

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 DIRECTORY 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 CANVASS 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

GIVES ADVICE TO DAUGHTER

Editor of Exchange Somewhat Slangy but to the Point in Giving Parental Instruction

Listen, daughter, don't go moping around the house and sighing like a freight train cutting loose the air brakes; and don't be walking around with your eyes all puffed up and red from tears, simply because you can't have clothes that wouldn't look good anywhere except on one of those freak magazine-cover girls. I know it is a pretty tough old world, from your range of vision, because your ma and I have forbidden you to wear skirts that are too high and waists that are too low. I know, child, that some of the other girls are chasing around the streets in costumes that would shame a burlesque troupe and attracting a lot of attention; but did you ever notice just what kind of attention they attract? Of course you haven't. You don't happen to be in earshot when some of the boys say what they really think about the "other girl". Thank God you don't. You're too young to know those things yet awhile.

You say the other girls laugh at your simple, pretty little frocks and at your freckles. Let 'em laugh. That shows they are the other kind of girls. Your mother and I met each other long, long ago. I loved her enough to ask her to marry me and she cared enough for me to answer, "Yes." We've been happy ever since, haven't we, ma? Our marriage took. It didn't take any split skirt or silhouette gown to make me fall in love with your mother. She never had such contraptions on in her life. And I didn't go prancing up and down Main street with a monkey hat on the back of my head and a cigarette poked out in front of my face.

Let the other girls smile if they want to, but just wait for the finish. You won't find the decent young chaps, the kind I would want to give my little girl to, marrying one of the "other girls".

That's right, have a good cry if you want to, it'll do you good. But remember, Dad knows best. So put on that pretty little dress, the one we all like—and we'll all go to the moving picture show and have some ice cream afterwards. Hurry up! It's getting late, and we don't want to miss Warren Kerrigan. That's right—smile!

NOTICE

All customers who are more than one quarter behind on their water bills or more than one month behind on their light bills will have to make settlement by Nov. 25, 1914, or service will be discontinued without further notice.

You are further notified that service will be discontinued on all light bills not settled by the 30th of each month, and all water bills not settled by the 30th of January, April, July and October.

By Order of City Council.
4914207

Attention, Candidates!

The new ritual is ready. The Past Perfect Editor will take his seat at the Altitudinous Altar, in the Temple of Timely Topics, a lead pencil in one hand and an expression of deep thought on his countenance. The Candidate (who will prepare himself in advance by a visit to the bank) will approach the Temple of Thought and, stopping at the Outer Portal, will give three kicks upon the lower panel of the door.

The Past Perfect Editor will assume an expression of apprehension (as if he thought that the alarm was made by the banker approaching with a Sight Draft). He will arise as if to bar the Portal then re-seat himself in an attitude of resignation, repeating the words, "It might as well be now as tomorrow." Then he will cry in a loud voice, "Enter!" The Candidate will turn the knob himself and, closing the door behind him, will stand at attention until the P. P. E. looks up. When he sees the expression of relief upon the face of the P. P. E. he will advance to the Altitudinous Altar and give the Grand Halling Sign of the Order which is done as follows:

Thrusting the right hand in front pocket of the trousers the Candidate will seize the roll that is there and, withdrawing it, will transfer the roll to the left hand. Then with the thumb and index finger of the right hand he will peel from the roll a sufficient quantity of the green papers and, with a smile will wave the green papers up and down in front of the P. P. Editor's face three times repeating the formula, "I want to pay my subscription."

The P. P. E. carefully concealing his feelings, will gravely grab the green papers and go South with them. After planting the green he will repeat in a light and airy tone, "Much obliged, Jim. There wasn't any hurry."

He will then write a receipt which, with due ceremony, he will transfer to the Candidate. This act completes the work in the 99th Degree and automatically places the candidate in the P. I. F. Circle.

Then the P. I. F. Subscriber will be seated and give the P. P. E. a full report of the news from his section. Then he will withdraw at ease, the P. P. Editor following him to the outer portal, where the Grand Farewell Grip will be given.

After the Outer Portal has closed, the P. P. E. will give a yell of delight and standing on his head, will wave his legs around in concentric circles, three times. Then assuming an upright position and an air of gravity and benediction he will pass out to the Shop and pay the Devil something on his back salary.

Gen. von Bernhardt may yet be recognized as the Dr. Burchard of Germany.

