

One Big Day Only

SPECIAL—SATURDAY, APRIL 30th

Imperial Theater

One Big Day Only

WORTH \$2.00 PER SEAT

ALLIANCE PRICES—20¢ and 50¢ ONLY

NEW YORK CHARGES \$1.00 TO \$5.00

“BLACK BEAUTY”

THE MOST FAMOUS AND WELL READ BOOD IN THE WORLD—A HUMAN, POWERFUL, PULSATING STORY

Continuous From 3 to 11 p.m.

Shows 3-5-7-9

Saturday, April 30

Mephisto Speaks

(By An Anonymous Writer)

That he wonders what the fraternal societies will be a hundred years from now if the pace set during the last few years is kept up—in the way of organizing new societies.

He wonders if every animal that entered Noah's ark will be represented. We have the Elks, the Eagles, the Lions—and in some cities there are the Owls, the Moose, etc.

In his wandering about this world, Mephisto has discovered another order of animals—the Chameleons. This old world is a very interesting place to live in for the person who keeps his eyes and ears open. He will learn lots of valuable lessons if he will but try.

Take the chameleon, for instance. The nature of this animal is a wonderful study. It belongs to the lizard family and it takes upon itself the color of its surroundings. The writer has seen them, in the forests of the south, take upon themselves every color of the rainbow.

If you put one of them in a clover field, it will turn green. If you put it on a sand road it will in a short time take upon itself the color of sand, until you will be unable to distinguish it from the road.

The Germans, in the late war, had nothing on the chameleon for the art of camouflage. The chameleon is the original camouffleur. I have climbed up a tree and set my hand on one of these hideous looking things, because its presence could not be seen, owing to the fact that it had taken upon itself the color of the tree bark.

But what has all of this to do with people? Just this: There are people in Alliance, who, though knowing or not, belong to the chameleon family, so to speak.

I have seen people who have no powers of resistance, and are swayed by their associates and surroundings. If they are with the dancing crowds, they dance their heads off. If they happen to be with the antis, they are

just as loud as the loudest. If they happen to fall in with the reformers, they are just as loud for reforms as any. If they are with the liberals, they cry down all reforms. And so it goes. You never know when to depend upon them, because you never know what crowds they pull with at any given time.

In the church, they have no stability, and cannot be depended upon. In the lodges they are so changeable that they are of little use because of their constantly changing nature. In politics you never know which side of the fence they are on. Mephisto thinks it due to the original habit of changing that William J. Bryan lost the presidential victory. People have little use for the person who is always changing. We love a sticker who knows what he stands for and can give a reason for his stand.

We have no use for the chameleon, who takes on the color of his surroundings and who has no stability—no mind of his own.

The people who have been honored in the politics of our country have been men who have been known for the courage of their convictions. Let it be suspected that a man is of a wavering disposition and he soon is discarded. Let it be known that he is easily influenced by the arguments of others and he soon is shunned politically. This is true of all realms of life.

Take the newspaper fraternity: The papers that have a well defined policy and that stand by these policies courageously are the ones that people want. Mephisto believes that the editorial page of a few generations ago stands in danger of being supplanted by the chameleon class.

The great editors of our history have all been men with convictions, who courageously defended their convictions on the editorial page. We may not always agree with these convictions, but we respect them if they are sturdily put forth. The newspaper, in a sense, belongs to the public—but the editorial page belongs to the editor and should reveal the individual policy of the paper.

We need, in this changing age, men and women not of the chameleon type, whose life and work are dictated by the example of others, but whose work and personality stand out apart from the common run of people; who have the courage of their convictions and who, like the giant of history, Abraham Lincoln, have well defined convictions and the determination to stand by them.

The crying need in the pulpit, press and business is for more men who can resist the color of their surroundings, and retain their personality, through thick and thin.

MEPHISTO.

“CERTAINLY WAS BLESSING TO ME”

Lincoln Woman's Life Was Burden Before She Began Taking Tanlac—Health Restored.

“I had tried nearly everything else without getting relief, and if Tanlac had failed me I don't know what I would have done. But since taking it I feel better than I have in years,” said Mrs. Catherine Therkelson, 2925 T Street, Lincoln, Neb.

“For four years I suffered from a complication of troubles which finally resulted in such a badly run-down and weak condition I almost despaired of ever getting well. I couldn't eat enough to give me any strength, and my stomach was upset all the time. Nights I went to bed, and my nerves were so shattered the least little noise would startle me. My kidneys bothered me a great deal, and I had such pains in my back I couldn't stoop over without just suffering agony. I got so weak I could hardly creep around and life became a burden.

“Well, I read a great deal about how others were being helped by Tanlac so I decided to try it, and I want to say, although I am now sixty-seven years old, I have never found anything that can half-way come up with this grand medicine. My appetite came back by the time I had taken half-a-bottle and I began to improve in every way, and now I am in so much better health I hardly feel like the same person. Tanlac certainly has been a wonderful blessing to me, and I just want to tell everyone who needs medicine about it.”

