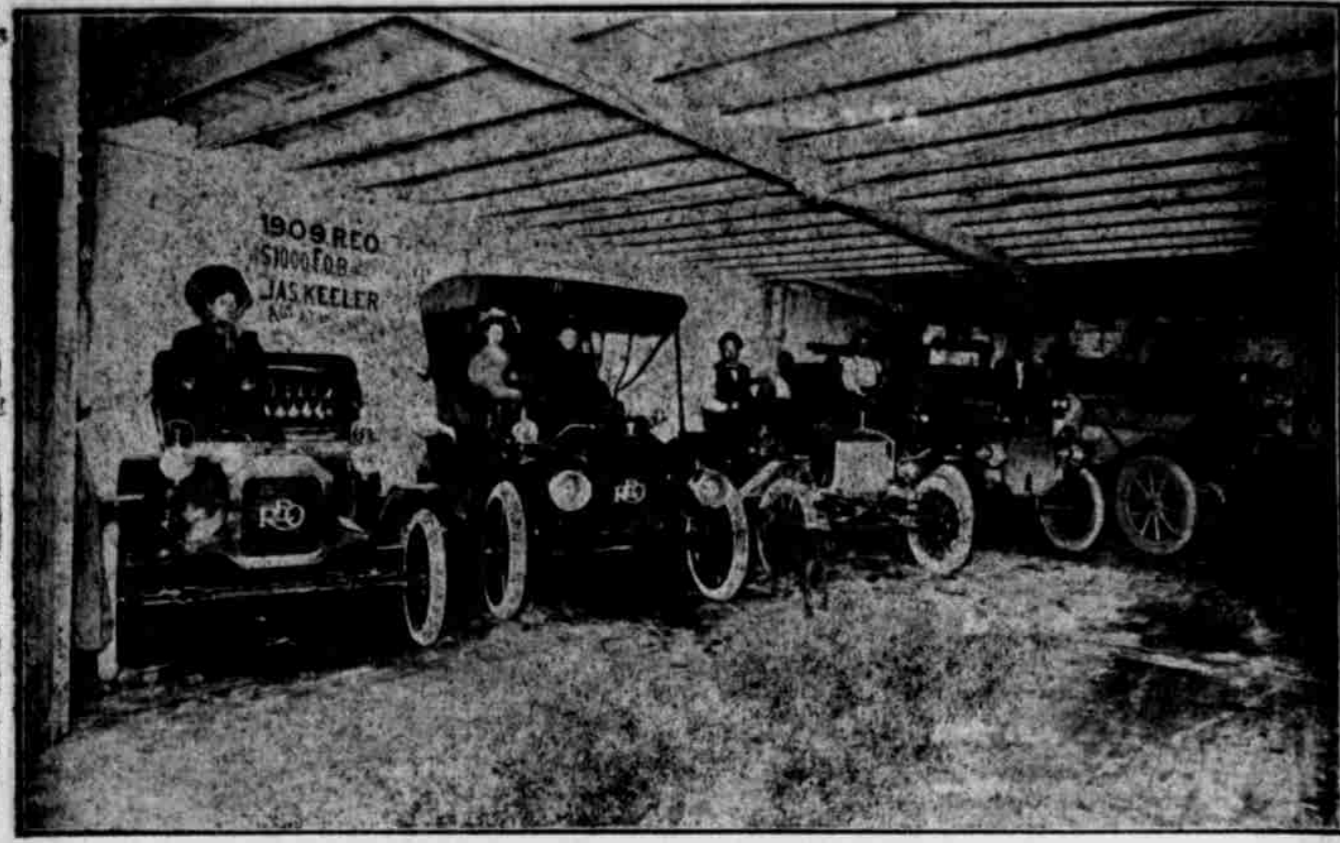


AN OLD-TIME ALLIANCE VIEW



The above view was taken in the garage run by Jas. Keeler, located where the Schaffer battery station now stands on East Third street. It was in 1908 when motor cars were in their infancy and when a one-lunger and a two-lunger were just the thing. The first two cars shown are a one-cylinder and a two-cylinder Reo. Third car is Doc Copey's first Lambert. Fourth car is also a Lambert and the last one was a big six-cylinder car called the Ricketts. This big car was seemingly ahead of its time in those days and looked upon with awe and wonder by the denizens of this little village. Mrs. Keeler occupies the first Reo in the picture, her daughter, now Mrs. Schaffer, and a girl friend were at the wheel in the second Reo, and Keeler himself was holding the lines in Copey's car when this snap was taken. The sign hanging on the wall was painted by Bill Rumer and shows the skill of a real artist. Ed Henry, Link Lowry and Bill Rumer were among the first who owned two-cylinder Reo cars in those days, and Rumer says he never drove a better car in his life. A glance at those old-time models shown in this picture and a look at the latest type six-cylinder Reo like The Herald is giving away for its capital prize, shows a long step in the way of body-line improvement and mechanical excellence. Mr. Keeler is quite proud of this picture and regards it as a relic of those good old days when motor cars were considered more or less as an experiment.

