

The Alliance Herald

Official Paper of Box Butte Co.

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Official Paper of the City of Alliance

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ALLIANCE, BOX BUTTE COUNTY, NEBRASKA, TUESDAY, JUNE 21, 1921

NO. 59

PLANS FORMED TO COVER RACE MEET DEFICIT

GOOD FELLOWS ASKED TO KICK IN WITH \$25 EACH

About Half of the Amount Needed Has Been Raised—Committees Now on the Job

The Alliance chamber of commerce, at its Monday noon luncheon, discussed the matter of the race meet deficit pro and con, and the consensus of opinion was that the club should make the first order of business the payment of the race meet deficit of \$2,500. The meet was sponsored by the club, and due to a number of causes came a financial cropper. Ordinarily one bad year wouldn't cause any great degree of despondency, but this year's deficit follows on the heels of one last year. The club plans to get out of the financial hole the first hard work it does.

A number of plans were discussed at the luncheon, the one receiving the most attention being to pass a subscription paper about the city and get one hundred men to agree to pay \$25 each and settle all accounts immediately. Committees volunteered to do the work, and after about a day and a half of solicitation have received pledges amounting to over a thousand dollars. This is considered the best bet, but if it fails to pull through, some other means will be adopted. Due to the fact that money is considerably tighter than it was a year ago, the work of getting a hundred men to help "pay for the dead horse" is up hill all the way, but the same bunch of public spirited men who have always come to the front are getting behind the movement and prospects are fairly bright for putting it over.

President Glen Miller asked for a free discussion of the problem by the members present at the luncheon, and he got it. Earl Mallory, the first speaker, urged that the club by all means meet its bills in full if possible. He called attention to the fact that the club's budget would not cover the demands made upon it, and urged strict economy in all lines until the debts were paid and the club ready to go ahead on a sound basis. Dr. Minor Morris took the same stand when he was asked to diagnose the case and suggest a remedy. He said that the city of Alliance could not afford to let the impression get out that a bunch of short sports lived here, and that he believed the money could be raised without any great difficulty. Alliance is on the map today, he said, and its reputation, standing and dignity depended on the way this issue was met.

J. S. Rhein made a funeral oration and pointed out that anyone could be a good sport when prospects were ten to one, but that it took a real sport to grin when conditions were as unfavorable as they are at present. He said he knew it was difficult to get people to pay for something when it was a thing of the unpleasant past, but he believed enough people were interested in Alliance's good name to come through.

Other speakers suggested that if necessary to meet the obligations incurred, a secretary be dispensed with for the next two quarters be appropriated toward paying the debts.

Secretary George M. Carey and Director J. W. Guthrie furnished the following figures showing the bad news of last week:

Receipts.	
First Day.	
General admission	\$ 259.00
Grandstand	85.45
Quarter stretch	8.50
Auto park	22.00
Total	\$ 375.85
Second Day.	
General admissions	\$ 542.70
Grandstand	319.45
Quarter stretch	13.75
Auto park	19.00
Evening admissions	192.75
Total	\$1,087.65
Third Day.	
General admissions	\$ 545.85
Grandstand	237.70
Quarter stretch	12.00
Auto park	15.00
Evening admissions	131.95
Total	\$ 932.50
Summary.	
First day	\$ 375.85
Second day	1,087.65
Third day	932.50
Total	\$2,396.00
Advance boxes and stalls	\$ 208.50
Concessions	454.90
Grand total receipts	\$3,059.40
Expenses.	
Track and grounds	\$ 246.25
Insurance	72.50
Advertising	128.25
Fireworks	888.40
Band	500.00
Bucking contests	50.00
Starter	125.00
State Racing Assn.	190.00
Amer. Trotting Assn.	30.00

THEY READ HERALD ADS

Harry Thiele, the popular Alliance druggist, is firmly convinced that Herald advertising pays—last Friday's Herald carried a large display advertisement with a list of "Dollar Day" bargains.

Among the many bargains listed in The Herald ad was "10 Bars of Woodbury's Soap—\$1.00." Woodbury's sells ordinarily for 25 cents per bar and Harry's ad copy read "5 Bars of Woodbury's Soap—\$1.00," but The Herald's force, in a moment of forgetfulness, made the ad read ten bars instead of five.

And then the rush started. Thiele's store was crowded with eager buyers, everyone of whom wanted, in addition to the other bargains, 10 bars of Woodbury's soap. The gross that Thiele had in stock was snapped up quickly and customers clamored for more. The Herald made good the difference, for it shows very plainly that HERALD ADS PAY.

