

**DANGER OF HIGHER PRICES DURING 1921**

Employment, sales, orders, manufacturing, all the activities of America were below normal with the beginning of the new year. They will continue subnormal for six weeks or two months. But the long-faced calamity howler need not, therefore, fill the highways and byways with his doleful din. He ought to be censured; curfew should ring for him at 6 a. m. He should be abolished by ordinance, for he is the country's most dangerous pest at present.

Keep this in mind when considering the year's prospects:

Fundamental conditions are as sound as a gold dollar.

In housing, in railroad equipment, in steel products, in electrical development, in a dozen other basic lines, the country has not by a long shot caught up with the actual present needs.

Retailers of all kinds have bought minimum quantities for eight months. They are now unloading the last of their hold-over high-priced stocks. In a month they will be buying heavily on the new and much lower price level.

The consumer has been waiting for the retailer's inevitable price reductions. He is beginning to buy now. He'll buy more and more. By the end of March we ought to see active, normal business in almost every line. Thereafter a new danger will arise. That danger consists of a new buying boom on top of an actual shortage of goods created by the present manufacturing stagnation.

Remember conditions two years ago? A million civilians were out of work; the army was being demobilized; mills and factories were shut down because everybody expected a drop in the war

prices after the armistice, and nobody placed orders. Then the rush began and the retailers ran out of ink marking up prices.

It's just the same now. Raw materials like wool, rubber, copper, tobacco, coffee, lead, zinc and cotton are almost down to 1914 levels, often below them, yet nobody buys and more plants are shutting down. It was just this way in February, 1919, except that raw materials were excessively expensive. You know what happened when the buying started.

The danger in 1921 is not that prices will go out of sight downward, but that the experience of 1919 will be repeated, that the shutdown of mills and factories will create a shortage which, combined with a sudden demand for goods, will again drive the price level too high.

Normal trade, good wages, decent profits, stable prices ought to be the policy of all business men who know what's good for them, the country and the world. If they start profiteering, the next slump will hit them right between the eyes.—February Sunset.

**CLINTON MAN IS NOW CONVINCED**

**Crippen Knows Now Tanlac Does All Claimed for It—Regains Health.**

"Since my experience with Tanlac I have never doubted that it will do everything that is claimed for it," said George Crippen, an employee of the Lafayette Hotel at Clinton, Iowa.

"During the past two years I had a world of trouble from indigestion. Everything I ate seemed to lodge right in the pit of my stomach where it fermented and formed gas that bloated me up till it actually hurt to fasten my belt. Any little exertion in doing my work around the hotel caused my heart to palpitate so violently I felt like my breath would be cut off.

"My nerves were in such a state the least noise would wake me up and I never got any sound sleep. My back hurt almost constantly, my appetite left me. I was falling off in weight and couldn't find any medicine that would do me a bit of good.

"Well, I finally decided to try Tanlac, and since taking it I feel like a new man. I have a splendid appetite and never suffer from indigestion, nervousness, aches or pains of any kind. I have already gotten back ten pounds of my lost weight and am still gaining. I sleep fine every night and feel good all the time."

Tanlac is sold in Alliance by F. E. Holsten; in Hemingford by the Hemingford Mercantile Co., and in Hoffman by the Mallory Grocery Co.

**REAL ESTATE TRANSFERS**

Filed for record for week ending January 29, 1921.

M. F. Donovan and wife to Floyd S. Trine, southwest quarter of section 32-26-49, \$1.00.

Nora A. Clark and husband to Frank G. Wallace, northeast quarter of section 20-27-50, \$500.00.

Frederick W. Melick and wife to E. L. Garreans, lots 4 and 5, block 46, Hemingford, \$1.00.

Harry Foley and wife to Samuel J. Pitman, northwest quarter of section 22-28-49, \$1.00.

Melvin P. Nason, widower to Lula Bayless, lot 18, block 18, Alliance, \$2,000.

F. M. Knight, unmarried to George E. Lewis et al, lot 1, block 20, Snedeker's Addition, \$1.00.

Herald want ads will get a buyer.

**COMMENT & DISCOMMENT**

There's a whole lot of pleasure in reminiscing, especially when there are pleasant things to call to mind. J. W. Guthrie had an attack of reminiscence Monday afternoon, following the receipt of his copy of the Notre Dame Scholastic, published for Notre Dame university alumni. John Guthrie graduated from the Indiana school in '85, as a civil engineer, although he has not followed his profession for a good many years.

