

ALLIANCE, THE METROPOLIS

With ELECTRIC Light and

Operated Successfully Under Mun



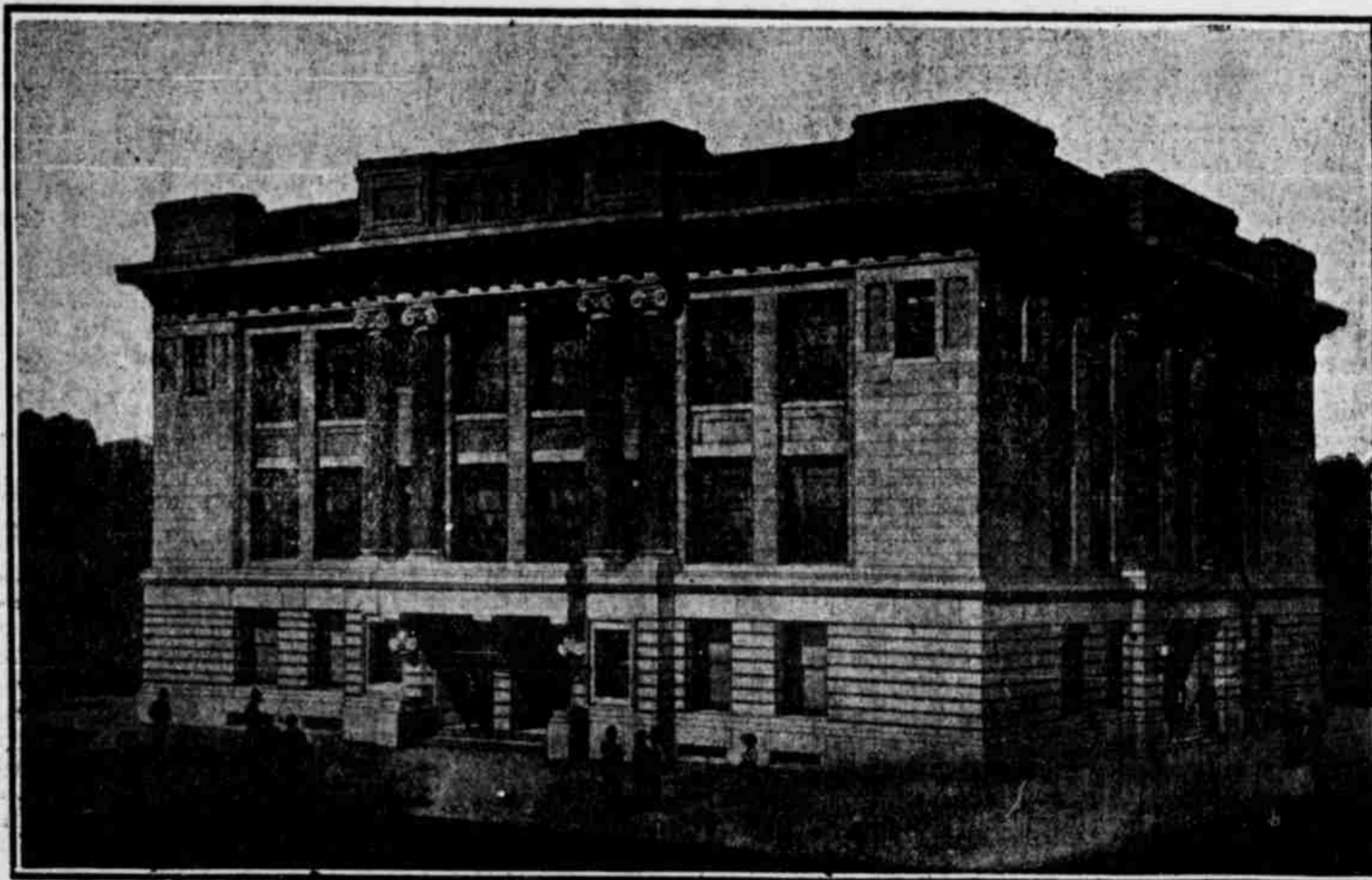
Night Scene, Showing Cluster Street Lights on Box Butte Avenue

Electric Light and Power

The municipal electric light and power plant in Alliance was purchased by the city in March, 1911, from the Alliance Electric Company at a cost of \$55,000. Immediately afterward the city built a complete new plant at a cost of approximately \$50,000. Alliance now has a plant that is kept right up to date and is as modern as that of any city our size in the state. In May, 1914, J. E. Hughes was appointed superintendent and he has proven to the citizens of our city that Alliance has a good, paying proposition in its municipal plant and that the service given is of the best. The net earnings of the plant from May, 1914, to May, 1915, were approximately \$18,000. In May, 1915, a reduction of thirty-three and one-third per cent was made in the rates charged. In spite of the reduction in rates the earnings for the year following will be very little less than for the year quoted above. The rates charged in Alliance are lower than for any other city of its size in the state, and only five of the largest cities in the state have cheaper rates. There are now over six hundred consumers of electricity in Alliance. It is one of the finest lighted cities in the state, both in the business and residence sections. The business section is lighted by ornamental posts on which are cluster lights. The residence section is lighted by lamps of high candle power suspended in the center of the street intersections. The very few Alliance citizens who have not used electricity in the past are realizing that it is cheaper and better than kerosene and the number of consumers is constantly increasing. A large beacon light has been placed on the top of the water tower on one of our highest buildings. This beacon light can be seen at night for many miles in any direction from the town.

The City is Rapidly Growing

Alliance is rapidly growing. A picture of the city taken today would be out of place two years hence. New homes and new business buildings are constantly being erected and additions are being added to buildings already constructed. The frequent necessary additions to our municipal electric light and power lines and to our city water system show that the growth is steady and constant. "Fairview", a new addition to the city on the east, platted by the Box Butte County Fair Association, was completely sold out in one day in the summer of 1915. Most of the purchasers of these lots bought them for the purpose of erecting modern homes thereon. The city of Alliance is amply supplied with businesses of all lines and our merchants and business men report a constant increase in the volume of business transacted. The live commercial club, which is maintained by the citizens of the city, is a big factor in the development of the town. The frequent state conventions held in the city show outsiders that Alliance is "on the map."



Box Butte County Court House at Alliance.—Fireproof—Most Modern Court House in State of Nebraska



Portion of Box Butte Avenue in Daylight Showing Cluster Lights

Facts About Our City

Alliance is reached by railroads from three directions and is the trading point for the immense cattle and farming country in western Nebraska. It is a division point of the Burlington railroad with large railroad offices and shops. The Burlington depot is the finest in the state outside of Omaha. It has a well fitted hospital with ample and modern accommodations for patients who are brought here from over western Nebraska for treatment. It has nine churches, two national and one state bank, a creamery, ice cream factory and artificial ice plant that do a general business over the west end of the state, a wholesale hardware business and harness factory, many fraternal organizations, several of whom own their own homes, and plenty of stores of all kinds with complete stocks of goods. It is the county seat of Box Butte county, which has 500,000 acres of good agricultural land which is being rapidly settled by farmers. In addition to the up-to-date municipal improvements a city steam heating system is being considered for the business portion of the city.

CITY LIGHT AND W

J. E. HUGHES, Superintendent;
GRACE H. KENNEDY, Cashier;
PENROSE ROMIG, Mayor;

Archie Gregory, City Treasurer;
Carter E. Calder, City clerk;

John R. S
Geo. Flem