

JANUARY SALE

THE GREATEST OF THEM ALL

THE SALE AT

PHIL PIZER'S

THE PALACE FOR MEN

Your Money's Worth or Your Money Back

\$10.00 Suits & Overcoats	\$ 7.45
12.50 " " "	8.45
15.00 " " "	9.85
18.00 " " "	12.45
20.00 " " "	14.85
22.50-25 " " "	16.85

Phil Pizer
THE PALACE FOR MEN

219 Box Butte Ave., Alliance, Nebr.

Joint Service

Bell Telephone and Western Union Telegraph

Every Bell Telephone a Telegraph Station

(EFFECTIVE FEBRUARY 1, 1911)

Subscribers' Stations.

If you are a subscriber to the Bell Telephone System and wish to send a telegram, a Night Letter or a Cablegram, use your Telephone.

Say "Telegram" to the operator and you will be connected with a Western Union office from which your message will be sent by telegraph and charged in your monthly account.

At night, on Sundays or holidays, when the local telegraph office may be closed, you will be connected with an open Western Union office **without additional charge.**

Public Stations.

You may also send Telegrams and Cablegrams from our Public Pay Stations. The arrangements vary at different classes of stations, but as rapidly as possible we shall equip them with full directions.



NEBRASKA TELEPHONE CO.

New Queensware Line

I have just added a new, full and complete line of Queensware. My stock includes everything in this line. See the beautiful hand-painted Chinaware, Cut Glass and Silverware. The quality is guaranteed and the prices are right.

I. L. ACHESON

ALLIANCE

Spring Wagons for Sale

We now have Five New Hand-Made Spring Wagons ready for delivery. They are better made, more durable and will give much better satisfaction than machine-made spring wagons. We will sell these wagons at reasonable price. If you want one of them, call immediately, before they are all taken. Shop opposite Palace Livery Barn.

Donovan & Son

IRRIGATION DEVELOPMENT IN OUR STATE

Speech Made by W. E. Guthrie, of Omaha, at the Meeting of Nebraska State Irrigation Association in Bridgeport Last November.

I have been asked to give "a short talk on irrigation development in our state, and how we can help promote it."

The subject is so broad and so comprehensive that what I may be able to say along these lines in a short talk must necessarily be very much restricted and condensed.

The text given me divides itself naturally into two distinct phases of the subject of irrigation. The first, "development of irrigation in the past;" and the second, "what can we as an organization do to help develop irrigation in Nebraska in the future?"

Irrigation is as old as the world's civilization, and yet, in the United States it may be said to be in its infancy. The vast and seemingly unlimited tracts of land on which the rainfall is sufficient to mature crops, rendered it unnecessary for those who have gone before us to give any thought to the subject of irrigation, and it is within the memory of men not yet old, that the American people have given any serious consideration to this great subject, and while much has been done, and millions of acres of what was, yesterday, a part of the "great American desert" have been made to "blossom as the rose", and thousands of happy and prosperous homes have been established where but a few years ago the prairie dog, the owl and the rattlesnake were the sole inhabitants, what has been done is only the beginning of what will be accomplished by irrigation in the future.

While Nebraska has accomplished much in the way of irrigation development the past twenty years, much remains to be done; in fact, irrigation development in Nebraska is still in its infancy. Were I to venture into the realms of prediction or prophecy, I would give it as my deliberate opinion that what has been done in the way of irrigation development in Nebraska is but a drop in the bucket compared with what will be done in the not distant future. In my opinion the time is not far away when every reservoir site in western Nebraska which can be filled with river, small stream, or by flood-water, will be so filled, and that tens of thousands of acres of land now thought to be non-irrigable will be brought under irrigation from these reservoirs, and will become the most valuable lands in this great state.

The time will soon come when water will be appreciated in western Nebraska as it is appreciated elsewhere in the arid west, and when that time does come, we shall see the splendid reservoir sites which are so plentiful in this part of Nebraska, all utilized, and the millions of cubic feet of water that now runs to waste annually will be conserved for use on lands now almost valueless.