PERSONALS

A. J. Cole is the owner of a new five-passenger Dodge.  
 Miss Gertrude McHugh left Thursday for Denver, where she will spend the week end.  
 Miss Carrie Briggs of Kansas City, Mo., was a guest at the Fletcher home, 529 West Third street, this week.  
 Mrs. Walter Kelley of Scottsbluff visited at the home of E. C. Drake during the week.  
 Charles Wilkinson of Antioch was brought to the city on Wednesday, having been severely burned about the head and face. He is employed at one of the potash plants at that place.  
 Mrs. Eliza Ash of Lakeside was shopping in Alliance on Thursday.  
 Mrs. W. C. Garner of Ashby, accompanied by her mother, was a business visitor in our burg this week.  
 The families of C. E. and Henry Rust motored to the home of Hans Jagers, near Hay Springs, and spent Sunday.  
 Mr. and Mrs. Henry Miller of Antioch motored to Alliance on Tuesday evening to attend services of the Masonic order on Tuesday night.  
 Mrs. H. Stille of Marsland was a mid-week business visitor to Alliance.  
 Mr. and Mrs. J. B. Johnson of Whitman were transacting business in town this week.  
 Louquessa Nye who has been teaching school near Marsland came to Alliance for medical aid.  
 Mr. and Mrs. Bruce Mallory were in from the Long Lake country.

Mrs. Ray Murphy goes to Louisville, Neb., for a ten days visit with her sister.  
 Mr. and Mrs. Christian Bollerup returned from Denver where they had spent a few days. They will make their home in Alliance.  
 Mrs. W. R. Pate goes to the Pate homestead near Bayard on Saturday. They will make final proof in June.  
 Miss Gertrude McHugh, principal of the Emerson school, expects to go to Denver tonight on business.  
 Miss Ruth Cone was called to Dalton on account of the serious illness of her niece.  
 Mrs. M. W. Buckley and daughter, Ethel Elizabeth, expect to leave tonight for Prescott, Ariz., for an extended visit with her parents. She will be accompanied as far as Denver by Mrs. L. C. Thomas.  
 Miss Alice Elliott goes to Scottsbluff tomorrow to spend the week end with her brother.  
 Mrs. Joe Kase leaves tomorrow night for Denver to spend the week end with friends.  
 Mrs. L. M. Beal was called to Denver last night on account of the illness of her husband, who is in a hospital there.  
 Mrs. Addie Dumond Cortey of Chadron was an Alliance business visitor Thursday and Friday.  
 W. D. Rumer went to Chadron on business the first of the week.  
 Mrs. M. W. Buckley is leaving for her home in Prescott, Ariz., where she will visit relatives. She expects to be gone two weeks.  
 Miss Gertrude McHugh, principal at Emerson school, and Mrs. Case are leaving for Denver Friday for a short visit.

Dr. Annie G. Jeffrey will leave today for Casper, Wyo., to spend an Easter vacation. She will return the first of the week.  
 Frank W. Miller, Alliance agent for the White truck, went to Edgemont Wednesday on business, returning Thursday.  
**A CHANCE TO SEE THE OFFICERS IN DUNGAREES**  
 The adjutant of Alliance post No. 7, American Legion, has sent out the following announcement of the big meeting and feed for next Thursday evening. All ex-service men, whether members of the legion or otherwise, have been invited. Read and heed the call:  
 Say Buddy: Listen here: On Thursday evening, April 8, at eight bells, assembly will be sounded for Alliance post No. 7, American Legion, at the armory in Alliance, and you are to be there with shoes shined and hair combed. Refreshments (minus the slum) will be served. This is no camouflage, so come and bring your buddy. The top has put all ex-officers on K. P. and they will serve the chow to us ex-bucks.  
 If you happened to be an officer—from a shavetail to a colonel—you are hereby ordered to report for duty (under G. O. S. O. I.) with one pair of O. D. hands (washed) and one white "denham" apron.  
 Following the refreshments Lady Nicotine will furnish the entertainment. No taps will be sounded—we have tied a can to the bugler—the O. D. is on K. P., and the M. P. s are all in the brig.

INDEPENDENT PLANTS HAVE BEEN SUCCESSFUL

What has been the history of packing plants in other towns than Alliance—really independent plants, not affiliated in any way with the so-called "big five," and not owned by families nor by close corporations? Have plants of this variety been successful elsewhere, and are they regarded by the respective towns in which they are located as distinct assets to the community?  
 The Alliance chamber of commerce undertook to secure an answer to these questions. Letters of inquiry were sent out to various chambers of commerce throughout the country, in towns in which such plants are located, and these direct queries were put before the secretaries.  
 Most of the replies have raved Alliance, and, to the extent of almost a unanimous chorus, they say "Yes" to the two principal questions which were propounded. The operation of these plants has been successful, and they are regarded as distinct assets to their towns.  
 Occasionally the answer has been, "Plant not in operation long enough to give an opinion," or words to that effect. In two or three cases it was said that at first there was lack of proper management, but that there has been a change in management and present prospects are assuring.  
 These are, however, the exceptions among the replies. Broadly speaking they indicate unmistakably the fact that independent promoted packing plants in the United States have been uniformly successful and have meant much both for their stockholders and the communities in which they are located.

