

MARKET TOWN OF THE WEST

Time was when Omaha was known as the "Gate City", and it was appropriately so called, situated as it was at the portal of this great west-

that must be shipped out of this country. The Herald would be delighted to devote an entire issue, if it were

some interesting statistics that were not only interesting, but beneficial to our readers in the great northwest. There will be a large number

are interested in the live stock industry of this country to be sure to be at the convention and meet them. They will be glad to see you and no



Section of Stock Yards and Packing District

ern country; but a little more than twenty-six years ago, by the organization of the Union Stock Yards Company, a movement was set on

practicable so to do, to a write up of the packing houses and allied interests of Omaha. As our readers will remember, we recently gave

of representatives from South Omaha at the Stockmen's Convention in Alliance next week, and the Herald wishes to urge upon its readers who

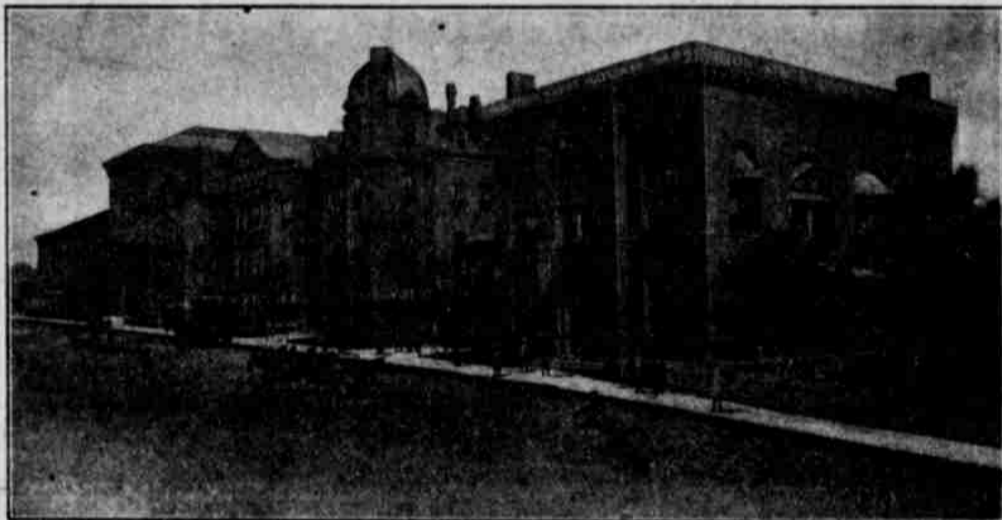
doubt they will be well supplied with literature for distribution.

We are pleased to give our readers in this issue of the Herald some scenes, which correctly represent to some extent the great industry of that city and yet which do not anywhere near fully show the magnitude of it.

OLE THEOBALDI

Violin Virtuoso and Chamber Musician

Alliance will be highly favored this coming season with a concert by Ole Theobaldi, recognized as the world's greatest descriptive violinist, and his company, Madame North, vocalist, a noted Norwegian accompanist. Theobaldi is court violinist at the court of Russia and Sweden, to

