

SUBSCRIPTION REDUCED

Price of the Daily Herald to be Reduced, Provided 500 New Subscribers Are Secured Soon

We want 500 new subscribers to The Daily Herald right away quick. As the circulation of the paper increases, we can afford to either reduce the price or increase the amount of reading it contains. We intend to do both. It takes the same amount of work and expense to set the type and get the forms ready, whether we print one copy or a thousand or several thousand. After the forms are on the press it doesn't cost much to print the paper. Hence, you see why we can afford to reduce the price of The Daily Herald, provided the circulation is increased sufficiently thereby. Here is our proposition:

If 500 new subscribers are secured within the next month, the price of The Daily Herald will be reduced approximately one-third. That number can be easily secured if every friend of the paper will "help just a little"—and we make it to your interest to help.

The subscription price now is 15 cents per week, 50 cents per month, or \$5.00 per year. Following will be the price as soon as 500 new subscriptions have been secured, provided that number has been received before the end of March, 1914: Per week by carrier in Alliance, 10 cents; per month, by carrier in Alliance, 40 cents; per month, by mail, 35 cents; per year, by carrier in Alliance, \$4.00; per year, by mail, \$3.50. The carrier price will be slightly more than the mail price, because it costs more to deliver by carrier than by mail.

This gives a substantial reduction in the price which we are sure every subscriber will appreciate. We intend to increase the circulation of The Daily Herald at least 500 soon, but we prefer to not incur the expense of putting a solicitor in the field, if the desired results can be secured by giving our subscribers a reduction in the price. We would like to hear from every subscriber on this proposition.

Speak to Your Neighbor About It

Just a few words from every interested person to others who are not now subscribers, and the work will soon be done.

Paid Ahead Subscribers

Persons who are paid ahead on subscription will profit by the reduction in price the same as new subscribers. When the reduction is made all paid ahead subscriptions will be marked still further ahead, in proportion to the reduction made. For instance, a person who is paid two years ahead at the time the reduction in price is made will be credited two years and ten months in advance.

Get Busy at Once

This offer is made for a short time only. If it does not bring desired results, it will be withdrawn within a short time. Get busy quick. Call your neighbors' attention to the paper and the reduced price. Use the subscription blank furnished herewith in sending in subscriptions. Order the paper for your friends in other places. It will please them and be a good advertisement for western Nebraska.

Do Not Wait to Subscribe

Persons who wish to subscribe and get the benefit of the reduced price ought not to wait. Either subscribe now at the present price and the subscription will be set ahead, as above stated, when the price is reduced; or if you prefer fill out the blank and we will begin sending The Daily Herald to you when the required number has been received and the price lowered. Remember, the sooner we get the five hundred new subscriptions the sooner the price goes down.

Extra copies of the subscription blank will be furnished free to subscribers who request them.

SUBSCRIPTION BLANK

The Daily Herald

Date _____, 1914.

Herald Publishing Co.,
Alliance, Nebr.

Gentlemen:

I hereby subscribe for The Daily Herald and agree to pay for it for a period of six months or more upon receipt of a copy of the paper containing a notice that the following cash in advance prices have become effective:

Delivered by Carrier		Delivered by Mail	
Per Week	\$.10	Per Month	\$.35
Per Month	.46	Per Year	3.50
Per Year	4.00		

Papers will be delivered by carrier to all subscribers in Alliance whose street numbers are given in the address.

No mail subscription received for less than one month. Single copies, 5 cents each.

Signed _____

Address _____

INVITATIONS TO SUPPER ISSUED

G. L. A. Members Will Banquet B. of L. E. at M. E. A. Hall, on Thursday Evening

Invitations have been issued for the supper to be given in the M. E. A. hall, Thursday evening, by the members of the G. L. A. and their families to the B. L. E.

If the weather is favorable, as now seems probable, there will be a large attendance, and a splendid time is anticipated by all who are assisting in making the arrangements for the entertainment.

Miss Eunice Burnett of the Conservatory of Music has been quite ill for several days. She is now able to resume her duties.

