffers more than man from the results of war, been consulted before hostilities began."

"Second, it is urged by some that woman's life is already full of care and that the addition of suffrage would either overburden her or turn her attention away from the duties of the home. The answer made to this is that the exercise of the franchise might result in a change of thought and occupation that would relieve the monotony of woman's work and give restful variety to her activities. And surely the home will not suffer if the mother, 'the child's first teacher,' is able to intelligently discuss with her family the science of government and the art of successfully administering it."

"Third, many well-meaning men and women affirm that suffrage would work a harm to women by lessening the respect in which she is held. This argument would have more weight had it not been employed against every proposition advanced in favor of the enlargement of woman's sphere. This objection was once raised to the higher education of woman, but it is no longer heard. The same objection was offered each time the door has opened and woman, instead of suffering degradation, has risen."

"These objections, however honestly advanced, have proven impotent to retard woman's progress. May not the fears sincerely entertained by the opponents of woman's suffrage be found to be as groundless as those that once forced the widow in eastern India to ascend the funeral pyre or as those that exclude Mohammedan women from the social benefits and responsibilities which the woman of the Christian world shares?"

"And are not the second and third objections above stated refuted, to some extent at least, by the fact that in the states which have adopted woman's suffrage (and in the other nations that have adopted it) there is no agitation for a return to the system under which man has a monopoly of the right to vote. It is not fair to assume that a effort would be made to correct the mistake if woman's suffrage had really failed to give satisfaction to the people where it has been tried."

The Tom Thumb Wedding entertainment will be given at the Christian church August 21, under the auspices of the Ladies of the Christian church. Price of admission: adults, 35c; children, 20c.

PROPOSED RULES FOR NEW BUILDING

Following Are the Proposed Rules and Plans for the Commercial Club Building

Name, Alliance Commercial Club Building Association (Incorporated). Shares to be \$25 each. No card playing or gambling allowed in the building. Gymnasium floor will be available at least three times a week. No intoxicating liquors allowed in the building and any member bringing in same will be expelled. Swimming pool and shower baths open all the time. A 35c luncheon will be served every Monday noon. The committee room is free to all organizations in the city that wish to use same, providing they make appointments with the secretary beforehand.

Ladies have use of the rest room and shower baths every day in the week, and four hours on the gym floor each week.

The proposed rate per year is as follows:

Ladies	\$6.00
Boys up to 18 years	6.00
Clerks	12.00
Traveling men	12.00
Business men	12.00
Individual lockers	3.00
Special rate	6.00

All those that give \$25 or more a year under the Budget plan come under the heading of Special Rate.

Any one subscribing and refunding ten shares of stock will be given a life membership in the Commercial Club Building Association.

Office hours: week days, 8 a. m. to 10:30 p. m. Sundays, 1 p. m. to 9 p. m.

TELEPHONE BOOKS HAVE ADDRESSES

Telephone Directory for Alliance to be Up-to-date—to Be Issued August 1st

The August directory of the Alliance telephone exchange will contain the addresses of telephone subscribers, making the book very handy for use. Subscribers should phone No. 700 in regard to changes in directory listings. Phone the same number in regard to installation of telephones or advertising space in the directory.

NEBRASKA TELEPHONE CO. 32-21-3758

ARMORE TO ALLIANCE

Another Family Removes from South Dakota to Western Nebraska
Alliance again has an addition to its citizenship by persons removing here from Ardmore, S. D. Mr. and Mrs. Lee Gardner and family, consisting of boy and girl, arrived in Alliance last Thursday. They have taken up their residence at 509 Sweetwater avenue, south of the residence of Mr. and Mrs. W. R. Drake, who also came to Alliance from Ardmore. Mr. Gardner has two married sons in the employ of the C. B. & Q., working in the water service between the Black Hills and Lincoln. For the present their wives will make their homes with their husband's parents.

Ardmore people make good citizens in Alliance, and if the oil city of southwestern South Dakota has any more to spare they will be welcomed here. They all read The Herald, of course.

Killing Prairie Dogs

W. W. Norton, of Alliance, is trying the automobile method of killing prairie dogs. Wednesday evening he drove his Overland auto to his ranch, six miles south of Alliance. He has fitted up the muffler with a rubber hose attachment. One end of the hose is inserted in the hole, dirt packed around it, and then the engine is run for two minutes, allowing the gas from the exhaust to enter the hole. Mr. Norton is giving the method a thorough trial. If it is successful he will make extensive use of it on other land which he has and which is infested with the pests.

Experiment Station Report

Anyone interested in a review of the experimental work of the Nebraska Experiment Station at Lincoln and of the experimental substations at North Platte, Scottsbluff, Valentine, and of the Culbertson demonstration farm may obtain a concise survey of it in the Twenty-Seventh Annual Report of the experiment station by applying to Director E. A. Burnett, Lincoln. A list of new publications, changes in the station staff, and a financial statement are included in the report.

Col. Roosevelt shows his usual brightness in swatting the republican reactionaries. Their political days are numbered, anyway.

Senator Penrose complains that whereas he was a "leader" according to Roosevelt when he supported Roosevelt, he is now merely a "boss." It should be obvious that there is a way by which he may become a "leader" again.

SOME BIG SHERIFFS

Box Butte County Boasts One of Three Biggest in Nebraska
According to Shields' Orleans Isser, Harlan county boasts of having the tallest sheriff in the state, T. W. Carroll, who stands 6:4 in his socks and weighs 248 pounds.

Oliver Hedge, sheriff of Webster county, stands 6:2 and tips the beam at 280. "Whoppers!" says the Isser. Don't overlook Box Butte county in counting up your big Nebraska sheriffs. Cal Cox isn't anybody's little kid, standing 6:2 and weighing 269 pounds.