WOMB SAGE TEA IN LIFELESS, GRAY HAIR

Look young! Common garden Sage and Sulphur darkens so naturally nobody can tell

Grandmother kept her hair beautifully darkened, glossy and abundant with a brew of Sage Tea and Sulphur. Whenever her hair fell out or took on that dull, faded or streaked appearance, this simple mixture was applied with wonderful effect. By asking at any drug store for "Wyeth's Sage and Sulphur Hair Remedy," you will get a large bottle of this old-time recipe, ready to use, for about 50 cents. This simple mixture can be depended upon to restore natural color and beauty to the hair and is splendid for dandruff, dry, itchy scalp and falling hair.

A well-known downtown druggist says everybody uses Wyeth's Sage and Sulphur, because it darkens so naturally and evenly that nobody can tell it has been applied—it's so easy to use, too. You simply dampen a comb or soft brush and draw it through your hair, taking one strand at a time. By morning the gray hair disappears; after another application or two, it is restored to its natural color and looks glossy, soft and abundant.

Farm, Stock & Home

The Northwest's Greatest Farm Paper
Will Send You a Three Months Trial Subscription and This
LARGE, BEAUTIFUL

1915 CALENDAR

For only 10 Cents.

No Calendar sold.



SIZE OF CALENDAR, 22x14 INCHES

FARM, STOCK & HOME CO.
829 Hennepin Av., Minneapolis, Minn.
Enclosed find 10 Cents for which you are to send Farm, Stock & Home for three months and your 1915 Calendar.

Name Postoffice

Rural Route State

Farm, Stock & Home

Will Have in 1915

A special series of illustrated articles on the marketing of farm produce, showing what happens to it from the time it leaves your hands until it comes into the home of the consumer.

Full page illustrated feature articles about the really big things in farming—articles that make facts as interesting as fiction.

Farm, Stock and Home editorials during 1915 will give you a clean, snappy, unpartisan review of the progress of the world.

Its reports on the wheat market and upon crop conditions will continue to be a safe and profitable selling guide.

Home Council will continue to be what it now is, an open forum for the discussion of everything that makes for the health, happiness and social progress of the family.

The Veterinary Department will without expense to you, help you to keep your stock in good health.

The Legal Department will advise you how to protect your own interests and avoid lawsuits.

"Short Talks" will answer, free of charge, any question you may ask.

"Neighborhood Welfare" will tell you what the farmers' clubs and co-operative organizations are doing all thru 1915.

Its Live Stock and Dairy in 1915 will be better than ever before—full of timely and usable matter.

And the balance of the reading matter will be chock full of the sort of suggestions you can use in 1915.

If you are now taking FARM, STOCK & HOME send us a new trial subscriber and 10 Cents and the Calendar will be sent to you and the trial subscriber.

Our Mattresses Are Just What You Want



If you buy a first class mattress it pays in the long run. You won't need to have it made over so soon.

We advise our patrons to think twice before they pick a cheap grade mattress. We carry a full line of mattresses and bedding in conjunction with our beds.

Our long experience in the furniture business has enabled us to select

the kind of furniture that most people like—furniture with style and quality and strength.

Furthermore, our business has been built up on the old



fashioned idea of strict honesty in every detail. We say old fashioned because nowadays, we regret to say, some stores are not built on the solid foundation of strict integrity.

Miller Bros. House Furnishing Store

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. Plester Proprietor
Phone 40

Killing Prairie Dogs

B. S. Payne, the famous prairie dog exterminator, is now making his headquarters in Alliance. He will remain here a short time. Anyone who desires these little pests killed will do well to write to him or call on him at the Nebraska Rooming House, Alliance.

My contract price for this work is only thirty-five cents per acre and I charge only for the ground that is infected with the dogs. I will sell the rights for this business for this part of Nebraska to any reliable person or persons.

We are now doing work for Pat Nolan and William Earl, fifteen miles west of Alliance. All our work is guaranteed.

B. S. Payne

Get BUSINESS EDUCATION at
NEBRASKA
SCHOOL OF BUSINESS
LINCOLN, NEBR.
WRITE FOR FREE CATALOG

WHEN IN OMAHA VISIT THE
Gaiety "Omaha's Fun Centre"
Brand New Show
EVERY WEEK
Clean, Classy Entertainment. Everybody Goes! Ask
Arboby. LADIES' DINE EXTREME EARLY
DON'T GO HOME SAYING:
I DIDN'T VISIT THE GAIETY