VOLUME XXI

ALLIANCE, BOX BUTTE COUNTY, NEBRASKA, THURSDAY, APRIL 16, 1914

NUMBER 19

# **COAST TO COAST**

Cody, Wyoming, Man Left Alliance Wednesday Night for Denver and Pacific Coast

Benver to prepare for one of the greatest horseback rides ever made by man.



HENRY O. WEBER

Mr. Weber, who is an all-around sporting man, gave The Herald an interview before leaving on his trip. Mr. Weber will secure a saddle horse in Denver which he will ride from there to Cody, Wyoming, going from Cody to San Francisco on horseback during the spring. He will start the trail, locating supply depots. stopping places, etc., for the grand cross country horse run to be conducted in 1915 under the auspices of the Panama-Pacific exposition and federation of Wyoming commercial More than 100 horsemen will make the dash from Bangor, Maine, to San Francisco, the men to enly ride one horse on the trip, the winner to receive a prize of \$15,000

in gold. The races will be run under the auspices of the committee of events of the Panama-California exposition and the Federation of Wyoming Commercial Clubs. The contestants will leave Bangor on the instant the electric flash bufton is pressed by ed only a few hours. President Wilson in Washington, ofposition to the world. The riders ALLIANCE DRY ficially opening the great western exthe exposition grounds where they will be awarded the prizes.

Mr. Weber said to The Herald re-

contestant will be allowed but one korse. Should that animal by chance suffer an accident en route that will incapacitate it for further travel, the rider is out of the race for good. So you see it is up to the different men to do some mighty clever riding and husbanding of their horses' strength.

"After leaving Bangor we will travel in a general southwesterly direction through New Hampshire and Connecticut and into New York state. Just what roads we will ride state I cannot say as yet, but we will no licenses. In reply to a letter askgoing westward thru New York pass thru Buffalo as it has been designated as a checking station on the run. After leaving Buffalo we will follow along the south line of Lake Erie. We will ride into Chicago where we will be checked up again such action might defeat the will of Hotel, under the same management, at the different newspaper offices. follow the Lincoln Memorial high-clined to act and as a result the lid After leaving Chicago we expect to way for the remainder of the journey westward. That the trip will be an even 4,000 miles a nextra leg has been added to the journey. Instead ward to San Francisco.

"I will carry messages and greetings from Governor Carey of Wyom- Saturday evening after the concert ing and Secretary of State Houk and at the opera house. Games, music, Mr. T. C. Douglas, who understands furs, but it may be that some Herthe San Diego Fair Association to and readings were enjoyed by all the wants of the traveling public and ald readers have some to sell, or the different executive and newspa- present after which a dainty lunch supplies them in a very satisfactory get our meals and provender for the assisted by Mrs. Ella Young. All de-

to overburden the animal he is riding. All the road the different branches of the Society for the Prevention of Cruelty to Animals will] interest themselves in the welfare of the horses. And judging from some of the arrests they have made before If You Read The Herald's Advertise- Hotel Boquet is conveniently located now, every man who is entered in this race will have to look to the condition of his horse pretty closely. Henry O. Weber, of Cody, Wyom- This being the case, it simply means ing, who has been in Alliance for that the boys will have to ride their inspect newspaper advertisements several months, left Wednesday for horses with their heads, so to speak, and note carefully whether the busias well as with their bodies. In oth- ness transacted tallies with the er words every rider will have to use statements made thru the press, the creasing, and well it may when the er words every rider will have to use more necessary it is for advertisers pleasure and the benefit to health to "deal on the square" in order to are taken into consideration. The pates finishing the race and coming build up a successful business there- use of paulins and other canvas within the money.