SELLS-FLOTO CIRCUS COMING

Buffalo Bill and His Big Shows to be Seen Here Wednesday, August 12—with Big Parade

A man of smiles and promises and optimism and much business came to the city today—William E. Haines, the contracting agent of the Sells-Floto Circus and Buffalo Bill (himself), due to exhibit here Wednesday, August 12. Of all the men who form the great working staff of a circus, Mr. Haines is perhaps the busiest. For it is to him that the management must look for nearly all of its preliminary arrangements.

And there is many an arrangement to be made before a circus can exhibit in a city. The lot must be determined upon and pre-empted; the water rights must be provided; contracts for food and hay and grain let, contracts for this and that made—there never is a minute when the contracting agent is not busy.

And this year Mr. Haines is busier than ever before, for with the new combination of the Sells-Floto Circus with Buffalo Bill, the increase in the size of the "circus of 1,091 wonders" has been great. Instead of the tents of other years, there will be eleven acres of canvas, with seats for fourteen thousand persons. There will be a greater menagerie, a greater horse fair, always a feature with the Sells-Floto Circus, and naturally a greater program.

"And about that program," said Mr. Haines today, "there's just about as wide a diversity as anyone could desire. Naturally, Buffalo Bill himself will appear with a spectacle called 'Warpath', showing the progress of civilization from the frontier times to the present day. Indiana? Of course. And cowboys and riders and ropers. And outside of that, a bigger circus than ever.

Just for instance, there are those forty clowns which have been a big feature of the Sells-Floto-Buffalo Bill combination this year. There's a tight-rope walking pony, and Omar, the balloon horse; the five United States government Hineys, and some mighty wonderful animal acts; a congress of equestriennes—and all of 'em pretty; Prof. Karl L. King's concert band of sixty-three pieces, and the Vocallina, a new device for music-making, and—and—but you wouldn't listen to the whole list. You haven't the time."

Mr. Haines announces that the price of the circus will remain the same as in former years, 25 cents. A parade? Why, of course, and at 10:30 o'clock the morning of the show. And while the nine bands blaze and the animals pace their cases as they are drawn through the streets, Buffalo Bill himself will lead the two-mile-long procession as a special honor to this city. Later he will hold a reception for children at the show grounds.

A Practical Demonstration

"One of the old-time farmers of Gage county who was skeptical about the farm demonstrator proposition has been converted and is confessing his faith to all the world," says the eBatrice Sun. O. H. Liebers, the county demonstrator, upon a visit at his place told him that there was smut in his oats. The farmer laughed at the idea, but a little later he found his crop was cut short from this cause. The next season the demonstrator secured permission to treat part of the seed. The remainder was left untreated. A recent examination showed that the untreated portion was damaged 30 per cent.

Prohibition State Convention

July 28, 1914
At Lincoln, Nebr., Tuesday Noon, in the Temple Theatre, Twelfth and R Streets.

All persons in sympathy with us are cordially invited to participate. Delegates should come from every county. A great rally at 8 p. m. Short speeches by our candidates. D. B. GILBERT, State Chairman. 340 N. 11th St.

VOTE FOR



Woodruff Ball
OF CHERRY COUNTY
Republican Candidate for
State Senator
NOMINATION
From 28th Senatorial District

Connected with the Live Stock Business in this district over 15 years. Made final proof on original homestead in August, 1903, under the 5-year act. This was the land involved in the "Beer Bottle Corner case." Made final proof on Kinkaid Additional in July, 1910.

Member of the present State Forestry Commission. Has secured \$15,000.00 additional funds for reforestation work in Nebraska from the general government. Has secured the permanent retention of the National Forest Reserves in this state for the benefit of the present and future generations.

Has labored persistently to secure from the general government an appropriation with which to conduct experiments to increase the quality and quantity of grazing or forage grasses in the sand hills. This should enhance the value of all sandhill lands. Initiated the fight which wrote into the present State Live Stock Sanitary Board Law the requirement that the cattlemen thereon must reside in Western Nebraska.

Conceived the idea of and promoted "The Northwest Round-Up" Association.

From the above it will be seen that Mr. Ball is closely identified with the interests of the 28th Senatorial District, equipped with experience to know its needs and thoroughly capable of safeguarding and promoting its legislative requirements.

You can make no mistake in supporting the candidacy of Mr. Ball.
Political Adv.

Notice! If you will pay for your subscription to the Herald for one year we will send you four big magazines all one year for only 18 cents extra.

TALKS ON ADVERTISING—No. 1

By Nels Darling

Advertising pays—if it is the right kind. The best medium for the tail merchant is the local newspaper, but many of you give the matter little or no attention. Advertising with some merchants is a side issue, a donation to the paper; considered as a liability instead of a great big asset.

I know that some of you fellows will spend two hours and a half trying to sell a twenty dollar bill of goods, and on the other hand will give a regretted ten minutes to writing a mighty poor adv. that costs you five dollars. Be honest, you are just too tired or too negligent to make this fine do some work. For this amount you can talk forcefully to a couple of thousand people in a way that will attract them and make them know that you are selling the goods they want at the right prices.

Any merchant who can talk his goods to a customer can learn to write advertisements with the pulling power. Bear this in mind—your advertisements should always do these three things. First—attract attention. Second—hold attention and create interest. Third—leave an impression that will last for some time.

An advertisement about one article that is well described and priced is worth more than an advertisement about a dozen things touched upon in a lot of generalities.

Most people of the community know what line of business you are in if you have been in town six months. Do not waste space and money telling them what they already know. If you handle stoves, tell them what kind, what you claim for them, what advantages they have over other stoves, and the selling price. Do not crowd your space. Make your advertisements talk—tell something the people will be interested in knowing.