

HIGH STUDENTS COME OUT FINE IN MOVIE TEST

QUESTIONNAIRES FURNISH AN INTERESTING STUDY

Complete Tabulation of Answers Made by Pupils in the Alliance High School.

The movie questionnaire, submitted by the school authorities to pupils in the fifth to the eighth grades in the Alliance school, partial results of which were given in the last issue of The Herald, was given to the students in the four grades of the high school this week.

The high school students go more often than the grade pupils. Fifty said they went once a week, a much smaller proportion than in the lower grades. Fifty-seven go twice a week; 22 three times a week; 11 go four nights out of seven; three go as often as five times; there were none

resting, but didn't explain what they thought an interesting film should be like. Three disliked films that were old and slow; two objected to too much cowboy; two aesthetic students didn't like 'em where the characters weren't pretty; and two objected rather indefinitely to the "kind of picture."

MOVIES COST MONEY

One eye-opener in connection with the figures is the amount spent by the pupils. Two students admitted that their movie expenditure amounted to \$5 a week, although this amount seems incredibly large, unless they are in the habit of inviting their friends in bunches.

Among those for whom petitions are already in circulation, or who will be drafted by their friends, with or without their consent, are R. H. Hampton, C. A. Newberry, Jim Hughes, Edgar Martin, J. B. Irvin, Harvey D. Hucker, W. D. Rumer, M. S. Hargraves, Percy Cogswell, T. J. Barnes, F. W. Harris.

It is probable that the list of candidates at the primary will be considerably longer than this, for those have been suggested during the first three days of the filing period only, and it is certain that friends of other men will get busy during the remaining eight days.

NOT AN EVIL INFLUENCE

As a whole, it cannot be said that the figures show the moving picture to have an unwholesome influence on the high school students. Some of them undoubtedly spend more money than their parents did for amusement when the latter were of high school age.

The results of the question concerning the reason for disliking certain pictures is the one most damaging to the movie cause. It is regrettable that all the students did not see fit to answer this question. Less than a third of them did so.

WHO BUYS YOUR PRODUCTS?

No matter if you are a farmer selling crops, a worker in the factory, mine, railroad, store, etc., selling your labor—somebody else must buy what you have to sell or you lose.

YOU CAN'T

You consume food, wool, cotton, which the farmer raises—clothing, shoes, stoves, coal, furniture, lumber, building material, etc., which some of you produce.

Do not buy what you do not need—that's extravagant and wasteful.

Keep on buying what YOU need NOW—or the man who would buy the things you depend on for a living cannot buy.

Each HELPS the OTHER.

Are you doing your share?

Keep on buying, carefully, but NOW.

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SEVERAL HATS BEING THROWN INTO THE RING

INTEREST MANIFESTED IN CITY PRIMARY ELECTION

Nominating Petitions Being Circulated in Behalf of Ten Candidates for the City Council

There is not quite a collection of hats in the city's political ring, nominating petitions for some ten or twelve men being in circulation. As a rule, the candidates are being drafted by their friends. Some of the men for whom petitions were being circulated averred with great emphasis that they had never heard of it, but a few of them admitted that they had been approached by friends who had urged them beyond their powers of resistance.

It is apparent that there will be some fifteen candidates from which to choose members for the council, and it is also probable that every man for whom a petition is filed will be of the sort which will have a chance for election.

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GASOLINE AND KEROSENE PRICES ARE SKIDDING

Gasoline and kerosene prices, usually among the last to take a tumble, have been busy catching up with the procession of falling values. A second drop of 2 cents in the price of stuff that makes automobiles go came Wednesday, which makes the present retail price in the neighborhood of 24 cents.

Kerosene has beat the gasoline record a trifle. Thursday a third drop of a half-cent was noted, making the total reduction 5 1-4 cents per gallon in ten days.

Leota Henderson of Angola was shopping in town yesterday.

Mrs. John Caha of Hemingford was an Alliance visitor Wednesday.

CREAMERY WILL ERECT ADDITION TO ITS QUARTERS

TWO-STORY BRICK BUILDING TO BE CONSTRUCTED

Question of Taking on New Lines Discussed at Annual Meeting of the Company.

The fourteenth annual stockholders' meeting of the Alliance Creamery company was held at the offices of the company Tuesday afternoon. A 5 per cent dividend was declared and the following officers were elected: President, C. A. Newberry; vice president, D. W. Spencer; treasurer, A. L. Gregg; secretary and general manager, W. E. Spencer.

The officers were instructed at the annual meeting to get plans and make arrangements to build a new brick building, 60x70 feet, two stories high, to be erected to the west of the present building.

The new building will be on the company's trackage and they will be able to set four cars at their platforms at a time for loading or unloading. This additional room and trackage will enable them to many more lines or be distributors for a wholesale grocery house.

