

# At the Denver a Child Can Buy as Safely as its Parents



BUILDING OF THE DENVER DRY GOODS CO.—400 FEET LONG

"THE DENVER" IS DECIDEDLY THE LARGEST STORE IN THE CENTRAL WEST, CARRYING THE LARGEST STOCKS OF EVERYTHING WORN BY MAN, WOMAN, MISS, BOY, CHILD OR INFANT, AND EVERYTHING FOR HOUSEHOLD USE OR ORNAMENT  
 PREPAID TO YOUR NEAREST POST OFFICE OR STATION, excepting in such heavy merchandise as Furniture, etc.  
 THIS HAS BEEN MADE THE LARGEST WESTERN STORE THROUGH ITS CONSTANT ENDEAVOR TO BE THE BEST WESTERN STORE—NEVER FORGETTING ITS CHANGELESS MOTTO OF "ABSOLUTE RELIABILITY"

## We Want You to Visit the Denver---You Are Just as Welcome as a Visitor as a Buyer

The great "Denver" is right in the heart of the business district, and its management extends you a cordial invitation to check your hand baggage and parcels at the check booth, find needed relaxation in its rest balconies or vestibules, or the seats variously placed throughout the store; use the writing desks and free stationery always liberally provided in our balconies; meet your friends and visit there at will, and from this vantage point enjoy the pleasurable entertainment of looking down upon the activities of the great main floor, through which runs the longest straight

store aisle in America. (If this statement causes you to be incredulous, it is nevertheless an admitted fact.)

Inquire at our Information Bureau concerning the various points of interest about the city, the plays at the theaters, etc. These attendants will also call messengers, sell postage stamps, issue money orders, furnish railway time tables and extend many other acceptable helps to our guests.

Our Tea Room will serve you a full meal or a light lunch at any time from 8:30 a. m. to 3:00 p. m.; light lunches to 5:00.

## A Special Request---Test the Honor of this Store!

The Denver is the New, Different Kind of Store. All price Mars are in plain figures, and everybody pays the marked price; there is no deception or favoritism.

We Respectfully Solicit a Share of Your Trade

# The Denver Dry Goods Company

We Respectfully Solicit a Share of Your Trade

DENVER, COLORADO

### OUR LOOSE LEAF DEPARTMENT IS FOUNDED ON THE SERVICE IDEA



Our System Service costs you nothing  
 Tell us the department in your business that is causing you trouble  
 This will Obligate You in No Way  
 WE CARRY A FULL LINE OF  
**MODERN I.P. LEAF**  
 Forms, Devices and Indexes  
 This line enjoys an international reputation for High Quality and Absolute Dependability

Over 500 Stock Forms in the I.P. Line, and many Complete Outfits  
 WE DESIGN SPECIAL FORMS AND LAY OUT COMPLETE PLANS  
**MODERN OFFICE SUPPLY CO., EVERY CITY, U. S. A.**

Check the Department you think can be improved. Pin this to your letter head and forward same to us. We will submit a complete plan, the burden of proof is on us  
 ....Purchase Orders  
 ....Receiving Goods  
 ....Sales Orders  
 ....Shipping Orders  
 ....Factory Orders  
 ....Cash and Journal Entries  
 ....Check and Bank Record  
 ....Monthly Statements  
 ....Billing & Charging  
 ....Ledger Accounts  
 ....Pay Roll  
 ....City Deliveries

Sent to MODERN OFFICE SUPPLY CO. EVERY CITY, U. S. A.

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 Alliance, Nebraska

## FREE WITH EVERY NEW CUSTOMER FREE

For the Month of Sept. Only  
 For Our Anti-Hog Cholera Serum. We will give you absolutely FREE with 1000 cc of Serum or more a complete set of our Veterinary Syringes, Serum and Virus. Also, instruct you how to use our serum FREE and save one-half cost of vaccinating. Our serum is made under the U. S. Government supervision, and every series tested.

