

## FRANK STOCKDALE HERE IN MARCH

Live Wire Authority Of Modern Merchandising Methods Will Be Here  
On March 11th, 12th, and 13th.

Alliance business and professional men will soon have the great privilege of hearing the receiving live-wire pointer from America's foremost business producer, Frank Stockdale. Mr. Stockdale will engender ideas of Merchandising, Window Trimming, Salesmanship, the best methods to be used in stock arrangement, how to make your goods appeal to the customer, and in fact everything of modern advance in business methods valuable to the storekeeper.

Mr. Stockdale has talked in practically every city of the Union, his instruction has been received with the greatest enthusiasm everywhere. Here is what a few think of the value of Stockdale to the commercial world.

From Richmond, Va.; M. J. Cohen, of the Cohen Co. says "I have learned from Mr. Stockdale many 'business points' which I am sure will be beneficial to the firm I represent. Those who miss the lectures that are to come will lose an opportunity to 'better their business results.'"

Atlanta, Ga.: Annual report, Pres. of the Ad. club. "The enthusiasm shown demonstrates the wisdom of those who were responsible for its inauguration, and the desire of Atlanta business men to secure larger rewards by better and more efficient service."

Guthrie, Okla.; Nov. 27th 1917. It is no misnomer to say that Stockdale is an expert. He has analyzed conditions and knows what he talks. He is the last word in wholesale advice to wholesale and retail merchants. He reaches the practical nub in a jiffy. His talk last night was along the line of methods, buying, management, cooperation, etc. His lecture was illuminated with chalk demonstrations, and in brief, he outlined the method to be used in today's competition."

Stockdale has spoken return engagements with the National Cash Register Co. at their conventions. He also has addressed the "Coco Cola" convention. In Nebraska he has talked in Superior, Aurora, Lincoln, Omaha, and Beatrice. All merchants that have heard him pronounce obtaining his services the best "community investment's".

The Merchants Federation of Alliance is handling the course here. Mr. Stockdale has been obtained for three days and five talks, on March 11th, 12th and 13th. Two noonday talks will be given at Luncheons at the Alliance Hotel. Three evening talks will be given at the Court House. All merchants interested in the progress of the city are donating toward the expense in procuring M. Stockdale. Each merchant contributing \$10.00 will be given a personal interview by Mr. Stockdale, this talk alone is invaluable to the merchant outside of the mass gathering. Wednesday evening Secretary Fisher needed but two more men to fill out his list. If there is any merchant who wants to take advantage of his opportunity he had best see Fisher at once. One merchant in town gave Fisher a cheque for fifty dollars with the instructions to come back if he couldn't raise the

\$200. The firm donating the \$50 is up-to-date, progressive and always ready to learn something better, to this they owe their success. The meetings under Stockdale will with out any question be of lasting benefit to every man attending.

Mr. Stockdale had open dates for three days in February but before Secretary Fisher could get word to him of the acceptance of those dates a wire came Wednesday night stating that Hutchinson, Kansas, had beat Alliance to it therefore the days—March 11, 12 and 13th were assigned to Alliance.



Dr. Ray Lyman Wilbur.

**RAY LYMAN WILBUR**  
Dr. Ray Lyman Wilbur, president of Stanford University, is one of Mr. Hoover's chief aids in the work of the Food administration at Washington. Dr. Wilbur has an unusual equipment for effective service in this work, having studied not only in some of the leading universities of America but also at Frankfurt-on-the-Main, Munich and London. He had served with distinction as professor of medicine in Cooper Medical College and as dean of the Medical Department of Stanford before being called to the presidency of that institution. Dr. Wilbur is one of the most distinguished leaders of the medical profession in this country, and served with honor as president of the American Academy, 1912-1913. He is a clear thinker and gifted teacher and his addresses are always lucid and intensely interesting. To the world food problem he brings the analytical power of a trained scientist and the human sympathy of a physician. He will speak in Alliance the week of February 25th.

**Special Bargains in Laces, Embroideries and Handkerchiefs at the White Goods Sales all next week at the National 5-10-25ct. store**

**Good Work Done by Amateurs.**  
Do not leave experiments with plants to professionals. Much of the best work in the improvement of plants and flowers has come through the work of amateurs. The latter class traveling abroad have also been first to send valuable plant introduction to the home land.

**Coal Fields of United States.**  
The United States has an area of more than 440,000 square miles of coal fields, enough fuel to make a ring around the earth 5 1/2 feet thick and 5 1/2 feet wide.

## STATE TO CELEBRATE

Our State to Complete the Celebration of Its Golden Anniversary.

The Capital City will be hosts to the State and the Nation on June 12, 13 and 14, the occasion being the fiftieth anniversary of the entrance of Nebraska into the Union.

No celebration in our history will be as memorable as this our Golden Anniversary.

Coming as it does when the entire world is engaged in a gigantic struggle to ascertain whether the spirit of democracy or the spirit of absolutism shall be supreme, when our own commonwealth will be called upon to do more than any like area in the world to feed the people of the nations, it is especially fitting that we should emphasize our national responsibility and awaken a pride in our resourceful state.

