

## Alliance--A Live Business Town

One of the most valuable assets of the City of Alliance is the electric light and water plant and is one of the many things here of which every citizen has a just right to be proud.

The power plant proper is situated near the tracks in the west part of town and is a handsome one-story brick structure partly surrounded by green lawns, which together with the interior of the building are kept

side wiring and is a most capable, dependable co-worker and understands his business thoroughly.

G. B. Carr, chief engineer, has charge of the power plant and it is due to his vigilance that operating costs are kept to a minimum and the machinery kept in constant operating condition.

Mrs. Grace H. Kennedy, accountant, has charge of the office and bookkeeping department and it is

### Alliance National Bank

When your business man of keenest insight seeks an indicator of the prosperity and stability of any community or any given section of the country, he naturally turns to the banking institutions of that district as the infallible thermometers for financial and business conditions. Unlike other thermometers, the length of time any banking institution has occupied a stable position in any region demonstrates the more perfect surety of its touch on the public pulse.

Thus it happens, that when the progress of Alliance and its contiguous and contributory territory is considered, the Alliance National bank gives the investigator exactly the information he is desirous of obtaining.

One of the principle reasons for the certainty and reliability of any information emanating from the Alliance National bank is the long-standing trust reposed in that institution. Beginning in a small way, almost incidental with the establishment of the city, the bank was founded in 1888 with a capital of but \$15,000. It became at once a popular and safe depository, its officers and incorporators being men of dependence. With this small beginning as a nucleus the bank progressed steadily and surely towards its present position as one of the strongest financial influences of western Nebraska.

In its formative period, between 1888 and 1899, the institution encountered all of those vicissitudes which are bound to occur in any new territory where the process of settlement is under way. At the end of the first eleven years, or in 1899, the bank was nationalized, its capital being increased to \$50,000.

Since that time it has earned a surplus of \$50,000.

Home capital was and is invested in the bank.

There are many sections of the country where the boosters rely mainly upon the amount of exploitation they are able to obtain through glowing accounts of wonderful crops and miraculous possibilities. Prospective investors are speedily dazzled by accounts of immense profits in land speculation and profits realized on first crops. One of the sure results of this quality of boosting is found in disgruntled, broken homeseekers and discouraged workers who ordinarily would be the very sturdiest and best in building up a new district.

However, Alliance has one sure indicator. It is found in the figures for the last ten years as issued by the Alliance National bank. Deposits ten years ago, or Sept. 4, 1903, were \$159,311.09. At this time, or after a lapse of ten years, the deposits are \$326,495.00, or more than double.

The Alliance National bank has been designated by the government as one of the few United States depositories in this part of the country. It has, since the inception of the postal savings banks, been designated as depository for ten different postoffices in Northwestern Nebraska.

F. M. Knight, president of the bank, has been an active officer of the institution for the past twenty-five years and F. W. Harris, the cashier, has been an officer for the past six years. All other officers are influential and substantial business men of Alliance. These are features which have brought the bank into a position where it is relied upon implicitly.

Box Butte county, of which Alliance is the county seat, offers homes to thousands of farmers, offers them the opportunity to make big money in their work. The soil is a dark, rich loam, easily tilled and best in the west, the winters being usually mild and the summers cool. The elevation ranges from 3,800 to 4,000 feet. The land, which was formerly taken up by immense cattle water is found at from 40 to 60 feet below the surface.

**ALLIANCE**

The county seat of Box Butte, a city of about 6,000 population, is the metropolis of northwest Nebraska, and the commercial center of this section. With splendid railroad facilities it is destined to become one of the leading wholesale and manufacturing cities of the state. It is a division point on the Lincoln to Bil-



LOOKING SOUTH FROM MALLERY CORNER



LOOKING SOUTH FROM KING'S CORNER

clean and attractive looking by the plant forces.

The plant equipment is of the latest type and the best that can be bought at any price. The boilers are high pressure, force draft, hand fired, of the return tubular type and the engines, of which there are two, are the latest type of German Patent poppet valve ("Lentz") direct connected to Ft. Wayne generators of the three phase, 2300 volt class. All of the plant machinery installed is of the highest efficiency obtainable which means a large saving to the tax payers of the city in that operation costs are much lower than is usual in plants of the same size.