The last issue of The Scholastic contains a portion of a letter from the Hon. Felix Bacon, district judge in the state of New Mexico, to Rev. Dr. Burns, who has recently been elected president of the university. "Father Walsh was living when we were students there together, and so was Father Sorin, Father Granger and Father Corby. Those were the days \* \* \* of noted athletes and students, like Ancheta, Dexter, Bertie Goebel, 'Mollie' Larkin, Conway, Guthrie, Oxnard and 'Dutch' Lehr."

It may come as somewhat of a surprise to some Alliance people, unacquainted with Notre Dame student lore, that J. W. Guthrie was once one of the prides of Notre Dame because of his athletic ability. He had a place on almost every team there was, his particular pet being the crew. Mr. Guthrie was commodore of the boat club, captain of the crew for three years of his student career, and found time to dabble in the Glee club and three or four societies.

Alliance citizens might suspect the Glee club experience from J. W.'s performance at the late Elks' minstrel, but the average man wouldn't think *any* he had a collection of medals for athletic prowess. Seven gold anchors at the boat races is a record which probably hasn't been equalled since. If you catch Mr. Guthrie in this same reminiscence mood, he may show you some of the old photographs of his college days, and if you are fortunate enough to see them, we call your particular attention to the bowler hat and the moustache. Long years ago John discarded this evidence of youthful vanity, but at the time he wore it, it must have been quite a sensation. At any rate, he has the satisfaction of knowing that many of the old students remember him. Of the long list of professors and athletes given in the letter, there are only a few of them who are still alive.

Some of those who attended the community party given by the chamber of commerce at the roof garden last Friday evening have confessed themselves somewhat puzzled over the last number on the program. There seems to have been somewhat of a misapprehension on the part of the audience, who couldn't seem to get the drift of the affair. It was an unfortunate experience all the way through. The speaker, G. W. Nation, didn't have the slightest idea of being discourteous to either the management or the audience, no matter what the opening words of the piece may have sounded like.

"The Maniac Lover," a monologue, is said to contain great dramatic possibilities when properly staged. Under the circumstances, its presentation last Friday evening proved quite as much of a comedy as it did a tragedy, if not more so. The act was not placed on the program until but a few minutes before it was announced, and then only the name of the actor was given, leaving the audience in ignorance of the nature of what was to come. When it did come, it came with the suddenness of an exploding firecracker.

The theme of "A Maniac Lover," according to Mr. Nation, concerns a young man who loses his reason because of the death of his loved one, and becomes obsessed with the idea that a legion of devils have taken her life and are seeking to carry off her body, which he is trying to prevent. Just as he arrives on the stage, he appears fighting with those imaginary devils, those "fiends of hell." He throws up his hands as if to strike them, and exclaims: "Back, ye devils! Away, ye fiends of hell!" These words are spoken in order to apprise the audience as to the character of the actor and he reasons for his erratic actions.

In this case, when the speaker gave the cue words to commence the monologue, he was so completely surrounded by his audience that he could touch them. When he uttered those piercing words of defiance to imaginary devils, those near him thought the words were addressed personally to them. Such words, so sudden and unexpected as they were, dumfounded, bumbuzzled and flabbergasted them that only the ridiculous and comical situation appeared on the surface. Human nature couldn't resist the humor in the situation, no matter what troubles the actor was having with his imaginary devils.

However, the speaker kept on, true to form. He continued to keep busy as a little bee, chasing those enemies all over the earth, hell, heaven and the universe, challenging the legions of hell to mortal and immortal combat.

"Back, ye devils, she was mine and mine alone. Ye have chilled her young life's pulses. Ye have claimed her for your own. At your feet I throw my gauntlet, In the night of heaven's name, I will combat with your legions, Though we roll in blood and flame.

"I will seek her, I will find her Where the slimy earthworms creep; I will kiss her into being— I will woo her from her sleep. I will snatch her from death's clutches

Though the powers of darkness rave, Or my bones shall rot beside her In our common nameless grave."

Mr. Nation has an idea that perhaps the audience, at those last sad words, began to catch a little of the agony and the tragedy and the heart-breaking sorrow that the human mind

may realize, even when reason has been dethroned. "It is the province of an actor," says Mr. Nation, "to take the printed word that indicates action or an idea and give that action or idea visual body and then breathe into that body the breath of life. In other words, he must quit his own identity and take on the identity of the thing or person he wishes to portray.

"The speaker has an idea that he

was successful in the part he was portraying so real, indeed, that many still believe he is the individual he was portraying. As a little miss expressed it, "I don't like that man. He is bad. He wanted to fight everybody. He shook his fist at them, called them devils and told us to go back when we all wanted to get up close to see. If my papa had been here he would have whipped him."