> without any great difficulty. That ness transactions the claims made by the trip successfully. The horse I the newspaper. am going to ride is just eight years old and as hard as steel. I know criminating in their judgment on ad- advertisements and write at once. what he can do and have the greatest vertisements. Instead of taking it faith in his stamina. There never statements made in advertisements was a better little roadster in this are false, they believe that they are country. There is nothing showy practically true, and woe betide the about the animal at all. To look at business man who dares to try to dehim one would think he is good for ceive thru the public print. then some more travel with him."

of This City Meets Death by Fire

The five year old son of L. D. Car- the expense. iting. The accident happened about ing them in placing your business. It tisement for them in this issue and service; W. C. Mendelhall, chief of little fellow crawled into a shed ad- write to advertisers or call on them, readers who may find it convenient the geological survey, and E. Z. Mursome straw. The flames sprang up so rapidly that the child became confused and did not try to escape. The fire was discovered almost immedi-

# FOR FOUR DAYS

Short Time-Old Council Not to Grant Licenses

Alliance is going dry for four days -At 8 o'clock, the evening of April 30th, the saloons will close and will not reopen until the morning of May 5th. The reason is that the license year extends from May 1 to May 1. to qualify the first Tuesday in May. those that we could not personally grounds. The first sale was held This year the first Tuesday comes recommend. on May 5th, thus there is a lapse of four days in which the saloons have ing for an opinion on the question, lic in its two noted hostelries, the Company has been incroporated with the attorney general stated that Lincoln Hotel and the Capitol Hotel, a capital of \$25,000. Some of the to act. He does not advise this as the majority. After considering the fills the bill and is a popular place. matter thoroughly the council degoes on for four days.

### Reception for Glee Club

of riding directly into San Francisco was most royally entertained by the we will ride south into San Diego, Christian Endeavor of the First pearance of the large building California, and then strike north- Presbyterian church at the home of made all the more pleasing by being west. Miss Vera Spencer, who was a for- finished with pressed brick of mor student of Hastings College, per offices along the route. We will was served by Mrs. W. E. Spencer, horses along the road whenever dark parted at an early hour in the morn- of Nebraska's metropolis. There is to their ad, which keep for referness and the close of the day should ing feeling that they had thoroughly not another hotel man better known ence. Write them for information Marrs, superintendent at Bridgeport, form or gardening. Owner moving happen to overtake us. I believe it enjoyed themselves and that the in the west or more popular than not contained in the advertisement. Mrs. Gertrude Fulton of Lincoln and to town on account of sickness. Rome Miller, the proprietor. His is to be one of the rules of the con- Glee Club was a jolly bunch of hotels always enjoy a good patron-

ments, They Will Interest and Profit You-Read Them

The more closely people generally "I may be mistaken, but I have there has been a time within the and farmers. For these reasons,

Another reason for the increased a normal amount of work, but it is reliability of newspaper advertising when you get him on the roads that is that the best papers are not grabhe shows his true mettle. It's just bing for everything that will pay a case of travel, travel, travel, and them a few dollars and throwing it into their advertising columns. The Herald in common with many other papers is constantly turning down offers of business that would bring in a snug sum of money, but we believe that in the long run we lose nothing by it.

In soliciting advertising for this special issue we have kept two points constantly in view: First, to not take orders from persons or firms that we had reasons to think

### VALUABLE INFORMATION

"Knowledge is power," it is said. It is convenient and often profitable ately but before the boy was rescued to stockmen for them to know the The Herald. Others will come in he was so terribly burned that he liv- law pertaining to their business. The relating to the raising, breeding, as we have in Alex G. Buchanan & shipping, etc., of stock. Every stock- Son, Tagg Brothers, Rosenbaum laws of the state and nation relating Commission Co. We request every to his business. By reading this stockman who reads this paper to know if the train passed close to booklet a fund of information may read every word of their advertise- Fairview, so the members could see be secured that is sure to be valua- ments. If you can favor them with ble. After being read it should be a liberal share of your business, it the home of Secretary Bryan. "On the official run westward each Conflicting Laws Close Saloons for kept for reference. It is indexed for will be appreciated by The Herald. convenience in referring to any subject that may be wanted. The book is entitled, "The Stockmen's Legal Guide," and is advertised in this is- ages of Lincoln as a location for sue of The Herald.

