

Every life has its December. The careful man banks his money while he can earn so when old age comes he can be comfortable and independent.



YOU HAVE SEEN MEN LIKE THIS—ARE YOU GOING TO BE ONE OF THIS KIND? IF YOU DON'T COMMENCE NOW PUTTING MONEY IN THE BANK AND PREPARING FOR YOUR OLD AGE, YOU WILL SOME DAY BE WHERE THIS MAN IS. OLD AGE IS BOUND TO COME UNLESS YOU SHOULD BE TAKEN AWAY IN YOUTH.

DON'T YOU THINK YOU SHOULD START A BANK ACCOUNT?

### BANK WITH US

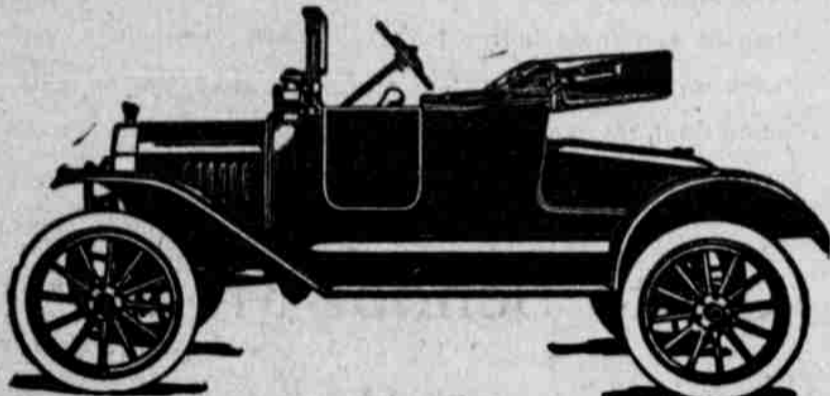
WE PAY FOUR PER CENT INTEREST ON TIME DEPOSITS

## FIRST STATE BANK



The Ford—a simple car of proved quality. A car anyone can care for and a car that brings pleasure, service and satisfaction to every body. The car of more than a million owners. Reliable service for owners from Ford agents everywhere. Touring Car \$360; Runabout \$345; Chassis \$325 f. o. b. Detroit. On display and sale at

FORD GARAGE  
Keeler-Coursey Company  
GAS, OIL, STORAGE



### EVERYTHING WE OFFER YOU IS GUARANTEED

How it looks when illustrated

"Oh, that fellow is a regular nuisance, always butting in where he isn't wanted."

Guaranteed to be baked under sanitary conditions.

Guaranteed as to quality.

Guaranteed to taste good, to appease your appetite and to please your palate.

## F. F. STEPHENS BAKERY

PHONE 649

207 BOX BUTTE AVE.

### IN THE LEGISLATURE

Complete official roster of the coming Nebraska legislature:

- | Dist. | Name and Res.                 | Politics |
|-------|-------------------------------|----------|
| 1     | Richard F. Neal, Auburn       | Rep.     |
| 2     | John Mattes, Nebr. City       | Dem.     |
| 3     | J. M. Gates, Fort Crook       | D.       |
| 4     | John M. Tanner, Omaha         | D.       |
| 5     | John F. Moriarty, Omaha       | D.       |
| 6     | R. C. Strohlow, Omaha         | D.       |
| 7     | Edward F. Howell, Omaha       | D.       |
| 8     | J. H. Bennett, Omaha          | D.       |
| 9     | W. H. Wilson, Fremont         | D.       |
| 10    | Frank F. Haase, Emerson       | R.       |
| 11    | P. H. Kohl, Wayne             | D.       |
| 12    | W. Soost, Maudslayi           | D.       |
| 13    | W. L. McAllister, Neligh      | R.       |
| 14    | John B. Henry, Howells        | D.       |
| 15    | I. L. Albert, Columbus        | D.       |
| 16    | C. W. Doty, Beaver Crossing   | D.       |
| 17    | A. J. Sawyer, Lincoln         | D.       |
| 18    | L. C. Oberlies, Lincoln       | D.       |
| 19    | Adam McMullen, Wynmore        | R.       |
| 20    | T. Lahners, Belvidere         | R.       |
| 21    | E. J. Spirk, Wilber           | R.       |
| 22    | C. E. Sandall, York           | R.       |
| 23    | J. H. Buhrman, St. Libory     | R.       |
| 24    | Walter E. Hager, Hastings     | D.       |
| 25    | C. E. Samuelson, Hildreth     | D.       |
| 26    | J. W. Hammond, Cambridge      | R.       |
| 27    | C. A. Chappell, Minden        | D.       |
| 28    | C. W. Beal, Broken Bow        | D.       |
| 29    | John A. Robertson, Joy        | D.       |
| 30    | D. M. Douthett, Overton       | R.       |
| 31    | Willis Wilson, Curtis         | D.       |
| 32    | B. K. Bushes, Kimball         | R.       |
| 33    | George M. Adams, Crawford     | D.       |
| 34    | W. F. Rieneck, Falls City     | D.       |
| 35    | E. E. Good, Peru              | R.       |
| 36    | G. W. Reneker, Falls City     | R.       |
| 37    | W. T. Parkinson, Pawnee Cy.   | R.       |
| 38    | A. N. Dafoe, Tecumseh         | D.       |
| 39    | G. W. Liedigh, Nebr. City     | D.       |
| 40    | John Murty, Aivo              | D.       |
| 41    | L. G. Todd, Union             | D.       |
| 42    | Jacob Sassi, Chalco           | D.       |
| 43    | James H. Craddock, Omaha      | D.       |
| 44    | Jens Nielson, Omaha           | D.       |
| 45    | Jerry Howard, Omaha           | D.       |
| 46    | J. H. Bullis, Omaha           | D.       |
| 47    | John H. Hopkins, Omaha        | D.       |
| 48    | Francis Goodall, Omaha        | D.       |
| 49    | Jerry Jensen, Omaha           | D.       |
| 50    | H. C. Richmond, Omaha         | D.       |
| 51    | John J. Shannon, Omaha        | D.       |
| 52    | Frank E. Keegan, Omaha        | D.       |
| 53    | Joseph M. Lovely, Omaha       | D.       |
| 54    | R. A. Schneider, Omaha        | D.       |
| 55    | Albert H. Miller, Kennard     | R.       |
| 56    | John P. Nesbit, Tekamah       | R.       |
| 57    | J. J. McAllister, Dakota City | D.       |
| 58    | L. T. Fleetwood, Wakefield    | D.       |
| 59    | Franz C. Radke, Wynot         | D.       |
| 60    | P. B. Neff, Bloomfield        | D.       |
| 61    | J. H. Reifensath, Crofton     | D.       |
| 62    | J. T. Lindberg, Elgin         | R.       |
| 63    | C. E. Manzer, Pierce          | R.       |
| 64    | Grant S. Mears, Wayne         | R.       |
| 65    | F. Koch, West Point           | D.       |
| 66    | Henry Behrens, Beemer         | R.       |
| 67    | James Auten, Albion           | D.       |
| 68    | J. J. Hughes, Battle Creek    | D.       |
| 69    | C. F. Segelke, Columbus       | D.       |
| 70    | R. C. Regan, Platte Center    | D.       |
| 71    | J. B. Sindelar, Howells       | D.       |
| 72    | Norman E. Shaffer, Hooper     | D.       |
| 73    | William G. J. Dau, Hooper     | D.       |
| 74    | C. M. Lemar, Wahoo            | D.       |
| 75    | J. M. Lambort, Wahoo          | D.       |
| 76    | George G. Waite, Lincoln      | D.       |
| 77    | Frank Mills, Lincoln          | D.       |
| 78    | C. P. Peterson, Lincoln       | R.       |
| 79    | Ralph S. Moseley, Lincoln     | R.       |
