State Historical Society

Official Publication of Box Butte county.

THE ALLIANCE HERALD.

Largest Circulation of any Newspaper in Western Nebraska.

VOLUME XVII. ALLIANCE, BOX BUTTE COUNTY, NEBRASKA: THURSDAY, FEB. 24, 1910 NUMBER 11

MONEY

Almost every one knows how hard it is to get MONEY

Few people know how to SAVE Money

Start an account with the First National Bank. The Savings habit will grow and the account will grow

To Save is as easy as to spend, once you start

We receive accounts of any size. We want yours

The First National Bank

UNITED STATES DEPOSITORY

NORTON'S

ANNOUNCE THEIR 1910 SPRING EXHIBIT

A Complete Showing of the New Models of

Krippendorf-Dittman

Ladies' Oxfords

PUBLIC SALE

I will offer at public sale at my ranch twenty miles due south of Alliance, ten miles east of Angora, Section 32, Township 22, Range 48, on

FRIDAY, MARCH 11

commencing at 10 o'clock:

55 Head Horses

ranging in age from one to ten years old. These animals are all good boned hotses and all that are old enough are broke to work. Purchaser can lead his horse away.

Also two registered Percheron stallions

5 Head of Milch Cows

Mowing Machine, Hay Rake, Sweep and Stacker, Harness and Saddles, Household Goods, other articles too numerous to mention. Free Lunch at Noon

TERMS OF SALE: All sums under $10 cash in hand. Over $10 eight months' time, interest at 10 per cent, purchaser giving bankable paper

W. C. THOMPSON

Col. F. L. Wright, H. P. Coursey, Aucs. R. M. Hampton, Clerk

FOREST LUMBER COMPANY

We always give you the Most of the Best for the Least

J. A. Berry, Mgr.

OUR DRUGS are all of the highest quality we can get and are all examined critically after we receive them in stock here before a single one is placed on sale—we do everything in our power to be on the safe side. A good thing for you to remember.

Thiele Prescription Druggist

As to Advertising

The Herald enjoys a liberal advertising patronage, but we would not have our readers think that we publish all the advertisements that are offered us for publication. The fact is, we turn down as much advertising as some local papers publish. Of course, this makes a serious cut in the income of the business, but as long as our policy is endorsed by the home patrons of the paper we shall continue it.

It is customary with many local papers to cut prices to "foreign" advertisers, that is, advertisers outside of their home town. This is done on the theory that anything picked up outside of the town where the paper is published is just that much "velvet." We have steadfastly set ourselves against this policy. We rely principally upon home merchants for our business, outside of subscriptions. To charge them a higher rate than is charged outside parties we do not believe to be compatible with the "square deal" for which The Herald stands. Our readers may have noticed that no proprietary medicine ads are published in this paper. So far we have not found it necessary to refuse to publish them. We simply hold them to our regular rates. They are so accustomed to getting space in local papers for from one-fourth to three-fourths the price charged home merchants that when we refuse to cut prices to them they go elsewhere for their advertising. Some advertising we refuse at any price, such as the "boiler plate" stuff sent out by the so-called Merchants & Manufacturers Association of Omaha, etc., and for firms that we know to be irresponsible.

It is our intention to favor the business men of Alliance and Box Butte county, in preference to outside parties that have no interest here further than the trade they can secure. We are not sure that we can absolutely refuse advertising because of location. In the latest issue of the bulletin, "The Postals Laws and Regulations Pertaining to the Second Class of Mail Matter," published by authority of the postmaster general, a list of publications that are not entitled to second class entry is given, among which are those "which contain the price lists or advertisements of certain business houses while refusing similar advertisements from competing houses." We have written the third assistant postmaster general, under whose immediate supervision matters of this kind come, asking for advice whether we can under this rule exclude advertisements of mail order houses. If the reply is favorable to so doing, as we hope it will be, we shall decline advertisements for such houses selling goods that are handled by local business men who advertise in The Herald.

We do this for several reasons: In the first place, we believe the home merchants, who ask for their neighbors' trade through the home paper, are as a rule more reliable and their goods more dependable than those at a distance. And there are good reasons for thinking so. The local merchant depends upon building up a permanent trade, and must have a repetition of orders from the same parties, in order to establish a successful business. He deals to a great extent with acquaintances. A man disposed to succeed by chicanery and selling inferior goods will usually select strangers for his victims. Besides the above, and other reasons which we could name if space permitted, our observation has led us to believe that usually, if not invariably, the home merchant will give you better treatment and better goods than the firms that have no interest in building up your home town and its institutions.

