

SOME MORE INFORMATION

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ceived after the drawing does not complete your filing. That is done at the proper land office, at Broken Bow or North Platte. If the land you select is in Grant county you can make out your filing papers before the county judge or county clerk at Hyannis. I think the same applies, also, to that part of the Forest Reserve in McPherson county which is in the Broken Bow district. For further information on that point inquire of the county judge or county clerk at Hyannis. The fee of the judge or clerk for making out your filing papers will be one dollar; the land office fee to be sent with your filing papers will be fourteen dollars.

I advise all persons who wish to select claims in the Forest Reserve to go to Hyannis at least several days before the date on which you must make your selection. Give yourself plenty of time to investigate.

In this connection I think I have a right to suggest that, if you have not already done so, you send your subscription at once to The Alliance Herald, the official organ of the Nebraska Stock Growers Association. With due respect to all other enterprising newspapers of this section, and there are many of them, I can say that the publishers of no other newspaper anywhere have gone to the expense or half the work to secure accurate information concerning the opening of the Forest Reserve. What we have done in this matter, and are still doing, we do in regard to other matters affecting northwestern Nebraska, dairying, stock raising, farming, etc. If you are interested in this country you will be interested in this paper. Send \$1.50 to The Herald Publishing Co., Alliance, Nebr., and you will receive the paper one year and a copy of the classified map by return mail.

JOHN W. THOMAS, Editor.
P.S.—In the issue of The Herald of Nov. 13th, I will give my reasons for thinking the Forest Reserve a better proposition than the Military Reservation, except under one condition, for those whose names were drawn. Subscribers who request it will be sent a copy of the Daily Herald free, containing the same explanation, a few days in advance of the issue of the weekly of Nov. 13th.
J. W. T.

SMALL BOYS WANT HOME

What kind hearted man and wife who live in the country want to make a home for two boys? The following little want ad in today's Herald tells the story:

"Home wanted in country for two boys, ages thirteen and ten years. Home together without other children preferred. Phone Red 779 or call at 224 East Second street."

If a farmer or ranchman has a place for two boys of the above age he will make two small boys happy and be the means of probably starting them on the road that makes sturdy men.

FOOTBALL SUNDAY

First Game of Season to Be Played Here Between Fort Robinson and Fire Dept.

The Fort Robinson football eleven will arrive in Alliance Sunday noon, ready for the first game of the season with the Alliance Fire Department team. Fourteen men are coming and the Alliance boys are going to be ready for them.

The game will be called at three o'clock at the Fair Grounds. A big crowd is expected and they will get their money's worth for sure. Every Alliance lover of sports will be on the grounds ready to help the local boys.

COYLE'S CAFE REOPENED

One of the many good cafes of Alliance is reopened after being closed for the past few months for the purpose of remodeling the building and making other necessary improvement and the former patrons of Mr. Coyle will find him running as good an eating house as ever.

NEW CIGAR FACTORY

James Seiffert, who has resided in Alliance for a number of years and who has a wide acquaintance here, is locating a cigar store in the Brown building on Box Butte avenue. Mr. Seiffert is a cigar maker and as soon as the necessary machinery is received will start making cigars.

Hastings Business College

Hundreds of satisfied graduates located everywhere. Why not prepare for a situation as bookkeeper, stenographer, salesman, or for the civil service. We make a specialty of preparing people for government examinations as railway mail clerk, stenographers, bookkeepers, etc. Write for literature. Address, Hastings Business College, Hastings, Nebraska.

The various makes of pianos for the great co-operative sale have been selected by Mr. W. M. Robinson, and upon arrival at Omaha are being tested and inspected by Prof. Gilbert Jones, Omaha's well-known musician.

This Co-operative effort has produced a piano guarantee of real value



Upon the payment of a single five dollar bill, your choice of these pianos or player-pianos will be sent to your home IMMEDIATELY. You can make your selection now. A five dollar cash investment starts you in the ownership of a valuable property, worth several hundred dollars—the pleasure and comfort of which you begin to experience AT ONCE. You do not have to disturb your savings or any investment you wish to make, but you can give your family the refining influence of music in their home NOW.

WE HAVE TOLD YOU fully in three previous ads about this Co-operative, or Association plan of selling pianos. We have told you the value of the pianos that are being sold on this plan. We have told you what care was taken in their selection; of how Prof. Jones had agreed to personally examine and pass upon them. Last week Mr. Robinson told you in a personal word how much he valued this plan and his high opinion of the pianos. Now, today, we tell of the guarantee that has been put upon these instruments as the result of this associate idea. Pianos have always been guaranteed. That is, they have been supposed to be guaranteed. But the guarantees, most of them, have been vague and evasive. They began nowhere—they went nowhere. There were loopholes in them through which you could drive a horse and wagon. They were made up—very largely of "ifs and ands." But when this plan was organized, both the manufacturer and the dealers, (including ourselves,) decided to make a guarantee that meant something—to make a guarantee, in fact, as well as in name.