"How can we best promote irrigation development in Nebraska" in the future? One of the many things we may do to promote such development is to proclaim to the world that western Nebraska is on the map as an arid or semi-arid country. Colorado, Wyoming, New Mexico and states west are well known as arid states, but Nebraska with her splendid record as an agricultural state under rainfall, is not generally recognized as an arid or semi-arid country. It is not generally known that Nebraska is as large as New York, New Jersey, Massachusetts and Vermont combined, and that that part of the state west of the one hundredth meridian where irrigation is necessary is as large as the state of Ohio. Let it be known that western Nebraska is not only on the map as an arid country, but that, water supply, soil, climate, altitude and markets combine to make it one of the most tempting fields either for the capitalist or the home maker, in all the western country: a country equalled by few and surpassed by none in the United States. These are a few of the things we may do.

It has been my observation that the man who knows just what he wants and goes after it in the right way gets what he goes after. The great problem of development of irrigation in Nebraska is too big for individual effort to accomplish. Only by combination and by pulling together can we get what we must have for future development. I firmly believe that in the organization of the Nebraska State Irrigation Association, a movement has been started that will do more to solve the complex problems of irrigation development in Nebraska, than its most optimistic friends could hope for. If this organization becomes as strong as it ought to become, it can be made a power for good, far reaching indeed.

What we most need and must have before irrigation development in Nebraska can be promoted successfully, is more men who are willing and able to use the irrigating shovel, and the man with the hoe.

Our organization can be made a power for good in bringing these people into Nebraska. No one man or company can accomplish much in this direction, but all the people pulling together in one strong organization can do wonders. Such an organization will, I believe, do much to build up what college students call "college spirit". In other words, every member will be a booster for Nebraska. I hope every man who is interested in irrigation development in Nebraska will become a member of this association and believe it to be the way we can best promote such development.

WOMAN'S CLUB WILL MEET

The Woman's Club of Alliance will meet at the home of Mrs. Dick Fenner, 611 Big Horn Avenue, Friday afternoon.

K. OF C. INITIATION AND BANQUET

On Sunday morning, January 15, the Alliance council, K. of C., assembled at their hall and marched to the Holy Rosary church to hear mass and a special sermon by Rev. Father McNamara.

In the afternoon the council received a class of fifteen candidates. Following the work of initiation the council gave a banquet at the Burlington hotel in honor of the newly received initiates and visiting brother knights from Chadron, Crawford, Scottsbluff and other points. Dr. Angus Kennedy acted as the toastmaster of the evening and called on the following members who delivered impromptu speeches: Edward Shields, H. A. Copey, Fr. McNamara, Mr. Broome, Mr. O'Hara, Wm. Hamilton, Jos. McNamara, Mr. Morrow of Scottsbluff and Father Minogue.

The dining room of the Burlington was decorated in a manner befitting the occasion. The tables were tastefully arranged and laid and the banquet was served in an excellent manner.

"THE ROSARY"

From the present outlook at the advance seat sale, it is safe in saying that the Phelan Opera House Friday night will contain the largest audience having greeted any of the high-class plays we have been having this season. "The Rosary" is a play that every playgoer wants to see, for its popularity is established throughout America. The company that will present it Friday night is composed of the best players under the management of Roland & Clifford. The play itself is a beautiful production and with a company of high grade performers that will produce it here Friday night together with all special scenery and electrical effects, it will be an attraction that no one should miss seeing. The display advertisement appears on another page in this issue of The Herald. 7-1-501

GOES TO CHICAGO

John B. Strasburger, The Herald's correspondent at Strasburger, Nebraska, has gone on a business trip to Chicago which will last several weeks. Mr. Strasburger was formerly one of the leading attorneys of that city and his business interests call him back once in a while. His items in The Herald always attract much attention.

DON'T STAND HELPLESS BEFORE A SELLING TASK

If you must sell property, even in haste, don't let the task loom up before you in an intimidating way and label itself "impossible".

Go at it in the sane and simple way starting a modest want ad campaign to continue without interruption and without misgiving until your property has been brought to the notice of the one best buyer in town.