### PIONEER VACCINATING COMPANY

So. St. Joseph, Missouri

**How to Add to It.**  
 "You have sent for me, madam?" said the lawyer.  
 "Yes, my husband says I must cut down expenses, and I want your advice as to how I can best do it."  
 Yonkers Statesman.

**Woodcraft.**  
 You can make fire by rubbing two pieces of dry wood together, but it is not believed this method will ever supersede the plan of rubbing a match against a piece of sandpaper.—Kansas City Journal.

**ROAD MARKERS**  
 Following is a list of the signs and their colors, marking the routes between Alliance and other towns:

|   |                                 |
|---|---------------------------------|
| SCOTTSBLUFF                                   | Yellow<br>Red<br>Yellow         |
| HAY SPRINGS                                   | Black<br>Yellow<br>Black        |
| CRAWFORD<br>HOT SPRINGS                       | White<br>Red<br>White           |
| CHADRON<br>HOT SPRINGS                        | Red<br>Green<br>Red             |
| ANGORA<br>BRIDGEPORT<br>SIDNEY                | White<br>Red<br>White           |
| BROADWATER<br>BRIDGEPORT<br>OSHKOSH<br>SIDNEY | Orange<br>White<br>White<br>Red |

For further information see or write Good Roads Editor, Alliance Herald, or the Secretary of the Alliance Commercial Club.

**GOOD PLACES TO STORE SEED.**

1. Dry, well-ventilated cellar.
2. Dry attic or storeroom.
3. Dry, ventilated shed.
4. Any dry, ventilated building.

**I. H. C. LECTURE CHARTS.**  
 Your Chamber of Commerce Should Put on a Series of Lectures With I. H. C. Charts and Slides—Get Your Farm Demonstrator or Superintendent of Schools to Give You a Practical Talk on Agriculture.

You will be surprised to see how intensely interested your bankers and merchants will be. If you want to put your organization on the map, plan an agricultural campaign of education. Arrange a program. Give one lecture a week on any of these subjects: Soils, Corn, Alfalfa, Poultry, Weeds, Live Stock, Flies, etc. Follow each lecture with a discussion of the subject. Make your chamber of commerce an educational center, not just a "club." Your town is built on the surplus earnings of the farm. Business men in town should take a keen interest in the industrial welfare of the town's "trade territory."

There is nothing constructive in grabbing business from other communities—create new business in your own community. Have a chamber of agriculture and commerce.  
 If you want to make your organization a place of interest, plan a three-months' lecture course. Use I. H. C. lecture charts and slides. You can, no doubt, find among the members of your chamber of commerce men who can give interesting and instructive talks on any of the subjects treated in these charts.

**WHY CROPS RUN OUT.**  
 The question is often raised as to whether crops "run out" or not. To say that crops do not "run out" would be to deny that any variations are produced by changed conditions or environment. When plants are brought into new conditions of soil, climate, or methods of farming less favorable, they will tend to deteriorate or "run out."  
 Desirable Qualities Suffer First under Unfavorable Conditions. If corn is planted too thick (seven or eight stalks per hill) a large yield ofilage will be obtained, but the yield of grain will be small. Under unfavorable conditions the plant tends to revert to its original condition, and the particular thing for which the plant is grown and which gives it value suffers first and most.  
 Best Methods Necessary. It is only by the best methods of seed selection and of cultivation that the farmer can hope to maintain the valuable qualities of his crops, otherwise they will deteriorate or "run out" and it will be necessary for him to secure seed from someone who has paid more attention to the improvement of his crops.

**In Demand.**  
 "See that man?" said one of the two people who were talking about success in life.  
 "Yes."  
 "He has left behind lots of people who struggled to overtake him."  
 "Who is he?"  
 "Conductor of an omnibus."—Wisconsin State Journal.

**Monster Pumps.**  
 The great pumps made to pump out Lake Haarlem, in Holland, pumped 400,000 tons daily for eleven years.

## Get the The Agony Four By Gross