The Alliance creamery company started in a small way fourteen years ago and has gradually built up a big business, adding new buildings and modern machinery and equipment. At present over \$100,000 is invested and there are twenty-five people on the payroll.

The past year has been one of the most successful since the business was organized, sales having averaged over \$1,000 a day for the year. Besides manufacturing half a million pounds of butter a year, they manufacture and wholesale ice cream and artificial ice.

While business in some departments is quiet at the present time, cream receipts for January show an increase of 25 per cent over January, 1920. This is due to a combination of mild weather and cheap feed. When the farmer gets short of money he milks more cows. The farmers tributary to Alliance get much more for their cream on account of the creamery being located here, where the cream is manufactured into the finished product before being shipped out.

WESTERN NEBRASKA PIONEER PASSED THROUGH ALLIANCE

John Covalt, a well known western Nebraska pioneer, spent Thursday in Alliance and showed a surprising amount of vigor and vitality for a man eighty years of age. He has a remarkable memory, and is able to recall events of the civil war, where he served four and a half years with the union forces.

Mr. Covalt has been in western Nebraska for thirty-two years. He is still engaged in ranching, being in partnership with his son, J. K. Covalt, in a 6,400 acre ranch twenty-five miles southeast of Alliance. They have a hundred head of horses, five hundred head of Whitefaces and Shorthorn cattle, and the ranch cuts a thousand tons of hay to feed the livestock.

He came to Nebraska back in '77, when the gold rush to the Black Hills was in progress. He didn't find any gold mines, although he put in his share of time at prospecting, but he did discover that there was a fortune in sandhill ranching and decided to stay. His judgment has been well vindicated.

Mrs. Ed. Collins of Rapid City, S. D. arrived in Alliance Wednesday evening on her way to Fuyallup, Wash., and is spending a few days at the home of Mr. and Mrs. W. C. Mounts.

J. J. White and wife are leaving Saturday for Minnatare, Neb., where they will make their home.

George Carey went to Lincoln on a business trip Thursday and will be back Saturday.

The Lokela campfire girls will sell candy at the Saturday night basketball game.

ALLIANCE HAS A WINNING STREAK AT BASKETBALL

GIRLS' TEAM NOW AT THE HEAD OF THE LEAGUE

First and Second Team Tangle With Oshkosh and Hyannis at Gym Tonight

The Alliance teams have been winning the last two weeks. The girls' team is at the head of the league, having a clean slate. Scottsbluff is second, with only one defeat, which was received at the hands of the Alliance girls last Friday, score 31-25.

Bayard, 38-10. Gering, 31-22. Crawford, 32-12. Scottsbluff, 31-25.

The Scottsbluff—Alliance girls' game was as close and exciting and had as many thrills as any game ever played on Alliance floor. The teams were evenly matched. The game was nip and tuck throughout. Alliance started the scoring by Simpson throwing a basket, and Alliance kept the lead the first half. Score was 12-9.

Both teams returned after the intermission to win. Scottsbluff had the advantage in one department of the game, that was in getting the tip-off from our center, and with some good team work they succeeded in tying the game at the middle of the second half in making it 20-20.

The following night they played the Gering team. Gering and Scottsbluff are supposed to be evenly matched, as they played to a tie a week ago, so Alliance was expecting a hard game on the Gering floor.

Even Break for the Boys.

The boys' team returned from their trip last week with one defeat and one victory. They played Scottsbluff there on Thursday and lost by one point. The game was the hardest and roughest game played this year. There was not much basketball displayed in the game because of the slippery floor.

Last Tuesday night the Second team journeyed to Antioch to battle Mr. Messersmith's aggregation. Mr. Messersmith was manual training teacher at Alliance last year.

Wednesday night the First team played at Crawford against their trossers. It was one of the hardest games played this year. Alliance started the scoring and scored nine points before Crawford got a single point.

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Incidentally, the Crawford game came near to ending in a free-for-all several times during the last period of play. The Crawfordites hated to lose, and they crabbed considerably.

Double Header Tonight.

The first and second teams have both played on foreign floors this week and now they are going to play at the

STEP ON THE GAS.

When the car is slowing down, step on the gas.

It is easy to coast down hill, but you cannot coast up hill, and you can't get very far coasting on even ground. You must step on the gas.

The gas of merchandising, whether it is wholesale or retail, is advertising. Now is the time for local merchants to step on the gas.

high school gym tonight. The first team will play Oshkosh and the second team will battle with Hyannis. Oshkosh is a small town but has a big team. They trimmed Bayard by 4 points the week before Bayard trimmed Alliance by 2 points.

Hyannis has been going at a fast clip this season, having only two defeats on her record. The second team is determined to add another defeat to her record.

