

THE ALLIANCE HERALD

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THEIR OLD TRICKS AGAIN

Unable to keep up with The Herald in amount of advertising carried and falling woefully behind in circulation, the Semi-Weekly Times again attempts its old tricks of falsehood and misrepresentation. Evidently the editor of the Times is still deep in the slough of despondency into which he fell immediately after the spring election (before which time he and his cohorts imagined that they had Alliance by the tail) when he was defeated by a vote of more than two to one for the office of councilman. If the aforesaid Times editor could just be his own boss for a week or so he might write a readable editorial but as long as he permits himself to be used as the tool of others he will always be looked upon as he and "his'n" were at the last election.

An advertisement carried for an Omaha house several weeks ago in a special edition of The Herald furnished the aforesaid editor with an idea that caused him to insert the following deliberate and malicious falsehood in the Times on July 2nd:

"During the past several months the Herald has made a special effort to secure out-of-town advertising from mail order houses and at the same time has published articles purporting to criticize the individual who patronizes the concerns. Like most every normal citizen, Mr. Thomas is perhaps in need of all the money he can make legitimately, but he should not attempt to enrich his own purse at the expense of the community."

The Herald makes no attempt to secure what is known as "mail order advertising". The amount of advertising which we have received from commission firms, national advertisers and others is very gratifying to us and comes from publishing a newspaper that "delivers the goods". We believe that we are safe in saying that The Herald during the past twelve months has carried ten times as much of legitimate "foreign" advertising at the Times, in spite of the fact that frantic efforts have been made by the Times to secure the same business as much lower advertising rates.

Another thing we have found is that the man who endeavors to censure the newspaper for what it carries in its advertising columns is usually the man who advertises about twice a year and sends to the nearest large city for his job printing. If the local newspaper had to depend for its income on this class it would starve to death in three months.

BOOST FOR ALLIANCE CHAUTAUQUA

The Alliance Chautauqua is to be held in our city from July 26th to 31st. This is an enterprise that is brought here not for financial gain but for the educational benefit of our people. The array of talent on the program is such that the enterprise should receive the support of everyone. Seldom is there an opportunity to see and hear the Hawkeye Glee Club, the Pilgrim Girls Orchestra, Father C. Arnold McLeod, the Tyrolean Alpine Singers and Yodlers, Dr. D. F. Fox, the Allpress All Star Company, Major DeHull N. Travis, the California Players, Congressman John W. Abernethy of Alabama, and Hagenow and his band of soloists.

The price of season tickets is very reasonable. The tent will be pitched in a downtown location easily reached. A chautauqua of this kind is an asset to a town and should receive the financial as well as the moral support of everyone. Buy your season ticket at once and when the chautauqua comes, attend every day if you can do so. Rev. H. J. Young and the others who have taken the work on their shoulders should be shown that their efforts are appreciated.

SEE WHAT WE MISSED

Before arrangements had been completed for the Stecher-Cutler wrestling match, which brot the world's heavy weight championship to Nebraska, Gene Melady, the South Omaha live stock commission man who promoted the bout, proposed to The Herald editor that the match be put on at Alliance during the time of the stockmen's convention in June. Accordingly, an effort was made to secure it for this city, but the Omaha sports, who had confidence in Joe Stecher's ability to put Champion Chas. Cutler's shoulders to the mat, would not consent to having the big event staged anywhere else but in the metropolis.

Alliance is getting to be one of the best advertised and best known cities of its size in the west, but had we secured the wrestling match that was pulled off at Rourke Park, Omaha, July 5th, this town would have been put on the map in big, black type for sure.

Among the many newspapers that come to The Herald's exchange table, The Norfolk Press, edited by Marie O'Donnell Weeks, is one of the best, both in local news and editorial comment. Here is an editorial gem taken from a recent issue of The Press:

Somewhere, sometime we have read that one's conscience is the voice of God speaking to him directing him to what is right. And with any of us who listen to that still, small voice there is no doubt that conscience directs us many times in the way opposite to that pointed out by mere feelings. The soul though spoken of so frequently is unseeable, ungraspable, unreal as material things go. Conscience must surely be the language of the soul and anyone who has battled with his conscience knows the contests of the flesh are play contests along side of that we call duty.

Some say that the abundance of rain in this country this year is caused by the war in Europe, that is, by the use of explosives in the battles. If that be true, what is the cause of drouth in Austria, Germany and France this summer?

The large amount of soft corn that there will be in Nebraska next fall emphasizes the importance of having more silos in this state. The nutritive value of many thousand acres of corn that will be frostbitten might be doubled and trebled if put into silos.

SECOND ANNUAL DEMONSTRATION

July 15 and 16 Will Be the Second Annual Silo Demonstration Trip for Box Butte County

The program and schedule for the two days silo demonstration trip to be held in Box Butte county next week has been made out.

The silo demonstration trip is under the leadership of County Agricultural Agent Seidell. The U. S. Department of Agriculture and the Box Butte County Farmers' Association, and the Alliance and Hemingford Commercial Clubs are cooperating in this work.

The tour will be made in autos and all farmers who have not autos will be taken care of by phoning to County Agent Seidell, W. D. Fisher, L. J. Schill, W. M. Davidson, F. A. Trabert, A. H. Grove and W. F. Peterson of Alliance, or K. L. Pierce, A. S. Enyeart, Anton Uhrig, John Jelinek, E. F. Abley, Neils Peterson and C. O. Rosenberger of Hemingford.