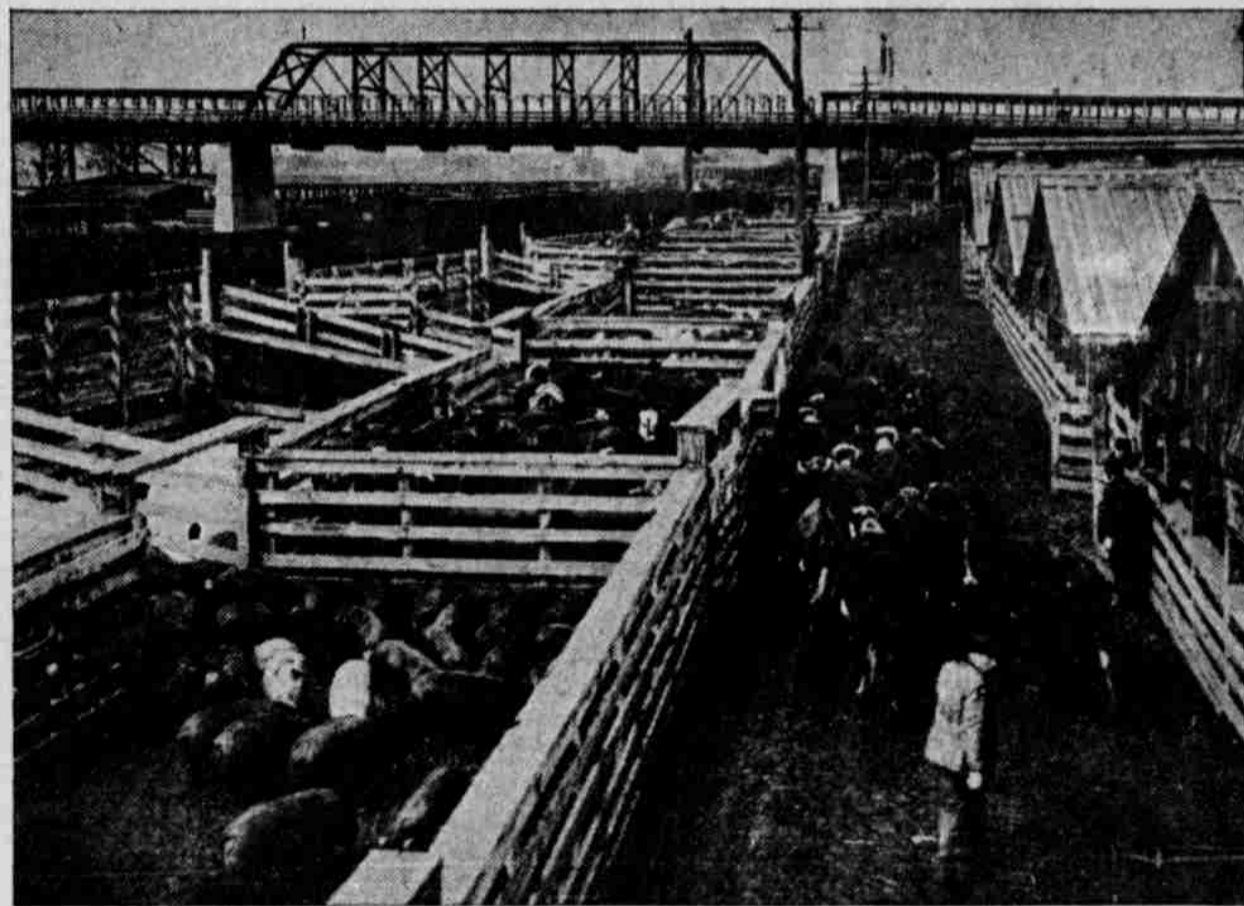


Exchange Building

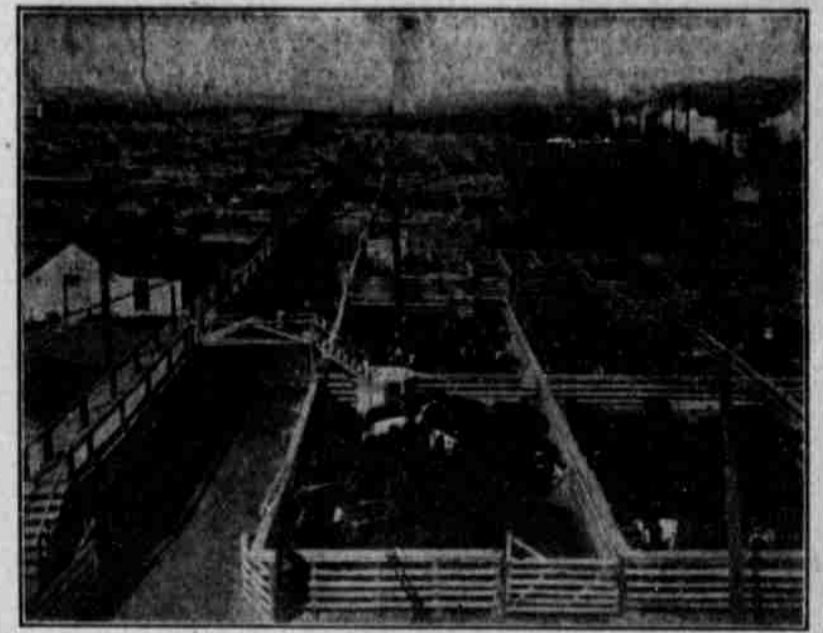
foot that was destined to make that city something more than a big wayside station for emigrants traveling from the east to west.

