

Who put Alliance, Box Butte county and all northwestern Nebraska next door to Denver, Cheyenne, Omaha and Kansas City?

And brought Alliance out of isolation into confidential talking communication with the midwest business section of the U. S.?

And really caught up the Black Hills region of South Dakota and mapped it into conversational familiarity with up-to-the-minute civilization?

And unified this section of the eastern slope of the Rockies into daily and hourly communication of interests that expedite business and social advancement?

It was and is the Nebraska Telephone company, associated with the American Telephone and Telegraph company.

It was and is this company, with a handgrasp on modern methods and a familiarity with up-to-date equipment that has converted a clatter, old-fashioned, make-believe telephone system into a "right away satisfaction" for those who appreciate the business and social opportunity afforded by being "neighbors" with the "big outside."

ALLIANCE NEIGHBOR TO ALL WEST

Interesting Story of the Change From An Old Fashioned Phone System to One in Close Touch With the Whole Country . . . Northwestern Nebraska Connected by Copper Wire

Alliance and Box Butte county have advanced in startling strides in several directions within the past few years, but no single instance can be pointed out with more positive assurance or pride than that of the development of the telephone system.

Within the past three years the ranchman, the stockgrower, the marketer, the business and the professional man have been placed in intimate communication with the buyer, the seller, the stock handler, their clients and the firms with

which they deal. For it was in July of 1910 that the Bell company took hold of an antiquated local service and through the medium of expending \$60,000 cash succeeded in wiping it out and replacing it with a system that comparatively is not excelled in Chicago, Denver or San Francisco.

That which was considered in the realms of the impossible three or four years ago has become an accomplished fact.

Referring in this BOOSTER EDITION to the progressive steps tak-

en for the general advancement and betterment of business and social conditions in Alliance, no more distinctive example of direct onward movement can be cited than that shown in obliterating an old ramshackle telephone system and the substitution of an up-to-date complete exchange and ramifications that put the bigger cities just "over the fence" and make the man up in the Black Hills of South Dakota the neighbor of northwestern Nebraskan, the Denver business man and the Omaha stock buyer.

It required faith and capital to create the new system—faith in the future of this wonderful eastern slope with its vast agricultural and business possibilities and capital that consisted not only of cash, but a willingness to invest it in the latest word in telephone communication. This faith and capital were the prize assets of the Bell company in taking hold of the western Nebraska situation. It was faith and capital calculated to meet the antagonism of a few who did not understand the amount of investment and energy required, and capable of building for the future.

multiple switchboards installed by the Bell company place each subscriber in position for instant service from any one of the operators on the several boards, the number being duplicated from one board to another. The long distance board is swift and accurate. The many lines make direct connections with any telephone in the larger cities or in nearby Nebraska cities a matter of almost instant accomplishment.

Four big trunk cables enter the Alliance exchange. These carry each from 200 to 450 lines. These lines are so connected that the numbers of any particular subscriber outside of a party line can be changed to any other portion of the same system and the number be kept the same.

The system is operated on big storage batteries, which are charged through one of the most expensive machines known, directly from the Alliance lighting and power plant. So complete are the details that the wire chief can test out each separate subscriber's line and instantly locate any trouble that may occur.

This completeness in detail extends itself to the ringing system, a small dynamo furnishing the "juice" for this, with an alternating motor and generator that may be operated from storage batteries in event of being cut off from the local power plant. Thus all patrons are insured of a regular and satisfactory service.

From the standpoint of investment made in the new system and service given, the rates of the company are lower comparatively than those charged by the old independent owners. Each subscriber is given all the advantage of being on a system that extends everywhere. Out to what were formerly the most isolated of country villages—the heart of the biggest cities.

There are now approximately 1050 subscribers on the Alliance system. The "party line" is being rapidly wiped out, and of this list of patrons only about 150 are on party lines. There are about 850 subscribers in the city of Alliance and this proportion holds good in Homingford, Crawford, Bridgeport, Scottsbluff, Sidney and all of the other towns of the eastern slope.