—This paper will support Senator Good for renomination, because we believe he can do the district more good than any man we could send to the senate.—Chadron Journal. 39



Featuring at Moderate Prices  
**New Spring Millinery**

HUNDREDS OF HATS

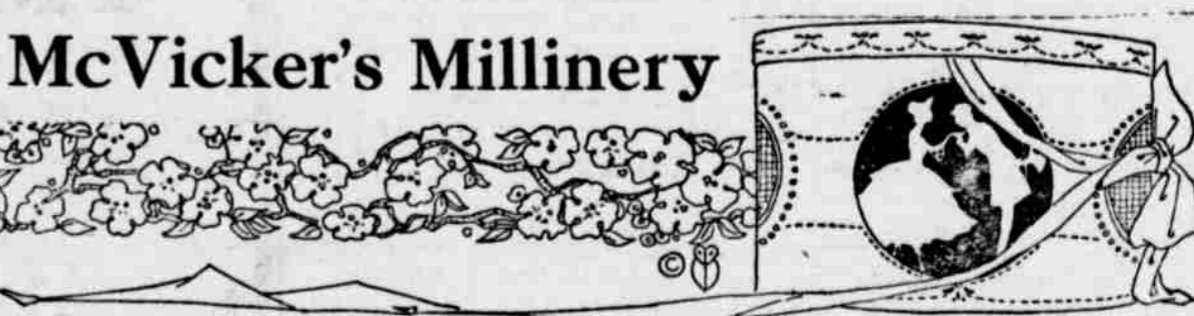
—the largest display ever shown in Alliance, comprises our stock for the Easter Season. New soft brim effects, tricorns and turbans—some hackle trimmed, others offer a choice of feathers and flowers. Including every whim of fashion in Shapes, Style, Color and Material. Every one will impress you with the extreme advisability of buying in our Millinery Specialty Shop.

For All The Family—From the Matron to The Tiniest Miss

Large Hats—Small Hats, all tailored and dressy. The great variety of shapes offers most welcome opportunity for pleasing personal desires and yet remaining within the province of the newest designs.

**\$5.00** Don't Fail to Visit Our **\$5.00**  
**\$5.00 Department**

This moderate cost section brings astounding Hat values to Easter shoppers—an extremely clever assortment of Millinery, strikingly different from those of other seasons, but most becoming in their widely varied modes.



---announcing the  
**Beauty Parlor**  
 Reopening at McVicker's

After a few weeks, during which time we were making arrangements to give Alliance patrons the last word in Beauty Parlor accommodations, we wish to announce that we have secured the services of an expert in this line, who comes here to take charge of this department. We take pleasure and anticipate our ability to render the highest satisfaction in every phase of beauty culture through the services of Mrs. Coats, of Chicago. Our Parlors will open to the public

Monday, April 5th

LATEST MODES OF HAIR-DRESSING

Patrons will be delighted when they learn from personal experience the undeniable charm and inward satisfaction that comes with the services of our metropolitan expert. Every woman enjoys the confidence felt when she is assured the very latest modes of hair-dressing. Many are enthusiastic about the satisfactory results obtained from the use of "Neos Henne"—it restores the hair to its natural color.

All Classes of Beauty Culture

We are prepared to serve you with any kind of work you desire—

- MASSAGE
- CHILDREN'S HAIR BOBS
- MANICURING for Ladies and Gentlemen
- SCALP AND FACIAL TREATMENT

**McVicker's Beauty Parlor**

216 BOX BUTTE AVENUE

**Imperial Theatre**

Tonight April 2nd

SHE DARED SIN TO SAVE ONE WEAKER  
 WM. FOX Presents  
**MADLAINE TRAVERSE** in  
 "THE SPLENDID SIN"  
 A STORY WITH A POWERFUL APPEAL TO ALL  
 Comedy "THE FARMERETTE"  
 UNIVERSAL "SCREEN MAGAZINE"  
 ADMISSION—15¢ & 30¢

SATURDAY, APRIL 3RD

CLARA KIMBALL YOUNG in  
 "THE ROAD THRU THE DARK"  
 ABSORBING, THRILLING AND FULL OF ACTION  
 Comedy SNUB POLLARD "TOUGH LUCK"  
 MUTT & JEFF "I'M RINGING YOUR PARTY"  
 ADMISSION MAT. & NIGHT 15¢ & 30¢

SUNDAY, APRIL 4TH

"WHAT EVERY WOMAN LEARNS"  
 Featuring ENID BENNETT  
 The story of a girl who lived for pleasure, married a parlor clown. Then the sad awakening. Don't miss it.  
 14th Episode of "THE INVISIBLE HAND"  
 So full of "PEP" and ACTION you can't afford to miss it.  
 Comedy "BOMBS AND BLUNDERS"  
 ADMISSION MAT. & NIGHT 15¢ & 30¢

MONDAY, APRIL 5TH

WALLACE REID in  
 "THE LOVE BURGLAR"  
 He's the "white black sheep" of his family.  
 Comedy "WHY DIVORCE"  
 ADMISSION MAT. & NIGHT 15¢ & 30¢