Another reason for giving the preference to home advertisers is that we prefer that whatever profit there may be in the trade influenced through the columns of The Herald shall go to those who are helping to build up the town that we are trying to help build up, and are also helping to develop the country that we are helping to develop. During the past year The Herald has received a liberal patronage from the business men and firms of this city and county, and we appreciate it, and shall endeavor to show our appreciation while this patronage continues. Present indications are that this patronage will increase. We have a subscription clientele that makes the paper an excellent advertising medium. While we could get plenty of outside advertising, we do not want it for business that is properly represented in our advertising columns by local men and firms. We charge ten cents per inch, column measurement, for space except on first page which is twenty cents. Since the last issue of the paper, we have received from a Council Bluffs lumber firm, an order for a ten inch ad, stereotype plate furnished, to be inserted on any page except the first, at eleven cents per inch. We are declining the ad for the reason that two reliable local lumber yards are represented in our advertising columns, and we think there is no necessity for sending to Iowa or any other state for lumber.

In short, we are giving the business men of this city a "square deal," a better deal on the advertising proposition than they ever had before. We shall continue to favor them so far as we can without losing our second class mailing privilege which of course we cannot afford to lose, as it would mean much additional work and an additional expense of about twelve dollars per week. We sometimes make mistakes, as do most mortals, but we are willing to acknowledge and rectify the same. Last week, for instance, an order was received for a thirty-four inch ad at our regular rate of ten cents per inch per insertion. We preferred to not publish it as it was from a mail order house, but believing we had no authority to refuse it, unless we knew the firm to be irresponsible, we placed the copy in the hands of the printer.

We ackowledge our mistake. We should have investigated a standing of the firm before advertising for them, but in our rush of work, failed to do so in this instance. We supposed at the time that the firm was responsible, but circumstances have since arisen which cause us to be in doubt in regard to this, and we wish to put our readers on their guard.

We shall continue to accept advertisements from responsible outside parties whose business does not conflict with that of local advertisers, but hereafter will defer publication until we can satisfy ourselves as to the responsibility of the parties wishing space.

LOCAL PARAGRAPHS

Miss May Shrewsbury of Mollring's store was quite sick last week but is able now to attend to her duties.

Floyd and Howard, the two sons of W. E. Lotspeich, are recovering nicely from their recent attack of measles.

Miss O'Brien, who has been the guest of Miss Ethel Nolan for several weeks, returned Monday to her home at Stuart, Iowa.

The little son of Mr. and Mrs. Claude Lester has been very sick for several days. We are glad to say the little man is improving.

A. T. Ross, traveling salesman for the Bennett Piano Co., Omaha, has been unable to go on the road for a few days because of ill health.

There is a slight improvement in the condition of Mrs. J. B. Denton, who has been seriously ill the past two weeks with pneumonia and a complication of diseases.

Tuesday, the 22nd, was observed as a legal holiday in Alliance. The postoffice and other business houses were closed a part of the day, and all school children were given a half holiday.

Mrs. A. Baschky, who has been residing with her children near Crawford, will change her residence to Alliance, where she will spend a year with her son, George.—Crawford Tribune.

The Royal Neighbors held a very pleasant social meeting at the home of Mrs. U. N. Hoskins Saturday afternoon. The next social meeting will be held at the home of Mrs. Mamie Pierce.

The Ladies of the Maccabees will give a ball at the opera house March 17th. The Joy orchestra will furnish the music with Mrs. John Wiker at the piano, which is a guarantee of a fine time.

T. J. O'Keefe left on 44 Tuesday on a week's business trip to eastern Nebraska, with a probability of going over into Iowa before returning. Grand Island and Omaha are two of the cities to be visited.

Mrs. Edna Gray, formerly bookkeeper in Dr. Bellwood's office, has accepted a like position in the grocery store of Wallace & Swanson and entered on her new duties Wednesday morning.

H. McClellan writes The Herald from Boise, Idaho, requesting that his address be changed to R. F. D. No. 1, Caldwell, Idaho, from which we take it that he has removed from the capital city of that state.

Tom Griffith, who is confined at the Alliance hospital because of an injury received some time ago, was the recipient this week of a beautiful boquet of pink and white carnations, the gift of the Brotherhood of Railway Trainmen.