This is perhaps the last great anniversary when we can pay tribute to the makers of the State. Before another decade the territorial pioneers will have gone. It will probably be the last great parade of the veterans of the civil war who have had so great a part in the upbuilding of our commonwealth. It will be the last time when the State will have the opportunity to pay homage to those heroic pioneer mothers who braved the vicissitudes of the border life and brought forth the flower of the world's manhood and womanhood.

### Historic Curios Wanted

The largest, best arranged, most interesting, historical exhibit depicting the life and habits of Nebraska aborigines, early Nebraska of the whiteman, his implements, home and ways of life, will be displayed at the Nebraska Semi-Centennial Celebration in Lincoln June 12, 13, and 14, under the superintendence of the Nebraska State Historical Society.

Most every family has preserved some priceless curios of former days which would be of a general interest to other citizens of the State. Private collections from almost every county will be shown to the public for the first time.

Mr. A. E. Sheldon, Secretary of the State Historical Society wishes to get into communication with all Nebraskans having collections so that they may be added to the wonderful collections of the society which will be on exhibit. Such articles as Indian relics, which include stone axes, spear heads, weapons, bead work, buckskin dresses and buffalo robes, early newspapers and books, photographs of early scenes and persons, evidences of the early white settlements, manuscripts of all kinds which will throw light upon the early settlers and settlements, are among the many priceless things that will afford genuine entertainment.

Private owners of valuable historic relics will receive full credit for their exhibits. The Semi-Centennial committee will pay all expenses connected with their safe transfer to Lincoln and their return to the owners. The historical exhibits will receive careful guarding during the celebration. Where possible, the owners will be asked to come to Lincoln and help to install the exhibits. County associations will be asked to take up this work which will be so valuable for the future of our State in the way of preserving historic traditions.

### SPEEDERS AT SEMI-CENTENNIAL

Some of America's Most Well Known Auto Drivers to Compete at Lincoln

Made possible through the holding of big races in the large cities of the midwest, Lincoln is to be host to some of the foremost automobile racers in the game, Tuesday, June 12, the opening day of the Semi-Centennial Celebration. A big purse will be offered and the races will be held on the track at the Nebraska State fair grounds.

The automobile races are sure to attract additional thousands of people to Lincoln and will materially aid in making the Semi-Centennial a big success. Nebraskans are strong for gas grinds and this state and Lincoln, especially, has always been heavily represented at the speedway races.

As the date selected for the Semi-Centennial race is between the championship events at Detroit, St. Louis and St. Paul, it will be possible to secure an entry list containing the names of the prominent drivers of the day. Detroit will put over a \$15,000 race Decoration Day, while St. Louis has a \$10,000 prize as a lure to the speed merchants, June 15. The "kings" will be able to ship their cars from Detroit to Lincoln, compete here for the prize money and then hasten in the direction of the Mound City, without losing out on the heavy cash.

The keen appetites of the speed "bugs" of this territory will be satisfied when they glance over the entry list, which closes June 1. Entry blanks have already been mailed out, but the majority will be signed at Detroit, as Lincoln will have a representative at the Decoration Day races. Some of the drivers coming to Lincoln have seldom competed on dust and dirt ovals, and two or perhaps more foreign racers, who start their initial campaign of this country in the east this month are among those in correspondence with the local promoters.

## The Alliance Herald's Little Salesman

Advertising under this head, five cents per line. Count six words to the line. No advertisement taken for less than fifteen cents.

### For Sale

**For Quick Sale — We will take \$125 for Lot 1, Block 4, South Alliance. It has a 3-room house and other improvements. See S. P. Tuttle, of Alliance, for conveyance. J. P. Hazard, Goodline, Idaho. 5-11-9390**

### PIANO FOR SALE

We have a new high grade piano located at Alliance, which, for immediate sale will be sold at a very substantial reduction in price. Quality absolutely guaranteed. Liberal terms to a responsible party. For particulars write THE DENVER MUSIC COMPANY, Denver, Colo. at once. 9-3

### OLD CLOTHES WANTED

The City Mission is in need of second-hand clothing, especially men's and shoes. Call phone 696 and we will call for them.—The City Mission

### CHAMBERLAIN'S TABLETS

These Tablets are intended especially for disorders of the stomach, liver and bowels. If you are troubled with heartburn, indigestion or constipation they will do you good.

### CARD OF THANKS

I wish to express my appreciation for the sympathy and aid furnished me by my friends in Alliance during the late sickness and death of my beloved wife. Am very grateful to the school teachers and the men at the round house for their beautiful floral offerings, also to the boarders at Mrs. Wiker's for the respects paid to my departed wife.

W. J. BRANDON

### CARD OF THANKS

To our many friends of Alliance and vicinity we wish to extend our sincere thanks for their kindness in the hour of our bereavement in the death of our son, George

Arthur Feagins and Family.

### Don't Lose Your Temper.

He who loses his temper, loses much besides. He loses his self-respect; he loses the respect of others; he loses an element out of his character and reputation which he cannot regain; he loses vital force, and stamps an impression on his whole being which time cannot efface.