Incidental expenses	450.00
Total	\$2,680.40
6 harness races at \$50 each,	
less entry fees of \$250	\$1,850.00
2 running races at \$100	200.00
2 running races at \$200	400.00
1 running race at \$300	300.00
1 running race at \$150	150.00
Total	\$2,900.00
Expenses	\$2,680.40
Total expense	\$5,580.40
Receipts, grand total	\$3,059.40
Deficit	\$2,521.00

A proposed fine of \$5 for failure to vote would just about wipe out the war debt if it were made retroactive.

ANDY DUNBAR IS INJURED IN AUTO WRECK

AUTO WITH FOUR OCCUPANTS WAS OVERTURNED

Former Well Known Alliance Young Man Taken to Hospital After Being Taken From Wreck

Andy Dunbar, former well-known Alliance young man, who now lives at Foster, Wash., and who is employed in Seattle, of which Foster is a suburb, was injured on Tuesday last week when an auto in which he was riding with three other persons struck a large brindle dog and overturned.

Dunbar, with two other men and a girl, all of whom were riding on their way to work, and all of whom were injured, was taken to the Seattle city hospital in another auto. The owner of the wrecked car said that the dog trotted slowly in front of the auto. The dog suddenly stopped and the driver was unable to avoid him. The right front wheel of the auto hit the dog, the auto slewed around to the left and completely overturned, pinning the party of four underneath.

Dunbar's father is A. J. Dunbar, formerly superintendent of the American potash plant at Antioch, and who is now located at Seattle. Dunbar, while here, chummed with Wade Grassman of Alliance.

The dog which caused the wreck suffered a broken back and was shot by police officers.

Chadron and Alliance Rotarians and Wives to Hold Joint Picnic

A week from next Sunday the Chadron Rotary club will join the members of the same organization from Alliance in a picnic at the new state park eight miles south of this city, says the Chadron Chronicle. This will constitute the opening event to be held at this place since it has become a state park.

Last Sunday, through the courtesy of Senator Jim Good, Harry Reische, Bob Elliott, Dick Yardley and the writer were privileged to visit and take a stroll over the site of Nebraska's first state park. The party was composed entirely of Rotarians and went out for the purpose of locating a suitable camping ground for the joint picnic on June 26th. This proved to be a difficult matter for those in the party, as there were so many wonderful places and each thought that his place was just the best. It was finally decided though, to the satisfaction of all concerned. The park comprises 640 acres eight miles south of this city and fifty miles north of Alliance on the federal and state highway.

Within the square mile of this park is undoubtedly some of the most beautiful scenery in Nebraska. From the valley which is traversed by Chadron creek, to the high bare picturesque buttes and pine-covered hills, many of the places gives one, and that means me, the impression that they are virgin ground never heretofore trod by man.

SAUER NOT YET THE TIMBER FOR CHAMPIONSHIP

FAILS TO WORRY JOE STECHER A PARTICLE

Friday Evening Match at Roof Garden One of Prettiest Exhibitions Ever Staged in the City

The Friday evening wrestling match at the roof garden between Joe Stecher of Dodge and Pete Sauer was one of the prettiest wrestling exhibitions ever staged in the city, but it was hardly a wrestling match. The Alliance grappler, who has been defeating all comers in this part of the country with comparative ease failed to make any impression on the ex-champion, who took two straight falls from him, the first after fifty-nine minutes of wrestling and the second after only four minutes.

It was apparent from the first glimpse of the two men in their fighting regalia that Stecher had all the advantage of weight and size, and after only a few minutes of wrestling it was plain that the little matter of scientific skill was on the side of the champ. It was a great little old exhibition, however, the Dodge man giving the fans an opportunity to see several things of interest in the wrestling game.

The ex-champion was built on tremendous lines, and for all his size exhibited a nimbleness and dexterity that was the marvel of the big audience that crowded the roof garden. He maneuvered the first fall by means of his famous body scissors. Sauer did some good work in breaking various holds, but he was at no time a menace to the champion.

The audience was plainly with Sauer, and there were some who hoped that the miracle would happen and that the Alliance wrestler would cop a fall, but if they entertained any real hopes they were short-lived. The second fall came through the same body scissors.

Alliance fans who have been touting Sauer as a contender for the heavy-weight championship some of these days, are not particularly daunted, but they realize now, as never before, that weight and experience are indispensable, and that it will, in all probability, take several years for Sauer to get up into the championship class.