At the time of the organization of this company, there was no South Omaha. That thriving city, now so well known throughout the industrial world, having grown up incidentally with the live stock market, which now makes it famous. The opening of the stock yards at South Omaha, co-incident with the establishment of the great packing house industries at that place, led to the establishment of other industries, until Omaha, of which South Omaha is practically a part, has become the metropolis of Nebraska, and the "Market Town" of the west.

Although quite a distance apart, Omaha and northwestern Nebraska have a mutual interest in each other. The "Market Town" wants the fine cattle raised in this section of the state, while we want the good market afforded there for the stock



Delivering from Chutes



Feeder Cattle Division



"International" Prize Winners Bought at South Omaha

500 New Subscribers to The Alliance Herald

Campaign Opens with this Issue for Big Increase in Circulation of Western Nebraska's Leading Newspaper

HONOR ROLL OF "I WILL BOOSTERS"

The Alliance Herald has, we believe, the largest circulation of any newspaper published in Nebraska west of Broken Bow; but it ought to be larger. And we intend that it shall be. With this issue we begin a campaign for five hundred new subscriptions, which will make a nice increase to our present list.

The Alliance Herald stands for:

1. A square deal for all, and special privilege to none.
2. Personal liberty for every one to do as he chooses in matters of personal conduct, with legal restrictions that will conserve the public welfare, including the promotion of common decency, and require of every one to not infringe upon the rights of others.

There are hundreds of people within the patronizing territory of The Herald who heartily endorse the above platform, and yet whose names are not on the subscription books. In fact, there are many who have expressed their approbation of the work of this paper in the interest of the "square deal" and "common decency" who have neglected to subscribe for it yet. These are the people we want to reach and place their names on our subscription list, and in order to do so as quickly as possible make the following

SPECIAL OFFER:

Commencing Saturday, July 1, 1911, and until further notice we will send The Herald to new subscribers one year for one dollar. The price of the paper, which is \$1.50 per year, will remain the same. It is worth that amount, and those who have been subscribers do not ask or expect it for less. The special price of \$1.00 is only to those whose names are not on our list now, and is offered as an inducement for them to subscribe without further delay. The paper will be sent for less than a year to new subscribers, if they so desire, at the same rate, but subscriptions will not be received a longer time than that at the special rate of \$1.00. If persons after trying the paper a year, are not willing to pay the price of \$1.50 thereafter, we will drop their names from the subscription books.

HONOR ROLL FOR BOOSTERS

Now is the time for those who want to help increase the circulation of The Herald to do some good work, and we have decided to publish an "Honor Roll" during this campaign for 500 new subscriptions. The name of every person who secures one or more new subscriptions, or who subscribes for one or more other persons who are not now subscribers, will be entitled to a place on the "Honor Roll". This special offer begins Saturday morning, July 1, 1911. Who'll be the first to accept it, and whose name will be the first to go on the "Honor Roll"?



Hog Division—(Exchange Building in Back-Ground)

which positions he was appointed after the death of Ole Bull. In all of his concerts he uses Ole Bull's famous magic violin, which is insured by the nation of Norway at twenty-five thousand dollars.

Theobaldi has been knighted twice, once by King Edward VII. of England, and once by the King of Italy. Premier Stolypin of Russia presented him with a bow, upon one of his performances before the Czar, studded with eleven diamonds.

Mr. A. WEL Oltstead, advance agent for the Theobaldi Concert Company, was in Alliance Friday, and after listing a one hundred dollar guarantee, arranged with Mrs. John Wiker to manage the concert locally.

Beware of Ointments for Catarrh that Contain Mercury,

as mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is ten fold to the good you can possibly derive from them. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. It is sold by Druggists. Price, 75c. per bottle. Sold by Druggists. Price, 75c. per bottle. Take Hall's Family Pills for constipation.