RECOVERING FROM ILLNESS

Mrs. J. H. Biddle Renders Efficient Assistance in Store in Absence of Mrs. Watson

The Herald is pleased to note that Mrs. R. T. Watson is again able to attend to her duties in the store and this will be good news to her friends who have known about her illness. She is just recovering from a severe attack of tonsillitis.

Mrs. J. H. Biddle has proved herself a most efficient clerk at the Watson store during the past week.

Mr. and Mrs. Chas. Herian of Antioch, who brought their baby here last week for medical treatment, returned home yesterday with the baby much improved.

DEATH OF CLEM DEAVER

General Immigration Agent of Burlington Railroad Dies at His Home in Omaha

D. Clem Deaver, general agent of the landseekers' information bureau of the Chicago, Burlington & Quincy railroad and for forty-one years a resident of Nebraska, died Sunday night at his home, 520 South Twenty-first avenue, Omaha. He was 60 years old. He had suffered for some time with Bright's disease.

Mr. Deaver has been an important factor in the development of the west. One of his last official acts was to send a telegram to Alliance stating that information furnished by the commercial club committee would be used by the Burlington.

Mr. Deaver was born at Deaver-



D. CLEM DEAVER

town, Morgan county, Ohio, on August 28, 1864. His father was a farmer and the townsite of Deavertown was established by his grandfather. His early schooling was obtained in a log schoolhouse at Deavertown, where the family lived till 1873. In this year the Deavers moved to Thayer county, Nebraska.

Mr. Deaver was affiliated with the Catholic church in religion, and with the Elks and Woodmen in a fraternal way. His home life, however, was the circle about which all his activities related. Mr. Deaver was the father of two children, a boy and a girl. They are living at home with their mother.

NEWS-BLADE'S BIG SPECIAL

Enterprising Bridgeport Editor Getting Out Big Thirty-Six Page Edition

Editor J. M. Lynch of the Bridgeport News-Blade is working on a big special edition of his paper to be issued on Friday of this week. It will consist of thirty-six large pages, profusely illustrated, and more than a ton of paper will be used in its publication. Mr. Lynch claims that it will be the biggest and most expensive illustrated edition ever published by any newspaper in Nebraska outside of Lincoln and Omaha.

The News-Blade office is equipped with one typesetting machine and a number of extra printers have been employed to work on the special, but that was not sufficient to set all the type and do the other work needed, hence The Herald's new Model A Intertype was called into requisition to assist in getting up the type.

NEW MILLINER AT THE HORACE BOGUE STORE

Alliance's Prestige as Center for Retail Millinery Trade Stronger than Ever Before

Miss Eakin of Chicago arrived in Alliance on Monday to take charge of the trimming in the millinery department at the Horace Bogue store. She will remain during the spring season and probably permanently. She is a milliner of several years' experience and has recently had charge of the millinery department of one of Chicago's retail establishments.

Alliance has within the last few years held a position of prominence in the retail millinery trade, and it seems now that her prestige in this respect will be strengthened by the millinery stores of the city this year.

Excellent for Stomach Trouble.

"Chamberlain's Tablets are just fine for stomach trouble," writes Mrs. G. C. Dunn, Arnold, Pa. "I was bothered with this complaint for some time and frequently had bilious attacks. Chamberlain's Tablets afforded me great relief from the first, and since taking one bottle of them I feel like a different person." For sale by all dealers.—Advertisement.

FAVOR THE MOTOR TRUCK

Firemen and Business Men Gathered in Fire Department Club Room on Monday Night

Members of the Alliance fire department and business men turned out in good numbers Monday evening to the department smoker given in the club rooms. First on the program came the banquet, served by firemen in white aprons. The meal was deliciously cooked and served in fine style.

Music was furnished by the Alliance band during the banquet. Norman McCorkle at the piano accompanied D. L. Cubberly of Denver and Cecil Smith of Alliance in popular songs. Big jokes, little jokes, funny stories and serious stories were told during the evening.

