

THE ALLIANCE HERALD

LLOYD C. THOMAS, Business Manager
JOHN W. THOMAS, Editor HARVEY E. RHODES, City Editor

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ABOUT ADVERTISING

Appropos of the subject of advertising, the Omaha Trade Exhibit in its issue of last week has the following to say:

There always has been and always will be two opinions as to whether or not a local newspaper should carry advertising for some store in a rival town, or in some large city which seeks to attract business from the local community.

Personally, the editor of this department has not a word of blame for the editors of those local papers who accept all the advertising of that kind they can get, provided the advertising itself is honest and truthful and advertises legitimate goods on a legitimate proposition.

Lately we have seen many of the newspapers published in towns and cities near Omaha carrying ads for some of the Omaha big department stores. Not long since the Sun at Edgar, Nebr., carried two full pages, as a special supplement, which was entirely devoted to Hastings, carrying the advertising of the Hastings retailers, anticipating the travel to that city for their exposition.

Is that all right from the standpoint of the newspaper and from the standpoint of the local retailers?

We believe it is.

The retailer who does not advertise in his home paper has not a word to say and does not get in this discussion. The retailer who does advertise in his home paper is less likely to have any kick coming, for he appreciates the fact that his business is up to him, and if the out-of-town store thinks enough of the advertising medium of the local paper to use it to induce trade he surely ought to use it himself, since he can surely get more returns for the investment.

Don't criticize the home paper for carrying out-of-town ads. If you don't advertise yourself your local editor can politely ask you where you get on, and if you do use your home paper you ought to have all the more confidence in it if some out-of-town store uses it, too.

One of the greatest examples in the world of the efficiency of pure advertising is the Coca-Cola company.

This company spends each year \$1,100,000 in advertising.

In the past 21 years the company has spent more than \$8,000,000 in advertising.

By far the greater part of that sum has been spent for "dealer helps." That is, this company has probably spent many times more than any other on advertising matter that is designed to be used directly by and for the man who retails the product.

The foundation of their advertising success is the fact that they always made it worth while for the dealer to handle and push the product.

"Has it paid?" asks Printers' Ink. "Well, in the score of years covered by this \$8,000,000 outlay for promotion work Coca-Cola sold a total of more than 38,000,000 gallons of the popular drink."

Has it paid? It certainly has, and right now Coca-Cola is beaten in the amount of the annual outlay for promotion work by only a few other companies, one of them being the makers of Spearmint gum.

"FAIRVIEW" A HOME ENTERPRISE

Only six days more until the big sale of lots in "Fairview", the newest residence addition to the city of Alliance. The executive board of the Box Butte County Fair Association has been advertising this sale extensively and there is no doubt but that the lots will sell without any difficulty whatever. The people of Alliance and Box Butte county should realize that this is a home proposition, for the good of our town and county. The sale of these lots, which are desirable and well worth a good price, will enable the fair association to pay off the balance of its indebtedness and be in the clear. The Box Butte county fair grounds, which adjoin the addition on the east, are well located and are a valuable asset. Those who purchase lots at the big sale next week can do so with the assurance that the property will increase in value as an investment and that for building purposes the location cannot be bettered. The business houses will close from 12:30 to 4 p. m. to enable those who wish to attend the sale, on Wednesday, October 20th.

HELP MAKE MARKET WEEK A SUCCESS

Every business man in Alliance is intensely interested in Market Week—it means that many visitors from out of town will do their fall shopping here, that they will stock up with groceries, hardware, clothing and other necessities, and that they will make business acquaintances here which will prove profitable in the future to all concerned. No other small city has tried out this plan and Alliance is taking the lead. The larger cities have tried the plan for years and have been successful. The committee of six business men who are doing the preparatory work need the encouragement and assistance of others in their work. The plans are made, a large portion of the funds have been subscribed, but still there is much work to do. The immense amount of free entertainment to be provided means that there will be a lot of hard work. Roll up your sleeves, Mr. Business Man, and pitch in. Volunteer your services and you will be used and appreciated.

BUILD HEATING SYSTEM NEXT YEAR

It is to be regretted, as Mayor Romig states, that it will be impossible to construct the city heating system without holding an election and voting bonds. However, under the state laws, this appears to be the only thing that can be done and those who are in favor of the proposition can spend their time during the winter explaining and demonstrating to the doubtful ones the good points and desirability of a system of this kind. We took the time to talk with many of our leading citizens regarding the proposition and found that all were in favor of utilizing our waste steam from the city electric light plant to heat the business portion of town during the winter months. The plant, when installed, would soon pay for the expense of installation by the profits over operation, still giving the customers full value for their money. A member of The Herald staff, in Crawford last Friday, took the time to do a little investigating regarding the Crawford plant. There were no kicks and all the customers interviewed had only good things to say about the system there, which is operated by a private company. The proposition should be voted on not later than the spring election, so that the work can be done next summer and the plant ready for use next winter. At this time it appears almost certain that the bonds would carry and that the people of the city are in favor of having the plant belong to the city and not being put in by a private corporation.