| 80    | Leonard Flansburg, Lincoln    | R.       |
| 81    | A. H. Hutton, Lincoln         | R.       |
| 82    | D. S. Dalbey, Beatrice        | D.       |
| 83    | C. W. Burrows, Adams          | D.       |
| 84    | J. A. Axtell, Fairbury        | R.       |
| 85    | C. F. Knutzen, Brainerd       | D.       |
| 86    | T. E. Conley, Fairbury        | D.       |
| 87    | George A. Hunt, Cortez        | D.       |
| 88    | George Liggett, Uteca         | D.       |
| 89    | N. Moysenburt, David City     | D.       |
| 90    | G. W. Fuller, Seward          | D.       |
| 91    | J. N. Norton, Polk            | D.       |
| 92    | M. B. Stream, York            | D.       |
| 93    | James Poulton, Fairmont       | R.       |
| 94    | H. A. Swanson, Clay Center    | D.       |
| 95    | John M. Ward, Geneva          | R.       |
| 96    | Perry Reed, Henderson         | R.       |
| 97    | George Jackson, Nelson        | D.       |
| 98    | M. F. Rickard, Guide Rock     | R.       |
| 99    | Fred C. Johnson, Hastings     | R.       |
| 100   | Erick Johnson, Hastings       | R.       |
| 101   | Leo Stuber, Grand Island      | R.       |
| 102   | A. L. Scudder, Grand Island   | R.       |
| 103   | T. M. Osterman, Central City  | D.       |
| 104   | B. J. Ainley, Belgrade        | R.       |
| 105   | Soren Fries, Dannesbrog       | D.       |
| 106   | J. C. Harris, Greeley         | D.       |
| 107   | D. H. Cronin, O'Neill         | D.       |
| 108   | Christ Andersen, Bristow      | D.       |
| 109   | H. J. White, Ainsworth        | D.       |
| 110   | J. A. Ollis, Ord              | D.       |
| 111   | C. W. Trumble, Hazard         | D.       |
| 112   | W. J. Taylor, Merna           | D.       |
| 113   | G. Greenwalt, Broken Bow      | D.       |
| 114   | M. A. Hasstetter, Sheldon     | R.       |
| 115   | J. E. Harris, Amherst         | R.       |
| 116   | W. Gormley, Lowell            | D.       |
| 117   | W. C. Dorsey, Bloomington     | R.       |
| 118   | L. Olson, Carter              | D.       |
| 119   | O. T. Anderson, Holdrege      | R.       |
| 120   | J. F. Fuels, Beaver City      | R.       |
| 121   | F. Schwab, Lebanon            | D.       |
| 122   | Albert Labounty, Moorefield   | D.       |
| 123   | J. E. Jacobson, Lexington     | D.       |
| 124   | Scott Reynolds, North Platte  | D.       |
| 125   | S. M. Ewing, Benkleman        | D.       |
| 126   | Fred Hoffmeister, Imperial    | D.       |
| 127   | F. A. Reiser, Bedford         | R.       |
| 128   | George Traowal, Valentine     | R.       |
| 129   | Lloyd C. Thomas, Alliance     | D.       |
| 130   | Charles Naylor, Chadron       | D.       |
| 131   | F. E. Stearns, Scottsbluff    | R.       |
| 132   | W. L. Bates, Lodge Pole       | R.       |
| 133   | Eugene Beal, Ogallala         | D.       |
| 134   | John B. Raper                 | D.       |
| 135   | T. Begley                     | D.       |
| 136   | P. James Cosgrave             | D.       |
| 137   | Willard E. Stewart            | D.       |
| 138   | Fred Shepherd                 | D.       |
| 139   | George E. Day                 | D.       |
| 140   | Lee S. Estelle                | D.       |
| 141   | Alexander C. Troup            | D.       |
| 142   | Charles Leslie                | D.       |
| 143   | Willis G. Sears               | D.       |
| 144   | William E. Redick             | D.       |
| 145   | Arthur C. Wakeley             | D.       |
| 146   | George F. Corcoran            | D.       |
| 147   | E. E. Good                    | D.       |
| 148   | Frederick W. Button           | D.       |
| 149   | George H. Thomas              | D.       |
| 150   | Guy T. Graves                 | D.       |
| 151   | Anson A. Welch                | D.       |
| 152   | Harry S. Dungan               | D.       |
| 153   | James R. Hanna                | D.       |
| 154   | Bayard H. Paine               | D.       |
| 155   | Bruno O. Hostetter            | D.       |
| 156   | H. M. Grimes                  | D.       |
| 157   | Ernest B. Perry               | D.       |
| 158   | Robert B. Dickson             | D.       |
| 159   | William H. Westover           | D.       |
| 160   | Ralph W. Hobart               | D.       |
| 161   | L. M. Pemberton               | D.       |

