| COMMENT \& DISCOMMENT <br> The hale that hangs about a college professor is one of the peculiar things Now, there are all sorts of professors water to the kind that builds million effect on the public is concerned, soesn't make much difference where a the title, and the great American pubthey were worth forty-seven cents $\qquad$ |  |
| :---: | :---: |
| All this talk is occasioned by the big chinities that Professor Giddings has broken into print with the starting notion that the world is growing bet. ter, despite the wailines orery news- fare workers. Practically ever paper man of our acquaintance has made that same assertion dozens of times in the past year, and not one ed in any newspaper but his own, and belind the classified advertisements. |  |
|  |  |
|  | Stock hogs wanted by the Nerraska Land Company. 103-tf <br> no excuse for it. <br> A woman recently treated at a Lon- don hospital said she had swallowed <br> a mouse. There is no excuse for this sort of thing in these days of cheap |
| In legislature, children's welfare and reform circles the chief matter for discussion is the movie censorship law. put. One day they lean pretty stronisfy toward H. R. No. 113, which is the provides for a state board with : salary. The next day we learn that some test vote has been taken whicl | and effecti (Calcutta.) $\qquad$ <br> A Spanish bank is short $1,500,000$ pesetas, which must be somewhere rear a Chicago janitor's salary. <br> No matter how old a woman may ee, it is difficult to persuade her |

## Do You Know

## Who Pays For Your Advertising?

DID YOU KNOW that inteiligent and judicious advertising doesn't cost the man who pays the bill a cent? Well, then, who DOES pay for the Advertising if the merchant himself doesn't?

The unwise patrons of the store that is NOT advertised are the persons who pay for advertising.

By advertising, a merchant increases his turnovers and sells four or five times as much merchandise as he would if he did not advertise. The real cost of selling that merchandise is reduced with each turn-over. Thus, the
amount he invested in Advertising comes back to him and he is enabled to do business on a closer margin of profit on each turn-over than the merchant who doesn't use Advertising to increase the volume of his business.

So, after all, the merchant who adyertises doesn't pay for his advertisements; neither do his customers. It's the patrons of the UNADVERTISED store who pay for them.

## The Alliance Herald <br> let us help you plan your publicity Phone 340 <br> 123 W. 3d


 dered back to other dass. Stie was
thinklng of the many himpy tlimes passed in these woods with Tom.
some tiny tracks in the snow attracted her attention.
"Why not follow this rablit tratir Elo
Elose wiped the perspp:ation from her forethend and smiled at her nppar.
entlyt endless undertak
IIIk. mentally ensolving to go to the end. She did
respen not notice how rapldily the woods were
getting durk, and that only the tip of the sun could be seen below the trees. She was thakkng only of following
the trati FFinally her seanch was ree warded, for her tracks ended at the
stump of a tree.
 Hng in the undertrush. She stood ter.
rifed ritied and wondered if perchance there
were any widd animals there! The cruching sonnd came nearer,
nnd Elotee conid stand it no longer! Whth a trantic cry she staried to rumi,
forketting that ther feet were encased
 $\qquad$
$\qquad$

 valce were truly Tom. And his sur
prise wus oven sreater when he found out who whs sarathon snowstoe run-
ner really was.
ent "Why, Elaise "." he echached weakily.
For a mompenty.
 Why did you run $?$ he hasked, goo
naturenly. "I heard a rustle in the bushes,", she
answered. stieepistly. "Listen, there it is ngunt: Tom Histened, and as he rose to his feet with an Impromptuy club 1 in
hand the zentie face of a cow peer hand the gentie face of a cow
at them theough the branches.
uoh "Oh." they gasped tn one breath,
and then the quitet woods rang wis and then the quiet woods rang wia
laughter
"Well," Tom lauzhed contentedis,
" iI have found my cow and you, 1
know that 1 have been a brute, and 1 know that I have been a brute, mind
nam sorry, but I was
explain before. You see 1 shmed to
erote two tmportant leters to you, and when
you did not answer, Ihiought you diad
out


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