

THE ALLIANCE HERALD

LLOYD C. THOMAS, Business Manager

GEORGE EDICK, City Editor

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Lloyd C. Thomas, President

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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.



SOUR GRAPES FROM OUR FRIEND, "B. S."

The honorable B. S. Sallows, would-be political ruler of Box Butte county, and from whose pen at times flows the rankest kind of buncombe, and who frequently endeavors to delude the business men of Alliance and the readers of his paper, the Semi-Weekly Times, is now evidently suffering from an attack of brain fever caused by sour grapes or perhaps the nanny has been making attempts to break away and run off to the News office.

The Times of Friday, January 5th, contained the following:

"P. T. Barnum once said that folks like to be buncoed. The Herald must have accepted the showman's theory of life for they have recently issued a letter to their advertisers stating that the Herald has a larger circulation in Alliance and its territory than any two papers in the county. Not so fast, Uncle—The Times called your bluff on this score once and it can do it again. Your 3,000 and 5,000 circulation is a myth and you know it. Your press counter says 2,000 and half of these go to South Omaha, Kansas City, Denver, Sioux City, St. Joe and Volunteer Firemen of the state. That's not circulation; that's what Uncle Sam called the Herald for, sending out in excess of 2,400 pounds of samples more than ten per cent you are allowed to send on the basis of your circulation. Charge 25c an inch for advertising, if you are so inclined, but don't try to make it possible at the expense of the other papers when you can't show one-half as many paid-in-advance subscribers as the Times and paid-in-advance are the only ones accepted by judicious advertisers.

The following circulation affidavit may be of interest to the gentleman:

Affidavit of Circulation

State of Nebraska, }
Box Butte County, } ss.

Lloyd C. Thomas of Alliance, Nebraska, being first duly sworn upon his oath deposes and says that he is President of The Herald Publishing Company of Alliance, Nebraska, and Business Manager of The Alliance Herald; that during the year 1916 there were printed and circulated a total of not less than 159,400 copies of The Alliance Herald, an average of 3,065 and 5-13th copies per issue for the 52 regular issues published during said year.

LLOYD C. THOMAS

Subscribed in my presence and sworn to before me this 8th day of January, 1916.

ROBERT O. REDDISH,
Notary Public.

[SEAL]

During the year 1916 there were printed and circulated a total of 159,400 copies of The Alliance Herald, an average of 3,065 and 5-13th copies per issue. This does not include a special edition of 5,000 copies in March or an extra edition gotten out the July before telling about a fake wrestling match engineered by a prominent Alliance man.

The issues for 1916 contained a total of 868 pages, an average of 16 and 9-13 pages per issue. The Herald does not have to run its page of legal notices twice a week (and get paid only for one time) but it is packed full every issue of good, well written local and general news. The fact that its circulation is constantly on the increase is testimony to us that we please our readers.

Each issue of The Herald goes to every volunteer fire department in the state which belongs to the state association that takes 131 copies, paid in advance by the state association. If this circulation and the prestige given The Herald by being the official organ for the state association is not good for the paper and the town why did the gentleman at The Times office make such a strenuous effort to get The Herald knocked out as official state paper at the annual convention in Crawford last January? And in which he failed by a vote of over four hundred to three.

Once each month The Herald is mailed to live stock commission firms of Denver, St. Joseph, Kansas City, Sioux City and South Omaha. This takes 178 copies once per month.

On October 21, 1915, the subscription list of the Journal at Hemingford, in Box Butte county, was taken over by The Herald Publishing Company and added to the list of The Alliance Herald, giving The Herald 500 additional subscribers in Box Butte county, practically all of whom still continue to take this paper. During the summer of 1916, when The Times refused the railroad men of Alliance a fair deal by not publishing their side of the eight hour day controversy, subscribers came in bunches and droves to The Herald office and subscribed for this paper in order to learn the men's side of the question. Since the gentleman at The Times office endeavored to blacken the reputation of good, reputable citizens during the recently closed political campaign he has been rebuked by dozens who have transferred their subscriptions to this paper. All of these have come to The Herald without solicitation on our part. It was indeed a rebuke to the gentleman when the voters of the county elected by large majorities the men whom he plastered with mud.

