

Newbern's

Established 1888

Incorporated 1916



Manufacturers of
**High Grade Saddles, Harness
and All Kinds of Saddlery**

Jobbers of

**Horse Blankets, Lap Robes, Fly Nets, Saddlery, Hardware, Sweat
Pads, Whips, and Everything in the Saddlery Line.**

Mail Orders Receive Prompt Attention

Alliance, Nebraska

THE WAR VALUE OF ADVERTISING SPACE

(Continued from page 3)
advertising" is more nearly true to-
day than at any time in history.

Red Cross headquarters at Wash-
ington, recognizing the great work
done in Chicago, and realizing that
Chicago has been awakened to the
value and purposes of the Red Cross,
has arranged to have Ex-president
Wm. Howard Taft open the \$100,-
000,000 Red Cross Financial Cam-
paign in Chicago Tuesday night of
this week at the auditorium.

The plan for this campaign, except
the newspaper advertising, was ex-
actly as presented by the National
Advisory Board to Secretary of the
Treasury Wm. G. McAdoo to sell Lib-
erty Bonds. When President H. S.
Houston's attention was called to
the "Chicago Plan" for Red Cross
newspaper advertising, he at once
authorized the Associated Advertis-
ing Clubs to promote campaigns
modeled after the Chicago plan in all
of the big cities of this country to
help the sale of Liberty bonds.

Chicago, New York, Des Moines,
Joplin, Mo., Marshalltown, Ia., and
many other cities are now using this
"Chicago plan" to advertise Liberty
bonds.

The Chicago Red Cross newspa-
per campaign is the official display
at the advertising convention of
what Chicago advertising men have
done for their country during war
times—an exhibit well worth seeing
as the pages themselves tell a story
that could not be told in words, of a
plan well managed, copy well writ-
ten, and a co-operative spirit that
spells success whenever Chicago busi-
ness men say, "I will."

Marquis Eaton pays the following
tribute to the Red Cross campaign
in a letter addressed to me as presi-
dent of the Western Advertising
Agents association, under date of
June 1, 1917: "I have already writ-
ten you expressing personally and of-
ficially my deep appreciation of your
services to the American Red Cross.
You will recall that I was staggered
at the magnitude of your advertis-
ing campaign and only my abundant
confidence in your ability and gener-
alship saved me from serious mis-
givings in the matter. The results
certainly justified your vision as to
the importance of this outstanding
feature. I hear constantly from
those who had their interest in the
Red Cross aroused and stimulated
by the newspaper advertising which
you developed. It was a wonderful
thing to place before this community
thirty-five full pages in English and
seven full pages in foreign languages
of educational matter bearing upon
the work of the Red Cross and the
importance of its service to human-
ity. There is nothing which the
country so greatly needs as to be in-
formed with respect to America's
part in the great war. Not only was
your advertising matter helpful in
this direction but our people were
informed in an impressive way with
respect to the agency of the Red
Cross in disaster relief and other im-

portant phases of its work. Thanking
you again for the great personal sac-
rifices which you have made on our
behalf, I am, sincerely yours, Mar-
quis Eaton, chairman."

The lesson taught by this Red
Cross campaign is the great lesson
proven so conclusively at this con-
vention, and that is this:

Advertising really reduced the cost
of distribution when done in a dom-
inant way.

Suppose the Western Advertising
Agents association had tried to use
quarter pages instead of pages. The
results would have been less in pro-
portion and it would have taken
three times as long and would have
cost twice as much to secure 300,-
000 members.

We were told by Washington Red
Cross officials that the minimum
cost for securing memberships was
15 cents each per dollar member. On
this basis we would have been per-
fectly safe in spending \$45,000 to
secure 300,000 members.

We actually spent less than \$15,-
000 and the Red Cross could well
have afforded to spend \$25,000
themselves to secure the results ob-
tained. The campaign in New York
cost 20 cents per member.

There is a movement on foot now,
headed by Jos. H. DeFrees of the
National Council of Defense (Mr.
DeFrees is a law partner of Marquis
Eaton, chairman of the Chicago
chapter of the Red Cross), to have
the government create an advertis-
ing fund to educate the people as to
their responsibilities in this war—in
other words, sell them the war and
our duty to our country at this time.

Advertising can be depended upon
to do this in a bigger, better and
broader way than any other, and, as
proved by the Chicago Red Cross
campaign, at less cost than any other
method. We, as advertising men
and as advertisers, owe it to Presi-
dent Wilson and to our country to
do our very utmost to prove to them
that advertising is an investment and
is not an expense.