WHY HE WENT.

“Say, mama, was baby sent down from heaven?”
“Why, yes.”
“Um. They like to have it quiet up there, don't they?”—The Legionnaire.

Cattleman Sees a Return of Better Times and Prices

Ed. Belsky, secretary-treasurer of Northwestern Nebraska Registered Hereford Breeders association, is optimistic, says the State Journal. In a recent statement he says: “Most stock growers are looking the skies over in an effort to forecast the future. Will we ever again enjoy prices of the recent past years and see happy days again? This is no time to stand still and wait. If we put forth our energy to produce more and a better grade of produce, and look on the bright side of things, it will help us more than anything else to get around on the right side of success. No one can do justice to his business with fear and foreboding. Our well founded trust in the cattle industry and confidence in ourselves is sure to work

out right, if we work it out right. “For the present, we must take our losses in good spirit as a part of life's big game and work with all our might to make conditions better as soon as possible. The present condition looks dreary, but the sun will return with bright and happy days. It has never failed to before and will not fail us this time. What has been shall be again.”

“We realize that the setback beef has suffered in the past is due to the period of re-adjustment and not to be permanent. We are a flesh eating nation and just as much beef will be eaten as ever once the country is again normal. One thing we must not forget, to lower the cost of production to meet the decreased prices, and the first place to begin is with a better class of live stock. By using good sires, the well bred stock will return more for feed consumed. It costs no more to raise a 1200 pound steer than a 600 pound scrub, besides the pleasure derived from raising the

good kind and being a builder of a good community.”

Wanted to buy both your fat and stock hogs. O'Bannon and Neuswanger. Phone 71. 184f

THE WAGES OF SIN.

“Bredren!” exclaimed the preacher as he came across a portion of his flock engaged in pursuing the goddess of chance. “Don't you all know it's wrong to shoot craps?”

“Yas, pahson,” admitted one parishioner sadly, “an' b'lieve me, Ah's pay-in' fo' mah sins.”—The American Legion Weekly.

ANOTHER SMALL NATION.

A Kansas man is reported to be the father of thirty-two children. It is not known whether he will apply for admission to the League of Nations or just let America represent him for the present.—Punch (London.)

VICTIMS RESCUED

Kidney, liver, bladder and uric acid troubles are most dangerous because of their insidious attacks. Heed the first warning they give that they need attention by taking



The world's standard remedy for these disorders, will often ward off these diseases and strengthen the body against further attacks. Three sizes, all druggists. Look for the name Gold Medal on every box and accept no imitation.

To the motorist who has quit guessing about tires —

ALONG about this time of year a man finds his motor- ing neighbors getting anxious about their tires. With folks expecting old tires to “pop” any minute, there comes the question of what kind of new ones to buy. U. S. Tires are answering a lot of questions like this nowadays.

The U. S. Tire following embraces two kinds of tire buyers.

Those who started with quality first, and have never bought anything else but the quality standard tire.

Those who came to quality first only after dabbling with “bargains,” “rebates,” “job lot” and “surplus stock” tires.

Getting one hundred cents value on the dollar in tire buying is a straight-forward business proposition—not guess-work or a game of wits.

The most essential man for you to know today is the local U. S. Tire dealer who is concentrating on a full, completely sized line of U. S. Tires.

He gets his U. S. Tires straight from his neighboring U. S. Tire Factory Branch—one of 92 such Branches established and maintained all over the country by the U. S. Tire makers.

He is the man who can give you fresh, live tires—not stuff shipped to him from some point where it did not sell, but new tires of current production.

Giving the same quality, selection and price-advantage to the owner of the medium weight car as the big car owner gets. With equal service and buying opportunity whether he lives in the smaller localities or the greater centers of population.



THE U. S. NOBBY TREAD

Where the going is especially heavy with snow, mud or sand, in hilly country where maximum traction on the road is a factor, no other tire tread yet devised is quite so effective, or so wholly approved by motoring opinion, as the U. S. Nobby Tread.

In its very simplicity—two diagonal rows of oblong studs, interlocking in their grip on the road—is the result of all the years of U. S. Rubber experience with every type of road the world over.



“The most essential man for you to know today in the tire business is your local U. S. Tire Dealer.”

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RANCHERS' SUPPLY CO., Ashby, Neb.
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MILLER AUTO CO., Hemingford, Neb.

HEMINGFORD IMP. & INV. CO., Hemingford, Neb.
L. A. ANDERSON, Hyannis, Neb.
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Try a package today.

The children will like it—and the grown-ups will eat their share.

The Taste of MAPLE LINGERS WITH YOU.

It is something different—absolutely wholesome—sanitary wrapping.

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