

Alliance City Directory

To Alliance Business Men

EVERY FEW YEARS A NICE BUNCH OF MONEY THAT YOU PAY OUT FOR A CITY DIRECTORY AND THE ADVERTISING IN IT GOES OUT OF ALLIANCE AND IS SPENT SOMEWHERE ELSE. IF THE DIRECTORIES WERE COMPILED BY HOME PARTIES AND THE PRINTING DONE HERE, THIS MONEY COULD ALL BE KEPT AT HOME, EXCEPT THE SMALL AMOUNT PAID FOR THE MATERIAL IN THE BOOK. AS THE MATERIAL COSTS LESS THAN FIVE PER CENT OF THE AMOUNT HERETOFORE PAID TO OUTSIDE PUBLISHERS FOR THEIR BOOK AND THE ADVERTISING IN IT, IT MEANS THAT THEY HAVE BEEN TAKING OUT OF ALLIANCE A LOT OF MONEY THAT OUGHT TO HAVE BEEN SPENT WITH YOU.

THIS IS WHAT WE PROPOSE TO DO. ALL WE ASK IS THAT WE BE GIVEN THE SAME PATRONAGE THAT HAS HERETOFORE BEEN GIVEN OUTSIDE PARTIES. INSTEAD OF TAKING THE MONEY TO DES MOINES OR OMAHA OR DENVER OR SOME OTHER DISTANT CITY AND SPENDING IT THERE, EVERY DOLLAR OF IT (EXCEPT THE COMPARATIVELY SMALL AMOUNT NECESSARY TO PAY FOR THE PAPER, ETC.) WILL BE SPENT IN ALLIANCE, FOR MERCHANDISE OR RENT OR TAXES OR IN SOME OTHER WAY TO HELP BUILD UP THE TOWN.

1915

To the Alliance Public

WE HAVE COMMENCED WORK IN PREPARATION FOR THE PRINTING OF AN ALLIANCE CITY DIRECTORY FOR 1915, WHICH WE EXPECT TO ISSUE SOON AFTER HOLIDAYS. THIS DIRECTORY WILL CONTAIN ALL THE GOOD FEATURES OF FORMER DIRECTORIES WITH SOME IMPROVEMENTS. THREE THINGS IN PARTICULAR WE WISH TO CALL YOUR ATTENTION TO: (1) IT WILL BE SUPERIOR TO FORMER DIRECTORIES IN POINT OF ACCURACY. (2) IT WILL CONTAIN MORE INFORMATION. (3) IT WILL BE ISSUED AT A PRICE AND ON TERMS THAT EVERY HOME IN THE CITY CAN AFFORD TO HAVE A COPY.

HERETOFORE ONLY A SMALL EDITION HAS BEEN PRINTED, ENOUGH TO SUPPLY EACH OF THE ADVERTISERS WITH A COPY, BUT NOT MANY WERE TO BE FOUND IN THE HANDS OF OTHER PEOPLE. IN THE HOMES OF THE PEOPLE, THE DIRECTORY WILL HAVE A PERMANENT ADVERTISING VALUE, MUCH GREATER THAN IF IN THE HANDS OF ONLY A FEW BUSINESS MEN.

WE HAVE COMMENCED A THORO CAVASS OF ALLIANCE IN ORDER TO SECURE THE NECESSARY DATA TO MAKE THE NEW DIRECTORY COMPLETE AND BETTER THAN ANY EVER BEFORE ISSUED FOR THIS CITY. IN THIS WORK WE EXPECT THE CO-OPERATION OF ALL CITIZENS WHO ARE INTERESTED IN THE UPBUILDING OF THE TOWN.

Herald Publishing Company

NOTHING TO BRAG ABOUT

Nearby Nebraska Newspaper Boasts of Its Own Inefficiency as an Advertising Medium

One of The Herald's Nebraska exchanges, the name of which we will omit mentioning to avoid being personal, has a long-winded article in a recent issue, in which it practically boasts of its own inefficiency as an advertising medium. Looks funny that an astute editor who boasts of his "influence" would do such a thing—but he did.

Here is the story condensed: Two young men located in a city of some 5,000 population, where they opened a bake shop and proceeded to put out a superior brand of bread and pastry. Altho there were three newspapers published in the city, these two enterprising young men, according to the statement of the astute editor above referred to, confined their advertising to his paper. As a result, they busted up in business, and now the aforesaid a. e. points to these two young men and their business venture to prove that he has the only truly valuable advertising medium in the old town. Funny process of reasoning, but it may satisfy the a. e. who uses it, whether or not it convinces anybody else that his claims are well founded.

BINGHAM ITEMS

Bingham, Nebr., Dec. 8—J. T. Burton and wife returned Tuesday, the 24th, from Lincoln, where they have been visiting for the past ten days.

E. C. Preston the horse buyer shipped a car of horses from here Friday night. He bought nine head from R. E. Kincaid, seven from R. R. Kincaid, four from Shafenberg Bros., and one from W. E. Lotspeich. Phil Castle and wife were passengers to Alliance Wednesday the 25th, where they took a Thanksgiving dinner with Mr. Castle's folks.

