

**The Alliance Herald**  
TUESDAY AND FRIDAY

BURR PRINTING CO., Owners

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**RESULTS OF "SAFETY FIRST"**

The average man who makes a railway journey of a hundred miles—and the average man hasn't the money to take a longer trip save in cases of necessity, or moments of wild recklessness—will note a large number of signs, banners and placards scattered over the station, the yards and the varnished cars. They read the same way—"Safety First." They produce about the same impression on his mind as the quantity of other signs that surround him in his daily life—signs that bear the command, "Eat Blink's Bread," or "Wear Scratchless Underwear," or "Why Wash Your Own Sox?"

But to the railroad men these signs mean something more than mere decorations, or advertisements. They represent an idea and an ideal which, since 1907, has done more to make railway travelers and laborers safe than all the inventions during the same period. All of us take to little interest in the problems of the men who live in the same block with us. We used to notice, every once in a while, even when we weren't directly concerned, that there were a whole lot of railway wrecks, and that railway laborers had a habit of coming home broken and maimed. We may have thought of late years that there were fewer wrecks and fewer railway men who had to quit the game because of injuries.

The reason for this changed condition of affairs lies in those words "Safety First." To the rest of us they represent only the advice to be cautious when driving a flivver, or approaching a railway crossing. To the railroaders, of all classes, they mean much more. These fellows know what carelessness can do. They know how foolish it is to "take a chance," especially with a moving train. They have watched their fellows carried away on a stretcher. And, once they got the spirit of "Safety First" and saw what concerted effort in eliminating the taking of risks could accomplish, those two words became their gospel, their creed, and their philosophy of life while on the job.

And all of us benefit because they have learned their lesson well. The railways of the United States carried, in 1920, 1,300,000,000 passengers, and the records show that but one out of 5,673,000 was killed. In 1889, the death rate was one to every 1,523,000. On the railroads, the number of deaths to passengers and laborers has diminished by two-thirds.

How about the rest of us? In the various industries the lives of workers are better protected. But outside of business hours, look at the score. The automobile is killing more people than the railroads ever dreamed possible. Instead of being one of the greatest menaces to life, railroad travel has become as safe as staying home in bed.

What all of us need to do is to adopt the "Safety First" slogan in the same spirit as the railroaders. Let's not only preach it, but practice it, all the time. The principle is just as good in automobiling, in walking, in swimming, in any hazardous occupation or pursuit. Railroads and railroaders have almost eliminated carelessness. The railroad employes are just the same sort of people as the rest of us, of neither greater or less intelligence. The only difference is that there are fewer of them, and they have been able to see that it pays.

**THE IDEAL WOMAN.**

A newspaper is valued only as it fills its place in the community. It has not one, but many duties to perform, some of them vastly unpleasant, but not to be shirked, nevertheless. Now and then comes a pleasant duty, in which the chief pen pusher takes much joy. But life, so we have been told, is not all beer and skittles. The bitter must be taken with the sweet. The grinding duties must be performed along with those that are a pleasure. A duty faces us and we must not shrink.

In this community, as in countless others, there are young men and maidens, falling in love, falling out, marrying and everything. Although the great process of mating goes on without interruption, day in and day out, in season and out of season, there is no word of counsel for those about to commit matrimony. Were a man to invest two hundred and fifty dollars

in a peanut stand, he would be besieged with friends who would offer suggestion and advice on countless aspects of the venture, from where to buy the machinery to the exact shade to which the peanuts should be roasted. The same young man, about to tie himself up in a contract that will, presumably, bind him until death, unless his wife's relations or the divorce courts intervene, will find no one to guide him.

The truth of the matter is that the young man contemplating this great step is in no position to judge for himself. Some sort of fluttering about his heart so impairs his judgement that it cannot be trusted. At such times a pug nose appears to be the very soul of beauty, when actually pug noses are not, even though dignified by the name retrousse. A skinny maiden will seem slender; a fat girl will seem a fetching bundle of curves when the same man, in sober judgment, will realize that she is a mountain of flesh. Not that these things are of any great importance. Love is no respecter of persons; it comes where it listeth. Our argument is not directed against Cupid, at all. One must fall some time, if he be human, and therefore, why not apply the standard of perfection to one's beloved while there is yet time to withdraw.

