WHO AVADAVAGE HERAID, FRIDAY, MARCH HERAIDZE

COMMENT & DISCOMMENT

The halo that hangs about a college professor is one of the peculiar things about this present-day civilization. Now, there are all sorts of professors, in all sorts of colleges, from the jerkwater to the kind that builds million dollar athletic bowls, but so far as the effect on the public is concerned, it doesn't make much difference where a professor halls from. All he needs is the title, and the great American publie will hang on to his words as though they were worth forty-seven cents apiece.

All this talk is occasioned by the fact that we have read in one of the big dailies that Professor Giddings has broken into print with the startling notion that the world is growing better, despite the wailings of the welfare workers. Practically every newspaper man of our acquaintance has made that same assertion dozens of times in the past year, and not one of them has been able to get it print-ed in any newspaper but his own, and even then the makeup man buried over behind the classified advertisements.

Professor Giddings once wrote a book called the "History of Civiliza-tion," and he is the author of dozens of monographs, theses and dry-as-dust works on subjects sociological, and for some reasons his words are regarded as the very epitome of wisdom. This is because he talks better than he writes. It was our punishment to have to read several hundred pages in the "History of Civilization," and we can truthfully state that in the whole selection there was nothing so interesting as the statement made in this interview that "Whether girls wear their skirts long or short makes about as much difference as whether a man parts his hair in the middle or on the side.

Far be it from us to-dispute the learned gentleman, although we shall always believe that the last word has not been said on the subject Intil Professor Toy, or Professor Chase, or Hattie Plum Williams or some of the other authorities corroborate this stand. Certainly his ideas do not jibe with those of Dr. Jennie Callfas, the demon movie censorship advocate. We wonder idly whether Mrs. W. B. Barkley would agree with him.

In legislature, children's welfare and reform circles the chief matter for discussion is the movie censorship law. The dear legislators don't seem to stay put. One day they lean pretty strongly toward H. R. No. 113, which is the work of the child welfare experts, and provides for a state board with a salary. The next day we learn that some test vote has been taken which

indicates pretty positively that the only law that can possibly be passed on this subject is H. R. No. 123, which leaves the whole problem of censorship up to the existing law enforcement officers. The last test of strength rather favored the welfare workers, but this vote was only in the house and the staid senate has stood pat for a week or two.

The Iron Duke, which is the fairly won title of our dad, who does a competent job of editing the Hamilton County Register, brings to the censorship discussion an entirely new point of view. He writes:

"Wonder if the movie censors will have anything to do with the pictures of naked men that appear in the basare to be found in the advertising and ocial columns. Wonder if the law will have anything to do with the naked men and women that parade our streets. Wonder if the law will put in end to the vaudeville exposures of the persons of both men and women. Somehow the reformers do not seek to put a stop to these things, but only to the pictures showing the things hat take place all around us. On the

treets of Aurora this week there was woman who looked old enough to be grandmother with gauzy stockings and dress actually above her knees. If the acts themselves are not bad enough to stop, why bother to stop showing pictures of them? The Register contends that public officers are the ones to enforce the laws; that Byrum's provision for vacating an office when the officer fails to do his duty is a good one, and when it is decided how much of this rage to go without clothing and with partial clothing is immoral, the officers should enforce the law against actual violators of it before they do against those who show pictures of what may be seen in any of the town and villages of the country. We are not going to become a virtuous people by doing things and trying to keep the children from finding out about it.

Stock hogs wanted by the Neraska Land Company. 103-tf

NO EXCUSE FOR IT.

A woman recently treated at a London hospital said she had swallowed a mouse. There is no excuse for this sort of thing in these days of cheap and effective mousetraps.-Looker-On (Calcutta.)

A Spanish bank is short 1,500,000 pesetas, which must be somewhere near a Chicago janitor's salary.

No matter how old a woman may be , it is difficult to persuade her that her hair is not prematurely gray.