CO-OPERATIVE GUARANTEE

We, manufacturers of piano number and the undersigned sellers jointly guarantee said piano for the period of five years from date. Any defects in material or workmanship appearing within that time will be repaired, or the piano replaced with a new one of like grade, without cost, upon its return to the undersigned. (Signed)

You will find this tag on every piano or player-piano sold under this co-operative plan.

HERE IT IS:—You can read it and judge for yourself. In our opinion it is the STRONGEST guarantee ever placed upon a piece of merchandise ANYWHERE or at ANY TIME.

Let us sum up this whole proposition. You get a good, durable piano, worth three hundred and fifty dollars of anybody's money, for two hundred and forty-eight dollars and seventy-five cents. This is a saving to you of one hundred and one dollar and twenty-five cents.

You pay five dollars when you select your piano, leaving two hundred and forty-three dollars and seventy-five cents to be paid. To pay this balance, you are allowed one hundred and ninety-five weeks time. This makes the payments amount to only one dollar and twenty-five cents a week. You can take the full time—one hundred and ninety-five weeks—or not, just as you wish. If you pay in a shorter time, you earn and are paid a cash dividend of fifteen cents a week. After the balance of two hundred and forty-three dollars and seventy-five cents is paid, there is then NO FURTHER INTEREST OR PAYMENTS OF ANY KIND TO BE MET.

You can get YOUR MONEY BACK after a thirty days' trial, if you want it. If you keep the piano, you can exchange it without loss at any time up to within one year from the day you bought it. And all unpaid payments are voluntarily cancelled in the event you should die while you are paying for the instrument.

Besides this, you get the protection of the guarantee above mentioned—PROTECTING YOU ABSOLUTELY FOR FIVE YEARS.

What more can be given? What more can be wished? Can you suggest any further privileges or conditions that would be of advantage to you?

This, then, is the co-operative plan in brief. It is a YOU-HELP-ME-AND-I-WILL-HELP-YOU and EVERYBODY-PULL-TOGETHER IDEA.

1 25
week
The initial payment necessary to obtain one of these pianos is FIVE DOLLARS. The five dollars is deducted from the price—leaving TWO HUNDRED AND FORTY-THREE DOLLARS AND SEVENTY-FIVE CENTS to be paid at ONE DOLLAR AND TWENTY-FIVE CENTS a week, with NO INTEREST or further payments of any nature.

Player-pianos can also be purchased on the same plan

One Hundred player-pianos will also be sold on the co-operative plan. The usual price of these player-pianos is five hundred and fifty dollars each. The co-operative price will be three hundred and ninety-five dollars, with NO INTEREST to be added. The player-piano will also be delivered immediately upon the payment of five dollars. The payments will be two dollars a week—giving you one hundred and ninety-five weeks' time in which to make your payments—the same as on the piano. The same unconditional guarantee that is given on the piano is given on the player-piano. You can also get your money back at any time within thirty days.

You get the same privilege of exchanging within a year, as that given on the piano. All of the unpaid balances will be voluntarily cancelled in event of death. A player-piano bench and the use of 1,000 rolls of music for one year from date of purchase without extra charge. Arrangement will be made with each purchaser whereby new player rolls can be procured at a special discount of 20 per cent from the catalogue price.

We attribute the success of our Player Department largely to the fact that we have been careful to select only such Player-Pianos that would not only give satisfaction to the purchaser, but that would lend prestige to this department of our business.

We believe that we have sold more player-pianos than any other piano concern in this section of the country, and in this great Co-operative Sale we have been careful to select only such Player-Pianos that can be sold upon not only the manufacturer's guarantee, but OUR GUARANTEE.

All of the features of the co-operative plan are carried out in offering the player-pianos, with the single exception that the terms on the player-pianos are two dollars a week instead of—as on the piano—one dollar and twenty-five cents a week.

Some Interesting Facts About Guarantees

"We guarantee this price." "This shoe is absolutely guaranteed." "We guarantee all our candies." "We guarantee this." "We guarantee that."

You see these sweeping generalities in advertisements every day. Every day you have salesmen din them into your ears. Of what value are they? NONE. Wasted money, when spent in advertising—wasted breath when spoken.

A guarantee to be a guarantee SHOULD GUARANTEE something. It should be specific. It should state that "such and such" ARE FACTS. And that if "such and such" are NOT facts—then there should be a forfeit.

"Holeproof Sox" are a good example of what we mean. Here the manufacturers say what they will do. They say, "These sox will wear six months. We guarantee that they will. If they don't—you can have a new pair free." This is EXACTLY the idea behind these pianos. We say that the materials that enter into these pianos are the BEST, that the workmanship by which the materials are put together are of the HIGHEST ORDER. That no defects will be manifest within five years. SHOULD there be—YOU GET A NEW PIANO.

One can't lose much sleep worrying over a straightforward proposition like this, can they?

Cut This Coupon off and Mail Tonight

Messrs. _____
Without obligation on my part, mail photographs and description of pianos and player-pianos being sold on your co-operative plan to
Name _____
Street and No. _____
City _____ State _____

