

**COW MAY LOOK GOOD BUT BE POOR MILKER**

University Farm, Lincoln.— That you cannot always tell by her appearance how much milk a cow will produce is shown by a test recently completed at the college of agriculture by the dairy husbandry department.

In this test, two cows of similar general appearance and conformation were fed in the same way, but produced widely different quantities of milk. The first cow produced in one year only 249 pounds of butter fat valued at 30 cents a pound and consumed \$64.15 worth of feed, leaving a net profit of \$10.55 above the cost of feed. The second cow produced 387 pounds of butter fat and consumed \$66.50 worth of feed, making the profit from her year \$49.60. In other words, the second cow paid her owner five times as much for his labor in caring for her as did the first cow. Yet the cows were similar in appearance, and probably would have been rated as of equal value in a herd where the owner does not test. Consequently, the only accurate way to determine what a cow is doing is to weigh and test the milk of each individual in the herd.

With the increasing cost of farm operations and keener competition in selling, success in farming is coming more and more to mean the application of business principles, says the dairy husbandry department of the

college of agriculture. In the past, general success has been attained without the use of business methods, but the future will require careful attention to such details as keeping records of the production of individual cows.

The use of the Babcock test and scales enables the farmer to keep an accurate account of what each cow in his herd is producing, thus making it possible for him to weed out his poor cows inefficiently, and build up a strong, producing herd. This method is simple, easy to understand, and requires but little labor. Information on the methods used in the test may be had on application to the dairy husbandry department of the university college of agriculture.

As pullets furnish most of the winter eggs it is necessary to handle them with care when they start to lay, is the word that comes from the poultry department of the state university department of agriculture.

Pullets of the heavier breeds that were hatched between the first of April and the middle of May are pretty well matured by the first of October and usually start laying between then and the first of November.

This is a critical time for handling such birds. Special care in preparing their winter quarters will be more than paid for in winter eggs. Sudden changes are to be avoided. Birds housed too closely after being used to free range are likely to molt

and quit laying. Keep the house open, and try to minimize drastic changes in feed and housing.

**I am in the market to buy your potatoes.** See me for prices. Phone 216. R. W. BEAL. Office corner 2nd and Box Butte Ave., basement Reddish block. 13-21-7668

**CARD OF THANKS**  
We wish to thank our many friends and neighbors for their kindness and sympathy shown us during the death of our beloved son, brother and nephew.  
Mrs. W. V. Richards and Children.  
Mr. and Mrs. C. H. Fredrick

**HOFFLAND-SMITH**  
Wednesday morning at 10:30 o'clock Miss Mable Josephine Hoffland was united in marriage to Fred V. Smith of Antioch, the ceremony being performed by Rev. A. A. Layton at the Baptist parsonage. The wedding party consisted of the bride's mother, Mrs. Alexander Hoffland, a brother of the groom, a sister of the bride and several others. The wedding dinner was served at the Alliance hotel.

The bride has been a school teacher and is a member of one of Box Butte county's well-known ranch families. The town of Hoffland, which is located on the Hoffland ranch, was named after the bride's

father, the late Alexander Hoffland. The groom is manager of the Antioch Mercantile Company and is a young man of good judgment and business ability. The happy couple will make their home at Antioch.

The Alliance Herald is \$1.50 per year. Issued 52 times. Runs from 12 to 24 pages per issue. Subscribe now.

**CARD OF THANKS**  
We desire to express our thanks to the many friends who came to us with their expressions of tender sympathy and assistance in the loss of our darling little daughter, Janet. May like ministrations and assistance come to you all if you are called to pass through like sorrow and loss.  
Mr. and Mrs. F. L. Potmesil and Other Relatives.

**PERU NORMAL NOTES**  
(Paul W. Thomas, Correspondent)  
Peru, Neb., Oct. 17—Officials of the State Historical Association visited the Normal Friday. They took motion pictures of students and faculty assembling, also of the children on the playground, and of students at work in the manual training and domestic science departments.

The Peru football team met Tarkio on the home field last Friday. The visiting team was accompanied by a large crowd of enthusiastic students. The first half of the game was hard fought, but during the sec-

ond half Tarkio began to weaken, and the final score was 17 to 0 in favor of Peru.

Study centers have recently been organized at Brock, Nemaha, Johnson and Auburn. These classes will meet with instructors from Peru twice each month.

The annual alumni banquet will be held at the Rome hotel in Omaha, at 6 o'clock, November 9. At this meeting plans will be formulated for the semi-centennial celebration next spring.

A party in the interest of prohibition passed thru Peru Monday, having traversed almost the entire state in autos furnished by friends of the cause. The school children, led by the boys' band, and the normal students, led by the normal band, turned out to greet the party. They marched in a body down town to listen to the speeches, and assisted in singing and giving several Normal and "dry" campaign yells.