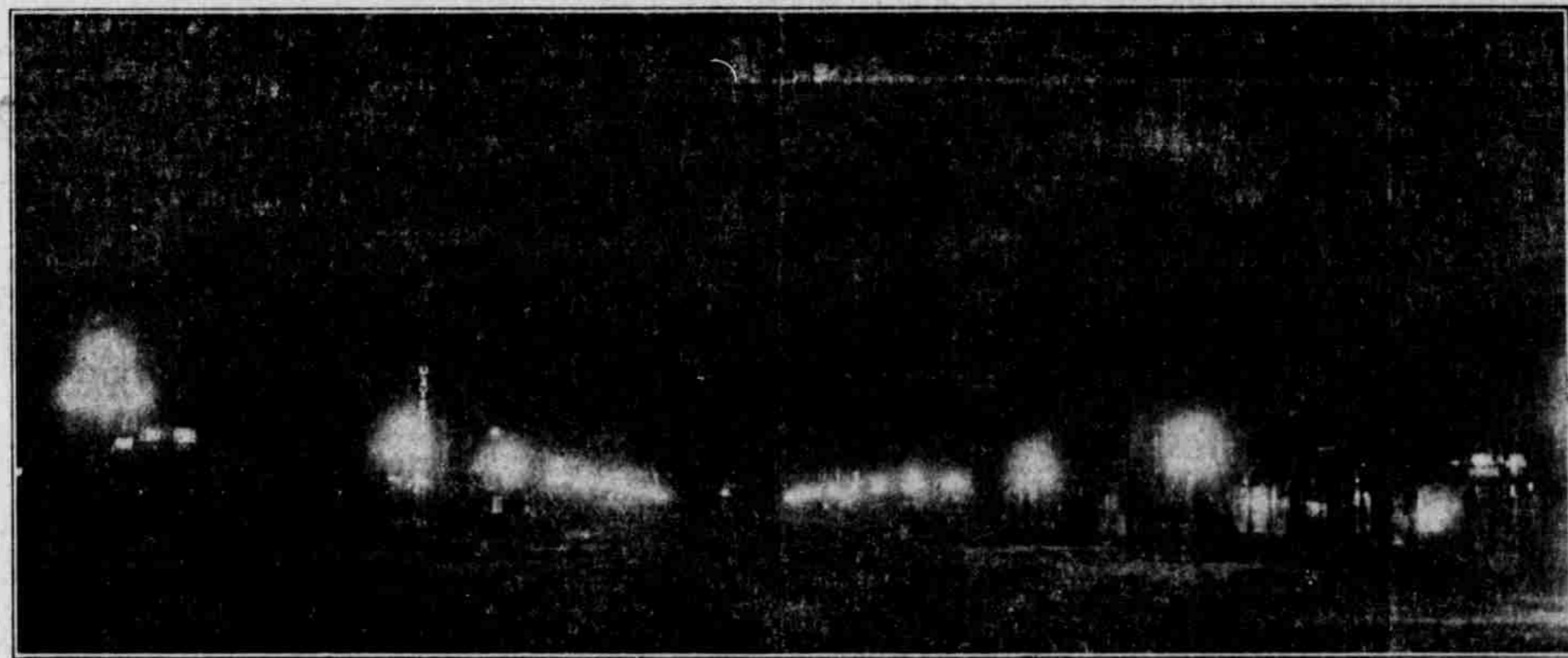
The water pumps are of the deep well type and supply from four wells an ample supply of clean wholesome water to all residents of the city at a very reasonable rate, much lower in fact than other cities having to depend on a similar source of supply.

Water for domestic supply and also for fire protection is always obtainable in plenty and current for light and power requirements is always at hand twenty-four hours in the day and every day in the year.

Alliance has a reputation for doing things right and the Great White Way on Box Butte avenue and West Third street, the main business streets of the city, is as complete a justification of the reputation as any could wish.

Clare A. Dow is manager of the light, power and water departments, coming from Crawford, Nebr., last June to take charge of this work. Under his management the plant is cutting expenses to the minimum, increasing the revenues and extending the service as fast as material

No longer the "Wild and Woolly West" but a country taking front rank in schools and other institutions that go to make up the best type of modern civilization. That is Northwestern Nebraska.



ALLIANCE AND ITS GREAT WHITE WAY

Persons coming to Alliance for the first time are surprised to find a city of five thousand or more, which in business enterprises and social advantages ranks ahead of the average town of twice the size in the east.