Lloyd C. Thomas acted as toastmaster. The first speaker of the evening was Hon. W. S. Ridgell, state fire commissioner and a member of the Alliance Fire Department. In introducing Judge Ridgell the toastmaster told the story of the suffragette bomb which was hurled at him during the banquet at Columbus in January. As the toastmaster finished the story Fireman Charley Hill stepped forward and hurled a rubber bomb at the Judge, who dodged and caught the missile while the gathering roared with laughter. Judge Ridgell referred to the Alliance department as "the best in the state of Nebraska" and complimented Chief Romig very highly on the good work he is doing.

He proposed that a salary be paid to the chief for the time he is compelled to spend on inspection and other work connected with his office. He spoke of the need of a motor truck in Alliance and hoped to see one here the next time he came.

P. E. Romig, fire chief, followed Mr. Ridgell. He stated that he desired no salary for the work done and that if the department was supplied with a motor truck he would feel satisfied. He advised the business men to keep their cellars clean.

A. D. Rodgers, mayor, was the next speaker. He is heartily in favor of purchasing a truck without delay on terms on which it could be paid for by the city.

Eugene Burton, county attorney, spoke on the legal phase of the question. He advised that a publicity committee be appointed for the purpose of giving full information regarding the need of a motor truck, cost of the same, manner in which it could be paid for, etc., to the voters. He urged that a petition be prepared or an expression of the opinion of the voters be given to the city council.

D. L. Cubberly, vice president of the Julius Pearce Fire department Supply Company, representatives for the Seagraves trucks, made a speech that was both interesting and instructive. This speech will be reprinted in another article.

E. G. Laing recited a piece of poetry that was modeled after Walt Mason and told a good story.

S. C. Reck, county commissioner, talked in favor and told of the need of a motor truck.

C. L. Drake, who is an old time fireman and who was chief of the Peru fire department for many years made an interesting talk and urged the purchase of a truck. Louis Surprise gave one of his stories, with Judge Ridgell as the target, and James Keeler, who was at one time chief of the Alliance department, strongly urged the purchase of the truck.

John W. Guthrie, formerly president of the Alliance fire department, spoke of the reduction in insurance rates which would come with a motor truck. He also spoke of the need of a new pump to increase the pressure in case of fire. He told of the great good being done by chemicals. On motion of Mr. Guthrie, duly seconded, a unanimous vote of confidence was given to Judge Ridgell and a copy of the motion ordered sent to the Lincoln newspapers.

An interesting demonstration was given of the work done by chemical fire extinguishers. A Pyrene extinguisher, which is about the size of a large bicycle pump, was brought from The Herald office. Judge Ridgell poured a pint of gasoline on one of the large tables and touched a match to it. The flames burst upward for several feet but Chief Romig quickly extinguished the fire with a few shots from the extinguisher, without the table being damaged.

A flashlight picture was taken and the meeting closed. The sentiment seems to be entirely in favor of a truck and the voters of the city will undoubtedly instruct the city council to purchase one.

Mr. W. R. Harper, who has been ill for several days, is improving.

PLANS FOR THE CLUB

Every Business and Professional Man in the City of Alliance Should Get on the List

The welcome reception which the commercial club committee received Monday gave those who are interested in seeing a live club here hopes of making it a grand success. 108 had signed the proposed articles of incorporation and promised to meet at the Opera House Monday evening to assist and do their part in the organization of the commercial club.

Alliance must not stand still. She must keep her place as the leading town of western Nebraska. In order to take full advantage of her opportunities she must have a live commercial club. The movement has been started. It is open to every business man, professional man or owner of property in the city of Alliance.

The club can be made a success only by the co-operation of all. Personal feeling should be left out of the proposition, envy or strife between competitors in business has no place there. The benefit derived from the club will be felt by every citizen of the town. Every business, no matter whether large or small, will be benefitted.

At the meeting the articles of incorporation will be adopted and signed and the by-laws adopted. Below we give the articles of incorporation which have been proposed by the committee, and the by-laws. These are only suggestions. But they have been given deep consideration and thought and the committee believe they cover the proposition thoroughly.