CALL OF THE WILD By ETHEL W. FARMER. HHHHHHHHHHHHHHHHH

20, 1920, by McClure Newspaper Syndicate.) The rapid whirring of the sewing machine stopped suddenly, and Eloise turned sharply around in her chair

and faced her sister squarely. "Are you nearly finished?" she asked

with assumed gayety. "Oh, no," Virginia answered sleep-

ful piece of embroidery in her lap. "Why don't you leave it for a little while?" Eloise tensed, "Oh, I could not possibly do that,"

came the determined answer. With a final, wistful glance out of

the window at the wonderful snowcovered world, the stitcher's sigh mingled with the renewed buzzing of the exasperating machine. But it did not buzz for long, for she soon threw her work aside and jumped to her feet with a laugh.

"Come, new, sis, why not don our beloved snowshoes and strike off for the woods? Let us seek some thrilling romance in the cold, open country! I just know that romance is only walting for us. Perhaps some daring the committee of the whole for modihero will be walting to rescue us from some wild animal in the heart of the of the measure. These amendments woods !

"Romance?" Virginia spoke in disgust: "That word was not meant for And who ever heard of wild anl- reading file. us! mals in our woods? Eloise, please be sensible and let me work."

"Very well, fair sister." Eloise spoke lightly, "but I must be off for I hear the urging call of the wild," and she ran happily from the room. Soon she returned, becomingly clad

In her sport costume, with snowshoes cap matched the flushed cheeks and ping. laughingly antagonized the bright sparkle in the fair blue eyes.

"I am only answering the call of the wild," she laughed softly, "and seeking my lost romance," and the front door banged.

Then Virginia was sorry that she had so insistently refused the invitation for the hike, for her work was already becoming tiresome. She watched her enthusiastic sister strap on her snowshoes and start gracefully along, stopping only long enough to wave a bright mittened hand at her. "I shall go into the woods," she

thought.

It was not long before the open highway was passed and the dusky woods lay before her. With a deep sigh of contentment, she passed into their majestic quietness. But as she wandered along her joyful spirits began to lower and her thoughts wandered back to other days. She was thinking of the many happy times passed in these woods with Tom.

Some tiny tracks in the snow attracted her attention.

"Why not follow this rabbit trail?" she asked herself lightly.

Eloise wiped the perspiration from her forehead and smiled at her apparently endless undertaking, mentally

Senate for State Park in Nebraska

Steps toward acquiring the first state park in Nebraska were taken in he senate Tuesday afternoon when that body, in committee of the whole, advanced to third reading S. F. No. 338, a bill to cancel the agricultural lease on a section of school land south of Chadron, Neb., on the Valley Creek road. Senator James W. Good of Dawes

explained that the tract was ideal for fly, carefully scrutinizing the beaud- park purposes, well-wooded with pines and conveniently located on the Chadron-Alliance road. A trout stream runs through the land.

The bill opens the way, if it passes the legislature, to convert other school ands into state parks. Title by the ease in the forfeiture of his state land land, commissioners hold a hearing to fix the damages incurred by the leassee in the forfeiture of his lease. Senator Good exhibited to the upper house a panoramic photograph of the proposed park used in the advertising iterature of the Chadron state normal

Before the subject of parks was dismissed, Senator Robbins of Douglas moved the adoption of amendments to S. F. No. 189, creating a state park board, which had been referred back to fications agreed upon with opponents strike out a section which permits the expenditure of state funds on land to which the state has not acquired title.

The bill was again placed on the third

Easter flowers, all kinds. Alliance Florists. 106 West Third St. 31-34

We suppose that if we did get news rom Mars, it would be that Mars is naving a crime wave.

Prices of ships are slumping. Now tucked under her arm. The bright red is a good time to do your ship shop-±



You will find our funeral services characterized by the same unequivocal dignity that characterizes our business dealings. At all times we render the proper service in a courteous spirit and make consistent charge. Out-of-town connections.