Calling cards for the ladies are printed promptly and neatly at The Herald office. The prices are reasonable. Phone 340 for samples and prices, or call at the office.

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**Among the List of Recent Purchasers of This Amazing Car Are:**

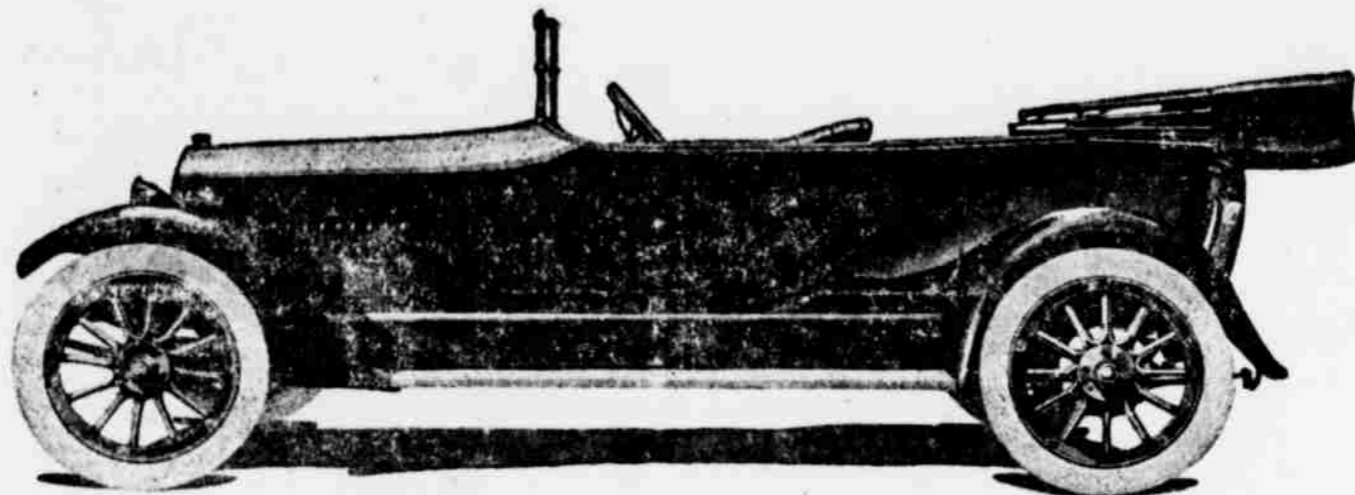
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## The Car of 1917

TOURING MODEL EQUALS OTHER \$1,000.00 CARS

Motordom's secret of success is this: Each year some manufacturer in each price class produces a startling car of amazing value to which buyers flock. This season, for 1917, it is the wonderful new Crow Elk-hart "35". This car in reality belongs in the \$1,000 class. Its size, its roominess, its refinements of detail, its beauty, place it absolutely in that position.

But in fineness of construction it surpasses that division of motordom, for it has features not to be obtained in any other automobile under \$1,000. In no other car under that price do you find such fine construction as evidenced, for instance, by the number of Hyatt quiet high-duty bearings and Bauer roller bearings. In no other car do you find as staunch, sturdy a motor and such niceties of engineering as piston oil ports for conservation of oil; extra large transmission gears; full floating rear axle and a dozen other fine points of construction.

Martin E. Crow, head of the company, is the creator of this wonderful car, and his advanced ideas in construction have been proved through a decade of success in thousands of cars on the road.

It is new in creation; is light in weight, 2040 lbs. It is astonishingly easy on tires and because of oil conservation, light on oil. Owners report 18 to 20 miles per gallon of gasoline.

Come see this car today at our exhibit rooms. It is on display. It will illustrate a new step in motor progress to you. Come today.

**3 Passenger "Cloverleaf" Roadster \$845.**

The Crow Elk-hart "35 Cloverleaf" Roadster, for three passengers, to our knowledge is the most beautiful roadster design that the motor car industry has ever produced. The view of the car shown herewith tells the story only in part; you must see the car to fully appreciate its bigness, beauty and sturdiness.

It is built on the same chassis as the Crow Elk-hart "35" touring model. It contains all the class, distinction and power that are given to automobiles far above it in price.



**FEATURES**

- Wheel Base—114 inches.
- Motor—35 horsepower, 4 cylinders, enbloc.
- Electric Equipment—Dyneto 2 unit, 6 volt system, starting and lighting, Willard storage battery.
- Carburetor—Zenith.
- Ignition—Connecticut.
- Clutch—Multiple disc, 7 plate, Raybestos lined.
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- Body—Full streamline, 5 passenger, beautifully upholstered—instruments on cowl.
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