The Alliance Herald is known over the state as "the leading country newspaper of Nebraska." It has won and will hold this reputation by the same straightforward, honest, unsensational course pursued during the past eight years. It indeed feels grateful to the advertisers who support it by their business and who refuse to be intimidated or bluffed by the methods used by the belligerent and windy, mud-slinging gentleman up the street. Undoubtedly a feeling of nervousness has seized him when he realizes that one of his chief sources of income—whisky and saloon advertising, which The Herald has always refused under its present management, will cease on May 1st and he will be compelled to fill his yawning columns with something else.

The Herald never invites a newspaper fight but it never will allow itself to be intimidated by the gentleman who now endeavors to do so. We would suggest that he devote more of his time to joining in the campaign which The Herald has started for greater publicity for western Nebraska—not sensational, undesirable publicity, but the publicity which we need to bring in more citizens for our towns and more farmers for our lands. And then, perhaps, Mr. S., your circulation will grow so that you will not have to wonder

TELL THE WORLD ABOUT IT.

A summary of estimates of crop production and prices for the State of Nebraska and for the United States, compiled by the Bureau of Crop Estimates (and transmitted through the Weather Bureau) United States Department of Agriculture shows that in the year just passed, the year of 1916, a total of 105,000 acres were planted to potatoes in Nebraska as compared to 110,000 acres planted in 1915. The production in 1916 was 7,665,000 bushels as compared with 11,550,000 bushels in 1915. Potatoes were worth on December 1, 1916, according to the Government Crop Report from which the figures in this article are taken, \$1.50 a bushel. At these figures the 1916 Nebraska potato crop was worth a grand total of \$11,497,500.

Considering that Box Butte county this year produced in the neighborhood of 800,000 bushels of potatoes and figuring their value at the valuation placed on them on December 1, 1916, by the United States Bureau of Crop Estimates, Box Butte County—the banner potato county of Nebraska—produced potatoes in 1916 to the value of one million two hundred thousand dollars (\$1,200,000.00) or almost one and a half million dollars worth of tubers. When the fact is comprehended that growers are more than paying for their land in Box Butte county with one year's crop of potatoes, the fact that Box Butte county produced almost a million and a half dollars worth of potatoes this year is more easily comprehended.

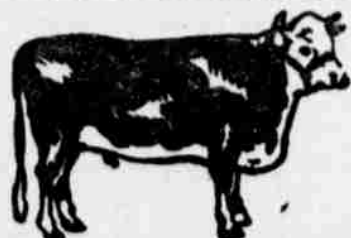
The government estimates the total potato crop in the United States for 1916 to have been 285,437,000 bushels as compared to 350,721,000 bushels in 1915.

The best potato land in the United States can be purchased here in Box Butte county for from \$20 to \$35 an acre and on easy payments. Recently an Alliance man made the statement that he had lived here thirty years and has never yet seen the time that an acre of potatoes would not buy an acre of the best corn raised on the highest priced land in eastern Nebraska, Iowa, Illinois, Indiana or any other high priced land states. He also made the statement, which is an accepted fact, that potatoes can be raised here with less labor and less expense than corn can be raised in the "corn belt."

It requires four or five and never more than six bushels of potatoes to seed an acre. According to Bulletin No. 216 of the Nebraska State Board of Agriculture issued on November, 25, 1916, potatoes in Box Butte county averaged 123.7 bushels to the acre. At a price of \$1.50 a bushel, an acre of potatoes is worth \$185.55. But let's be conservative, let's get the price way down low, say at 80c a bushel—you know growers sold potatoes here, and an abundance of them, at \$1.25 and \$1.35 a bushel—and potatoes are worth \$98.96 an acre. We have figured the selling price at 80c a bushel and you have your seed already, but just for argument let's say your seed costs you \$1.50 a bushel, the top price and say it takes six bushels to seed an acre, that is \$9.00 an acre which subtracted from \$98.96 leaves you \$89.96. Let's be liberal and say the seed costs \$9.00 an acre, the digging and picking \$5.00 an acre, and the other labor \$11 an acre, a total of \$25.00 cost to raise and dig an acre of potatoes. Subtract this total cost from your \$89.96 and you still have \$73.96 left for yourself from an acre of potatoes raised on land that cost you from \$15 to \$35 dollars. Consider also that these estimates are conservative—practically every grower made much more because seed was cheaper and the price was easily an average of \$1.25 per bushel.