When our senators and congress-
men and officials in Washington feel
that way about advertising, then
there will be no trouble about secur-
ing an advertising appropriation
from the government.

The government will then have an
advertising manager, or, I would
say, a cabinet officer, with the title
of Secretary of Advertising. What
could men like Herbert S. Houston,
O. C. Harn, E. E. Critchfield, Collin
Armstrong, W. C. D'Arcy, Harry W.
Ford, E. C. Tibbitts, Phil Lennan, M.
W. Cresap do in a position like that
for this country—just at this
time!

The time is coming, and coming
soon, when one of these men will be
called to Washington to serve his
country, just as Paul E. Derrick, for-
merly an advertising agent in Chic-
ago, is now doing splendid work for
England, and J. Kennedy Jones is
now being favorably mentioned for
the post of Director of Advertising
for Great Britain.

What part will advertising play in
the war?

There are many answers to this
question. A study of advertising
conditions in England during the
past three years proves that even in
the throes of the mightiest war in
all history, which would seem to
command all her energies, she is
forging ahead in her vast business
enterprises.

She has discovered, and has used
with wonderful efficiency, a new
fighting weapon—advertising.

A wounded soldier, from the
trenches in France, recently visited
the Chicago Athletic Club. When
asked "What about the boys in
France, will they hold out? Will
they win the war?" his answer was:
"Don't worry about the boys at the
front—they will surely do their part
to win. Keep the folks at home in
a winning frame of mind. Have them
send us proper supplies, guns, muni-
tions, aeroplanes, food and clothing,
and the boys at the front will surely
win for the Allies."

Through advertising the people of
England have been educated to do
their bit.

Full pages in newspapers, week-
lies and magazines have been used
first to raise an army, second to sell
eight million people Victory bonds,
third to teach prohibition, fourth,
the Red Cross! These tremendous-
ly successful advertising campaigns
have afforded the nation a wonderful
object lesson as to the power of ad-
vertising to accomplish definite re-
sults—on a huge scale.

The results have been phenom-
enal. A review of the year 1916 would
yield cause for congratulation to ad-
vertising and to the advertising men
of England.

Advertising endured the severe
strains it had been subjected to in a
most admirable manner. It has
shown itself to perform a function in
modern trading of absolutely pri-
mary importance.

There were those in the earlier
days of the war who were inclined
to look upon their advertising as a
species of luxury that offered the
most favorable opportunities for re-
trenchment.

They are not much in evidence
now!

Most of them learned in a very
practical manner, and not without
pain, that commercial business can
no more be conducted without adver-
tising than an engine can be run
without steam. An editorial in a re-
cent issue of the Advertising World
of London has the following to say:

"There will be an enormous
amount of business to be done in
home and over-sea markets during
the years immediately following the
cessation of hostilities, but the com-
petition of it will be keener than any
of which the commercial world has
yet knowledge.

This is being more and more re-
cognized in this country—fortuna-
tely for the future of our trade—and
everywhere efforts are being made to
key the machinery of distribution,
and what is still more necessary, the
machinery of distribution, salesman-
ship and advertising, up to a hither-

to undreamt of level of efficiency.

Quite apart from, and in addition
to, the splendid advertising activi-
ties, this preparation work is giving
all those connected with advertising
rapidly increasing employment for
all their energies and abilities. There
is no time to lose, for it is more than
possible that the war will end as sud-
denly as it began; and to be found
unprepared for peace may cost us
more in the long run even than we
have had to pay for being unprepared
for war."

It is highly important that Ameri-
can business and commercial inter-
ests press with vigor—now—the un-
paralleled opportunities for dominat-
ing the home market, as well as the
world's markets, which the war has
placed within our grasp.

"Full speed ahead!" should be the
slogan of the alert manufacturers and
merchants of the United States.
The coming year, and the years to
follow, war or no war, will be the
most prosperous in our history, and
we as advertising men can help make
them so.

With our net income of twenty-
five billion dollars a year and a total
wealth of 225 billion dollars, why
should anyone hesitate to go ahead
with business in the regular way?

Then think of it. Ten billion dol-
lars more will be spent in this coun-
try this year by the Allies. Business
today is better in Canada than in any
year during the past ten. So it will
be here when the Liberty Loan has
been over-subscribed—and our taxes
have been fixed and business adjust-
ed accordingly.