The following men from the Nebraska College of Agriculture are scheduled for the meetings: Prof. Wood of the Agricultural Engineering department will speak on silo construction; Prof. Frandsen, head of the Dairy department, will speak on silage, how it is prepared, and how fed. Both men, and all other speakers present, will be glad to answer all questions that can be answered. Other speakers of prominence are expected on the trip.

Trip on July 15, Thursday
Cars will start from the court house in Alliance at 8:30. Arrive at L. D. Blair's at 8:45-9:45.

A. H. Grove, 10-10:45. D. E. Purinton, 11-12.
Leave D. E. Purinton's at 1:30. C. L. Powell's, 1:45-2:45. C. A. Newberry, 3-3:45. L. J. Schill, 4-5:15. Arrive in Alliance at 5:30.

Trip on Friday, July 16
Leave Alliance at 8:30. Arrive in Hemingford at 9, and leave for Joe Reiman's at 9. Arrive at that place 9:30-10:30.

Barney Halbur's 10:45-11:30. Arrive at Hemingford for dinner, 12.

Leave Hemingford 1.
E. E. Addy, 1:30-2:30. W. M. Robinson, 3-3:30. E. F. Abley, 4-5. Arrive at Hemingford 5:30.

No evening meetings will be held, as it is considered unnecessary, as those desiring to go can do so as readily during the day as at night. And further, the speakers will be kept so busy during the day that night meetings would not be necessary. Rye will not be ready to harvest at this time, anyway.

All that can be asked to make the trip both days. If you can not, take one day, at least. If this is impossible, attend the nearest meeting. Do not let the excuse that you have no way to go stop you, for conveyances will be provided for all.

This is not a racing tour. You will not be long enough to have a couple of good talks and time to ask questions. The cooperation and answer given to make the trip a success. Please follow the leaders, and do not start until the leader does, and do not start in a body.

The Diamond From the Sky

A Picturized Novel by Roy L. McCardell



One of the Most Thrilling Scenes In Our New

Serial Story

This is a novelization of the prize photo play selected as the best in over 19,000

\$10,000 FOR A SUGGESTION!

This photo play took the \$10,000 prize in the \$10,000 photo play contest announced last December. Another \$10,000 is now offered for a sequel to this prize play. This offer is open to you. Only a simple suggestion of 1,000 words or less is wanted.

Watch For Our Thrilling New Serial
THE DIAMOND FROM THE SKY

SEE IT IN MOTION PICTURES

At The **NEW THEATRE** Every Monday Night

ALUMINUM WARE

Saves Work, Worry and Doctor Bills

When you use Aluminum Cooking Utensils, you KNOW you are using the best that can be made. They are light, compact, easy to keep clean, and above all are healthful. You'll never find a "scale" on the bottom when you use Aluminum.

We have just unpacked a new shipment of this beautiful ware, in which can be found almost any kind of kettle or pan you need, and with each individual article goes a

20 Year Guarantee

With careful use, this ware will last a lifetime, and it always looks as good as it did the day you bought it.

COSTS MORE—WORTH IT

RHEIN-ROUSEY CO.

Successors to I. L. Acheson

ALL KINDS OF GLASS

FOR

WIND SHIELDS, AUTO HEADLIGHTS AND WINDOWS

We can fit you out with any size. An extra large consignment has just been received

Bring Us Your Broken Windows to Be Glazed



GEO. A. HEILMAN, Mgr.

Phone 73



Ford Garage

Bring your car here and let us doctor it. We always have an efficient force of automobile "doctors" who are ready all the time to attend to your wants.

Two car loads of Fords in this week. The car shortage will soon be over. Get your order in now. Factory is working overtime. Watch the Fords go by. The 300,000 is assured, so now is the time to get in on the rebate.

PLENTY OF STORAGE ROOM GASOLINE
OIL ACCESSORIES

Keeler-Coursey Co.

DEMONSTRATIONS AREN'T OBLIGATIONS

MALINDA NEWS

Malinda, Nebr., July 3—We have been having some severe hail storms in these parts recently.

Frank Nerud is sailing around in a new Ford car these days.

Ed Ewezy while roping a horse was tangled in the rope and sprained his wrists. Very unfortunate for a bachelor.

Bert Miller and James Derr were business callers at Malinda Friday.

Audrey Dean was visiting her sister Mrs. J. B. Conrad one day this week.

Troy Wentz who is working near Minatare was visiting his uncle and aunt, Mr. and Mrs. L. A. Dean, at Malinda Sunday.

Mrs. Wes. Cogar and son Wilford made a flying trip to Minatare and back Friday.

Mrs. Bert Miller and daughter Eva were visiting Mrs. Calvin Derr one day this week.

Mr. and Mrs. J. R. Nerud and son Elbert were business callers at Malinda Saturday.

Mrs. J. B. Conrad and son French have been on the sick list but are better at this writing.

New Theatre

CRAMER & WILLIS
Next Door to Famous

Always a Good Program

Four Reels Every Night
OFTEN MORE

Two Big Features Weekly
'Diamond From The Sky'
EVERY MONDAY

WORLD FILM
EVERY THURSDAY

NO ADVANCE IN PRICE—
10c and 15c

Misses Iva and Kathryn Cogar were visiting Miss Dean one day last week.
Mrs. Walter Cogar was calling at Mrs. Wright's Friday of this week.