

The Alliance Herald
TUESDAY AND FRIDAY

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BACK TO OLD TIMES.

According to the national and all the state constitutions or bills of rights, cruel and unusual punishments are barred. If we are to accept the reports from England as a criterion this was one big mistake of the hardy pioneers who founded this great and glorious commonwealth. From England comes the news that footpads and highwaymen of all descriptions are fast disappearing. The reason lies in the return of the lash as a punishment. The little old cat o' nine tails has put more fear into the hearts of the footpads than hundreds of uniformed bobbies patrolling the streets.

In early days in America, the pillory, the stocks and the dipping stool were most effective in putting an end to certain public nuisances and as a punishment for crimes. They were cruel punishments, but effective. The scarlet letter and the halter, as well as the branding iron, those applied by most godly people, were not nearly so pleasant a punishment as a sentence to a year in Hawthorne apartments, but they certainly did act as a deterrent to crime. And, when all is said and done, that's the real reason for punishing criminals.

But, despite the constitutional inhibition, we do have cruel and unusual punishments. Only they don't seem to have the splendid effect that some other countries are able to secure with them. Thus, a Peoria, Ill., judge prescribes a "daily dozen" for a husband whose wife complained that he would not stay at home. And this is what the judge ordered the erring spouse to do:

- Take care of your children an hour each day.
- Help your wife prepare the breakfast.
- Get a job at once.
- Stay home at least five nights a week.
- Take your family out walking at night and on Sunday.
- Start a savings account.
- Wait on yourself instead of making your wife wait on you.
- Repeat to your wife at least once a week your marriage vows.
- Wash the dishes every night.
- Allow your wife to handle the finances of the family.
- Go to church with your family every Sunday.
- Stop drinking.

All these things might be regular home-savers if the husband thought them up himself, but if forced to do them, it will be interesting to know the outcome. However, if judges yearn for publicity through unusual sentences, while not follow the English precedent. Restore the pillory or the stocks for bootleggers. After a hooch salesman has put in half a day in the stocks, he'll think before he gets within reach of the law's arm. The whipping post for all who carry concealed weapons or indulge in holdups isn't a half-bad idea. But with American ingenuity, and a whole lot of old time punishments, the courts ought to be able to stamp out everything from I. W. W.-ism to the booze complex.

THE MYSTERY PERSISTS.

In the "Public Forum" column for this issue may be found the second installment of Rev. B. J. Minort's explanation of the reasons for the desertion of their high political ideals by his Alliance disciples in the farmer-labor bloc. When all is said, there isn't much explanation to it, although there is a wealth of interesting information concerning Mr. Minort's plan to get the laboring men into the chamber of commerce.

Mr. Minort has wandered from the chief point at issue—the attitude of the farmer-labor bloc and what is to be expected of them—and devotes most of his attention to the chamber of commerce and why the rail-roads look upon it with suspicion. It's all very interesting, of course—and probably Mr. Minort is sincere in it. But, as is the case with many things the labor preacher writes, one wonders somewhat concerning his object.

The whole argument, so far as Mr. Minort and his farm-labor bloc are concerned, started a week or so ago, following the school election. The preacher had organized a civic forum. Now, there are civic forums in many cities of the country, and, as a rule, they devote themselves to local and national problems of importance and seek to inform the public, the idea be-

ing that with an intelligent people and publicity, evils may be conquered. The Alliance civic forum, almost immediately, developed into an attempt to unite farmers and labor unionists and iron out their differences. This done, a political coalition was effected. A statement by the founder of the civic forum declared that one object was to purify politics. This, in a broad sense, could be interpreted as a desire to select only the best men and women from those offering themselves as candidates; to secure pledges that constructive programs for road building would be supported; to demand economy and other things that intelligent taxpayers everywhere are seeking.

Then came the school election. Two men labeled "labor's choice" were sprung as dark horse candidates of the morning of election day. They were elected. Mr. Minort says that in a few short minutes—only three—he laid down the plans for the election, which were followed out and were successful. The Herald couldn't reconcile the election of these dark horse candidates with Mr. Minort's previous statements about the intentions of his farmer-labor bloc. After two columns of explanation, The Herald still fails to see how politics have been purified. The two new members of the school board are at least average men, but why should Mr. Minort plan to spring them on the public without warning, if, as he says, his farmer-labor bloc is out to get only the best men for offices? He admits, with a touch of pride, that it was his plan that worked, but what was the object?

The main queries that prompted this discussion are still unanswered. What are the intentions of Mr. Minort's bloc? Is their idea of "the best men" those who are within their ranks or whose ideas on subjects wholly apart from the duties of the offices they aspire to fill meet with the approval of the bloc?