### TO PUT PROSPERITY IN EXACT FIGURES

Advertisers to Learn Percentage Effect on All Business—Business Works in Alliance

It is pretty generally conceded that the United States is enjoying an era of unsurpassed prosperity but to just what extent the various lines of business are affected is not positively known. This is to be ascertained in an investigation inaugurated by the Associated Advertising Clubs of the world. This is an amiation of advertising clubs that works for the benefit of all advertising, that those who spend their money may have a greater knowledge of the benefits to be derived and works to the end of making all advertising more productive. The task of gathering the information to determine to how much better business conditions have been during the past year as compared with former years began Monday of this week, December 4, and is to be completed before midnight tonight, Thursday, December 7.

In determining the business conditions of the country, the United States and Canada come in for investigation along this line and data is being gathered this week from the great cities and representative towns of this great area. The work is under the direction of the National Research committee and on this committee from this section of the country, western Nebraska, H. M. Bushnell, Jr., secretary of the Alliance Commercial Club, has been named as a member and will have charge of the investigation in Alliance and vicinity.

**Past Effects**  
Two years ago when the European war commenced to unsettle business conditions, the Associated Advertising Clubs instituted an investigation to ascertain to just what extent the war had affected, or rather decreased, purchases of consumers. This investigation showed a decrease of 2.3 per cent as compared with the previous year.

In 1915 another investigation along similar lines was made throughout the United States and Canada and then it was ascertained that in the aggregate, the average increase in American consumption had increased 15.93 per cent over the previous year. In spite of the war this increase was recorded. This investigation showed that the United States was enjoying a period of unprecedented prosperity. This being true, it is believed that the year 1916 will finish with a record never before approached.

**Along Like Lines**  
To ascertain just what the year 1916 has brought about in the way of business prosperity is why the investigation is being made at this time. And to secure the required data, the investigation will be conducted along lines similar to those of the two previous years. The investigation will cover the six principal lines of retail business, as follows: Department stores, groceries, clothing, hardware, jewelry and drug stores.

**Five Questions**  
In conducting this investigation, no names are asked of dealers and consequently no business secrets are sought. It is just a plain business proposition and all answers are on a percentage basis. Five questions are asked in gathering the required data. They are:

What is the per cent of increase, or decrease, in your total volume of sales for November, 1916, as compared with November, 1915?

The same question relating to advertising expenditures.

The same question relating to volume of stock on hand.

The same question relating to net profit.

What per cent of all money in accounts on your books October 31, 1916, was collected during November?

**Removing the Guess**  
Mr. Bushnell asserts that when the data from the cities of the United States and Canada is collected it will take all the guess out of business and give definite facts on which to base sales and advertising efforts during the coming year.

The compilation of the data to be undertaken goes into book form for distribution among merchants and business men of the country and is looked upon as being of inestimable value, due to the fact that this data shows the condition and trend of business in every section of the United States. Merchants, manufacturers and business men in other lines use the report and by scanning its pages, at a glance can ascertain where there is expansion or retrenchment, thus getting a correct idea of business conditions the country over.

It is asserted that this is the only plan ever devised by which a merchant in any locality has had an opportunity of comparing his record for the year with the average in the city in which he resides, the average in his federal reserve district and with the average for the entire country in the particular line of trade in which he is engaged.

**Cough Medicine for Children**  
Mrs. Hugh Cook, Scottsville, N. Y., says: "About five years ago when we were living in Garbutt, N. Y., I doctored two of my children suffering from colds with Chamberlain's Cough Remedy and found it just as represented in every way. It promptly checked their coughing and cured their colds quicker than anything I ever used." Obtainable everywhere. Adv—Dec

**NEW NASBY AT MARPLE**  
William D. Loomis has been appointed postmaster at Marple, Sheridan county, Nebr., vice James Watson, resigned.

**Your Bowels Should Move once a Day**  
A free easy movement of the bowels every day is a sign of good health. Dr. King's New Life Pills will give you a gentle laxative effect without

### C. E. SLAGLE, M. D.

Physician and Surgeon  
Office phone, 65 Res. phone, 52  
ALLIANCE : : NEBRASKA

Orie Coppernoll F. J. Petersen  
Res. Phone, 20 Res. Phone, 43

**Drs. Coppernoll & Petersen**  
Osteopaths  
ROOM 5, OPERA HOUSE BLOCK

### BURTON & REDDISH

Attorneys-at-Law  
Land Attorneys  
OFFICE, First National Bank Bldg.  
PHONE 180  
ALLIANCE : : NEBRASKA

### L. W. BOWMAN

Physician and Surgeon  
OFFICE: First National Bank Bldg.  
PHONES: Office, 362; Residence, 16

### DR. D. E. TYLER

Dentist  
PHONE 362  
OVER FIRST NATIONAL BANK  
ALLIANCE : : NEBRASKA

### PUBLIC STENOGRAPHER

At The Herald Office  
REASONABLE RATES — PROMPT SERVICE

### J. D. EMERICK

Bonded Abstracter  
I have the only set of abstract books in Box Butte County  
OFFICE: Rm. 7, Opera House Block

### "LET ME CRY FOR YOU" HARRY P. COURSEY

Live Stock and General Sales  
Specialist and Auctioneer  
FARM SALES A SPECIALTY  
Terms Reasonable  
PHONE 664  
ALLIANCE : : NEBRASKA

### GEO. G. GADSBY

Licensed Embalmer  
PHONE: Day, 498; Night, 510  
ALLIANCE : : NEBRASKA

## Tinner

**METAL WORK**  
Brazing  
We do all kinds of tinning, repairing and metal work. Radiators and aluminum crank cases a specialty.