### STOPPING AT HOTELS

To a person away from home it is put up at some others is anything but a pleasure. In accepting a few hotel advertises and about the first Second Week in June and hotel advertisements for this issue of this year secured a lease on the The law says that the new board is of The Herald, we have rejected necessary buildings at the state fair

### Lincoln Hotels

Thompson Hotel Company meets every requirement of the traveling pub- 26th. The Lincoln Horse & Mule there was no way to obviate the dif- The former is the largest hotel in leading horsemen of Lincoln are ficulty unless the old council saw fit the city and second to none in equip- stockholders. ment and service. For persons who wish a moderate price, the Capitol the Lincoln Horse & Mule Co., will

### Omaha Hotels

For the accommodation of persons who wished to stop near the Burlington and Union Stations, Omaha has part of the city. That need is now The Hastings College Glee Club supplied in the Pullman Hotel, recently constructed. Being just south Lincoln, which undoubtedly is desof the Burlington Station, the apis largest and most important in the same color as the station. this is a new hotel, it is under the management of an experienced man,

For many years the Millard has been one of the most popular hotels Hide & Fur Co., and call attention test that no rider carry more than a young people well worth knowing. | age and the Millard is no exception.

We call attention to the ad in Sec- are interested in saddles and hartion 2 of this paper.

section of Omaha is the Hotel Bo- recommend Harpham Bros. Comquet. The proprietors, J. E. Boquet pany, the well known and reliable & Son, aim to make their place head-| manufacturers and dealers of Linquarters for stockmen and give spec- | coln. ial attention to their accommodation As will be seen by the advertisement for persons who have business in South Omaha and who wish to also take in the main part of Omaha.

### USE OF TENTS AND PAULINS

Year by year the use of tents during the summer season for sleening quarters and for camping out is 10by. The Herald does not believe goods is growing among stockmen "I may be mistaken, but I have memory of the oldest inhabitant many readers of this paper should they would have photographs made many readers of this paper should of ranch scenes and animals, as well write for descriptive catalogs and as persons, and then have "halftone ride can cover his 60 miles a day more careful to meet in their busi- price lists to the Western Tent & Awning Co. of Lincoln and the Gate cuts" (photo-cuts) made from them means that I will be able to make them in their public announcements. City Tent & Awning Co. of Omaha, the journey in a little over two months' time. I feel that I have U.S. mails for fraudulent purposes issue of The Herald. In purchasing of The Rec Francisco Tourney in a little over two U.S. mails for fraudulent purposes issue of The Herald. In purchasing of The Rec Francisco Tourney in a little over two U.S. mails for fraudulent purposes issue of The Herald. In purchasing of The Rec Francisco Tourney in a little over two U.S. mails for fraudulent purposes issue of The Herald. In purchasing of The Rec Francisco Tourney in a little over two U.S. mails for fraudulent purposes issue of The Herald. In purchasing of The Rec Francisco Tourney in a little over two U.S. mails for fraudulent purposes issue of The Herald. In purchasing of The Rec Francisco Tourney in a little over two U.S. mails for fraudulent purposes issue of The Herald. In purchasing of The Rec Francisco Tourney in a little over two U.S. mails for fraudulent purposes issue of The Herald. In purchasing of The Rec Francisco Tourney in a little over two U.S. mails for fraudulent purposes issue of The Herald. months' time. I feel that I have makes it unsafe for fakirs and graft-goods of this kind nothing is gained by waiting until the season is partly including prices. gone, hence we suggest to those who The people are becoming more dis- may be interested that they read the

### RELIABLE MUSIC HOUSE

It is a pleasure to recommend A. Hospe Company, the old reliable music house of Omaha, for the reason that by a personal acquaintance with Mr. Hospe, the head of the establishment, and thru dealings with them said: in the purchase of musical instruments, we are sure they deserve a word of commendation. It will cost only a two cent stamp to write for in their advertisement, whether an instrument is afterwards purchased or not. The amount of information that can thus be secured regarding a wonderful modern musical instru- the posibilities of dry farming. ment will, no doubt, much more than repay the trouble of sending for it.