SPRING MAKES YOU WANT

NEW MUSIC

If you want Something Different,

come in and look over our selection.

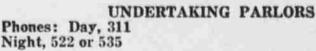
NEW VICTROLAS, VICTOR RECORDS

AND PIANOS

WIKER MUSIC HOUSE

"Everything in Music"

Glen Miller



123 West Third Street

Do You Know Who Pays For Your Advertising?

DID YOU KNOW that intelligent and judicious adver-



We examine your battery carefully and advise you correctly as to its condition.

That is Always the Policy of the

Vesta Service Station

If it only needs refilling we tell you so.

Service First

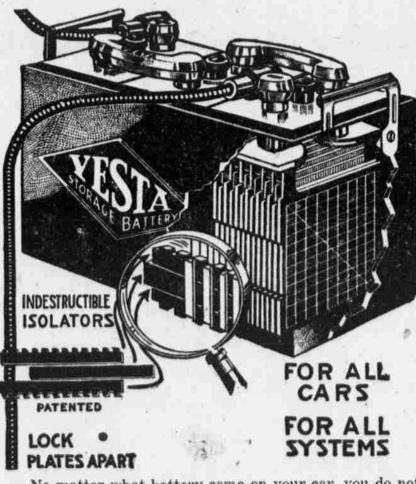
Sales Third

Advice Second

If it is worth repairing we will tell you so.

If it is not we advise you to get a new one.

All batter repairing is done by a battery expert on an eight months' adjustment basis.



No matter what battery came on your car, you do not have to buy the same battery to replace it.

All that you need to know is that it will fit your car, give you quicker starts, brighter lights and last longer.

Such a battery is the "VESTA" because

INDESTRUCTIBLE ISOLATORS IMPREGNATED MATS PRO-HARD PLATES TITANIUM

all are used in Vesta construction to give it double battery life.



resolving to go to the end. She did not notice how rapidly the woods were getting dark, and that only the tip of the sun could be seen below the trees. She was thinking only of following the trail. Finally her search was rewarded, for her tracks ended at the stump of a tree.

She leaned against the tree to rest herself. There was suddenly a rustling in the underbrush. She stood terrified and wondered if perchance there were any wild animals there!

The crunching sound came nearer, and Elolse could stand it no longer! With a frantic cry she started to run, forgetting that her feet were encased in large snowshoes, Somehow the snowshoes became tangled in some half-concealed branches and, with another cry, she fell headlong into a bank of snow. She did not dare to move, for the sound was coming rapidly toward her. It was upon her! If it were a bear, it would think that she were dead, but she trembled at the thought.

"Can't you get up?" somebody was sking pleasantly in her ear.

It was fully a minute before she could extricate herself from the snow enough to see if the owner of the voice were truly Tom. And his surprise was even greater when he found out who this Marathon snowshoe runner really was.

"Why, 'Tom !" she gasped weakly, "Why, Eloise !" he echoed happily. For a moment they eyed each other silently, and then they laughed.

"Why did you run?" he asked, goodnaturedly.

"I heard a rustle in the bushes," she answered, sheepishly. "Listen, there it is again !"

Tom listened, and as he rose to his feet with an impromptu club in his hand the gentle face of a cow peered at them through the branches.

"Oh." they gasped in one breath, and then the quiet woods rang with laughter.

"Well," Tom laughed contentedly, "I have found my cow and you, know that I have been a brute, and I am sorry, but I was too ashamed to explain before. You see, I wrote two important letters to you, and when you did not answer, I thought you did not care. But a few days ago I found my letters in my forgetful brother's pocket, unmailed! Now can't we fixit all right?"

She did not speak her answer, but when she threw her arms around her sister's neck a little later, she was happy.

tising 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 advertises 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

LET US HELP YOU PLAN YOUR PUBLICITY

Phone 340

123 W. 3d