We need more optimists in this
country just now—who can look
ahead thirty or sixty days and tell
the people here and now they have
nothing to fear.

For if you and I let our buying
money remain idle, if we virtually
hoard it instead of spending it, the
retailers will buy less from the man-
ufacturers, the manufacturers will
buy less from the producers of raw
material, and the result will be a de-
pression without any real sane cause.

Prosperity in this country will win
the war. If we interfere with that
prosperity by foolish economy we not
only will hurt ourselves, but we will
hurt our chances to do the big
things necessary for us to do in this
war.

We must wisely spend our money
or we won't have money to spend.
We should all of us decide now to
spend the money we can afford to
spend and hold up our end in pro-
moting dollar patriotism, which is
as essential to our victory as enlist-
ing to fight!

The National Advertising Advisory
Board has co-operated in many un-
usual ways to help Secretary of the
Treasury Wm. G. McAdoo to market
Liberty Bonds. Mr. McAdoo him-
self did his utmost to secure an ap-
propriation of several million dollars
to float the Liberty Loan. Congress,
however, did not make provision for
advertising in the bill that was pas-
sed to promote the sale of Liberty
Bonds.

O. C. Harn, chairman of the plan
and scope department of the Nation-
al Advertising Board, has already told
you how through the efforts of mem-
bers of our board and their friends
that hundreds of thousands of dol-
lars worth of advertising was secur-
ed for the government.

The greatest advertising lesson
that will come out of the war will be
that advertising, properly handled, is
a profitable investment and not a
"necessary evil." When peace comes
we will see advertising at last on a
firm, unshakable, business founda-
tion.

LEGAL NOTICE

IN BOX BUTTE COUNTY COURT,
NEBRASKA.
IN THE MATTER OF THE ESTATE
OF EMOGENE F. WILSON, DE-
CEASED.

To all persons interested in said es-
tate, both creditors and heirs:
Take notice: That on the 12th day

of June, A. D. 1917, Eva F. Vande-
walker filed her petition in writing
with said county court praying a de-
termination of the time of death of
said deceased; names of her heirs,
degree of kinship and right of suc-
cession to her real estate.

That said Emogene F. Wilson died
April 16, 1908, and at the time of
her death was a resident of Box
Butte County, Nebraska, and was
seized of the following described
real estate, to-wit: An undivided one-
half interest in the northwest quar-
ter of Section Twenty-one (21),
Township Twenty-seven (27), north-
range forty-seven (47) west of the
6th Principal Meridian, in Nebraska,
and that said Eva F. Vandewalker is
the sole owner of said real estate,
and said petition will be heard at
the County Court room in said coun-
ty on the 24th day of July, A. D.
1917, at 1 o'clock p. m.

IT IS FURTHER ORDERED that
notice of said hearing be given to all
persons interested in said estate by
publication of this order in the Al-
liance Herald, of Alliance, Nebraska,
for three successive weeks prior
thereto.

Dated this 12th day of June, A. D.
1917.

IRA E. TASH,
County Judge.
(SEAL)
28-41-8391-833

SHERIFF'S SALE NOTICE

Notice is hereby given that by vir-
tue of an order of sale to me direct-
ed by T. D. Roberts, justice of the
peace within and for Box Butte coun-
ty, Nebraska, in an action wherein
Mallery Grocery Company is plain-
tiff and Marie Ash is defendant; I
will on June 25, 1917, at 2 P. M., at
the northwest corner of the intersec-
tion of Box Butte avenue and Second
street, Alliance, Nebraska, sell at
public auction the following describ-
ed goods:

Bed, springs, mattress, dresser, oil
heater, sewing machine, rocker, car-
pet sweeper, basket and carpet.

Dated June 11, 1917.

C. M. COX, Sheriff.
Burton & Reddish, Attorneys.
28-21-8335-834

2,000 ARE ENROLLED TO TEACH CANNING

About 2,000 Nebraska folks have
enrolled in canning schools to be
conducted by the Agricultural Ex-
tension Service of the University of
Nebraska in 32 towns and cities of
the state during the month of June.
Every person enrolled has pledged
himself to teach others how to can.

However, the these volunteers will
be utilized to teach canning locally
this summer, the university will con-
tinue canning instruction thruout the
season. Beginning the first of July,
canning demonstrators from the Uni-
versity will be sent out on "runs" over
all parts of the state, each expert
being routed to give demonstrations
at a series of points. Towns may
send requests for such demonstra-
tions to the Extension Service, Uni-
versity Farm, Lincoln, before June
22. Applications should specify the
number of days demonstrations are
desired and the probable number of
persons to be reached.