Under the local management of C. A. Currie the exchange is being developed to bring about even greater efficiency. No change that may be to the making of an ideal system is neglected. The complaint of a subscriber is taken as the direct incentive for a thorough investigation of whatever phase of dissatisfaction may be presented.

Despite the fact that some of the country lines are on the grounded circuit, the excellent connections possible in the central office make long distance conversations a pleasure.

The Bell Telephone company has through its accomplishment in Alliance and Box Butte county become one of the best boosters that western Nebraska can boast of.

It will pay you to advertise your goods in The Alliance Herald.

OMAHA THE BEST CITY OF ITS SIZE IN THE WORLD OMAHA

In the heart of the agricultural Eden of the United States, Omaha combines those things which make a great city—unusual opportunities and facilities for commercial activity and unsurpassed conditions which make life worth living—A home city in every sense of the word.

OMAHA A COMMERCIAL CITY OF INTENSE BUSINESS ACTIVITY OMAHA

Forty-first in population—sixteenth in bank clearings.

Annual clearings, \$890,673,466—per capita clearings, \$6.921.

Second live-stock and packing-house market of the world.

Annual receipts, \$979,003 head—packed annually, 4,885,373 head.

Fifth primary grain market of the United States.

Annual receipts, 51,685,100 bushels—shipments, 42,480,900 bushels.

Greatest creamery butter producing city in the world.

Annual output, 20,000,000 pounds—value, \$5,500,000.

Leading market for agricultural implements.

Annual distribution, \$11,995,173.

The second largest smelter and reducer of fine ores in the world. Annual output, \$30,000,000.

Annual manufacturing output, \$187,873,466.

Annual jobbing distribution, \$189,691,813.

The greatest range horse and feeder sheep market in the world.

Eleven trunk lines of railroad center in Omaha, tapping the richest agricultural sections of the United States.

OMAHA A Home City Without An Equal OMAHA A Home for Everybody

Omaha has an area of 24.5 square miles.

Omaha has no slums, no tenement districts.

Omaha has the third lowest death rate of the cities of the United States.

Omaha has the lowest infant death rate of the cities of the United States.

Omaha has thirty-four public schools and a high school, the latter costing \$1,250,000.

Omaha has ten parochial schools.

Omaha has ninety-nine churches of every denomination.

Omaha has the best paved streets—210 miles of permanent streets.

Omaha is the fourth city of the Union with a commission form of government.

Omaha owns its water works plant, serving 24,000 families and valued at \$5,500,000.

Omaha has thirteen parks and twenty-four miles of drives.

OMAHA OFFERS OPPORTUNITIES AND ADVANTAGES FOR YOU. THE PLACE FOR THE MAN WHO IS NOT AFRAID TO WORK, BUT NO PLACE FOR THE LOAFER.

FOR ANY INFORMATION ADDRESS BUREAU OF PUBLICITY, COMMERCIAL CLUB OF OMAHA

LET ELECTRICITY DO YOUR WORK

There is more work and worry attached to gasoline and coal and

IT COSTS YOU MORE

When the housewife irons with gasoline or coal—200 to 300 extra steps—the heat and extra work make her old before her time

When she irons with electricity, she saves steps, half the price of fuel and remains cool and rested

THERE'S A DIFFERENCE WORTH TRYING

Do It Cheaper and Better Electrically

Modern invention has brought electricity into the home as a labor saver—a means of convenience for quick and efficient housework.

Municipal electric power in Alliance has placed electricity within the reach of all at prices cheaper than gasoline or coal—a demonstration of the many electrically operated labor-saving devices will convince you that electricity is cheaper.

IT IS WORTH INVESTIGATING

The cheapest help for your Home, Kitchen and Laundry

Apply at City Hall for Rates

Alliance Electrical Department

CLARE A. DOW Superintendent