The committee is composed of ten members of the Chamber of Commerce, but one of the number, L. B. Murphy, is now in New York, and his signature could not be obtained. The other member A. N. Mathers, of Gering, had not yet been reached for his signature.

RAIL OFFICIALS DISCUSS WAYS TO REDUCE EXPENSE

CONFERENCE HELD IN ALLIANCE ON THURSDAY

Rumored That Train Service May Be Reduced, But No Definite Decision Made

Alliance was the scene of a conference of rail officials Thursday, called by General Manager Thiehoff of Omaha. There were present, in addition to Mr. Thiehoff, all the district superintendents and master mechanics under his jurisdiction.

The chief topic of discussion was the general financial situation, with especial reference to its effect upon the earnings of the railroads. Figures were given showing that the Burlington is at present being operated at a loss, the operating expenses more than equaling the receipts.

It is understood that one of the means for reducing expenses that was discussed by the officials was the curtailment of the train service. It is possible that several trains may be taken off temporarily, but as yet no decision has been made in the matter.

WHO'LL BE THE NEXT TO MAKE TRIP TO ASYLUM?

Sheriff Jimmy Miller is fretting considerably, not because business is dull in his line, but because, according to the usual rules, one or more citizens of this great and glorious county is due to develop mental trouble within the next week or two.

In the time he has been in office, Sheriff Miller has discovered that the crazy ones go in sets of three. Never before has it happened that just one went to the state hospital.

Peter Haag started the ball rolling this time. He was taken to Hastings last week. Next in line came the hobo who gave his name as Maas. He may not count, for he was allowed to depart peaceably to continue "walking the ties," as a part of the life sentence that had been decreed for him by Anna, the mystery woman who cursed him before he could walk.

THE WEATHER

Unsettled weather tonight and Saturday with probably rain turning to snow. Colder Saturday and west and north portions tonight.

SCOTTSBLUFF KISSES PACKING PLANT GOOD-BYE

GETTING OUT WHILE THE GETTING IS GOOD.

Chamber of Commerce Withdraws Endorsement of Plan of Former Alliance Promoter.

Scottsbluff, that thriving little city to the southwest, which is noted for its public spirited citizens and the vim, vigor and vitality of its newspapers and its chamber of commerce, has suddenly decided to get out from under while the getting is good.

Scottsbluff, Neb., Jan. 29, 1921. To the Secretary, Chamber of Commerce, City.

Dear Sir: The committee appointed by the Chamber of Commerce to further the establishing of a Packing Plant in the city of Scottsbluff, met pursuant to a call of the secretary of the Chamber of Commerce, January 29, 1921, and after a full discussion of the packing plant matter, it was unanimously agreed that nothing further should be done in the matter at the present time.

The committee is composed of ten members of the Chamber of Commerce, but one of the number, L. B. Murphy, is now in New York, and his signature could not be obtained. The other member A. N. Mathers, of Gering, had not yet been reached for his signature.

A Pleasing Turn-Down.

The committee sought, the Scottsbluff newspapers say, to soften the blow to the promoters by the use of the phrase "at this time." They say that the project is off, "for the time being, at least," although it is fairly certain that the death knell of this particular proposition has been sounded.

Alliance is particularly interested in the Scottsbluff venture, because the promoter-in-chief, R. E. Plunbe, was one of the men who was responsible for introducing the packing plant idea to Alliance. Some fifteen months ago, a company was organized in Alliance, and stock sales went along right merrily until the financial depression arrived.

Arrangements have been made through the American Legion and the army recruiting station in Omaha, to have a representative of the Omaha office visit Alliance on February 10th for the purpose of taking applications for the victory medal, and of issuing the medal itself to applicants not entitled to battle-clasps.

TO ACCEPT APPLICATIONS FOR VICTORY MEDALS

The Legion commander requests all members attending the meeting on the 10th, who have not applied for the medal, to bring their discharges with them; as he has asked the victory medal officer to be there with application blanks and medals.

HARPER LEAVING SATURDAY FOR THE EASTERN MARKETS

W. R. Harper will leave Saturday on a buying trip which will take him to St. Paul, Chicago and New York City, and during the two weeks or more that he is away he plans to spend several thousand dollars for new stocks of merchandise. Prices are down to lower levels, and Mr. Harper expects to be able, by paying spot cash, to secure some exceptional bargains in all lines for his customers.

The city park is again being flooded to furnish the kids of Alliance with a skating pond. For the past week or two the standpipe has had a tendency to slop over, and Councilman Harris conceived the idea that if there was so much water being pumped, there was no reason why it should go to waste. For the past three or four years the city park has been flooded, and all the kids of the community approve of the idea very much. If the weather is decently cold, there will be good skating by the end of the week.