

# PROFESSIONAL DIRECTORY

RATES: One-inch cards, 50 cents; two-inch cards, \$1.00

**WILLIAM MITCHELL**  
ATTORNEY  
AT LAW

ALLIANCE : : NEBRASKA

**BURTON & WESTOVER**  
Attorneys at Law  
Land Attorneys

Office First National Bank Building  
PHONE 180

ALLIANCE : : NEBRASKA

**H. M. BULLOCK.**  
ATTORNEY  
AT LAW

ALLIANCE : : NEBRASKA

**F. M. BROOME**  
Land Attorney  
Long experience as Receiver U. S. land office is a guarantee for prompt and efficient service.

Office in Opera House Block  
ALLIANCE : : NEBRASKA

**BRUCE WILCOX**  
Lawyer and Land Attorney  
Practitioner in civil courts since 1893 and Register U. S. land office from 1903 to 1907. Information by mail a specialty.

Office in Land Office Building  
ALLIANCE : : NEBRASKA

**DR. H. H. BELLWOOD,**  
Surgeon C. B. & Q. Ry.

Office over Holsten's Drug Store  
DAY PHONE 87  
NIGHT PHONE 86

Orle Coppernoll F. J. Petersen  
Res. Phone 20 Res. Phone 43

**Drs. Coppernoll & Petersen**  
Osteopaths  
Rooms 7, 8 and 9, Rumer Block  
PHONE 43

**GEO. J. HAND,**  
Physician and Surgeon

EYE, EAR, NOSE AND THROAT

**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.

**PAUL W. THOMAS**  
INSTRUCTOR  
ON VIOLIN

Phone 175 Alliance, Neb.

## Voice Culture

Teacher of Tone Production  
MISS EUNICE BURNETT

Soprano Soloist  
Public Engagements Solicited  
STUDIO, 715 CHEYENNE AVE.

**G. H. Wood**  
Painting,  
Decorating and  
Paperhanging

Phone 434  
Alliance, Nebr.

For Nice, Clean Niggerhead  
Lump and Nut  
Eastern Hard Nut

PHONE TO  
No. 22

**Dierks Lumber & Coal Co.**



Dray Phone 54 Residence phone 636 and Blue 574

## Wise Ones Watch Want Ads

**Dr. Oliver McEuen**  
Physician and Surgeon

SPECIALTIES: Diseases of women and children, and Genito Urinary Organs.

All calls answered promptly day or night

HEMINGFORD : : NEBRASKA

**HARRY P. COURSEY**  
LIVE STOCK AND GENERAL  
AUCTIONEER

Farm Sales a Specialty  
TERMS REASONABLE

PHONE 64

ALLIANCE : : NEBRASKA

**DR. D. E. TYLER**  
Dentist

PHONE 167

OPERA HOUSE BLOCK

ALLIANCE : : NEBRASKA

**Dr. JAS. P. MAXFIELD**  
Dentist

OVER BRENNAN'S DRUG STORE  
PHONE 525 RED

All electrical equipment. Gas administered. Evenings by appointment

**A. J. KENNEDY**  
Dentist

Office in Alliance National Bank Building over Post Office  
PHONE 391

**Geo. G. Gadsby**  
LICENSED EMBALMER

PHONE: Day 498  
Night 510

ALLIANCE : : NEBRASKA

**E. A. HERBERT**  
CITY DRAY

Office Phone 260  
Residence Phone 182

At Wilson's new and second-hand store

**L. M. Scott, Auctioneer**  
Lakeside, Nebraska

Will cry your sales anywhere. See me or leave dates at the Alliance Herald office.

**J. P. Hazard, the Surveyor,**

is making a specialty of locating homesteaders. He claims to be posted as to lands still vacant and

Has a Few Bargains in RELINQUISHMENTS

Your chance is growing less every day. Don't stop for fear of bad weather—the other fellow may beat you to it.

IN LAND OFFICE BUILDING

ALLIANCE : : NEBRASKA

**PUBLIC STENOGRAPHER**

At The Herald Office

REASONABLE RATES

PROMPT SERVICE

**AUGUST HORNBURG**  
Professional Trained Nurse

Room 1, over Rodgers' Grocery

Alliance - Nebraska

**MRS. E. C. DRAKE**  
OPTOMETRIST

With Dr. Copsey

ALLIANCE : : NEBRASKA



Sloyd's Column

One of the biggest magazines in the country recently refused a full page ad, to be paid for at a rate that would stagger the average business man, because the advertiser did not have any plan for a "follow up."