For the property selling task is nowadays a classified advertising task and your particular task is no exception. Herald want ads pay.

GOOD TIMES FOR EVERYBODY ONE HUNDRED YEARS HENCE

Thomas A. Edison, the great inventor, predicts that there will be no poverty in the world a hundred years from now, owing to an abundance of labor-saving machinery which will make it possible to easily produce all that will be necessary for the comfort of all the inhabitants of the globe. That sounds good to us who are interested in the welfare of our unborn descendants, but it doesn't give immediate relief to the underpaid laborer of the present day who finds it difficult to "keep the wolf from the door" in his efforts to supply the needs of his family in the year of our Lord nineteen hundred and eleven. No matter how many may be the labor-saving devices of the coming century, whether they will drive poverty from the world will depend also upon some other things. With the wonderful productivity of the soil under scientific cultivation, with the latent resources of mines and forests and with the wonderful facilities for manufacture and transportation, it ought to be possible in this age for every able-bodied person to easily make a comfortable living for himself and those dependent upon him; and it would be possible under proper governmental conditions.

But if there is really to be such good times a hundred years from now that poverty will be entirely banished, some of us may reasonably hope to live long enough to see an improvement over present conditions. As the Omaha World-Herald aptly remarks: "If there is to be no poverty in a hundred years, then in twenty-five years there should be no loan sharks charging 120 per cent interest; no children working in mines and factories; no women washing or scrubbing for a living; no bread lines when crops are good. We shall take pleasure in noting progress on New Year's day of the year 1936."

CALENDARS FOR 1912

The Herald Publishing company will handle a beautiful line of calendars for the year 1912. The main line will be the products of the Butler Paper company of Chicago. Imported calendars will also be printed. On account of the fact that it will not be necessary to pay commissions to traveling salesmen the prices are much lower than ordinary.

CANDIDATES GETTING READY

Although it is rather early, several candidates are getting ready for an active participation in the campaign for city election this coming spring. It looks now as though there will be a big contest for some of the offices.

T. J. O'KEEFE LEFT MONDAY NIGHT FOR A VISIT TO THE LAND SHOW IN OMAHA. HE WILL BE THERE UNTIL THE END OF THE SHOW.

Save 12 to 20% on Your Grocery Bill

We are at all times able to make special prices on Canned Fruits and Vegetables in case lots.

The Gaiety Brand of goods is of the Extra Fancy Grade and guaranteed in every respect.

6 Cans Gaiety Red Pitted Cherries...@35c each	\$2.10
6 Cans Gaiety Black Blackberries...."30c each	1.80
6 Cans Gaiety Red Raspberries....."35c each	2.10
6 Cans Gaiety Gooseberries....."30c each	1.80
Total..... \$7.80	

This assorted case of Fruit for \$6.85 saves you 95c.

6 cans Gaiety Hawaiian Sliced Pineapple.....@35c each	\$2.10
6 cans Gaiety Peaches....."35c each	2.10
6 Cans Gaiety Apricots....."30c each	1.80
6 Cans Gaiety White Cherries....."35c each	2.10
Total..... \$8.10	

We can save you some money on this case of Fruit at \$7.55.

6 Cans Gaiety Refugee String Beans@17½c each	1.05
6 Cans " Telephone Sifted Peas "17½c "	1.05
6 Cans " Main Pack Sweet Corn "17½c "	1.05
6 Cans " No. 2 Tomatoes"12½c "	.75
Total..... \$3.90	

Save 65 per cents by ordering this case of Assorted Vegetables for \$3.25.

Alliance Grocery Co. Phone 56

At Phelan Opera House

Friday Night, Jan. 27th

"THE ROSARY"



A play in four acts under direct management of Roland & Clifford of Chicago.

Fine acting, a beautiful play with elegant stage settings and electrical effects.

Prices, 50c, 75c, \$1 and \$1.50. Seats now on sale.

The Barler Ideal Oil Heater

will warm up that bed room.
The cost averages less than two cents an hour.

Newberry's Hardware Co.