Stecher not only put on a good show, but he exhibited the best of sportsmanship all through the match. He arrived in Alliance the afternoon of the match after a rather hard and fatiguing trip, it being necessary for him to make the last lap of his journey by automobile. Promoter Fred Mortensen was considerably worried over the non-arrival of the chap, who had been expected to come on the varnished cars, and arrangements had been made, to bring Pesek of Ravenna to Alliance by aeroplane.

The match was scheduled for 8 p. m. but due to the financial difficulties of the chamber of commerce, was postponed until 9:30 in order to allow the crowd to take in the fireworks exhibition. It was a good crowd, but the promoter had the same sad experience as those backing the race meet—there wasn't cash enough in the house to meet expenses. Stecher had been given a guarantee of \$1,500 and an irrevocable contract on which he might have collected had he been so minded, but the ex-champion showed the quality of his sportsmanship by accepting a sum that was only half of the amount due him.

Repeal of Homestead Act Would Lower Cost of Production

"Unless congress repeals the 640 acre homestead act before it is too late, the law will remain a dangerous menace to the cattle industry of Arizona," said a writer in July Sunset.

"Under this act any citizen has the right to take possession of a square mile of the public domain when it has been classified officially as 'grazing land,' and to obtain a patent to this square mile by fulfilling more or less on the square the easy requirements of the land office. There is no water on any land classified as grazing homestead and whatever water exists in the vicinity has passed into private ownership years ago.

"Yet grazing homesteads by the thousands are being taken up, in most cases by claimants who want to collect trespass damages from the established rancher whose stock has been ranging over the land. After the first trespass claim the rancher is usually willing to lease or buy the homestead. Transfer of the land from public to private ownership has accomplished nothing except to raise the established stockman's cost of production."

John R. Barton, branch manager for the Galion works with headquarters in Lincoln, Neb., has been in the city for a few days attending to business matters. Mr. Barton visited with the owners of The Herald while in the city.

ABSTRACT SHOWS MUCH PROPERTY IN THE COUNTY

GRAND TOTAL WELL OVER FIFTY MILLION DOLLARS

Figures Compiled by County Assessor Pilkington Contains Some Interesting Items

County Assessor John Pilkington has completed his official abstract of the assessment of the property of Box Butte county and there are many interesting items. It was known that including real estate the grand total would be over fifteen million dollars. The amount of this wealth will astonish a number of the old eastern counties which date back to the sixties. It will be noted that we have more than a thousand automobiles and 621 dogs. The diamonds and jewelry only totals \$12,280, and there are but 65 vehicles of the bicycle and motorcycle type. There is not so much poultry as would be found profitable, and patent rights are almost as scarce as steamboats. While there is but a single head of fat cattle in the county, the total number of cattle in the county is 7,692, and of horses of all ages 17,809; mules of all ages total 332.

The county contains 510 tons of broom corn, and we call attention to the diversity of crops and industries as shown by this interesting document. Old settlers will look over the detailed statement and will note the relative amount of the various kinds of stock and grain on hand. The character of our industries is changing and this is bringing its changes in the tax schedules, but never had Box Butte county so much property of value, nor so bright prospects for the immediate and permanent future.

Following are the totals, as furnished by Mr. Pilkington:

COUNTY ABSTRACT OF ASSESSMENT, BOX BUTTE COUNTY, 1921.

To the State Board of Equalization and Assessment of Nebraska:

I hereby certify that the following is a correct abstract of the assessment of Box Butte county, for the year 1921, and that the values given are the valuation assessed by the assessors, and equalized and corrected by the County Board of Equalization.

JOHN PILKINGTON,
County Assessor.

	Total No.	Actual Value	Average
CATTLE—			
Yearling Steers	2128	\$ 61265	\$28.79
Yearling Heifers	2831	60934	21.59
2 year old Steers	1904	89740	44.45
2 year old Heifers	1918	59445	31.00
3 year old Steers	1972	102535	52.00
Cows and Calves	2694	98550	37.31
Dry Cows	1968	68025	34.23
Milch cows	2068	108550	52.47
Bulls (Registered)	88	6595	74.20
Bulls (Not Registered)	303	13950	46.00
Fat Cattle	1	80	80
Total Cattle	17865	\$669669	

HORSES—			
Yearling colts	509	\$ 4951	\$ 9.84
2-yr. old horses	686	13155	19.17
3-yr. old horses	547	22050	40.00
Work horses	3184	243360	76.74
Range horses	1714	42555	24.82
Ponies and plugs	644	11410	17.40
Stallions	28	2825	100.00
Total Horses	7312	\$340306	