The magazine refused the business as a protection to their readers. Those who would act on the suggestions of the ad might not possibly lose any actual money on the transaction, but they would find the sequel unsatisfactory. The magazine refused the business for purely business reasons. The know it is profitable for them to protect their readers, because as the reader gains confidence in the arguments of the advertisers, in their printed statements, just that much more valuable becomes the advertising space.

A country newspaper is not in a strong enough position to do the same thing, but it would be a mighty good thing, if some of them would. Many a country merchant squanders his money in advertising before he is ready, before he has a follow up campaign planned, before he has his good and his store ready to take care of the business he seems to expect to come from the ad. A few times and the public gets "wise," gets to know that to act on the suggestions of the advertising only leads to unsatisfactory ends, and thus that store's ads and all other ads are thrown into more or less suspicion.

Somewhat familiar arguments have been repeatedly used in favor of honest advertising, but this new phase of the business seems to us just as important. A merchant may tell the absolute truth in a large advertisement and still have it fail to bring the right results because he neglects the right sort of a "follow up." Many a merchant has started a big special sale off with a rush and a loud noise by big advertising and then sat back and expected everything else to work out for itself. But it doesn't.

Before you jump into a big advertising deal consider well the "follow up."—Omaha Trade Exhibit.

Let The Herald's advertising department help you plan your advertising campaign. We make no charge for our time and are glad to give you what advice and assistance you need.

As we walked down to the office from lunch one noon this week we were accosted by a young lady who said, "Say, Mister, can you tell me where the depot is?" "Certainly," said we. "Come with me and I will show you where the depot is. Where are you going?" "Oh," said she, "I am going down to meet my little brother and sister who are coming in on the train." How old are you?" said we. "Just eight years," said she, "and I didn't eat hardly any dinner 'cause I wanted to go to the train. I just ate some beans, bread and a piece of cake. But you just ought to see my little brother. He's only two years old, but he eats more than I do." Then, as we were passing a store in the window of which was displayed a child's dress, she said, "Oh, I wish I had that dress. It would just fit my little brother." We saw that she found the depot all right and hope she found her little brother and sister.

It was an editor in Poughkeepsie, N. Y., solemnly reciting the unlimited chances for accumulating wealth accorded him as a member of the fourth estate who wrote as follows: "A fellow out west wants us to run a lot of advertising for him for nothing and if it brings results he may become a subscriber. "A gun firm wants us to run \$19 worth of advertising and then send it \$10 in exchange for a shotgun. Such a gun would retail at about \$5. For running \$17 worth of locals we can get a \$1 magazine telling us how to do dressmaking at home. By running \$55 worth of advertising and sending \$25 to an Atlantic City firm we will be given a deed to a lot. When the tide is in the lot stands six feet under water. "A real estate firm will give us a deed to a lot 22x56 feet for \$40. We wrote a fellow who knew of the lots offered; he replied that they had no cash value, but a trading value of about \$5. "We can have almost any New York daily paper sent us free. The subscription rate is only \$4, but all we have to do is to run \$36 worth of locals. "For \$40 worth of advertising and \$25 cash we can own a bicycle. The wheel sells at just \$12. About a dozen firms are anxious to give us shares in gold mines for advertising. A nursery firm will send us a 25-cent rosebush for only five cents worth of advertising. For running a six-inch advertisement for one year we get a gross of pills."—Publisher's 'Auxiliary.

The boys at Mount's barber shop take great delight in matching their wits against those of the people at large. By long practice and much deep thinking they have developed a line of jokes that are hard to match. But one in a while an outsider "gets one" on them from which it takes them some time to recover. A week or two ago, just after the big Omaha cyclone and while it was being discussed, Burt Laing, of Modern Clothes for Men, asked the boys if they had heard of the well-