Mr. Minort tells us that he did not begin his work among the labor men until after his recommendations to the chamber of commerce had been turned down, not once, but many times. He then essayed to "get their viewpoint." But it will be noted, from his own communication, that he volunteered to speak for the railmen and was quite sure that he had the key to the situation before he had labored among them or knew anything about their point of view.

The Herald does not assume to speak for the chamber of commerce, although, as a member of that organization, it may speak for itself. It has only been during the past few years that chambers of commerce were really community organizations. Prior to that time it was an organization of merchants who worked for the viewpoint of business. Most of the activities were connected with drawing trade to the city, getting new industries, and that sort of thing. The point of view is much broader, and everything that pertains to the welfare of the community is considered. But it takes something more than ideas and a desire to help the community to make a chamber of commerce a success. It takes money. The members are all contributors. They want the town builded up, and they are willing to pay money to help in the good work.

Mr. Minort declares that the laboring men want their "say" on matters affecting the public. He was considerably put out because some of the officers suggested that railway men were welcome if they would come to the regular meetings and buy a luncheon—in other words, they would be placed on an equality with business men for any luncheon, or be given a membership at a greatly reduced rate. Mr. Minort said, in a former letter, that the men could not afford to pay this sum. He insinuated it was too much money. Actually, the chamber

of commerce about breaks even on its luncheons. By the time the members are fed and the extra labor paid, there's no profit. There isn't intended to be any profit left over. It isn't a money making scheme at all. And we doubt if there is a railroader who can't afford fifty cents for a luncheon. He probably pays about that much for his average lunch while on the job.

Mr. Minort, however, had another idea. He thought the chamber of commerce should give an entertainment to his friends free. He says they want a voice in matters affecting the city, and he intimates that they don't want to pay the same as business men for the privilege. We believe he reads them wrong. Missionaries have found, especially during famines, that it's easy to get heathen into the missions, and that they stay as long as the food holds out. The heathen who are converted by free food are known as "rice christians." It may be that Mr. Minort's ideas would work out perfectly, but apparently the officers of the club didn't think so. Mr. Minort could have at any time insisted on being given the floor, and let the members present decide whether he should have it, but he didn't. He talked to one officer, it seems, and then told the rail-roads, whom he pictures as waiting anxiously for the verdict, that the case was hopeless—the chamber of commerce wouldn't give them a hearing.

It would be possible to go on for another column, pointing out inconsistencies and incongruities, but there would be no gain in it. Other members of the chamber of commerce have had their pet ideas stepped on, and have recovered. Mr. Minort, it seems, has organized a civic forum which will be another chamber of commerce, the only real difference being the addition of politics and the donation system of dues. Mr. Minort undoubtedly has a strong following. He hasn't been able to direct them just as he would have them go, as witness the "straw vote" for the use of the democratic party at the Hemingford meeting, but he has had exceptional success.

The mystery persists, however. What's his object? Whither is he drifting? What's to be the outcome? Shall we take his victorious plan for the school election as a criterion, or shall we turn to the high sounding statement of the aims of the farmer-labor bloc before the Hemingford session? Does he know where he's headed, or is he simply on his way? Are we to infer that the refusal of a chamber of commerce official to endorse his plan to win over the laborers, whose viewpoint he didn't then know, is responsible for his direct attacks on that organization? Does he really believe that he was the first man at a chamber of commerce meeting to say a good word for the railroad workers? Does he honestly think that merchants are banded together against over half the population of the town, and all the country? It's an interesting problem.

EVERY LITTLE WEEK

(Kansas City Star)

Everybody will rejoice at the success of the movement to secure President Harding's approval of a "Be Kind to Animals Week." The president's letter to the Humane association in which he heartily indorses the project will set at rest the fears of those who had taken the pessimistic view that he might denounce kindness to animals.

The project can now go forward with every prospect of success. The week of April 24 has been fixed, and the date will be extensively advertised so that nobody will make the mistake of being kind to animals out of season. That date was selected, it is understood, as it was the only one that would not conflict with the other weeks already set aside for particular purposes. The National Bureau for Identification and Codification of What to Do and When Weeks has not, we understand, completed its work, and until its report has been published there may be some unavoidable confusion in the celebration of these na-

tional weeks. "Return Borrowed Articles Week" and "Bestow a Thought on Your Creditors Week" are now generally observed, but "Give Your Mother-in-Law a Kiss Week" and "Wave a Hand at Your Neighbor Week," have once or twice regrettably telescoped. "Pick Up Waste Paper Week" and "Eat a Prune for Prudence Week." Hasty persons who have kissed mother-in-law in prune week and eaten a prune in waste paper week will not be proceeded against, but the societies having these weeks in charge recognize that mistakes like these cannot go on, and it is their purpose to be severe with infractors after the work of codification is completed.