How can any farmer honestly afford to stay away from Box Butte county when the opportunities are here in such abundance. Potatoes are but one crop. If your friends back east, who have told us that we couldn't raise beans out here, only knew the opportunity that awaits them here. Why, we can raise 35 bushels of beans to an acre and sell them for ten cents a pound—Sixty pounds to the bushel means 2,100 to the acre and this at ten cents a pound makes you \$210 an acre from beans. Box Butte has the best alfalfa seed land, returning big yields and best quality seed. The Herald has no land to sell, but it has the interest of Box Butte county and the great panhandle of Nebraska at heart. Our suggestion to you, dear reader, is just that you "tell" the folks back home. If western Nebraska is to be settled rapidly it must be through the work of the people already here. We can't depend on the railroads to do this for us—they are busy selling land further west, where the ear fare is greater and they have more in it for themselves.

You don't have to be a hot air merchant—just "tell" the truth. Western Nebraska has the goods and all that is necessary is to "tell" the world about it.



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GUIDED BY BEACONS

WANT CONSTRUCTIVE LEGISLATION PASSED

LIVES OF TRAVELERS SAVED BY "LAND LIGHTHOUSES."

Safety Signals on Desolate English Waters Were a Necessity in Times Gone By—Many of Them Still in Existence.

Of all the remarkable lighthouses in existence, and there are many of them, what is described as "the only land lighthouse" is the most extraordinary. This is the lofty tower, 100 feet high, on the lonely levels of Lincoln Heath, five miles from Lincoln, in the parish of Dunston. It is known as "Dunston Pillar," says a writer in London Answers.

When the strange building first came into being in 1751 Lincoln heath was easily the most dangerous waste place in England. About twenty miles square, it had then no made roads, no signposts and no inclosing hedges.

Travelers found it a risky place to venture in, especially in the short days of winter.

The registers of Linsingham church, on the outskirts of the vast solitude, contain accounts of the burials of many unfortunate travelers who lost their way here and perished in snowstorms and tempests.

So notorious were those dangers that at Potter Hanworth and at Blankney, in this region, there are pieces of land bequeathed as thank-offerings by strayed wayfarers whose lives had been saved by hearing the church bells chime, so that their steps were guided to shelter. The revenues from these lands were intended to secure the continuance of those nightly ringings, so that no others should run such risks.

It was Francis Dashwood, Lord le Despenser, who built Dunston Pillar. It served as a signpost by day and as a beacon by night, being at that time surmounted by a lantern, which was brilliantly illuminated.

But, after some fifty-nine years, a good road was at last made across these wilds and the lantern was no longer considered necessary. So in place of it a colossal stone statue of George III. was placed there in 1810, the year of his jubilee. And there it stands today.

Besides Dunston Pillar, there are many more beacons that were intended to keep the old-time travelers in the right path. We have one in the neighborhood of London. This is the old iron firepot, or cresset, on the angle turret of Monken Hadley church, near Barnet, placed there originally hundreds of years ago for the express purpose of guiding travelers who might be coming after nightfall through the lonely and deeply wooded districts of Enfield Chase. The iron pot has, of course, been often renewed.

A similar firepot stands on the tower of Gillingham church, near Chatham, overlooking the River Medway.

A much more elaborate affair, which was as much a "land lighthouse" as Dunston Pillar, is the lantern which still stands on the tower of Great Weldon church, in the Rockingham Forest district of Northamptonshire. It was lighted every night for the express purpose of guiding benighted travelers to safety through the entangled forest brakes.

Of course, many of our lighthouses serving our mariners along our coasts are actually built on land, notably the famous North Foreland and the Lizard lights.

Among the most curious of these is Dungeness lighthouse, standing on the desolate wastes of shingle on the Kentish coast.

It was about 1615 when the first lighthouse was built there by a private speculator, who disposed of his interest to one William Lamplough, clerk to the king's kitchen.

To Stimulate Reading. Five books, fiction or nonfiction, may henceforth be drawn on one card issued to an adult reader from the Chicago public library. This is to include all sorts of books, except the newest fiction, which is issued as before, only for a seven-day period, nonrenewable.

"We do not expect, however, that there will be a noticeable increase in the number of books taken out according to this privilege," said Carl E. Roden, assistant librarian. "We are doing this merely as an incentive to the public to read more. The power of suggestion is more effective than anything else in making the public read. For instance, one of the popular column conductors of a city newspaper will merely mention a certain book, and our librarians are swamped with requests for that book, no matter how abstruse or lengthy it is. No other book on the same subject will do."—Chicago News.

