

BALD & RUST LAND CO.---Successors to Thomas-Bald Investment Co.

Comment--and Discomment

Let us rejoice and be exceedingly glad—nay, tickled to death. One of the worst offenders in the world has reformed. No, dear readers, little Boilerplate Bennie has not quit back-biting—it's better news than that from the standpoint of this particular publisher. Bennie succeeds—in advertising The Herald, although he's not on our payroll, and he has earned our eternal gratitude. He has helped bring a real newspaper into many homes where once The Semi-Weekly Scrapbook held sway. Long may he bluster and loudly may he roar. We need the advertising.

We are referring to the decision of a large publicity bureau to stop attempts to sponge free advertising. It would surprise a good many of our readers if they had any idea of the immense sums that are spent each month to secure space in newspapers without paying coin of the realm for it. Literally dozens of letters arrive each week—some marked "Personal," others labeled "Important," and many "News Matter—Rush." And all of them sing the same sweet song. They tell of their pet project and attempt to prove conclusively that their pet scheme is the most important thing in the world.

Some of these space moochers go farther than merely sending us mimeographed news letters. They have plates made of their junk, so the publisher won't have to set it up. Then, some day when news is scarce, the makeup man may grab it and put it in the columns. These people pay the men and women who write this slush good salaries. They pay the man who makes the plates his legitimate profit. They pay the express company real money to have it brought to the printer—but they try to tell the printer that he ought to publish it without charge. And lots of them get away with it.

The first bureau of this sort to publicly reform is the recruiting publicity bureau of the United States army, with headquarters at New York City. For months we have been getting from two to five letters a week from these people—short ones, thank heaven—containing a brief writeup. To be fair, their stuff was better than some, but at that nine-tenths of it was without a gleam of interest. We have not found a single line of it worthy of a place in The Herald. We're more particular about what we set before our readers than some folks.

Ten days ago, this bureau sent out a questionnaire. We came nearly throwing it into the wastebasket, as usual, but inasmuch as it was sealed, we had curiosity enough to open it. It jarred us, this questionnaire, because of the way it was worded. It asked questions that we had often asked ourselves, and, hoping that some interesting figures would be compiled, we filled her out and sent her in. Today the answer arrived, and it is even more startling.

The envelope had a broad band of red across the front, with the bromidic words "Real News" engraved in block letters. And it was real news. Read these words, reader, and weep as we wept—for sheer joy:

MEMORANDUM: For All Editors.
Subject: Our Questionnaire, 2-21-20.
Reference: Your Answer.

1. For a very good reason, this is

sent along as real news although not for publication.

2. Thanks for your prompt response and your interest. Replies to our questionnaire show an almost unanimous verdict that the paper waste is appalling. Based on slightly less than a thousand replies from papers ranging in circulation from the 350,000 city daily to the 800 a week fellow in the rural districts, the composite answer is:

How much free publicity are you receiving in the daily mails—all sources? Boxes, barrels, carloads.

How much of it are you using? One-half of 1 per cent by volume.

How much of it is put up in newspaper shape so as to require no editing or re-writing? Two and seventy-five hundredths per cent by weight.

How much of it has news value? Now and then we find a raisin in it.

Remarks (if any). There should be another Volstead act for the suppression of near and unpaid publicity. G-r-r-r! * ! † * ! Likewise d—n. Waste is criminal. Some of the most palpable offenders are movies, presidential candidates, financial institutions, relief organizations paying high salaries to supposed space grafters. Hearty congratulations on your good sense in cutting out some of it.

3. And so, with these few remarks, and after turning in our dark lantern, our gum goloshes, our false face and our skeleton keys, we renounce membership in the Space Grabbers' Union and will endeavor to lead an honest, straightforward life hereafter.

4. But listen. Now and then, not often mind you, when you get in the mails a colored envelope such as encloses this memorandum, open it up, for it will contain some 100 proof stuff that was smuggled in through the vast sea of useless words. It'll be that kind of we won't send it out.

J. T. CONRAD,

Chief, Recruiting Publicity.

There is, of course, a little rift within the lute. You noticed, just as we did, that the writer said that "once in a while" he'd send some "real news" to us. We believe he means it—we want to believe, as the sinner said—but we've been gold-bricked so often.