which was in the cyclone. Every-one said they had not and wanted to hear of it. "Well," said Burt, "the wind blew so hard that it blew all the dirt away from the well and left it standing in the air just like a standpipe." He skipped while the bunch was recovering. A few minutes later the boys called up Modern Clothes for Men and asked for Mr. Laing. The phone was held close to the typewriter while Gus, who has been an operator, rattled the typewriter to make it sound like a telegraph instrument. "This is Mr. Laing," said the voice at the other end of the phone. "This is the telegraph office," said the voice at the barber shop end of the phone. "We have a message here for you. Shall we read it?" "Yes, yes," said Burt in a tone that indicated anxiousness. "All right," said the barber shop end of the phone, "Here it is. Omaha, Nebraska, E. G. Laing, c/o Modern Clothes for Men, Alliance, Nebraska. Harold and Martha escaped injury, but Willie fell in the well. His life was saved by the wind blowing all the dirt away from the well leaving it standing there like a standpipe." About that time Burt got wise and up went his phone with a jerk while the barber shop aggregation spent the rest of the day rejoicing. They had their fun until Friday morning, when Burt got back at them in a manner that had them running all day yesterday, hunting for one strong enough to get back at Burt on. He stepped into the shop to get a shave and said, "Say, boys, did you hear of the awful big rain that followed the cyclone in Omaha and about the ducks?" "No one had," "Well, a bunch of ducks happened to be flying over Omaha during the cyclone. The rain which followed was so heavy that the ducks just folded their wings and swam across."

Here is an interesting article from a recent issue of the Columbus Telegram.

Dr. Talmage, one of the greatest pulpit orators, in one of his sermons on the "Spirit of the Press" said:

"To publish a newspaper requires the skill, the precision, the boldness, the vigilance, the strategy of a commander in chief. To edit a newspaper requires that one be a statesman, an assayer, a geographer, a statistician and, in acquisition, encyclopediac. To man, to govern, to propel a newspaper until it shall be a fixed institution, a national fact, demands more qualities than any other business on earth. If you feel like starting a newspaper, secular or religious, understand that you are being threatened with softening of the brain or lunacy, and throwing your pocketbook into your wife's lap start for some insane asylum before you do something desperate.

"First of all, newspapers make knowledge democratic and for the multitude. The public library is a haymow so high up that few can reach it while the newspaper throws down the forage to our feet. Public libraries are the reservoirs where the great floods are stored high up and away off. The newspaper is the tunnel that brings them down to the pitchers of all the people. The chief use of the libraries is to make newspapers out of. Great libraries make a few men and women very wise. Newspapers lift whole nations into the sunlight.

"You cannot find ten literary men in Christendom with strong minds or great hearts but are or have been somehow connected with the newspaper printing press. While the book will always have its place, the newspaper is more potent. Because the latter is multitudinous do not conclude it is necessarily superficial. If a man should from childhood to old age see only his Bible, Webster's Dictionary and his newspaper, he could be prepared for all duties of this life and all the happiness of the next.

"There is not a single doctrine of theology but has been discussed in the last ten years by the secular newspapers of the country. They gather up all the news of all the earth bearing on religious subjects and then they scatter the news abroad again. The Christian newspaper will be the right wing of the apocalyptic angel. The cylinder of the Christianized printing press will be the front wheel of the Lord's chariot."

Do you keep an advertising record? Do you know what results are accomplished from your advertising and what kind of advertising pays you best? It would pay you to keep a definite record of the advertising you do and of the results produced. The members of The Herald force will be glad to help you get up a record of this kind and give you assistance or advice on how to keep it.

**TEACHERS RE-ELECTED.**

At the regular meeting of the school board Monday evening the yearly election of teachers was held. All of the teachers were re-elected to their present positions. It is known, however, that there are several who will not accept.

**HOW TO FIGURE PROFITS.**

Do you know how to figure your profits? Most retailers are satisfied with their methods. They think they are making money. But here is a letter which suggests a reason for the many failures among these same satisfied retailers. The story was told in a letter to the service department of a large manufacturer of stove equipment.

The retailer whose name we cannot give because it might affect his credit, is in business in Indiana. He thought until a week or so ago that he was going to make a good profit this year in addition to his salary, but has discovered that he has actually lost \$1,125.

"I started the year," he said, "with \$1,100 in the bank and a stock inventory of \$3,450. Doing a cash business, I had no outstanding accounts, and my accounts payable amounted to only \$550. Assets \$4,550. Liabilities \$550.

"My business for the year aggregated \$40,500. My stock inventory at the end of the year is \$3,250. My bank balance is \$600. Accounts payable, against me, aggregated \$975. I have drawn nothing from the busi-

ness, except my salary of \$100 a month. Assets \$3,850. Liabilities \$975. "I estimated that my cost of doing business was 22 per cent, including my salary. I figured that I should make a profit of 10 per cent and marked all my goods at a profit of 32 per cent, expecting that profit.

"I made my purchases carefully so that my stock did not pile up. I handled only such goods as I was able to move and that would stand the 32 per cent advance. "But I find my inventory smaller, my bank balance smaller and my debts bigger at the end of the year.

"I expected a profit above expenses of \$2,500. I thought I had that profit. But my year end statement shows that I have lost \$1,125.

