ty and all northwestern Nebraska next door to Denver, Cheyenn , Omaha and Kansas City?

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

And really caught up the Black Hills region of South Dakota and mapped it into conversational famillarity with up-to-the-miants civiliza-

And unified this section of the castern slope of the Rockies into nterests that expedites and social advancement?

It was and is the Nebraska Tele-

familiarity with up-to-date equip- system ment that has converted a claptrap, oldfashioned, make-believe tele-phone system into a "right away satisfaction" for those who appreciate the business and social opportunity afforded by being with the "big outside." "neighbors"

## 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

Within the past three years the San Francisco. the fessional man have been placed in four years ago has become an ac-intimate communication with the complished fact. buyer, the seller, the stock handler, Referring in this BOOSTER EDI-their clients and the firms with TION to the progressive steps tak-

ranchman, the stockgrower, the That which was considered in the marketer, the business and the pro- realms of the impossible three or That which was considered in the

have advanced in startling strides July of 1910 that the Beil company betterment of business and social shooting, ground-covering improvephone company, associated with the American Telephone and Telegraph few years, but no single instance company.

It was and is this company, with the assurance or pride than that of the development of the telephone and through the medium of the development of the telephone and through the medium of the telephone and through t not excelled in Chicago, Denver or shakle telephone system and the was invested. Alliance really had substitution of an up-to-date com-plete exchange and ramifications that put the bigger cities just "over the beginning that the bigger cities just "over the bigger cities in the bigger that put the bigger cities just "over

the fence" and make the man up in the Black Hills of South Dakota the of the Himalaya mountains. 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, bu 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.

very well in its way, but its way, as found outside the larger cities, the older patrons of the line inthe "Except in size, Chicago the older patrons of the line inthe "Except in size, Chicago can't early years of 1900 remember, led touch the Alliance system," recentprincipally to "Nowhere" and was ly declared a telephone expert who the occasion for the habit of using has visited the majority of the big vari-colored language. The system exchanges in the country. was owned by independents-and it

tance communication. In fact, it is stated that the independent system of long distance, becompany, was entirely perfect. "trouble shooters." like the man who never worrid prescribed by these points. about ingrown toenalls-because he had, fortunately in this respect, been born without feet. It summed up to this:-there was no long distance communication, the prime as set of a telephone system which Hills were isolated, there is now means to faithfully serve the man on the range as well as the man in the city who has outside business interests. It was impossible with ed on oldfashioned batteries.

Alliance and Box Butte county which they deal. For it was in en for the general advancement and the modern motorcycle with its fire

about as well have been a village with a Grand Llama on the ranges

With the absorption of the Alliance system the Bell company took over the Bridgeport and Sidney systems and invaded the Black Hills region. Then came a surpassing record in establishing long distance communication and improving the local service. The old system was appraised for what it might be worth to a company that intended to make things modern, and the result of that appraisement can be summed up very tersely in the words— SO MUCH JUNK.

First of all came the tearing out of the grounded lines and the creation of an all-metallic circuit. This involving copper wiring and a cable system with multiple switchboards, The old Independent system was the duplicates of which cannot be

With the introduction of the new was just enough independent in its system came immediate and better methods of operation as to be wholly satisfaction to patrons. Formerly, ly and completely independent of in order to talk any distance, the the fact that Box Butte county citi- home subscriber must go to the cenzens have a wide range of daily tral office. Today the perfection of business to transact by long dist the system gives any telephone user in the city or country the opportunity of sitting down quietly home and talking on business or so fore the taking over by the Bell cial matters with the man in Oma-It ha, Denver, Kansas City, Cheyenne, had no troubles and required no or any other point within or for It was much some distance outside of the radius

> Persons in Alliance are talking every day on business matter: to Kansas City, Denver, Cheyenne and Omaha. Where formerly the Deadwood, S. D., district and the Black constant communication.

It was a change from a makeshift exchange to one that is as complete as all the recent inventions and the old grounded system that work- improvement can make it. To completely describe the new exchange some ways the old system was in that has given Alliance a wonderful expensive—much the same as the service, would be to enter into first bicycle was less expensive than technicalities. Suffice to say, the goods in The Alliance Herald.

multiple switchboards installed 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 accomplish-

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

be kept the same. The system is operated on 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 separ ate subscriber's line and instantly locate any trouble tha may occur.

This completeness in detail tends itself to the ringing system, furnishing the a small dynamo "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 pat-

satisfactory srevice. 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- inte the heart of the biggest cities.

There are now approximately 1950 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 Hem-Crawford, ingford. Scottsbluff, Sidney and all of the other towns of the eastern slope.

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

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 pleas-

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

It will pay you to advertise your

# OMAHA THE BEST CITY OF ITS 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 diving—A home city in

# OMAHA A COMMERCIAL CITY OF IN-

Forty-first in population-sixteenth in bank Annual clearings, \$860.673,466—per capita

Second live-stock and packing-house market of the world. Annual receipts, 5,979,003 head-packed an-nually, 4,685,272 head.

Fifth primary grain market of the United Annual receipts, 51,685,100 bushels—shipments, 42,486,900 bushels.

Greatest creamery butter producing city in the world.

Annual output, 20,000,000 pounds—value, \$6,500,000. Leading market for agricultural implements. Annual distribution, \$11,995,172. The second largest smelter and reducer of fine ores in the world. Annual output, \$30,000,000,

Annual manufacturing output, \$187.673,466. Annual jobbing distribution, \$159,691,818.

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

Omaha has an area of 24.5 square miles. Omaha has no sturns, no tenement districts. Omahn 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 later costing \$1,250,000. Omaha has ten parochial schools.

A Home City Without An Equal A Home for Everybody 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 \$8,500,000. 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

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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

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. . . . . . . . .

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Alliance Electrical Department

CLARE A. DOW Superintendent