(Continued on page 3)

SORPRISED AT HOME PRICES

Wife of Prominent Ranchman Compares Goods and Finds Alliance Prices Lower

The wife of a prominent western Nebraska ranchman has been a patron of a Chicago mail order house until recently, thinking that she could buy cheaper than by patronizing home merchants. A few days ago she had her eyes opened to the fact that she has been paying more for merchandise than the same goods could be purchased for in Alliance and will probably do her trading nearer home hereafter, instead of sending to a Chicago or Kansas City house.

This lady came to town, bringing a bolt of cotton flannel and a pair of knit gloves, bought of a mail order house. She went to one of our merchants and requested that she might exchange these goods for some that he had in stock. The cotton flannel was too light in color and the gloves were not the right size. The merchant declined to make the exchange but showed her that he had in stock just what she wanted. In so doing the prices were compared. The price ticket on the Alliance merchant's goods showed that he sold the cotton flannel at eight cents per yard. The lady who patronized the mail order house had paid eight cents plus freight or express. The gloves were placed in a box and mixed with some that the Alliance merchant had in stock. The lady was then asked to pick out her pair, which she was unable to do as they were the same as the others. The merchant's price, as shown by the marking on the box containing the gloves, was fifteen cents per pair; the lady had paid the mail order house twenty-five cents.

A lesson may be learned from this incident that it pays to at least learn the prices of the home merchant before sending money to a mail order house in a distant city; but there is another lesson to be learned, fully as important as the first, and that is that it is to the interest of all the people of western Nebraska to build up good, thriving towns in this part of the country. Even if the difference in prices had been slightly in favor of the mail order house, the home merchant should have been patronized. Aside from knowing just what you are getting at the time you pay for it, it is, in the long run, to the interest of the farmer and ranchman, as well as the people who live in town, to patronize the home merchant first. He pays taxes here and helps to build up a town or city that adds value to the farms and ranches in the surrounding country. Building up a vast mail order house in a distant city does neither. It pays no taxes in your county or state, and does not add to the value of your holdings.

While we are drawing lessons, there is another to be drawn just as important as the above. It is on the importance of regular advertising in the local newspaper, the paper that goes into the homes of nearby people and interests them most. It is all right to advertise special sales when such sales are put on, but merchants ought to advertise regularly. We are convinced that it is not necessary for them to put on "special sales" to beat the mail order houses.

They can do it every day in the year, on regular business, if they will go after it right. A part of going after it right is keeping your business constantly before the people in their home paper. The legitimate newspaper is not a charity institution, any more than is the home merchant, but like him it is deserving of patronage because of the work it does for the good of the community and the country it represents.

DR. KENNEDY IS ELECTED SEC'Y

Western Nebraska Dental Society Renders Interesting Program and Elects Officers

Alliance has been added to the list of towns represented in the Western Nebraska Dental Society. At the annual convention of the society, held at Bridgeport last Thursday, the program published in The Daily Herald of February 16 was rendered, including the banquet at Hotel Bridgeport.

At the business session officers for the ensuing year were elected as follows:

- President, C. H. Blackburn, Mitchell.
- Vice president, E. W. Murliss, Sidney.
- Secretary, Jas. M. Kennedy, Alliance.
- Treasurer, C. D. Stannard, Morrill.
- Executive committee, W. J. Scaglin, Bridgeport; Glenn Bilas, Sidney and Jas. M. Kennedy, Alliance.

Kansas to Have Pure Gas

Topeka, Kas., Feb. 24—The Kansas Public Utilities Commission today began a public hearing preparatory to fixing a minimum of heat units per thousand feet of natural gas as a standard of quality. After the establishment of the proposed standard, gas which falls below it will be shut off and the company distributing it forbidden to sell gas until the requirements are complied with.



HAVE YOU CATARRH? Is nasal breathing impaired? Does your throat get husky or clogged?

Modern science proves that these symptoms result from run down health. Snuffs and vapors are irritating and useless. You should build your general health with the oil-food in Scott's Emulsion—its nourishing powers will enrich and enliven the blood, aid nutrition and assimilation and assist nature to check the inflammation and heal the sensitive membranes which are affected. Scott's Emulsion will raise your standard of health to correct catarrh. Shun alcoholic mixtures and insist on SCOTT'S