"Can you tell me the answer to this puzzle?" He has no money in the bank. He owes more. He has less stock. He has not made 10 per cent—that is plain. Instead, he has lost the amount of the decrease in stock and cash and the amount of the increase in debts.

Why? The service department of the manufacturer to whom he wrote, figured out the problem for him. He thought he was adding enough to give 10 per cent profit, but in reality his profit was but 2 per cent.

Suppose an article cost him \$2.25. He wishes to mark it so that it will cover the cost of doing business, 22 per cent, and to allow him 10 per cent profit. He added 32 per cent to the cost of the article, or 72c, making the selling price \$2.97.

But he estimated his cost of doing business at 22 per cent of his gross business or selling price. Instead of allowing 22 per cent of the selling price for the cost of doing business, he allowed 49.5c (22 per cent of the cost price.) Instead of allowing 10 per cent of the selling price for profit, he added 22.5c

(10 per cent of the cost price) to the cost price. Here is the difference. Had his cost of doing business been 22 per cent (as he estimated) the article should have been sold for \$3.31 to provide for the expense of doing business and a profit of 10 per cent, or ten cents of every dollar taken in. He sold the article for \$2.97. It costs \$2.25 plus 65c (22 per cent of his selling price) or \$2.90. Selling it for \$2.97 his profit was 7c. Instead of 10 per cent, he had just a trifle over 2 per cent.

Investigation also brought out the fact that his expense of doing business was considerably higher than he figured, because he had failed to make proper allowance for spoilage, etc.

Thus, through a mistake of almost 8 per cent in marking his goods for the 10 per cent profit expected, aggravated by a mistake in the percentage of his cost of doing business, a loss of \$1,125 was brought about, as shown by the books.

The best rule to follow will be brought out in a later article.

### MANY KINDS OF INSURANCE.

The insurance firm of Gray & Guthrie had the odd experience of writing nine different kinds of insurance on Monday. The different kinds of insurance written were, fire, tornado, accident, health, bonds, burglary, use and occupancy, employers liability and elevator liability. Their display windows, in the office in the First National bank building, are full of pictures of the Omaha tornado, secured from different sources, which attract a good crowd.

Rowan & Wright, coal, wood and posts. Phone 71.

## Early Announcement of Summer Rates

IT IS NOT TOO EARLY TO BE MAKING PLANS FOR A VACATION TOUR TO THE PACIFIC COAST:

Every day from June 1st the excursion rate will be \$60, and to include the SHASTA LINE, \$77.50; on certain special dates \$50.00 less; you may go one way and return another. In this way the world's greatest railroad journey may be accomplished.

### YELLOWSTONE NATIONAL PARK:

Rates to this wonderland have been announced via Cody, the east and scenic entrance, via Gardiner, the official entrance and through scenic Colorado and Yellowstone entrances. Also for personally conducted camping tours. A camping tour under personal escort makes one of the finest recreational tours this country offers.

### GLACIER NATIONAL PARK:

On the Great Northern railway, reached from Belton or Glacier Park station, Mont. Excursion rail rates to these points do not exceed \$35 with very low rates beyond through the park. Only a small expenditure required for a most interesting visit to this newest "wonderland."

Descriptive publications will soon follow. We shall be glad to have you tell us what kind of a summer tour you have in mind and to place you on our list for publications.

**Burlington Route**  
**J. KRIDELBAUGH**  
Agent, Alliance  
L. W. Wakeley, Gen. Passenger Agent, Omaha

## An Extension Saves Stair Climbing

The telephone always seems to ring when you're on the floor where it isn't.

An extra telephone set will bring the calls to you without a trip up or down the stairs.

An Extension Telephone is the Essence of Convenience.

**NEBRASKA TELEPHONE COMPANY**

## HIDES TANNED

Ask Us About Custom Tanning

We can save you 30 to 50 per cent on the cost of Men's Fur Coats, Ladies' Fur Coats, Fur Robes, Mittens, Rugs and Ladies' Furs of all kinds. We can give you the best Guaranteed Furs so cheap you can't afford to be without them.

**Don't Sell Your Best Hides and Skins**  
Bring them to us, we will have them made up just as you want them

**YOU TAKE NO RISK. EDES \$1000.00 GUARANTEE PROTECTS YOU**

We represent the EDES ROBE TANNING CO., the firm that originated the Custom Tanning Business and handles nearly half of it. Ask us for Prices and Samples. We can give you lower prices than you can secure from any other tannery.

**MARKS HARNESS COMPANY**