### RELIABLE DENTISTRY

The importance of good dentistry east from San Francisco and plan Five Year Old Son of L. D. Carter might not give our readers honest can scarcely be overestimated, in treatment; and, in the second place, view of the fact that one's health to ask for advertisements from per- depends largely upon the condition sons and firms only that will proba- of the teeth. If readers of The Herbly receive business therefrom suf- ald will use the same care in selectficient to more than repay them for ing their dentists that we use in advertising for them, it may mean man, comissioner of the land offlices; ter, a Burlington fireman of this For the above reasons, we can much for their welfare. Having for F. R. Dudley, chief of the division of city, was burned to death yesterday conscientiously advise our readers to a number of years known the good railroad grants; F. H. Newell, direcat Seneca where the family were vis- give careful attention to all the ad- reputation of Taft's Dental Rooms it vertisements in this paper, consult- is a pleasure to publish an adver- tor of the United States reclamation 4 o'clock yesterday afternoon. The will be a favor to us if when you recommend the same to our many the land classification department of lars; besides it will help in The Herjoining a barn and started a fire in you will mention The Alliance Herto have dental work done while in phy stenographer.

# LIVE STOCK COMMISSION MEN later issues, orders having already

man should be familiar with the Bros. & Co. and the Great Western experiments at the Denver meeting.

### selling and buying horses and mules. he wonders why such a market was not established there sooner. F. W. Lester and his son, Dr. Claude L. Lester, of Alliance, both experienced

January 16th, when about seventyfive head were sold. As stockmen learn of the market, the business in-At the capital of the state the creases. About 225 head were disposed of at the sale held March

continue their range horse sales at Alliance during the coming summer, the sessions of the normal have been made thru The Herald. When they building is used by the normal. The established the horse market here this paper boosted for it. It was a long needed a first-class hotel in that pleasure to note the success here, tute week. Prof. C. W. Pugsley, of for the purpose which will be locatand we are just as much pleased to the state agricultural college will ed on the First National Bank cor-

F. W. Lester & Son. managers of

### HIDE AND FUR DEALERS

tined to soon become one of the

Just now it is a little out of sea son for much business in hides and made, or mounting done. We are pleased to recommend the Omaha

SADDLES AND HARNESS Most of the readers of this paper at Weeping Water.

It is a pleasure to present ness. Almost in the heart of the retail thru our advertising columns and

### SEEDS THAT GROW

Not seeds that somebody thinks will grow, but seeds that have been tested and proved reliable. These are the kind that come from the Griswold Seed Co. of Lincoln. When you go to the store to buy seed you cannot do better than ask for Griswold's. If your dealer does not bandle them, write for price list at once.

### See the ad. PICTURES FOR STOCKMEN

"As we journey thru life let us live by the way." Stockmen and their families would find a great deal as persons, and then have "halftone for use in local newspapers and oth-Omaha, and write for information, including prices.

### WELL PLEASED WITH WORK

F. H. Newell, director of the United States reclamation service, was interviewed in Lincoln the other day. He and a party of officials had been covering this end of the state. He

"The western section of the state, north of the Platte river, will rank well with any agricultural section of the free Victrola booklet mentioned Nebraska in a few years," said Mr. Newell. "Colorado farmers and those in some other section of the country are still a little slow in awakening to

> "It is the purpose of the Washington officials in making the trip to stimulate the interest of farmers in the western section in the reclamation work."

