

THE ALLIANCE HERALD

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SUBSCRIPTION PRICE, \$1.50 PER YEAR IN ADVANCE
If your copy of The Herald does not reach you regularly or satisfactorily, you should phone 340 or drop a card to the office. The best of service is what we are anxious to give, so don't hesitate to notify us without delay when you miss your paper.

SELECT YOUR NEWSPAPER WITH CARE

Of all the newspaper men who are to select from the world's doings and the community doings that with which the public is to be made familiar, needs to be wise and judicious, and to lay aside his dislikes and clear himself of all malice. If the newspaper which you take is to decide what information concerning the doings, good and bad, in the world and in the community you and your family are to be made familiar with, have you not also a duty as to the kind of newspaper you take—whether it be one that parades and patronizes vice and crime, and sneers at goodness and decency, or one that does the reverse of this? Does it make any difference whether you admit, daily or weekly, to your household, a paper which has regard for truthfulness and fairness, or one which will lie and slander at any time to suit its purpose?

To the newspapers are committed great responsibilities, and of it there must be corresponding demand. The responsibility of the paper, of those who make it and give it its character, is great and this responsibility ought to be exercised under the power and guidance of noble principle. But the paper and they who make it have not the only responsibility. They who select the paper which they will take and patronize have a responsibility for their selection. He who supports a paper in any way is responsible in a measure for the character of that paper. This community is responsible for the kind of papers which it encourages and supports; and especially is there a responsibility as to the character of the paper admitted to the home—a responsibility for admitting it. There is no place where a man should more carefully and firmly exercise his moral and Christian principle than in the selection of his paper.

If You Only Knew the Labor That Goes Into Every "Ad," You Would Never Skip Another One

By J. R. HAMILTON
Former Advertising Manager of Wanamaker's, Philadelphia

Every little three-line item you read has turned the wheels of some great factory. Every time you see a cut price the number of gray hairs in the world has been increased.

Many an advertisement is planned a year before it ever finds its way into print. One advertisement in Philadelphia a few years ago opened up the copper mines in Colorado six months before it ever appeared. A thousand miners began digging copper on a contract of brass beds that were going to be made that were going to be advertised.

You see perhaps some piece of muslin wear advertised here whose trimming is pretty, or some gown whose design is elegant. The chances are that a hundred styles were discarded or changed to get this one for you. And all the while the buyer of your favorite store was picking and choosing he had you in mind. He was building the advertisement that would catch your eye and please your fancy and your pocketbook.

If you had been there you would have heard him telling the manufacturer, "My customers are particular. They must have the best that there is at the lowest price that can be made. You've got to give me something better than you give to anyone else."

Every one of these buyers is fighting for you, and it is up to you to show your loyalty to them.

The store that advertises to trick its customers is almost a relic in this present day.

Many a time you find a bargain that turns out better than the advertisement claimed it to be, and you think somebody, somewhere, has made a mistake. But there was no mistake. It was put there purposely to win your confidence.

Every ounce of human ingenuity is brought to bear upon the advertising of the present day. To write the real story of a single item would be to write a chapter in the history of commerce.

These merchants who have figured on costs till their eyes gave out; these buyers who have studied every angle of their work, are trying to tell you through their advertising just what they have done for you. And the least you can do is to read what they have to say.

The report of all their efforts is in this paper today. The advertising news to you should be interesting news after this.

Herald Readers Should Read The Ads In This Paper

COUNTY NEVER GOT ITS BELL

Francis Vigo's Bequest to Indiana Community Named After Him Disregarded by His Heirs.

The phrase "the Vigo bell that was never rung nor hung" refers to an incident connected with the early history of Vigo county, Indiana. That county was named in honor of Col. Francis Vigo, a man of French or Spanish birth, who came to this country before the Revolutionary war, became a prosperous trader at St. Louis, and widely known as "the Spanish merchant." In 1778-79 he advanced considerable money to George Rogers Clark to aid the latter in his movement to capture the Northwest territory, then held by the British. The money thus advanced was used by General Clark in procuring supplies for his campaign, and it constituted a just claim against Virginia, in whose service and behalf General Clark was acting. After the Revolutionary war this claim against Virginia held good against the United States, and was finally paid to Colonel Vigo's heirs, but not until long after his death. He died in 1836 and his will, dated December 9, 1834, contained the following provision: "Whereas, the county of Vigo has been named after me, and I feel toward it and its citizens a great degree of esteem and affection for many favors conferred and services rendered me, especially by the inhabitants of Terre Haute, it is my wish, will and desire, and earnest request, that if the claim aforesaid (the Virginia claim), is recovered, and the amount due me paid to my executors, they, or some of them, shall pay out of the same \$500 to the county of Vigo, to be laid out by the commissioners of said county in the purchase of a bell for the courthouse of said county, on which shall be inscribed: 'Presented by Francis Vigo.'" By an act of congress of June 2, 1872, the claim of Vigo's heirs was referred to the court of claims for adjudication, and it was allowed and paid in 1877, nearly 100 years after the money was advanced. The Vigo bell was never rung, though the language of the will shows it was the testator's earnest desire that it should be.