### Wanted

WANTED TO RENT — Furnished house; must be modern, with five or six rooms. Call 340. 53-11-8707

WANTED—Girl for house work. Phone 610. 6-11-9357

WANTED—3 nicely furnished modern rooms for light housekeeping. Call The Herald office. F. H. Mitchell 9027-8-21-11

WANTED—A teacher for School District No 60. Send your application to Anton Ustohal, Hemingford, Nebr 9032-2115-11

FOR RENT—furnished rooms. Phone 594 9029-11-11

Bring in your fat hens to the A. D. Rodgers market, the highest prices paid. 5-11-9350

Real Estate, Loans and Insurance. F. E. REDDISH, Reddish Block. 15-11-6727.

WANTED—An intelligent, energetic young lady for work in the newspaper office. Prefer one with fair education. Call at The Herald office.

### Miscellaneous

**MOVE FURNITURE SAFELY**  
We have equipped our dray wagons and auto truck with the latest appliances for moving furniture without marring or scratching or doing damage. Up-to-date wagon pads will be used by us on all moving jobs. JOHN R. SNYDER, Phone 15. 27-11-5950

Don't exaggerate or misrepresent an article advertised in this page.

It will certainly prove a boomerang—and besides we do not want that kind of advertising.

### NOTICE TO CREDITORS

In the Matter of the Estate of Marion B. Hutchinson, deceased. In the County Court of Box Butte County, Nebraska, the State of Nebraska, ss.

Creditors of said estate will take notice, that the time limited for presentation and filing of claims against said estate is May 20, 1918, and for payment of debts January 11, 1919; that I will sit at the county court room in said county, on February 15, 1918, at 10 o'clock A. M., and on May 20, 1918, at 2 o'clock p. m., to receive, examine, hear, allow, or adjust all claims and objections duly filed.

Dated at Alliance, Box Butte County, Nebraska, this 11th day of January, 1918.

(Seal) IRA E. TASH, County Judge.

BURTON & REDDISH, Attorneys. 7-5-872.8830

Of course you needn't take our advice if you don't want to, but if you live in a glass house you ought to build a high board fence around it.—Dallas News.

# Public Sale

As I am leaving soon for Sargent, Nebr., to establish permanent residence. I will sell the following described property at Public sale, on the Chas. Bauer place, located 3 miles north and 4 miles east of Alliance, on

## Tuesday, Feb., 19, '18

Commencing Immediately after Free Lunch at 11:00 O'clock

### 49 Head of Cattle 49

- |                                |  |
|--------------------------------|--|
| 6 Cows, with calves by side    | 5 Yearling Heifers                             |
| 1 Cow, fresh soon              | 4 Bucket Calves                                |
| 2 2-yr-old Heifers, fresh soon | 20 Head of Steers and Heifers coming yearlings |
| 4 Milk Cows, all fresh         | 1 Hereford Bull coming 2-yr-old                |

### 6 Head of Horses and Mules 6

- |   |                                |
|---|--------------------------------|
| 1 Black Jack Mule, coming 4, well broke | 1 Jennie Mule, coming yearling |
| 1 Black Jennie Mule, coming 3-yr-old    | 1 Bay Mare, coming 3-yr-old    |
| 1 Brown Jack Mule, coming 2-yr-old      | 1 Bay Colt, coming yearling    |

### 3 Poland China Brood Sows 3

### IMPLEMENTS

- |                         |  |
|-------------------------|--|
| 1 12-ft. McCormick Rake | 1 Spring Wagon                           |
| 1 Hay Rack              | 1 Buggy                                  |
| 1 Potato Sorter         | 1 Engagate Seeder                        |
| 1 Disc                  | 15 Tons Prairie Hay                      |
| 1 Set of Harness        | 25 Bushels Ohio Seed Potatoes            |
| 1 Hog Shute             | About 75 bu. Bliss Triumph Seed Potatoes |

TERMS: \$25 and under cash; over that amount a credit of six months' time will be given on bankable paper bearing 6 per cent interest.

## CHARLES BAUER Jr. Owner

H. P. COURSEY, Auctioneer

FRANK AEBGG, Clerk

## Build Now!

Buying lumber at this time is the best investment you ever made. There are several very good reasons.

Unusual conditions make it possible to get twice as much lumber as you did in 1914 for the same amount of farm produce.

Investment in lumber and the placing of new buildings on your property will increase its value out of all proportion to the lumber's cost.

Lumber—the world's greatest building material—has advanced much less than any other material used for building.

Double value can be had without sacrificing quality—and the lumber of today is better than ever before.

Nothing is more important than conservation at this time, and all grain, stock and implements must be properly sheltered.

Opportunity—such as you have NOW—may never come again. After the war, lumber prices may be higher.

We are giving you this information in the right spirit—with a desire to see you buy when you can get more for your farm produce.



Have you bought your Thrift Stamp yet? We Sell Them

ALLIANCE, NEBRASKA