In the party traveling in a special car were A. A. Jones, first asistant secretary of the Interior; John Harvey, assistant to Mr. Jones; Clay Tall

Representing Secretary of Agriculture Houston were T. N. Carver, in We will begin running the Stock Only a few live stock commission charge of rural organization; Chas. firms are represented in this issue of J. Brand, head of the markets department, and W. T. Swingle, in aha has compiled and printed in pleasure to recommend men and tural experiments. Mr. Swingle has in the last April issue without charge of stock breeding and agriculpamphlet form the laws of Nebraska firms in whose business ability and made an exhaustive study of the and lows and of the United States integrity we have confidence, such plant life best suited to the dry regions and will give the results of his

All of the party were anxious to

## When one considers the advant-JUNE EIGHTH

Contine Eight Weeks

open June 8 and continue for eight of which F. W. Lester & Son weeks. The attendance last year managers. The sale will be held at was nearly a hundred, this year it is expected that more than that number will attend. Junior Normal is a state institution, run at the expense passing those of last year. Persons of the state, the only expense to the student being a \$2 enrollment fee. The use of books are furnished free. Bank. This will be the seventh year that due announcement of which will be held in Alliance. The high school first week is what is known as insti-

> last year, Miss Della Reed, county for a display of the plants. A teleschools, will be principal.

Other members of the faculty are: want some fur coats, robes or sets Prof. Braham, superintendent of the Sidney schools; Prof. Earl Meyer of with five acres of ground, good well Lincoln; Prof. Simeon Moss, super- barn and outbuilding, one mile west intendent at Wisner; Prof. Ralph of hospital, Suitable for chicken Prof. H. H. Reimund, superintendent Phone 262 or 435, or see C. F. Kroll

New Feature of The Alliance Herald that Will Interest the Ranchmen of Nebraska

The Alliance Herald is opening a Stock Brand Department o nan improved plan. In order to make is convenient to find any name appearing in this department, the names will be classified alphabetically by counties. This department will be

published weekly in The Herald. We expect this department of The they would have photographs made Herald to soon contain the most complete directory of brands ever published in Nebraska, outside of the brand book of the Nebraska Stock Growers Association, and in time to include more names and brands than may issue of that book yet published.

The charge for publishing a card in this department, giving name of ranch, location, description of brands and cut of same, will be six dollars per year for a space one column in width and one inch deep. The price includes the etching of the brand on a plate furnighed by us. If more than one inch in depth is required, the charge for each additional inch or fraction thereof will be four dollars. Where the space ordered is sufficient to permit the use of a cut of cow, steer or horse, such cut will be used without extra charge. If the space ordered is not sufficient to use a cut of an animal, the brands will be engraved on a blank plate.

On subscriptions to The Herald received with orders for a card in the Brand Department, a price of one dollar per year will be made, the regular price being \$1.50.

Every stockman who has his brand registered with the secretary of state should be represented in this department of The Alliance Herald, which is the official organ of the Nebraska Stock Growers sociation, and is sent to every member. A few dollars invested in this ald's great "getting in touch movement" to have your name in the list.

Send us your order immediately. of the paper in May, but orders received immediately will be published HERAED BUBLISHING COMPANY;

Alliance, Nebraska.

Nifty .spring footwear, Allianed Shoe Store, Si Says So.

## FIRST HORSE AND MULE SALE

Alliance Horse & Mule Co. Will Commence Sales for Season 1914, June 11 and 12

Since returning from Lincoln a few days ago, Dr. Claude L. Lester has completed arrangements for the opening sale, for the season 1914, of The Alliance Junior Normal will the Alliance Horse & Mule Company, the stock yards at Alliance, Thursday and Friday, June 11 and 12.

There is every indication that this sale will be a goo done, probably surwishing any information regarding it may obtain the same by calling on R. M. Hampton at the First National

### New Florist Shop

E. W. Ray has moved his flower shop into a new car built especially learn of the success of the market at have charge of the special institute ner. A built-in refrigerator for keeping cut flowers has been provid-The faculty will be the same as ed as well as plenty of window space superintendent here, will be regis phone and electric lights have been trar of the normal. Prof. Earl M. installed. The car is commodious Cline, superintendent of the Geneva and well adapted to the purpose to which it has been put.

A good house for rent together