And now, if the Y. M. C. A., the U. S. Navy, the Interchurch World Movement, the Non-Partisan League, the United States Grain Corporation, the Pershing-for-President gang, the tire manufacturers, the Institute of American Meat Packers, the University of Nebraska, the Livestock Commission men and a couple of hundred other societies will only quit sending us columns of drivel, we could stand the effort of throwing the rest of them in the waste basket without endangering our eternal salvation.

Get us right—we don't object to printing free publicity dope that has a gleam of interest in it for our readers, or that has news value. If it possesses these two essentials, we don't mind rewriting it to make the words track rightly. We're glad to accept news items of local value, and we welcome, now and then, a contribution on other subjects of general interest when an Alliance man writes it. But, we can promise you this—boilerplate and grapevine, unless especially timely and remarkably interesting, so long as the present owners conduct The Herald, will be forever barred. This newspaper is no scrapbook.

Firemen Uleman and Shoafstall are off duty, being sick.

Jack Phillips went to Chicago Saturday night to attend to personal business.

Coming direct from the Auditorium, Denver. Guaranteed to be the best attraction ever in Alliance.

ANNOUNCEMENT EXTRAORDINARY!

To the Theatre and Musical Patrons of Alliance and Vicinity
The Management of the

Imperial Theatre

Desires to thank the patrons of this city and vicinity for the liberal patronage and hearty co-operation that has enabled us to bring the better class of entertainment to this city, and to announce that under a liberal guarantee arrangements have been completed to present an

OPERA FESTIVAL



TWO NIGHTS
Sunday and Monday, Mar. 21-22

The Ralph Dunbar Presentation
of America's Best Loved and Greatest Comic Opera

ROBIN HOOD

By Reginald DeKoven and Harry B. Smith

With the Complete All-Star Cast of Leading American Operatic Artists

Large Chorus of Boys and Girls that really sing. Guaranteed the best ensemble chorus en-tour. Splendid Orchestra of Symphony Players including Leading Members from both St. Louis and Minneapolis Symphony Orchestras. Same Lavish Scenes and Mechanical Display as used during the Four Months Run at the Park Theatre, New York City.

A Few of the Members of This Superb Organization

Lorna Doone Jackson, Phenomenal Contralto. New Orleans Opera Company.
Stella Thomas, Prima Donna Soloist. Arthur Pryor's Band.
Elsie Tedie, Soprano, Metropolitan, New York.
Kathrine Gallaway, Original Star. "Have a Heart."
Marie Baker, Original "Princess Pat."
Albert Parr, Tenor. Metropolitan, New York. "Robin Hood" with last continental tour Bostonians.
James McSweeney, Original Friar Tuck with Bostonians. Now playing original role.
Ed Andrews, Original Koka of Mikado fame.
George Degan, Bass. Century Opera Company.
Soul Solomon, Comedian, London Opera Company.
And Others.

ORCHESTRA UNDER DIRECTION OF VALENTINE, METROPOLITAN, NEW YORK

Special to Our Patrons:

Although there are no financial returns to be made by the Theatre Management during this engagement owing to the guarantee necessary to bring this excellent attraction here, still we are well repaid in the knowledge that we are giving the people of Alliance the best musical attraction of the present season.

PRICES: \$1.50, \$2.00, \$2.50

Subscription and mail orders now received when accompanied by remittance and self-addressed envelope. INCLUDE WAR TAX.

Address all letters to Manager Imperial Theatre

Box office sale opens March 15th at Holsten's Drug Store

NOTE:—Owing to the capacity business played to everywhere by this attraction, no telephone orders will be received. No seats laid away, and we wish to impress on our patrons the necessity of prompt reply for mail orders so that you may secure the choice locations.
TO OUT-OF-TOWN PATRONS:—A special block of seats are being held for out-of-town subscribers and seats will be filled in the order received.

THIS WILL POSITIVELY BE THE SOCIETY MUSICAL EVENT OF THE SEASON

True Economy



We Clean,
Press and
Repair Men
and Women's
CLOTHING

Clothing sent to this shop for Dry Cleaning or Pressing always gets the same careful attention—whether it be a hurry-up order or one on which we have plenty of time.

KEEP-U-NEAT

CLEANERS, TAILORS & DYERS

207 BOX BUTTE

PHONE 133

THE HERALD WANT COLUMN GETS RESULTS. TRY THEM