Mrs. E. Shafenberg left Saturday for Council Bluffs, Iowa, where she will spend the winter.

E. O. Vaughn and family have moved back into town, after an absence of three weeks.

Miss Elsie Shafenberg left Saturday for Chicago, where she will spend the winter.

P. A. Yeast was a passenger to Lincoln Sunday.

P. A. Yeast's outfit of men started Thursday, the 26th for Valentine, where they were to meet a bunch of cattle that Yeast is moving down from Dakota.

Vick Chulser was a passenger to Chicago Saturday, where he will spend the winter.

R. R. Kincaid was a passenger to Alliance Monday.

L. E. Ballinger and A. E. Buckley

were moving a bunch of horses to the south ranch Sunday the 29th.

C. E. Fosdick of Alliance was in our burg Thursday and Friday of last week.

C. H. Anderson had a valuable cow killed by a train here Sunday night.

J. W. Cameron took the noon train Monday for Scottsbluff.

P. A. Yeast's outfit is busy unloading a car of corn.

The turkey shoot here Saturday was well attended.

J. W. Cameron has moved his family in town for the winter.

LOCAL DRUGGIST MAKES MANY FRIENDS

H. Thiele, druggist, reports they are making many friends through the QUICK benefit which Alliance people receive from the simple mixture, known as Adler-ka. This remedy became famous by curing appendicitis and it is the most thorough bowel cleanser known, acting on BOTH the lower and upper bowels. JUST ONE DOSE of Adler-ka relieves constipation and gas on the stomach almost IMMEDIATELY. —Adv. nov 12-4089

ASHBY NEWS

Ashby, Nebr., Dec. 8—J. H. Fredenburg and wife spent a couple of days at Alliance last week on business, going up there to buy potatoes.

Mrs. John Rentfro spent a day in Hyannis last week visiting Mrs. Thurston.

H. D. Toland moved his family into town Sunday. They are now located in their home here.

Mrs. H. E. Thurston and daughter Mildred spent a day or two visiting in Hyannis the latter part of the week.

John Rentfro made a business trip to Alliance last Thursday, returning Friday.

Dr. Howell of Hyannis was called Saturday night for little Ruth Fredenburg, who was quite sick.

Jonadell and Maxie Rentfro have each been on the sick list during the past week but are now better.

Lee Chrisman returned Saturday from Broken Bow, where he has been shucking corn for the past two months. His sister Alice came up with him for a short visit.

Joe Duncarison of Survey returned Thursday bringing his wife with him, he having entered the matrimonial career while on a trip to Oklahoma.

Our first snow storm commenced here Monday, December 6, and continued a little all day and night. The ground is covered and it begins to look like winter although not very cold.

The school children are busy preparing a program for the Xmas entertainment and tree to be given at the school house on Xmas eve.

H. E. Morrill of the Ashby Lumber Co., and F. H. Barr made a business trip to Alliance Monday.

Mr and Mrs. J. E. Jackson left Friday afternoon for Kansas City,

where they will spend the winter visiting their son.

ANTIOCH ITEMS

Antioch, Nebr., Dec. 7—L. B. Wakeman and wife of Chadron, who have been visiting with C. P. Wakeman, left Friday for home.

Mr. and Mrs. C. P. Wakeman were in Alliance Friday.

Mrs. J. A. Blair visited in Alliance Thursday and Friday of last week.

W. G. Wilson was doing some surveying west of town last Friday.

F. H. Smith was in Alliance on business Friday.

Preaching at the church next Sunday, the 13th. Everybody come.

E. E. Thompson drove up to Alliance Saturday.

Mrs. B. E. Hoffland and her daughter Anna visited at F. H. Smith's, Sunday.

Miss Frances Wilson returned from Alliance Friday.

J. W. Wilson went up to Alliance on 43 Sunday.

C. P. Wakeman and wife are moving to town this week.

C. C. Rice and Lulu went down to Lakeside on 44 Monday.

E. E. Thompson is dipping his cattle this week.

See Roy Hoffland about a trade in shoes.

The Sunday School is making arrangements for a Christmas tree at the church.

T. P. Berry drove up to Alliance Monday with Mrs. C. P. Wakeman.

Children's trimmed hats, your choice, 75 cents at the "ELITE" MILLINERY STORE, 403 Box Butte Ave. dec-10-14829

CLEANING, PRESSING, REPAIRING

Mrs. Zehring Again in Charge of the Alliance Cleaning Works, 403 Box Butte Avenue

To the Public: I have again taken charge of the Alliance Cleaning Works, which has been leased to other parties since September, and will be glad to meet both old and new patrons. We do anything in cleaning, pressing and repairing; also, altering of both ladies' and gents' suits.

Our work is first-class. All work called for and delivered. Phone 58 and 287. Office and shop, 403 Box Butte Ave., Alliance, Nebr.

MRS. ANNA ZEHRUNG, Prop. dec-10-21-4824

Chicago is wasting time trying to get a jury composed of men who don't admire pretty women.