Kings line of the Chicago, Burlington & Quincy railroad and the terminus of the Denver-Alliance and the Alliance-Guernsey branches. The railroad has extensive shops here, the payroll amounting to about \$60,000 per month. The Burlington's \$80,000 station is one of the finest in the state. The offices of the General Superintendent, the Division Superintendent and other officers are on the second floor. Alliance is also an educational center. Her public schools rank among the best in Nebraska, as all school men in the state are well aware. Three large, modern brick buildings house the public schools with an enrollment of more than 1,000. In addition to the excellent public schools, Alliance has the largest denominational school in western Nebraska, St. Agnes Academy of the Catholic church. The German Lutheran church has a parochial school, which is taught by the pastor in the church building erected last year. The following named denominations have church buildings in Alliance: Methodist Episcopal, Catholic, Protestant Episcopal, Baptist, Presbyterian, United Presbyterian, Christian, German Lutheran, German Congregational, African M. E. The Seventh Day Adventists hold services but have no church building yet.

"If you want to make good in this world let booze alone," says John L. In other words, a colloquy taken in time will prevent a sermon.

Doc. Wiley claims that detectives have ransacked his room for confirmation of rumors that he made a fortune. Does that mean they were after the money?

### Alliance's Shows

"I'm going to invest \$5,000 in the show business in Alliance and I'm going to give this city the best possible permanent attractions possible," remarked Harry Dubuque to a number of business men when he arrived in Alliance a little more than one year ago last May.

Previous to the advent of Mr. Dubuque here there had been a number of failures in the production of moving picture plays and other forms of amusement so necessary for the playtime hours of the general public. Mr. Dubuque's remark was greeted with skepticism.

"You can't make it go," was the retort of one of his hearers. The man responding did not know Dubuque. That was in early May, 1912. Today Alliance has two of the best equipped smaller showhouses in the state—the Crystal and the Empress—where good vaudeville acts and the latest releases in moving pictures combine to give the amusement loving public its money's worth and then some.

#### KNOWS HIS BUSINESS

One of the chief reasons for the success of these two showhouses lies in Mr. Dubuque's intimate knowledge of the show business and what the public most desires. Coming from Providence, R. I., only a few years ago, Mr. Dubuque brought with him an experience that has demonstrated his ability in several sections of the west. Mr. Dubuque's first ventures were in the Black Hills district and they met with speedy success.

Coming to Alliance Mr. Dubuque was greeted by showhouses that had been conducted in a haphazard, go-as-you-please fashion. He quickly remedied the defects. At the Empress new scenes and seating were installed. Mr. Dubuque's faith was well rewarded. At this time there is not a better equipped nor more satisfactory moving picture house in the west than the Empress.

#### SPENDS HIS MONEY

Mr. Dubuque has spent his money in the interest of producing good shows and he has succeeded. It cost him several thousand dollars to learn the secret which enabled him to place the non-flickering screen in the Empress.

Within the last few months Mr. Dubuque has expended \$1,700 putting the Crystal theatre into shape. New seats have been installed. The very classiest of moving picture plays are produced and acts are brought from the Sullivan & Considine circuit to make the vaudeville features of this show house the best. Mr. Dubuque has displayed the spirit that makes for the growth and popularity of Alliance and is deserving of the patronage that should be accorded to any business man who is willing to spend his money to give the people something worth while. The two theaters are places of amusement which the most fastidious may attend with a sense of knowing that what is produced will be just right and leave a pleasant remembrance.



STREET SCENE DURING STOCKMEN'S CONVENTION



FIRST SOD HOUSE ON SITE OF ALLIANCE

can be obtained to do so, and paying off the indebtedness as fast as the payments become due. He has as his assistants in this work several very efficient heads of departments. James E. Hughes, chief electrician, has charge of all line work and in-

nough to say of her work that the auditing board found absolutely no mistakes in her books covering the past year's work. The whole force are justly proud of the things they are accomplishing and take a very active interest in their work.

ranches, has been divided and subdivided into smaller farms. The rainfall is ample for big crops. The man who wants a home or who wishes to buy cheap land for investment will find his opportunity here. Over 500,000 acres of good land is waiting for the settler and the homeseeker. Good

We never will believe that a girl's foot is as bony as thin black hose make it look. The theory that the eldest son is inferior to his younger brothers may be due to the fact that he has to bear the brunt of experimental tions.