W. E. HAGAN  
The Tinner  
With Rhein-Rousey Co.  
Phones: 98—Res., 695

gripping and free your system of blood poisons, purify your blood, overcome constipation and have an excellent tonic effect on the entire system. Makes you feel like living. Only 25c at druggists.  
Adv—3

### WILL CONTINUE TO IMPROVE THE ROADS

The committee of the Commercial Club who have charge of the work on the road east have made their final report for this season. The report shows that \$988 was expended on the work, of which the sum of \$500 was furnished by Sheridan county, the club and business men of the city furnishing the remainder. The road is now for the first time in a passable condition. The club expects to continue to work in the spring.

### The Truth About Cancer

A valuable book giving a most comprehensive explanation of Cancer and its successful treatment without the knife will be sent free to anyone interested. Address O. A. Johnson, M. D., Suite 528, 1320 Main St., Kansas City, Mo.—Adv. 1st wk—7780-31

### TO IMPROVE CLUB ROOMS

The rooms now occupied by the Commercial Club are to be altered somewhat in order to facilitate the work. A private office is to be partitioned off for the use of the secretary and better storage rooms are to be made.

### Good for Constipation

Chamberlain's Tablets are excellent for constipation. They are pleasant to take and mild and gentle in effect. Obtainable everywhere. Adv—Dec

## The Sum and Substance

of being a subscriber to this paper is that you and your family become attached to it. The paper becomes a member of the family and its coming each week will be as welcome as the arrival of anyone that's dear. It will keep you informed on the doings of the community and the bargains of the merchants regularly advertised will enable you to save many a cent on the cost of the subscription.

## Dr. W. J. Mahaffy

DENTIST

Gas Administered Lady Assistant  
OVER POST OFFICE  
ALLIANCE : : NEBRASKA

### JAMES M. KENNEDY

Dentist  
Nitrous Oxide Administered  
PHONES: Office, 23; Res., Black 19  
FIRST NATIONAL BANK BLDG.  
ALLIANCE : : NEBRASKA

J. JEFFREY, D. C. Ph. C.  
A. G. JEFFREY, D. C.

### CHIROPRACTORS

OFFICE HOURS, 10 A. M. to 8 P. M.  
NEW WILSON BLOCK

## JACK MILLER

Auctioneer

Live Stock and Farm Sales

a Specialty.

Write Me for Terms

and Dates.

Best of References.

ALLIANCE, NEBRASKA

## Geo. J. Hand, M. D.

ASTHAMA and HAY FEVER

Eye, Ear, Nose and Throat

PHONE 251

Calls answered from office day or night.

### THOMAS LYNCH

Att'y-at-Law  
1519-1521 City National Bank Building  
OMAHA  
Special Attention to Live Stock Claims

### PROFESSIONAL PHOTOGRAPHER

All kinds of Photos. Interior and Exterior Views

QUALITY PORTRAITS

Alliance Art Studio

M. E. Grebe, Prop.

114 East 4th. Phone Black 111

## VARICOCELE CURED WITHOUT THE KNIFE

Since 1885 in Kansas City, I have successfully treated thousands of cases of Varicocele, Hydrocele, and allied troubles. The knotted veins, pain, enlargement, weakness and other symptoms quickly disappear. Write for illustrated book "Without the Knife" and full particulars free, sealed. Call or address Dr. Whittier Pay when CURED  
K. McGee & 11th St. Kansas City, Mo. If afflicted, ask for new book on Varicocele and Leg Swellings

### This Paper

Can furnish you any kind of engraving for circulars, folders, booklets or catalogs. We stand back of the Quality and Service. Brook-Haffner Press  
Denver—Colorado

### LEG SORES AND ULCERS

Since 1885 in Kansas City, I have successfully treated thousands of cases of Leg Sores and Varicose Veins. My long experience, combined with original and modern methods, insure complete cures, without knife or pain. Write for illustrated book "Pain Relief".  
PAYWHENCURED  
J. WHITTIER, K. McGee & 11th St. Kansas City, Mo.

### WHEN IN OMAHA VISIT THE Gayety "Omaha's Fun Centre"

Brand New Show MUSICAL BURLESQUE

EVERY WEEK

Don't Go Home Saying: I DIDN'T VISIT THE GAYETY

ILLUSTRATORS-DESIGNERS AND ENGRAVERS EXCLUSIVELY  
THE COCKS-CLARK ENGRAVING CO.  
114 ARCADE BLDG. DENVER  
ESTABLISHED 1880

### H. A. COPSEY

Physician and Surgeon

Office Phone, 360 Res. Phone, 342

Calls answered promptly day and night from office. Offices: Alliance National Bank Building, over the Post Office.