GREATEST OF ALL SPORTS

Real Thrills in the Pursuit of the African Elephant—Beast Not Afraid of Anything.

"For many reasons the chase of the elephant stands at the apex of sport. As a man-killer in open combat he ranks with the lion and the African buffalo. He is the only beast that fears no other. While he will almost invariably run from the scent of man, he is as invariably ready to attack on the slightest provocation. Fear does not exist for him. His overwhelming bulk, power, speed and intelligence make him supreme beyond the range of rivalry.

"As though this were not enough to establish his pre-eminence, he alone carries a trophy which is one of the staple products of the industrial world. The value of ivory rises; it never fluctuates. Nor is this all. In the mind of the East the elephant is intimately associated with dignity, pomp, pageantry and kingship; but in the mind of the native African he is king—a king in his own right.

"In this regard, let it be affirmed that no elephant born in Africa has ever dolefully paced a hippodrome stage, trundled a circus wagon, or taken children for a ride in the park. Those sleep-walking cattle known to the American public as elephants come from India, and are mere bastard cousins to the king. You may have seen the African elephant in captivity, but never in subjection. Chain him to the floor behind iron bars, and after ten years he is still quick to throw muck in the face of the man that jeers at him."—George Agnew Chamberlain in Century.

Progress by Kicking.

A naval lieutenant, assigned to command a submarine, found the storage batteries in what he considered an unsafe condition and reported to his superior, a rear admiral. The superior considered the lieutenant's action merely a "kick." He refused to have all batteries examined, even after investigation showed that the subordinate officer's "kick" was based on fact, and accepted the vessel as it stood.

The matter went to court-martial, and the rear admiral was acquitted of negligence. Secretary Daniels disapproved the finding of the court.

Any superior who objects having his subordinate kick occasionally is not deserving of his rank. Bureaucracy, wherever it has developed to curse democracy, is based on precisely the theory this rear admiral appears to have adopted; that all wisdom is centered in the heads of chiefs, and that the only thing that need concern subordinates is the following of orders without questioning or protest. The world advances by kicking.—Cleveland Plain Dealer.

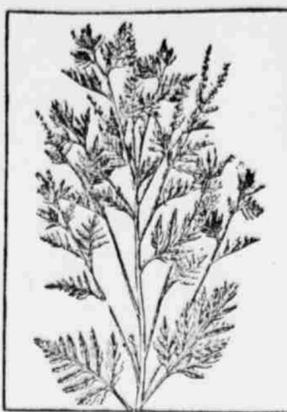
Soils and Wheat.

The influence of different soils on the composition of wheat is the subject of an investigation undertaken by the United States bureau of chemistry. The effects of several kinds of soil will be tested under identical atmospheric conditions. The program contemplates transporting to the Arlington experimental farm 1-320 of an acre of soil, three feet deep, consisting of about 16 tons each of sandy clay, marl, muck and a good agricultural soil, and in each of these plant the same kind of seed, will be grown.

WORMWOOD RAGWEED PEST.

Pestiferous Plant Holds Distinction of Being Menace to Crops and Cause of Hay Fever.

Wormwood ragweed is its name and it has the evil distinction of being a double pest. It is a menace to cultivated crops and is charged with causing a large percentage of fall hay fever. Its scientific name is ambrosia



Pestiferous Ragweed.

artemisiifolia, though why the word ambrosia is used in connection with it is rather hard to see. It is common in the middle and northern states, where it overruns many fields in the late summer and early fall. It is one of the many weeds that should be fought from this time on till frost in order to prevent its seeding.

SILO IS NECESSITY ON FARM

Practical Experience Has Shown That Silage Is Most Excellent for Beef Cow and Steer.

The first step in corn harvesting is the filling of the silo. The silo is now generally acknowledged to be a necessity on the dairy farm or even on a farm where beef and butter making receive only the average amount of attention usually given to them by the diversified farmer.