Start of Phrenology.

The first announcement made by Franz Joseph Gall regarding his system of phrenology was in an address delivered before his medical colleagues in Vienna just a century and a quarter ago. Gall was a native of Baden, but settled in Vienna in 1781 and began the practice of medicine in the Austrian capital. From his boyhood he had been interested in studying the errandisms of his companions, and many observations and much study convinced him that the talents and dispositions of men may be inferred with perfect exactitude and precision from the external appearance of the skull. This theory he elaborated in many lectures.

State Ass'n of Commercial Clubs in Active Campaign—Guthrie on Board of Directors

The Nebraska State Association of Commercial Clubs with which association the Alliance Commercial Club is affiliated, is now actively engaged in advancing the constructive legislative platform developed by the commercial and community associations of the state. John W. Guthrie of Alliance represents the Sixth district of Nebraska on the board of directors of the state association and has been active in the work believing, with other officers, directors and members, that the time is ripe now for constructive legislation, that the time is now opportune and propitious for the inauguration of broad and constructive policies for the upbuilding of the state.

The Nebraska State Association of Commercial Clubs, which is the state organization of all Nebraska commercial bodies, has addressed letters to all members of the Nebraska senate and house of representatives advising them of the memorial adopted at the fourteenth annual meeting of the association which was held at Omaha on May 24 and 25, 1916. Six resolutions were adopted and these are contained in the letter stating that the association approves activity in the matter of securing favorable legislation along the lines named, which are:

First—We favor amending the present Highway Law, making the present board of irrigation, highways and drainage the controlling body for highway improvement, with the advisory board as now organized under the constitution and such other amendments to this present law as will enable our state to construct or assist in the construction of state highways and to co-operate with the United States government in the construction of national highways.

Second—An appropriation of \$50,000 to the Nebraska Conservation and Public Welfare Commission to enable this commission to carry on its work of research in the development of the resources of the state and in the compiling and disseminating of the data and information secured.

Third—Sufficient funds appropriated to enable us to properly defend Nebraska's water rights and for purpose of protecting the irrigation section of our state.

Fourth—The enactment of a state forestation law, permitting the state, county or town to acquire waste lands for forestation purposes. No appropriation required.

Fifth—The repeal of the state occupation tax as applied to corporations engaged in manufacture.

Sixth—Legislation is urged along such lines as will hasten the development of the water power resources of our state.

TO HOLD BIG MATCH

Alliance Gun Club Plans Tournament to Be Held Here June 10—Scores Made Sunday

The Alliance Gun Club, affiliated with the A. A. T. A., will hold a registered meet here on June 10. Application has already been made to the interstate association for permission to hold the meeting which will be open to the world. It is expected there will be a half dozen or more expert shooters here for the occasion. A new rifle and revolver club has also been organized here, the organization having been completed Sunday. This organization is independent of the Alliance Gun Club and is affiliated with the United States Revolver Club. The officers of the new club are: president, D. E. W. Jones; secretary-treasurer and governor of matches, D. R. Stansbury.

The following scores were made Sunday afternoon at the club grounds: 10 targets—Jones, 89; Stansbury, 89; Mendenhall, 89; Capt. Hardy, 98; Reddish, 88. 50 targets—Shane, 48; Laing, 46; Wendelboe, 44; B. Foss, 41.

Frenzied Finance.

Two American citizens of African descent were discussing the other day the state of their finances. One of them proudly proclaimed himself to be the possessor of nearly \$40 in hard cash. "Dat ain't nothin' at all, nigger," retorted the other. "Reckon I had nigh on to 'undred dollars in the bank one time, but the doggone interest done eat it all up."—The Lamb.

Credit Given to Galileo.

Perhaps the first real step in the development of clock regulation is due to Galileo, who discovered the isochronism of uniformity of the pendulum, using it, however, only for the invention of a little instrument for enabling doctors to count their patients' pulse beats—the precursor of the stethoscope. To his son was left the work of applying the pendulum to the clock.

Wanted a "Foot."

My nephew, George, aged four, a Sunday evening meal, wanted a sandwich. Not being able to say it, he said: "Mother give me two pieces o' bread and a foot (meaning chicken