

THE ALLIANCE HERALD

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MOTHERS' PENSIONS

Honor to Judge Henry Neil, who in February, 1911, secured the adoption by the Illinois legislature of the first mothers' pension law. Now twenty-five states, more than half of the nation, pay pensions to dependent mothers.

The principle of the mothers' pension law is that all of the people are responsible for children who for any reason whatever are without proper support. In practical operation the results are that children are reared in their own homes, child poverty is abolished, some forms of crime are decreased and taxes are actually reduced, notwithstanding the amount paid dependent mothers.

"The states which now give mothers' pensions will find it a great economy to taxpayers, the greatest humanitarian plan so far proposed and the most effective means of building up the rising generation and preventing the production of sickly or criminal citizens," said Judge Neil. "The greatest danger to a nation is child-poverty and its results. The greatest asset to a nation is healthy, normal children, raised in their own homes by their own mothers."

The Herald is heartily in favor of mothers' pensions, but why pauperize a mother in order to give her the benefit of it? Mothers' pension laws already enacted are a long step in the right direction, but we want to see them amended. As they now stand, a mother must be "dependent" before she can receive a mother's pension from the state. Every woman who faces the grim monster to do her part in perpetuating the race, and spends hours and days and years in arduous toil to bring up her children in such a way that they will become honest, law-abiding citizens when they reach manhood and womanhood, deserves highest honor, and ought to receive substantial recognition, either from the state or nation, without undergoing the humiliation of declaring that she is without adequate means of support.

FRAUD IN PRINTING BUSINESS

There is not a more honorable business than that of newspaper and magazine publisher, when honorably engaged in; but grafters ply their profession in that business, as well as along other lines. It is noticeable that when a grafter undertakes to bunco the public thru the printing business, he invariably tries to make use of legitimate work done by some one else. An illustration of this recently came to light in Omaha.

By persistent effort in making use of his ability as a writer and printer, Will M. Maupin has made quite a reputation for his periodical, The Midwest Magazine. Taking advantage of this, some scoundrel recently had published in a number of Nebraska newspapers large advertisements of the "Great West Magazine," in which were offered prizes for subscription, ranging from a \$5,000 bungalow in Omaha to automobiles, gold watches and diamond rings. Every subscriber was to get a prize as well as the "Great West Magazine" for a year in return for a dollar. No street address was given in the advertisements. Will Maupin, publisher of the Midwest Magazine, knowing that many people would connect his publication with the "Great West Magazine" on account of the similarity in names, made inquiry at the postoffice and learned that no such magazine had been entered as second class matter, nor even application made for entry. He requested that he be notified when application was made, so he could file a protest. In the meanwhile he received several bills for "Great West Magazine" advertising and several queries from intending subscribers. In reply to his request, Mr. Maupin received a letter from J. I. Woodard, assistant postmaster at Omaha, in which he said: "I beg to advise you that a fraud order has been issued against the Great West Magazine, so you probably will have no trouble relative to their using a name similar to yours."

"I have no objection to fair competition in the magazine field," said Mr. Maupin, "but I did feel warranted in objecting to a new publication taking a name so similar to my own, and endeavoring to profit from the hard work I have put into making the Midwest Magazine successful."

HONEST ADVERTISING

In advocating and practicing honesty in advertising, The Herald has been in line with the trend of leading business men in recent years. The ordinary newspaper may not always be able to guarantee its advertising, but the publisher that cannot, or will not, use a reasonable degree of caution to protect his readers from unscrupulous advertisers, ought to cut out the advertising part of his business.

Two things are kept constantly in view by this paper in the selection of advertisers and advertising: First, to advertise for those persons and firms that we believe will give the readers of the paper a "square deal." Second, to advertise for those persons and firms that we believe will be benefitted by the advertisement.