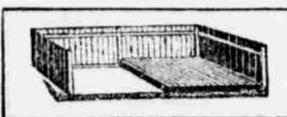
The experiment stations and practical experience have shown that silage is just as good for the beef cow and the beef steer as for the dairy cow. An acre of corn will yield more feed for cattle when properly put into a silo than any amount of ground. All of the corn crop is utilized when converted into ensilage, hence the crop is worth at least 30 per cent more to the dairy cow for the production of milk and butter than it is when fed as dry fodder and grain.

Silage is now used by thousands of dairymen and stockmen for summer feeding to tide over the season of short pastures that come nearly every year. The man with a well-filled silo for summer use need never have thin cattle, and in this way silage cheapens production materially, for it is much cheaper to keep fresh than to rebuild it after it has been lost.

SECTION-FLOORED SWINE PEN

Both Sleeping and Feeding Space Can Be Arranged With Flooring to Insure Dry Bed.

A large pen for hogs with space for both sleeping and feeding can be arranged with a floor on one-half to insure a dry bed. The size of the whole pen is 8 by 16 feet so that the floored



Section-Floored Pen.

section of the pen is 8 feet square. It is made of strong materials, usually 2 by 4-inch stuff, and rests on cleats in the bottom of the pen.

MAKING MOST OUT OF SHEEP

Animals Must Have Reasonable Care—Do Not Fail to Furnish Ample Supply of Water.

To make the most of sheep, one must give them reasonable care at least. Most of the profit lies in the success with the increase, and if they are allowed to go through the summer in a poor, scrawny condition, it will take more feed to finish them in the fall, and the ones that are kept for breeding stock will be unfit to start in the winter.

Our green pastures will help us out greatly in feeding them, and in the fall we will have our green corn and perhaps sorghum to feed, but no matter how plentiful the feed, we should not fail to supply them with clean water.

DISTRICT COURT TO CONVENE ON NOV. 28

Total of 95 Cases Listed—Looks Like Busy Term for Judge Westover—Jurymen Are Drawn

The next term of the Box Butte county district court will be convened in the court room of the Box Butte county court house in Alliance Tuesday, November 28, with Judge W. H. Westover of Rushville presiding. Jerry Scott will be the official court reporter.

The petit jury for the coming term has been drawn. It will be composed of the following: Ed Curry, Chas. Moore, W. A. Coleman, H. P. Coursey, Charles Bauer, C. A. Ross, Emory Abley, T. H. Barnes, Joseph Duhon, Albert C. Wright, George Snyder, Jr., John P. Knapp, E. M. Banks, J. M. McLenn, Ed Ozmun, Henry Merk, C. Klemke, Ray Mark, A. L. Acheson, George Young, J. W. Gaddis, E. A. Hall, W. A. Randall, and W. A. Clark.

The new court docket for the coming term will be out in a few days and will show a total of 95 cases. There are three who are asking for naturalization, being Martin Christian Hansen, Sidney Richard Fuller, and Frank Rojka.

Eight criminal cases are on the docket for attention, being the case of the state vs. Homer Kent, charged with gambling; state vs. Charles W. Nation, gambling; state vs. Charles Buel, burglary; state vs. Nellie Weston, alias Nellie Thompson; state vs. William Dilling; state vs. Rudy McFall, intoxication, an appeal; state vs. Walter Marshall, wife desertion; and state vs. Timothy Maloney, wife desertion.

Of the total of 95 cases, 83 are civil actions, 46 being new cases and 37 old ones. The civil actions are divided as follows: seven to quiet title; twenty foreclosures; ten appeals; seven guardians ask for permission to sell real estate; five are actions at law; four are ejectment proceedings; twelve ask for divorce from their better halves; two are equity cases; six ask for damages; three cases are injunction proceedings; one is a partition action; there is one breach-of-promise suit; one foreclosure of a mechanic's lien; and six appeals from the actions of the board of commissioners.

Mr. and Mrs. Everett Eldred were up from the ranch at Orlando Thursday to attend the wedding of Miss Mae Newberry and Frank Abegg. Miss Newberry was ring bearer at the marriage of Mr. and Mrs. Eldred when she was a little girl.

United States Land Office, Alliance, Nebr.
T. J. O'KEEFE, Register.
J. C. MORROW, Receiver.

