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DENVER ON A SUNDAY MORNING IN DECEMBER

QUEEN CITY OF THE PLAINS

Metropolis of the Rocky Mountains, in Many Ways a World's Model City

Denver — "Queen City of the Plains," "The Mile-High City," "Gateway to the Nation's Playground"—these are a few of the beautiful and appropriate names given to the metropolis of the Rocky Mountains.

Denver is truly one of the great cities of the world, great not merely because of large population, but still greater in many other ways.

A brief mention of the city in these columns must suffice now, but we wish to give Denver, in the near future an illustrated writeup, such as the nearest large city to western Nebraska should have in the leading publication of this section.

Denver at a Glance

DENVER—Famed as the Mile High City, is the capital of Colorado. Population 253,163. This is the government's estimate of March 26, 1915. Denver is situated approximately 1,000 miles from San Francisco, 1,000 miles from Chicago, and 2,000 miles from New York City.

Note the clean streets. Denver is known as America's cleanest city.

The street car service, both city and interurban, is of the most modern class.

Pay a night visit to Curtis Street, "The Great White Way."

See the Electric Building, illuminated by 200,000 candlepower, the best lighted building in the world.

Denver's enviable reputation as the best lighted, best cared for and best shaded city, is unexcelled. Eighteen railways enter Denver.

Denver has 220 miles of finely paved and surfaced streets.

Denver is the most substantially built city of relative size in America. No wooden buildings.

Located just east of the Rocky Mountains, Denver is protected from blizzards and cyclones by the towering peaks of the Rockies. Denver never had an earthquake, a cyclone, a great fire, a great flood nor a heat prostration.

Parks

Denver has 34 public parks owned by the city; most notable are: CITY PARK—Contains 320 acres

beautifully improved, has the most extensive zoo in the Intermountain West, fine aviary, and children's playground. During the summer, free band concerts are given by the Denver Municipal Band of fifty pieces, under the leadership of Innes, the famous bandmaster.

CHEESMAN PARK—A beautiful "breathing spot." An interesting feature here, is a mountain index, showing, by arrow lines, the location, distance and elevation of all the mountain peaks visible from Denver; embracing a range of 130 miles.

WASHINGTON PARK—With its fine bathing beach, and Elitch's Gardens, a privately owned amusement park.

Live Stock

Denver is a live stock market of ever growing importance. Each year new records along some lines are made. The sheep market broke all records in 1914, receipts being 70,000 head over 1913. More than half a billion dollars was handled in Denver during 1914 through the live stock industry, the banks at the stock yards alone handling \$56,000,000. In connection with the live stock market in Denver, a packing industry, already large, but still in its infancy, is maintained. Output of the Denver packing plants last year was, in round numbers, \$12,000,000, number of people employed, 1,300.

FROM DESERT TO GARDEN SPOT

Development of Agriculture in Colorado as Related to the Live Stock Industry in the West

On or about the first day of July, 1890, the editor of this paper passed through Sterling, Colo., for the first time, enroute from Nebraska to Cheyenne, Wyo. This fact may have no interest to readers of this paper except as an introduction to a statement relative to the development of agriculture in Colorado within the last twenty-five years.

At the time referred to the South Platte valley looked like a desert, with a little cow town stuck down into it without any seeming good reason for its existence. A few days ago this same writer in passing through Sterling noted the truly remarkable changes that had taken place in the last quarter of a century. Now a thriving city, with a magnificent high school building which is the pride of the county in which it is located, and other fine structures, in striking contrast to the village of a quarter of a century ago. The surrounding country instead of having the appearance of a desert is

now a veritable garden spot.

To one who is interested in the live stock industry of the west and understands the close connection there is between that industry and the development of agriculture in the territory contiguous to the ranch country, it is certainly intensely interesting to note the wonderful strides that have been made in farming in eastern Colorado during the last decade or two.

It is only in recent years that the importance of stock raising and farming in this country to each other has been generally understood or appreciated. The fact that a part of this country is splendidly adapted to the growing of crops while another part of the country is far better adapted to grazing is really an advantage to both parts. The stock country helps to furnish a home market for the agricultural products, and likewise the agricultural portion of the country helps to furnish a home feeder market for the stock raising section.

After years of experimentation, with more or less failures in various lines of enterprise, this country is now being developed on a basis of permanent prosperity. There was a time when a spirit of antagonism, and even open enmity, existed between ranchmen and would-be farmers of this country. That time is

forever past. Both ranchman and farmer realize that they may be and are mutually beneficial to each other in the permanent development of this country.

DENVER'S BIG STORE

"Mile High" City Has One of Largest Stores in This Country

An immense retail business is transacted in the city of Denver. To accommodate this trade, the city has some very large stores and numerous smaller ones. One of Denver's largest retail mercantile establishments, or the largest, is that of The Denver Dry Goods Company.

This store extends the full length of a 400-foot block, from Fifteenth street to Sixteenth on California, and has the distinction of having the longest main aisle of any store in the world. New York and possibly some other cities have stores occupying buildings as long as that of The Denver Dry Goods Company, but none of them have a continuous aisle four hundred feet in length. When visiting Denver and taking in its sights, you should include the store of The Denver Dry Goods Company.

Guest: "andlord, you may bring me a sirloin steak, let it be fresh and juicy, broiled half through, but not too rare, very tender, and be sure that you use real fresh butter."
Landlord: "Why, if I had such a fine thing as that I'd eat it myself."

MALTED MILK TO REPLACE BREW

How the Coors People Are Turning Malting Machinery to the Manufacture of New Product

Recently The Alliance Herald contained an article regarding the changing of the Coors brewery at Golden, Colo., near Denver, into a malted milk manufacturing establishment. Since then a very interesting article on this same subject has been published in The Commerce, the official paper of the Denver Chamber of Commerce. This article was written by Charles M. Kittredge, Jr., assistant secretary of the Chamber of Commerce. We are pleased to publish his story as it contains interesting information regarding the comparatively new industry in this country and shows the commendable enterprise of the erstwhile brewers.

Necessity for the Change

How would you feel if you had eight hundred thousand dollars invested in a manufacturing plant and were told one day that it was no longer legal to turn out your product—that on and after a certain date, not far distant, what is produced by your plant, your machinery and your tremendous investment, the accumulation of years, must be regarded as unlawful and relegated to oblivion? This is exactly the notice that was served on more than one huge enterprise in Denver not so many months ago, when the people of Colorado voted that the state should become "dry." "What will become of the breweries?" is a question that many of us have asked in a more or less off hand way, not being vitally interested in the brewing business, and perhaps not greatly caring what the answer might be.

Nearly Million Invested

When the dry vote was announced victorious, the Coors, at Golden, had eight hundred thousand dollars invested in a brewing business. Last year the concern paid out to the farmers of this state over one hundred thousand dollars for grain. Another hundred thousand dollars went for Colorado labor. The transportation charges on the production of the brewery caused one hundred



THE DENVER DRY GOODS COMPANY

(Continued on page 8)