A St. Louis woman seeks divorce from a husband she first encountered in the hallway of a hotel supposed to be on fire. Turned out to be a false alarm at that.

CLASSIFIED DEPARTMENT

RATES—The charge for both regular and special editions is 10¢ per word per insertion, six words to the line. Advertisers so desiring may have answers to their advertisement addressed to a box number, care of The Herald.

Advertisements charged to patrons having accounts are measured by the line, not by the word.

N.B.—The Herald cannot be responsible for more than one wrong insertion due to typographical error. No claim for error can be allowed after the 15th of the following month. Any advertisement inserted to run until forbidden must be stopped by written order.

FOR SALE—LANDS

GOOD RELINQUISHMENT for sale. 100 acres farm land, rest good pasture. Box 24, Lakeside, Nebr. 50-41-47643

LAND TO TRADE

I have 100 acres, 2 1/2 miles from Bayard, under the Tri-State canal, to trade for Box Butte county land. J. C. McCORRLE, Alliance, Nebr. 12-17-3278

Rowan & Wright, coal, wood and posts. Phone 71.

WANTED TO TRADE—Irigated farm in eastern Wyoming. Water right paid for in government canal. Well improved. Address Box 4789, care Alliance Herald. 5117-4789

Thoroughbred saddle horse for sale cheap. Phone 340 or call at The Herald office. 164-17-4418

FOR RENT—HOUSES

FOR RENT—A large house. Can be arranged for two families. See George Hills or call phone 165. 4717-4178

FOR RENT—Four room house and five acres of land one mile northwest of Alliance. Inquire at 415 Big Horn Avenue. 4793-51-341

FOR SALE—MISCELLANEOUS

FOR SALE—Flourishing restaurant and bakery business in prosperous town of 5,000 people. Small amount of cash will handle the deal. Present owner has been in business seven years. Established. Paying good profit. Investigate. Address Box 3996, care Herald, Alliance, Nebr. 4117-3996

MISCELLANEOUS

Minors Not Allowed in the Mission Pool Hall, Curry & Maps, Proprietors. 47-17-4182

Money to loan on real estate. F. E. REDDISH

Rowan & Wright, coal, wood and posts. Phone 71.

Rowan & Wright, coal, wood and posts. Phone 71.

WANTED TO BUY—Second-hand 1 1/2, 1 1/2 and 2 inch pipe. Phone 74. 5117-4790

WILL SPEAK ON BETTER FARMING

C. B. & O. Agricultural Experts, H. W. Campbell and J. B. Lamson, to Speak Here Next Week

H. W. Campbell and J. B. Lamson, agricultural agents of the Burlington railroad, will hold a meeting in Alliance at the Empress theatre at 2 o'clock in the afternoon, Wednesday, December 16. All farmers are invited. Admittance will be free of charge.

Subjects to be discussed are: Better methods of tillage for grain crops, new method of growing corn, and

Buy Your Meats

Where you will get satisfaction every time. We guarantee to please you. *Fresh and Cured Meats, Poultry, Fish, Oysters*

Highest cash market price paid for Hides

City Meat Market Robt. Piester Proprietor
Phone 40

SATURDAY SPECIAL

Butterscotch **15¢**
per pound

The Sugar Bowl 405 Box Butte Avenue

fodder crops. Co-operative plan for introducing some new crops. Growing crops for exhibition purposes to advertise this section. The pit site and its value to the western farmer. Stereopticon slides of various farming scenes will be shown. Everybody is invited to come.

SMOKER ON FRIDAY EVE

Good Crowd Expected to Meet at the City Hall Friday Evening—Regular Monthly Smoker

Notices were issued this morning by Secretary Fisher of the Commercial Club of the regular monthly smoker to be held in the city hall Friday evening. The meeting starts at 7:30 o'clock. Important business matters will be discussed, among them the proposition of a city manager for Alliance. The city park, club rooms, etc., will be taken up.

Among other speakers will be Earl D. Mallery on "Club Rooms", City Attorney W. R. Metz on "City Affairs", J. H. Allen of Lincoln on "Paving", and E. H. Boyd on "The Park".

FIRE! FIRE! ATTENTION, FIREMEN!

Whenever your city is in the market for Fire Hose or Equipment, you should at once write us, as it will be to your advantage.

Also bear in mind that we sell Hand Extinguishers for automobiles, private houses, lumber yards and schools.

ANDERSEN COMPANY
1115 Farnam St., OMAHA, NEBR.

WHEN IN OMAHA VISIT THE Gayety "Omaha's Fun Centre"

Brand New Show **MUSICAL BURLESQUE** EVERY WEEK IN Class, Clever Entertainment. Everybody Gets A Good Laugh. **LADIES' GIVE AWAY** DAILY. **DON'T GO HOME SAYING I DIDN'T VISIT THE GAYETY**

Beware of a citizen who doesn't attend his local commercial club meetings. There is something queer about a man who will not show enough community spirit to support a desirable movement like this by going to the meetings, at least—Exchange.