The Alliance Herald is an official newspaper for the publication of land office notices. Legal notices are charged for these notices, as follows:

Final proof notice, payable in advance \$7.00
Isolated tract notice, payable in advance \$9.00

Land office application blanks for final proofs are kept at The Herald office and will be made out without extra charge. We are pleased to furnish information for Herald readers on land office matters, with the exception of legal advice. There are a number of able attorneys advertising in The Herald's columns who should be consulted on legal business pertaining to the land office. For information call at The Herald office or write.

Information Department, The Alliance Herald, Alliance, Nebraska

Notice of Final Account

In the matter of the estate of Hiram Wilson, deceased, in the County Court of Box Butte County, Nebraska.

The State of Nebraska, to all persons interested in said estate, take notice that the executor has filed a final account and report of his administration and a petition for final settlement, distribution and discharge as such, which have been set for hearing before said court on December 13th, 1916, at 10 o'clock A. M., when you may appear and contest the same.

Dated November 16, 1916.
L. A. BERRY,
County Judge.
Burton & Reddish, Attorneys.
50-41-783-7530

WANT AD DEPARTMENT

LOST—Pair of gold glasses between Central school and Nebraska Rooming House. Finder leave at Herald office and receive reward. 50-11-7822

FOR RENT

Furnished room for rent in modern residence close to downtown business district. Furnace heat and both. Phone 175.

FOR RENT—3 modern rooms over fashion shop. Call Ash 3091. 50-11-7811

ROOMS FOR RENT—132 Cheyenne Avenue, Alliance, Nebraska. 44-11-7682

FOR RENT—Two furnished rooms, 321 Big Horn. Phone Walnut 8092. 48-21-7798

WANTED

LADY COOK WANTED, without children. For ranch work. Phone 171. 50-11-7811

FOR SALE

FOR SALE—Ranch within ten miles of Alliance, 1900 acres, including some farm land suitable for alfalfa. Will sell part interest or whole ranch. A bargain and a money-maker. Address Box 7823, care Alliance Herald. 50-11-7823

FOR SALE—Heating stove in good condition. Cheap. Phone 340. Lloyd Thomas, Herald office. 50-31

MODERN nine-room house, located in choice residence district in Alliance, for sale at reasonable price. Phone 340 or inquire at Herald office. 42-11-7636

THREE good organs for sale. Practically new. Taken in exchange on pianos. For sale at bargain prices. Wiker Music House, Alliance, Nebr. 42-11-7626

FOR SALE—Five-room house, all modern, at 927 Laramie. 18-11-7794

MISCELLANEOUS

MONEY TO LOAN—On Box Butte county land and ranches in the sand hills. No delay in making the loan. We inspect our lands and furnish the money at once. J. C. McCorkle, McCorkle Building, Alliance, Nebr. 1-11-6554

RECORD FOR TRAINMEN
Railroad men can secure a very useful book at The Herald office. It is a daily time book for trainmen and engine-men. The price is reasonable. 5-11-7728

MOVE FURNITURE SAFELY
We have equipped our dray wagons and auto truck with the latest appliances for moving furniture without marring or scratching or damage. Up-to-date wagon pads will be used by us on all moving jobs. JOHN R. SNYDER, Phone 15. 37-11-5950

Money to loan on real estate. No unnecessary delay in getting loan. Apply to H. M. Bullock, Room 4, Reddish Block, Alliance.

Notice of Suit and Attachment
Marie Ash will take notice that on October 26, 1916, The Mallery Grocery Company filed its Petition in the Justice Court of T. D. Roberts, a Justice of the Peace, at Alliance, Box Butte County, Nebraska, against said defendant, the obligation and prayer of which is to recover a judgment of \$74 and costs, from money due on an account, and also an affidavit to obtain a judgment against the money and property of said defendant, said judgment has been made and said suit is now pending; the said case has been continued until December 28th, 1916, at 10 o'clock A. M. Said defendant is required to answer said petition on or before the 28th day of December, 1916, at 10 o'clock A. M., and upon failure so to do, judgment will be rendered against her and the property and money so attached, will be used to apply on said judgment. MALLERY GROCERY CO., By Burton & Reddish, Its Attorneys. 50-31-782-7529

Santa Claus

won't know where to do his shopping unless you tell him you can supply many of his needs.

Get wise, Mr. Merchant, advertise in this paper NOW and tell him of your stock of goods.

Consign Your Shipments to the Blain Horse & Mule Commission Co.

Grand Island, Nebraska

Our Motto: "Service and a Square Deal"

Auction Every Tuesday and Wednesday. Private Sales, Daily

For Information write or wire us