BUTTERLESS 1-EGG MUFFINS

Owing to the present high prices
of eggs and butter, the housewife
will welcome the following recipe for
butterless 1-egg muffins, supplied by
the home economics extension ser-
vice of the state agricultural college:

- 2 cups flour;
 - 1 teaspoon salt;
 - 4 teaspoons baking powder;
 - 2 tablespoons sugar;
 - 1 egg;
 - ½ cup milk.
- Sift together flour, salt and baking
powder. Beat up egg with sugar un-
til very light and creamy. Add milk
and pour into the flour mixture.
Bake in well-greased muffin tins.

Michael Nolan and Orville Daven-
port, the two Alliance boys who re-
cently went to St. Louis to apply for
admission into the navy for service
in the "mosquito fleet", have return-
ed after being successful in their
mission. They are awaiting orders to
join the navy and take up active
training.

DRYING FRUITS AND VEGETABLES

A new process of drying fruits and
vegetables by making use of home-
made wire screen trays and an elec-
tric fan, recently worked out by the
United States Department of Agricul-
ture Fruit and Vegetable Utiliza-
tion Laboratory, is described in Em-
ergency Bulletin No. 13, "Drying
Fruits and Vegetables," just issued
by the Agricultural Extension Ser-
vice.

This scheme of preserving fruits
and vegetables for winter use is ex-
tremely simple. The apparatus con-
sists of 6 or 8 trays 3 feet long, 18
inches wide, and 2 inches deep, each
tray being fitted with a pearl wire
window screen bottom. An electric
fan is placed at the end of a stack of
trays in which sliced vegetables have
been placed. The stream of air frus-
tens drying. Practically all fruits
and vegetables may be preserved this
way.

Complete information as to mak-
ing of apparatus, preparation of veg-
etables, storage of dried products,
cost of operation, etc., are contained
in the new bulletin. It will be sent
free upon application to the Exten-
sion Service, University Farm, Lin-
coln.

Stomach Troubles and Constipation

"I will cheerfully say that Cham-
berlain's Tablets are the most satis-
factory remedy for stomach troubles
and constipation that I have sold in
thirty-four years' drug store service,"
writes S. H. Murphy, druggist, Wells-
burg, N. Y. Obtainable everywhere.
Adv.-June

KEEP THE CALVES GROWING

There is little profit in keeping or
feeding animals that have been
stunted in the growing period, says
the University dairy husbandry de-
partment. Dairy calves should be
kept in thrifty condition from birth,
for an early check in growth is rarely
overcome later. Probably the most
prevalent cause of stunting is
common scours. This disease can
be successfully combated if reason-
able precautions are taken. It is
brought on by use of dirty pails, over-
feeding, feeding milk that is partly
spoiled or sweet at about blood
temperature. The feed pails should
be washed clean of milk for the first
100 pounds of body weight, 5 pounds
for the second 100 pounds, and 2½
pounds for the third 100 pounds.

A special train carrying Vice Pres-
ident H. E. Byram and other Bur-
lington officials stopped at Alliance
at 2:20 o'clock Thursday afternoon.
The officials were on an inspection
tour of the Wyoming district.

Jack True of the Rumer Motor
Company has returned from a busi-
ness trip to Wyoming points. Jack
reports business good and the sales
of several automobiles while away.

AN ECONOMIC WARDROBE

That the housewife who plans her
wardrobe with some consideration
for economy is placing herself in line
with the nation's needs is pointed out
in Emergency Bulletin No. 9, "The
Planning of an Economical Ward-
robe," recently prepared by home
economics specialists in the College
of Agriculture. This bulletin con-
tains a large number of suggestions
relating to the task of reducing the
cost of wardrobes. It will be sent
free upon request to the Extension
Service, University Farm, Lincoln,
Nebr.

The FISK Smile

—the smile of tire satisfaction.
This man has found a manu-
facturer he likes to do business
with, who fulfills all his ideas
of what a concern should be
in its policy and methods.
The company that makes

FISK TIRES

stands back of every Fisk
dealer to see that every user
gets his full money's worth in
mileage and tire satisfaction.



Fisk Tires For Sale By
KEELER-COURSEY CO.

112-114 East 3rd Street Phone 19.

ALLIANCE, NEBR.