"Well, as the object in view was amusement for those present, it did

not matter whether it was tragic or comic, so long as it was amusement." Which is certainly a philosophical way to view the matter.

**Stock hogs wanted by the Nebraska Land Co. 103-4f**

About the only way we can think of to keep up war prices is to start another war. And that plan has its positive disadvantages.—Williamsport Review-Republican.

**A Short Talk On Advertising---**

**"How to Write Ads"**

Advertising is the simple process of telling the buyers what one has to sell. One of the leading merchants of Alliance recently remarked that he wished he knew how to write an effective ad. We told him that all he needed to do in an ad was to tell the folks just what he had to sell—what he had in special offerings, and why his goods were worth the money—just the same as if his prospective customer was in his store and he was talking to him face to face.

**Does Advertising Pay?**

Here is what one Ida Grove business man remarked not over two weeks ago: "I am going to take a course in advertising this year. It will be worth \$1,000 to my business.

Do people read ads? They surely do. YOU are reading this one NOW.

**Burr Printing Company**

Publishers of THE ALLIANCE HERALD MASONIC TEM PLE BUILDING

**\$1.00**  
**Gem Safety Razors**  
**63c**  
**Saturday at THIELES**  
Drugs and Jewelry

**He's Got Money in the Bank**

That sentence is pleasant to the ear and full of meaning. It suggests economy, thrift and ability.

We interest ourselves in the welfare of our depositors and promote their interests as we would our own, as our interests are mutual.

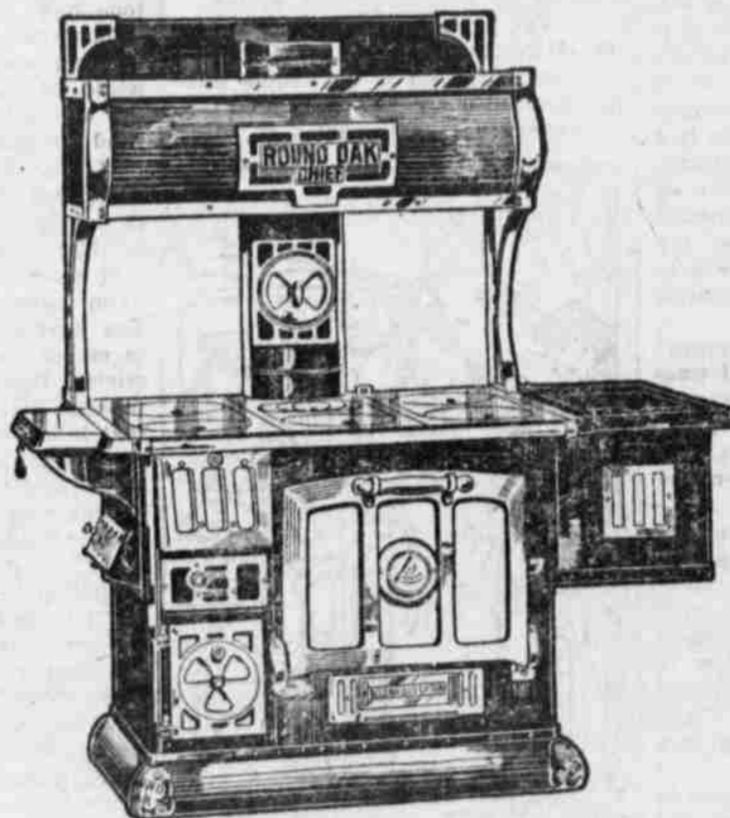
Dollars are good property to own; they are going up in price or growing in value fast now as we predicted. Keep your funds in this strong National Bank where they are both safe and ready in time of need.

We offer a broad, safe, accurate and helpful, up-to-date banking service.

Perhaps there is some way we may help you today.

**The First National Bank**  
ALLIANCE, NEBRASKA

**Demand a Comfortable Kitchen the Year Round**



In the bleak Fall and Winter months, what a delight to have in your kitchen a Round Oak Chief Range. It not only takes off the chill, but preserves a comfortable atmosphere. It also holds fire over night. Next Summer in the blistering hot days, by

keeping the oven door closed and just sufficient fuel to bake, it is cooler than any other coal or wood range manufactured. The reasons why are exclusive with the Chief.

**ROUND OAK CHIEF BOILER IRON RANGE**

See the latest models at our display. Permit us to point out their many meritorious features. Convenient terms, if desired.

*Newberry's Hardware Co.*