MULES—			
Yearling mules	112	\$ 2740	\$24.45
2 yr. old mules	60	2815	46.91
3 yr. old mules	41	2110	51.10
Work mules	96	6695	59.74
Jacks	23	3530	153.00
Total Mules	332	\$17890	

	Assessed Value
All credits, such as annuities, notes, secured and unsecured, money loaned by me, judgments and allowances, bonds (except Gov. bonds)	\$ 234482
Money on hand or on deposit with banks, trust companies, corporations, firms or individuals, or subject to my order, check or draft	3025
All money invested in certificates of purchase at tax sales	3082
Fire and burglarproof safes, 106	11395
All money paid to building, Loan and Savings associations on certificates of stocks	32582
All book accounts due me	10225
All shares in any corporation formed in the state conducting business outside the state	5640
Office and store fixtures, furniture and equipment	88685
Billiards, Pigeonhole, Bagatelle, and other similar tables and bowling alleys	4010
Patent rights	775
Bicycles, tricycles, velocipedes, motorcycles, any kind	6
All nursery stock	150
Automobiles, 1056	381550

(Continued on Page 4)

PHILOSOPHY OF ADVERTISING

(Philadelphia Ledger)

One of the saddest spectacles observable in American business life at the present time is offered by those merchants and manufacturers who have been so impressed by the existing wave of economy that they are cutting down on their advertising. The buying public today is very different from the buying public of two centuries ago and, what is more to the point, even of two decades ago. The modern public has been brought up on advertisements. The infant food it imbibes from its nursing bottle, the shoe it wears out on its reluctant walks to school, the ring it slides upon a beloved finger as a token of the happy date of acceptance, the baby carriage it later invests in, even the ornate box in which it is at last laid to rest and the enduring stone that marks the spot are all bought because they have been advertised. What is not advertised is ignored as if it did not exist.

Yet it is better never to advertise at all than to advertise and then to stop. That is fatal—perhaps not at once, but eventually. It is taken as a confession of failure. People interpret it as meaning that the goods of the man who ceases to advertise have been tested in the great laboratory of public opinion and have been found wanting. It is as if he had his wares spread out in his window for examination and comparison, and should then suddenly board up the window. People view such action with suspicion.

An advertising appropriation should be a permanent charge, no more subject to arbitrary cancellation than the dealer's charge for shop rent or light. It can be made a far more profitable investment than the money spent for rent and light.

EARL BROWN WAS MINUS HIS MONEY AT MANHATTAN

FEEBLE MINDED YOUTH TAKEN FROM TRAIN REACHES HOME

Alliance Officers Forwarded Sworn Statement That Money Was Given Youth for Journey

Earl Brown, the feeble minded youth who was taken from the Palmer Brothers circus at Alliance the first of this month, and who was sent to his home at Manhattan, Kan., by the local officers upon receipt of expense money from his father, finally turned up at Manhattan on foot.

According to word received by Sheriff Jim Miller from the sheriff at Manhattan, Brown, who is about twenty-one years of age, told the officers and his parents that he had walked from Lincoln and that the officers here had given him no money. This was in answer to a statement of Sheriff Miller that there was five dollars expense money coming to this end of the line for meals and bed furnished the boy and other expenses when he was taken up and cared for.

Sheriff Miller, Deputy Tom Miskimen and Chief of Police Charles Jeffers have signed a sworn statement and forwarded it to the Kansas officer, showing what was done with the \$25 which was wired here by the father of the boy. Eleven dollars and sixty cents of this amount was used to purchase a ticket to Lincoln, which was given to Brown when he was put on the train. The sheriff then tucked \$12 in bills in the boy's shirt pocket and fastened the pocket with a safety pin. The balance, together with \$1.80 which the boy had from money paid him by the circus, he was told to use for meals.

Evidently the boy was not so feeble minded as he appeared to be, for in an effort to excuse himself for spending or losing the money, he told his home folks that the officers here had given him no money and that he then had to walk home from Lincoln. The officers here are somewhat indignant over the statement and have forwarded the affidavit showing what was done with the money.

Keiser Pleads Guilty to a Charge of Intoxication

George Keiser, who was arrested this morning on a charge of intoxication preferred against him by Wm. E. Henderson, a neighbor, plead guilty to the charge before Judge Tash this afternoon and was assessed a fine of \$25 and costs, which he paid.