Only in the last few months has there been a standard that covers not only physical, but other points of importance. Centuries ago, the Venus de Milo was carved from everlasting rock, the 100 per cent beauty of her time. Little is known of Venus save her physical proportions. Her height was 5 feet 8 inches; weight, 140; neck, 13 inches; chest, 33 inches; bust, 37; waist, 23; hips, 39; thigh, 24; upper arm 11, and calf, 15 inches. Figures in this case, are not very enlightening. Women are not so large as in Venus' day, but generally speaking, the same proportions hold good.

Now the youth contemplating matrimony will not be able, in most cases, at least, to do more than guess as to the physical proportions of his heart's desire. There is not even a municipal swimming pool to help him out. But every man may measure his beloved according to the standard for other perfections.

The Denver American Legion post has investigated the matter thoroughly. Hundreds of men have given the good points of their ideal women, and this is the way she is made up:

Physical Beauty	25 per cent
Mentality	20 per cent
Amiability	12 per cent
Spirituality	10 per cent
Sense of humor	8 per cent
Love of sports	7 per cent
Domesticity	6 per cent
Artistic and romantic sense	5 per cent
Style	5 per cent
Modesty, only	2 per cent
Total	100 per cent

And now, having given the physical proportions as well as other attributes of the ideal woman, The Herald has done its full duty. Any man who is satisfied with less has no one but himself to blame. We should suggest that while perfection is the ideal, it is not humanly attainable, and no man should be too critical. The Denver Legionnaires claim to have discovered the 100 per cent woman right in their city, but somehow we fail to discern the wings sprouting on the candidate. If you get 50 per cent of this, you'll find that you have been fairly fortunate in the matrimonial grab-bag. Fortunately for us men, there are no standards which may be applied to our sex. The average husband, alongside the average wife, is discounted about 50 per cent to start with.

**TAINTED HISTORY**

The Knights of Columbus are performing a very real service for the United States now, just as they did for the men in the training camps and the trenches during the war. In the course of the hostilities, K. C. representatives were most instrumental in keeping up the morale of the fighting forces. Their huts, although not so numerous as those of other organizations, were always crowded. The men in charge of their war work were never so obsessed with the idea of their own importance that they could not sympathize or fraternize or counsel with the high privates in the rear rank, and they did it as readily as they served the men who wore the gold braid on their coats.

Now that the war is a thing of the past and the Knights of Columbus had a very vital part in making this particular bit of history, they have not relaxed their vigilance. They are still keeping up the fight, only this time they are not giving home comforts and boundless sympathy to homesick boys or putting life into disheartened. They are interesting themselves in seeing to it that patriotism shall endure, not for the duration of the war only, but for all time.

The Knights of Columbus are taking the lead in seeing to it that history, which they had their share in making, shall be written properly. As an organization, they have decided to encourage the study of history and the

writing of records without fear, favor or coloring to suit any class of citizens or any branch of hyphenates. A few months ago, announcement was made of a number of prizes for historical monographs. The organization has offered sufficient inducement to make research work in American history profitable, as well as attractive.

Nor is this all. In its official publication, the K. C. organization is doing even more. Charles Grant Miller, some months ago, started a campaign against a long list of school histories, charging that the authors are rewriting American history to suit their concept of what it ought to be. These textbooks, it is charged, are colored to save the feelings of the British. They omit mention of such important stimulators of patriotism as the story of Nathan Hale, of Betsy Ross, Molly Pitcher, and minimize the work of John Paul Jones, the Boston tea party, and other incidents that, although in some respects legendary and traditional, have served a mighty purpose. In some of these textbooks it is made a point to speak disparagingly of great men in American history, to enlarge upon their weaknesses and speak disparagingly of their influence. Mr. Miller has made a thorough study of these books, and has pointed out their defects. It has been an uphill fight all the way, but he is getting results. Influential forces are supplementing his efforts, and it should not be long until American school children will be no longer tainted by Anglophobe writers, just as there has been a movement to do away with certain German literature that once poisoned the minds of the youth of the country.

For the information of those who may be interested in seeing what books their own schools are using, the list of textbooks under attack is given below:

School History of the United States, Revised 1920, by Albert Bushnell Hart. American Book Co.

A History of the United States for Schools, 1919, by A. C. McLaughlin and C. H. Van Tyne. O. Appleton & Co.

School History of the United States, 1919, by John P. O'Hara. Macmillan Co.

Short American History by Grades, Parts I and II, by Everett Barnes. D. C. Heath & Co.