As will be seen by his ad in this issue of The Herald, John Hassenstab east of town will have a public sale on Tuesday, March 8th. He informs us that he intends to move to Alliance, and we are sure he will be welcomed as a resident of our city.

Miss Mayme Tyson, who for some time has been bookkeeper for Wallace & Swanson, has resigned her position and will go east soon, where she has a more lucrative position. By her accuracy in her work and her kindly ways, Miss Tyson has made many friends who will be sorry to see her go.

S. C. Boon and family moved into their new house at 323 East Montana street almost before it was completed, and have had some finishing work to do since, which is now about all done except painting, which will be commenced as soon as the weather will permit.

The second W. C. T. U. silver medal contest was held at the Baptist church last Friday evening. A very pleasing program was rendered, consisting of songs by choir and congregation, instrumental and vocal solos and recitations by four boys, Paul Campbell receiving the medal.

Louis Shave of Dent, Idaho is visiting his uncle, Geo. Douglas, also at the homes of Bliss Sturgeon and Mr. and Mrs. Otto at Lakeside. Mr. Shave lived in Alliance some four years ago and thinks the city and surrounding country have improved wonderfully since he last saw them.

Rev. J. T. Ellis, formerly of Hemingford but now pastor of the Presbyterian churches at Lisco, Eastwood and Broadwater, residing at the last named place, passed through Alliance Tuesday, enroute to Hemingford. He favored The Herald with a pleasant call while in the city.

Conway F. Williams, who has been holding a position in the local freight office, has received a well merited promotion and is now doing clerical work in the office of Div. Supt. Weidenhamer. He receiven the promotion last Saturday and began work in his new position Monday morning.

Chas. Moravek, Joe Kennedy and Bert Langford of Canton were attending to business in Alliance the first of the week, coming down from Hemingford on the train Sunday, and returning on 43 Monday. They favored The Herald with a call while in the city and gave us a substantial boost on subscription.

Dr. Bellwood returned Monday from a ten days' trip to Chicago.

Mrs. C. W. Kreamer is a new employe in the Mollring store.

Mrs. Lew Mackey of West Lawn has been seriously ill for several days.

Mrs. Eldred, who has been at the hospital, has so far recovered that she has been taken to the home of friends.

Rev. C. H. Burleigh of Lakeside was in town a short time Monday. He reports no improvement in Mrs. Burleigh's health.

Invitations are out for a 500 party at the Beckwith home Friday afternoon. Those fortunate enough to secure invitations are planning on a fine time.

Mrs. Nellie Heath who recently purchased the David Miller property on Toluca avenue, now occupies her new home. A nice large barn now adorns the premises.

We all detest a mean dog, and likewise admire a nice one. There isn't a nicer bunch of dogs, so far as we know, in this part of Nebraska than Dick Waters' grey hounds. A few more similar kennels here would add interest to the chase, a line of sport that is badly neglected as compared with other sports.

Harry Kelley, traveling salesman for the International Harvesting Co., came in from Sidney and spent Sunday in Alliance with friends. On Monday he went to Crawford to finish moving his belongings to his new headquarters. The change from the confinement of office work has been very agreeable and so far Mr. Kelley has been very successful.

McCluer's

At $7.50 and $10.00

Beautiful Silk Petticoats in all the new shades, Klasfit, fan pleated, full underlay and dust ruffle. The season's best values

Black and Brown Heatherbloom Petticoats, bias fold, ruffled or embroidery trimmed, Klasfit or dress string belt

$1.50, $2, $2.50 and $3

KENNEDY BROTHERS DENTISTS.

Office in Alliance National Bank Blk Over Postoffice.

'Phone 391.

B. H. Perry's

Brown Leghorn Eggs

$1 per 15

1-year-old hens, $1.50 each

924 Box Butte Ave. Alliance, Neb

GEO. I. HAND, M. D.

EYE, EAR, NOSE AND THROAT

Eyes Tested and Glasses Fitted.

Glaze Marble Works

Chas. Glaze, Prop.

Hemingford, Nebr.

A FULL LINE OF MONUMENTS AND HEADSTONES

Note the following: By buying of us you have no extra freight to pay. We buy our stock in car load lots and do the cutting in our yards at Hemingford.

You can examine your work before accepting it.

We guarantee satisfaction