We are informed that the serious difficulty that at one time arose between the prune weekers and the promoters of the "Eat a Cake of Yeast Week" has been happily adjusted. The prune weekers had asserted that the yeast weekers did not have a letter from the president. We understand the charge has been withdrawn, and that "Eat a Cake of Yeast Week" will be regularly instituted as soon as an open date can be arranged for. In the meantime persons who are eating yeast without waiting for the official week are taking their own chances.

The association that is promoting "Be Kind to Animals Week" will issue special instructions before the date set. It is believed that persons who desire to observe the week, but have no animals to be kind to, will be permitted to be kind to each other, if they can produce the necessary proof that this is the best they can do.

THE WRONG ATTITUDE.

(Jackson Sentinel.)

Queer as it may seem, the country town merchant will frequently go into the city markets to make purchases and pick up ideas of store decoration and management, but rarely do we hear of one seeking a conference with the advertising manager of any of the latest models and patterns on his shelves but makes no effort to educate himself as to the quickest and most profitable way to sell this merchandise. When that day comes when the country merchant will devote a portion of his time in securing a "dispensing" education instead of utilizing his entire facilities in learning to buy, just that soon will he learn how to turn his money and in doing this the goal of business success is reached.

If I conducted a store, I would select a person as my employe who had learned or was willing to learn the advertising end of the business. One who could not only attend to counter trade but who could also create written inducements to pilot more people to that counter.

Lack of advertising education prompts many small town business men to believe that advertising in the newspapers is merely an overhead expense incurred for the purpose of keeping the local paper's plant from closing its doors. A charitable gift to the

publisher, as it were. They figure that their town would be a veritable morgue with no newspaper, and in order to avoid dispensing with the mouthpiece of the town they reluctantly throw a few shekels into the contribution box of the printer. Such merchants seldom do realize anything from their advertising for they are merely space-fillers—not advertisers.

Fortunately, however, the wave of advertising education is slowly creeping onto the smaller towns. The plodder who remains in the old rut is gradually being routed out by business men who desire to learn how to sell goods as well as how to buy them and merchants will eventually find out that the public will buy far more liberally when the merchants know how to tell that public what they have to sell.

Wet wash calls received before 8:30 will be returned by 2 p. m. 20 lbs. for \$1. Alliance Steam Laundry. 38-41

Railroads Make Special Rates for G. A. R. Encampment

Nebraska railroads have made a reduced rate for the G. A. R. encampment which meets in Lincoln, May 9, 10 and 11.

For Grand Army members and wives, one and one-ninth fare for the round trip on the identification certificate plan.

For members of affiliated organizations such as W. R. C., Ladies of G. A. R., Sons of Veterans, Daughters of Veterans, Sons of Veterans Auxiliary, Civil War Army nurses, one fare and one-half for the round trip.

Tickets on sale May 5 to 11 and good returning until May 15, the rate also including Julesburg, Col.

Members of the allied organizations will purchase round trip tickets receiving from ticket agent certificate receipt for return ticket.

111 one-eleven cigarettes

Three Friendly Gentlemen

TURKISH VIRGINIA BURLEY

10¢ for FIFTEEN

In a new package that fits the pocket—
At a price that fits the pocket-book—
The same unmatched blend of
TURKISH, VIRGINIA and BURLEY Tobaccos

Guaranteed by The American Tobacco Co. ★ 111 FIFTH AVE. NEW YORK CITY

**We're strong for the - - -
Clean-Up and Paint-Up
Campaign**



Starts April 23, 1922, and Lasts Forever

And while you are lending your support to this worthy campaign, give a moment's thought to cleaning up and straightening out your finances.

ARE YOU SAVING PART OF YOUR INCOME?

If you are not, you ought to be. We have plans that make it easy, if you'll say the word.

5% INTEREST PAID ON TIME DEPOSITS

FIRST STATE BANK
Alliance -- -- -- Nebraska

Mrs. L. writes:

"I am convinced there is a difference in baking powder. I have been using any old powder for ten years but my cakes are 100 per cent better since I bought a can of Royal Baking Powder. I recommend it to any housewife who thinks she knows all about cake making with any kind of powder."

ROYAL BAKING POWDER
Absolutely Pure

Contains No Alum Leaves No Bitter Taste

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Royal Baking Powder Co., 130 William St., New York