American History for Grammar Grades, 1920, by Everett Barnes. D. C. Heath & Co.

Burke's Speech on Conciliation, Edited by C. H. Ward, 1919. Scott, Foresman & Co.

Our United States, by William Backus Guiteau, 1919. Silver, Burdett & Co.

**THE CUT-PRICE MAN.**

(Advertising and Selling.)

There are some people in this world who are self-confessed bargain hunters. They see virtue in a commodity only when the price can be arranged.

They will favor you with a sly, insinuating wink as they say, "No, siree! I never pay the list price for anything. I make my own terms—or I don't buy."

That's what they say, isn't it? Investigate such a man on a personal basis and you will find that he wears an athletic "type" union suit—with a sweat-shop label in the neck-band. The webbing has broken away at the waist.

He smokes "ten cent" straights—special today for six cents apiece. The aroma is suggestive of a motor-man's glove.

He lives in a house covered with "just as good" roofing. Sun and rain find access through a hundred cracks.

He plays golf with a Glory dimple "second." His drives average all of ninety yards.

He carries a "take me home for 74 cents" dollar watch. He arrives home 25 minutes behind the dinner hour.

And so on to the end of the chapter. He has made his "own terms." He lives by his "own terms" and probably dies by them.

If you give him the opportunity, he will make his "own terms" with you.

Then—after you have cut the list price—you will have to pay the penalty.

**PLEASANT VALLEY**

Mr. Lew Roberts and family and Ferg Thimblin spent Sunday with Mr. and Mrs. John Roberts.

Mr. and Mrs. Thomas Squibbe spent Sunday with Mr. and Mrs. John Warn.

Mr. and Mrs. Ernest Osborn and little daughter spent Sunday with Mr. and Mrs. John Roberts. Harold Bryant and Joe Thimblin were afternoon callers.

Mrs. Lew Roberts and daughters were pleasant callers at Otis Cox's Sunday.

Edgan Brown was a caller at Oscar Stephenson's Sunday afternoon.

Harold Bryant returned home Thursday afternoon from Alliance, where he has been visiting friends.

Mrs. Clarence Surface and little son departed for the east where she will visit with relatives.

Mr. Gus Deitcher spent Thursday afternoon with Otis Cox. Gus Sohing

was an afternoon caller. Miss Fern Eaton spent Sunday with her parents Mr. and Mrs. J. Oliver in Hemingford.

The capital, surplus and undivided profits of the Alliance National Bank amount to \$130,000.00. 10-15

The way a French chef garnishes dishes entitles him to high rank as an interior decorator.



**Reuler's**  
WILLIAM RHOADS—Resident Manager

# ANNOUNCEMENT

All Cotton Hosiery, Knit Underwear, Ribbons, Notions and Dry Goods of all kinds have been sold to an outside concern and shipped away.

What remains of Winter Apparel will be closed out at greatly lowered prices.

Mr. Reuler who is in New York every month, is there now with his corps of buyers selecting all that is desirable and new and we expect to show the latest in—

**FROCKS, COATS, SUITS, WRAPS, BLOUSES  
SKIRTS, SWEATERS, HATS, Etc.**

Very shortly—in fact we expect express shipments by Saturday. Incidentally the same garments will be offered to you that we sell in both our Denver stores—assuring you styles that are months ahead of anything shown in this section and at prices that will be a revelation to you.

Our regular opening announcement of our plans and aspirations will appear early in February.



## What Will THEY Do?

ACCIDENTS—some very serious—happen every day of our lives, but just when they will happen and how discomforting they will be can never be told in advance. It's bad enough to suffer pain, but the mental anguish that accompanies such injuries in the event the husband isn't able to provide for his family is doubly worse.

**A SAVINGS ACCOUNT WILL HELP**

If you are a regular depositor in our big list of savings account holders, you will have funds to help out at just such a time as this. Why not drop in today and talk over the plans we have. We'll surprise you with the simplicity of the system.

**WE PAY 5% INTEREST ON TIME DEPOSITS**

# The First State Bank

Deposits Guaranteed by Nebraska State Guaranty Fund.



**111** one eleven Cigarettes

Three **TURKISH** Friendly **VIRGINIA** Gentlemen **BURLEY**

The perfect blend of the three perfect cigarette tobaccos in one perfect cigarette

**one-eleven cigarettes**

**15¢ for 20**

111 FIFTH AVE.