The following editorial from the Omaha World-Herald contains valuable information that ought to be interesting to all business men and their patrons:

The meeting of the Advertising Clubs of the World recently in Chicago is likely to be referred to in the future as one of the most important conventions held in the United States this year. The whole object seems to be to establish truth in advertising and the complete obliteration of fake and objectionable advertising of all kinds. If the object is accomplished, it will produce something like a revolution in the business, as well as the newspaper world. When the housewife can take up a newspaper and know that every advertising announcement in it is the truth and nothing but the truth, it will remove a great strain from her mind. She will go to the store and make her purchases with no worry, for if she purchases a piece of goods that is advertised as "all wool," she will know that it is all wool. If she buys a piece of silk, she will know that it is silk and not largely composed of metal to give it weight. It will be a voluntary movement, but the newspapers that refuse to come into it and continue to print fake ads will find that the honest advertisers will generally avoid them.

The delegates to this meeting numbered 4,193, of whom 847 were women. The movement has become so large that it has been divided into departments. Speaking of his policies President Houston said:

"I will go on trying to make advertising honest. This administration commits itself to continuing the activities of the educational and vigilance committees as they have been conducted. No association in America has ever shown greater vitality in expanding into these big affiliated departments. The organization is capable of almost endless expansion. We must now go forward under the guidance of truth."

Mr. Houston entered newspaper work as city editor of the Sioux City Journal and went from it to the Chicago Tribune and then to Outing. At present he is vice president of the Doubleday Page company. With such a man at the head of the association, fraudulent advertisers will, without doubt, be gradually eliminated.

BUSINESS MEN IN POLITICS

A business man has a right to participate in politics in a proper way, and his doing so ought not to be detrimental to his business; but if he permits himself to be made a cat's-paw to rake chestnuts out of the fire for a corrupt politician, he is not taking part in politics in a proper way. And if he gets his fingers burned in the operation, he has himself to blame for his folly.

HEMINGFORD BUSY

Good Crop Prospects Make Neighboring Little City a Busy, Bustling Place for Business

A Herald representative had the privilege of visiting our neighboring city of Hemingford the first of the week and was much pleased to see the evidences of prosperity there. Much building has been going on this season and the present good crop prospects indicate that business there will be excellent this fall and winter.

The farmers in the Hemingford territory are all exceedingly busy and will have their hands full handling the immense crops of small grain, potatoes, etc. Hemingford is the center of an extensive and prosperous farming district and does much business.

CRONE IS HERE

Well Known Representative of Rosenbaum Bros. & Company Visits Western Cattle Districts

F. L. Crone, formerly with the Burlington and now representing Rosenbaum Brothers & Company, the live stock commission firm of Sioux City, South Omaha and Chicago, is visiting western Nebraska and Wyoming points in the interest of his firm.

Mr. Crone has a wide acquaintance among the stockmen of this part of the west and reports prospects are for a good fall business. He expects to return to South Omaha Saturday.

Pessimistic Republican

J. C. McCorkle, the land man, recently wrote to a land firm in Oklahoma regarding a man there who had inquired about Box Butte county land. "Mac" is a Republican himself, but the reply he received stumped him. It read, "No chance with this man. Not much chance with anyone during these watching and waiting Democratic days." Enclosed with the above reply was a slip on which was written:

"Without my knowledge or consent, my husband has left my bed and board."

He no longer brings the washings to me or takes them home. I will not be responsible for any bills he may run and all women are warned against taking him in. He is a liar, a thief, a scoundrel and a Bull Mooser.—SADI JONES.

The Clerk Guaranteed It

"A customer came into my store the other day and said to one of my clerks, 'Have you anything that will cure diarrhoea?' and my clerk went and got him a bottle of Chamberlain's Colic, Cholera and Diarrhoea Remedy, and said to him, 'If this does not cure you, I will not charge you a cent for it.' So he took it home and came back in a day or two and said he was cured," writes J. H. Berry & Co., Salt Creek, Va. Obtainable everywhere. Adv.—August

An Effective Cough Treatment

One-fourth to one teaspoonful of Dr. King's New Discovery, taken as needed, will soothe and check coughs and colds and the more dangerous Bronchial and Lung Affections. You can't afford to take the risk of serious illness, when so cheap and simple a remedy as Dr. King's New Discovery is obtainable. Go to your Druggist today, get a bottle of Dr. King's New Discovery, start the treatment at once. You will be gratified for the relief and cure obtained. Adv.—No 1