George admitted to the judge and the county attorney that he had undoubtedly been given an awful kick by a slug of "white mule" and that its effects resulted disastrously for him.

THE WEATHER

Fair tonight and Wednesday. Slightly cooler extreme southeast portion tonight.

ONLY THREE BOOZE CASES DURING MEET

HOORH CELEBRATIONS CONSPICUOUS BY ABSENCE

One Man Jumps Cash Bail, Another Meekly Pleads Guilty, and Mrs. Rosetta Comes Across

This year's race meet was a success in one respect, at least. There was a notable absence of hooch and the effects thereof. During the entire week, including the two days of the stockmen's convention and the race meet, but three men fell into the toils of the law. One of these, J. Kelley, put up a cash bond of \$60 for intoxication in court to answer to an appearance charge, but when court convened, Mr. Kelley was elsewhere. The \$60 just covered the maximum fine and the costs of such a case, and the money was declared forfeited and the officers ceased to look for the gentleman.

Jack Cravens of Antioch, who was arrested in a Dodge car containing a Heinz pickle bottle filled with some wild-odored hooch, appeared in county court Saturday morning to answer to two charges of a complaint filed by County Attorney Basye. One count charged him with intoxication, and to this he pleaded guilty and was nicked for \$50 and costs by Judge Tash. The second count charged him with illegally transporting liquor. The defendant was meek and interposed no objection, and the court added another fine of \$100. Judge Tash decided, however, that although Cravens was guilty of a technical violation of the prohibitory laws, there were extenuating circumstances. Mr. Cravens explained that he had borrowed the car without the knowledge or consent of the owner, Christ Jameson, and that he had paid \$10 for the booze. The court believed him when he said that he had only tanked himself up, and had no intention of selling the stuff. In view of the circumstances, the \$100 fine was suspended during good behavior, and Mr. Cravens paid the \$50 fine and the costs of the two cases.

Rooming House Searched

The third booze case of the week was the most sensational and for a time threatened to be most interesting indeed. Last Friday evening, Sheriff Miller, Deputy Tom Miskimen, Chief Jeffers and Officer Stilwell visited the Rodgers rooming house following the purchase of a pint of hooch from Mrs. Minnie Rosetta by a friend of the sheriff's, the latter furnishing the money. The officers searched the place thoroughly, and while it was a trifle hard to keep all of the occupants of the place together while the search proceeded, managed to find, in a bathroom, behind a strip of oilcloth, evidence of a hidden cache, presumably used for booze. An empty or two was found in the cubbyhole, which was large enough to accommodate about a dozen pint bottles. The officers then proceeded to search the rest of the place, and were rewarded by finding a pint or so of first class evidence, but darned poor whisky.

Mrs. Rosetta broke away from the officers, and when found in an adjoining room was emptying a bottle into a slop jar. The jar and the partially empty bottle, as well as Mrs. Rosetta and her husband, were taken to the county jail. Two women rooming in the place were also escorted to jail by the cops. No complaint was lodged against them, but the officers said they promised to leave the city if released, and were permitted to do so.

The hearing in the Rosetta case was held Saturday afternoon. Mrs. Minnie Rosetta pleaded guilty to the illegal sale of intoxicating liquor and paid a fine of \$100 and costs. Under the new law, and through the irony of fate, the \$7 advanced by Sheriff Miller to his friend to purchase the incriminating whisky was taxed up as a part of the costs, and the profit on this one sale was lost forever.

According to Chief Jeffers, the Rodgers rooming house has been under suspicion for some time, but evidence was pretty hard to secure. The sheriff's accommodating friend was willing to go on the stand and testify, but Mrs. Rosetta decided to plead guilty and it proved to be unnecessary. The chief says that both Mr. and Mrs. Rosetta had, from time to time, pretended to co-operate with the police, and that several times they promised to help him locate illicit stills and round up bootleggers. This dodgy didn't get them anywhere, and should serve as a warning to others who think that the police are easily gulled.

Mr. and Mrs. R. R. Reddish left overland Monday for Oregon where they will visit their son who lives near Astoria. They will stop over in Scottsbluff where they will visit at the home of Mrs. Reddish's brother, W. L. Vernon.

James Keeler and wife, accompanied by Ed Eldred and wife, left overland Friday in Mr. Keeler's car for Ravenna, S. D., where they will visit at the home of James Rhein. Mrs. Rhein was formerly Miss Eunice Eldred.