Recommends Chamberlain's Colic, Cholera and Diarrhoea Remedy

"I never hesitate to recommend Chamberlain's Colic, Cholera and Diarrhoea Remedy," writes Sol Williams, merchant, Jesse, Tenn. "I sell more of it than of any other preparations of like character. I have used it myself and found it gave me more relief than anything else I have ever tried for the same purpose." Obtainable everywhere. Adv.—August

Teachers' Institute

Arrangements have been completed by County Superintendent Opal Russell for a teachers' institute to be held at the high school building the week commencing August 23. Instruction will be given by Prof. Pate, Miss Abbie Anderson and Mrs. Edna Anderson of York. Program will be announced later.

FLORIDA

Just from Almdale, Florida, my home. Come and see me at the Burlington hotel and let me tell you about this country. D. W. Richards. 35-11-59664

Mrs. W. T. Roberts departed Wednesday for Springfield, Nebr., to join her husband, who was this week released from the hospital at Omaha where he underwent an operation for ear trouble.

OPEN NOSTRILS! END A COLD OR CATARRH

How To Get Relief When Head and Nose are Stuffed Up.

Count fifty! Your cold in head or catarrh disappears. Your clogged nostrils will open, the air passages of your head will clear and you can breathe freely. No more snuffling, hawking, mucous discharge, dryness or headache; no struggling for breath at night.

Get a small bottle of Ely's Cream Balm from your druggist and apply a little of this fragrant antiseptic cream in your nostrils. It penetrates through every air passage of the head, soothing and healing the swollen or inflamed mucous membrane, giving you instant relief. Head colds and catarrh yield like magic. Don't stay stuffed-up and miserable. Relief is sure.

PRIVATE STOCK SALE!

I will offer at private sale, at my ranch six miles north of Ellsworth, to the highest bidders, for fall delivery

100 Head of Cattle

Consisting of

- 15 yearling steers
- 16 two-year-old steers
- 43 head of calves
- 25 head of cows, of which 15 are milk cows
- 1 Hereford bull weighing about 1,500
- 1 red Poll Angus bull weighing about 1,300

This is an Extra Good Herd of Cattle

TERMS: Six months time will be given on bankable note.

Ranch Six Miles North of Ellsworth

GUSTAF SANDOZ

Harvest Prices

For the next thirty days we will offer you by the dozen cans the following fruit and vegetable prices:

No. 2½ Peaches	\$1.75	No. 2½ Apricots	\$1.75
No. 3 Pears	\$1.75	No. 2 White Cherries	\$1.75
No. 2 Red Kidney Beans	\$1.10	No. 3 Hominy	\$1.10
No. 3 Kraut	\$1.25	No. 2 Tomatoes	\$1.00
No. 2½ Tomatoes	\$1.20	No. 3 Tomatoes	\$1.40

Dried Fruits per pound

Fancy Peaches10	Apricots15
Extra Fancy Peaches12½	Apples11
Prunes 40-5015	Prunes 50-6013

WE HAVE BACON FROM 20c TO 30c PER POUND, BUT ALWAYS RECOMMENDED TO YOU THE BEST—SWIFT'S. ALL CURED MEATS WILL BE HIGHER.

NEW FLOUR WILL BE A LITTLE CHEAPER, BUT THE OLD WHEAT FLOUR WILL STILL GO HIGHER.

When in the market for fancy goods, we have them. You won't make a mistake if you look us up when you are ready.

Rodgers' Grocery

Mr. and Mrs. George Werner returned Sunday from their wedding trip, the itinerary of which took them

Brooklyn, N. Y., and other eastern points. They were accompanied from Brooklyn by Mr. Werner's sister, Miss Martha Werner.

W. H. Butler departed Monday night on a several weeks vacation. While away he will visit at Denver and Estes Park.