CITY MAKES EXCELLENT SHOWING

The semi-annual report of city affairs, rendered by Mayor Romig to the city council Tuesday evening and published in this issue of The Herald, deserves the attention of every citizen. This report is complete and well worth reading. It shows that an immense amount of improving has been done during the past six months, that city bonds have been paid off to the amount of \$5,000, that the electric light plant is making nearly \$1,000 per month profit in spite of the reduction of rates amounting to 33 1-3 per cent, and that the city's business is being given excellent attention. Recommendations are made that deserve serious consideration. Alliance is making swift strides forward and the showing made the last six months by the city administration is a good one.

ORDINANCE NO. 214

An ordinance to provide for the inspection of milk and cream sold within the city of Alliance, and of dairies and dairy herds kept for the production of such milk and to prevent fraud in the sale of milk, and to preserve the public health, and to license and regulate the sale and disposition of milk in said city.

BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF ALLIANCE:

Section 1. That from and after the passage, approval and publication of this Ordinance no person, persons, firm or corporation shall sell or offer for sale any milk or cream within the City of Alliance without first having obtained a license so to do in the manner hereinafter provided.

Section 2. That no license shall be issued for a period beyond the first day of May, 1916, and all licenses under the provisions of this act shall be issued on the first day of May, yearly, thereafter.

Before the issuance of a license, every vender of milk or cream shall pay to the city treasurer the license fee herein imposed and shall take a receipt for the same, which said receipt shall be presented to the city clerk, whose duty it shall be to keep a record as follows:

First. The name and residence of the applicant, or if a firm, name and residence of each of said firm, or if a corporation, name and residence of the person in charge of each, and the name of the president and secretary of said corporation.

Second. The location of the business place or places of the applicant, giving street and number, and the name and residence of the person in charge of each.

Third. A description of each and every wagon or other vehicle used in the delivery of milk or cream and the number used to designate each.

Fourth. The location of the dairy or source of supply.

Fifth. The number of cows, if any, owned or controlled by the applicant.

Whereupon it shall be the duty of the city clerk to issue a license, no licenses to be sold, assigned, loaned or transferred without the legal consent of the council.

Section 3. On all wagons or other vehicles used for the delivery of milk or cream in the city of Alliance shall cause to be placed or printed in a conspicuous place on the body of such wagon or vehicle and upon the milk cans or other receptacle containing milk or cream, in large legible figures, the number corresponding with their respective licenses.

Section 4. That a license fee of One Dollar (\$1.00) per year for each cow kept within city limits shall be paid into the city treasury by the owner residing within the city limits, when milk or cream is sold by such owner from such cow. Every person, firm or corporation producing milk or cream for sale and selling the same in the city of Alliance, and every person, firm or corporation selling or offering for sale or keeping for sale any milk or cream from any milk depot, store, wagon or other establishment in the city of Alliance shall pay a license fee of \$5.00 per year for each and every place, depot, store, wagon or other establishment used for that purpose.

Section 5. Any such applicant, or any person from whom such applicant obtains or is to obtain his milk, shall permit the officers of the city of Alliance to inspect the dairy and dairy herd of such applicant, or the dairy herd and dairy of the person or persons from whom the applicant obtains or is to obtain his milk or cream, together with all appliances and milk vessels used therein, and any refusal upon the part of such applicant or upon the part of the person or persons from whom such applicant obtains or is to obtain his milk to permit the inspection above referred to shall be deemed a sufficient ground upon which the City Council may refuse to issue the license applied for, and for such cause may revoke the same after its issuance.

Section 6. On the first day of May of each year and every six months thereafter, the mayor shall appoint a committee of three councilmen whose duty it shall be to inspect the sanitary conditions surrounding dairies, milk depots, wagons, or any food or the like in connection with the milk business which may affect the public health and for the purpose of protecting the public health, and in conjunction with the board of health, may employ such expert services as the occasion may require, should it develop that the cows furnishing milk or cream for the public suffer from tuberculosis, the board of health shall order the disposition of such infected cow or cows and under no circumstances shall the milk of such cows be offered for sale or brought within the corporate limits of the city of Alliance; and upon the failure of the owner to dispose of such cow or cows so afflicted, or upon the failure of such owner to remedy any unsanitary condition as may be brought to his attention by the aforesaid committee, said city council shall at once suspend the license of the owner of such cow or cows and such owner shall be subject to such fine as hereinafter imposed.

Section 7. Any and all owners of cows who sell milk or cream within the corporate limits of the city of Alliance shall annually, cause said cow or cows to be tested for tuberculosis by what is known as the tuberculosis test, and the certificate of such test shall be presented to the council for inspection and filed with the city clerk, at the time of filing application for license.

Section 8. No milk or cream shall be sold, offered for sale or kept in the city of Alliance, which is produced from sick or diseased cows, or from cows kept in an unclean, filthy or unwholesome condition or from cows fed upon any substance in a state of fermentation or putrefaction, or any unwholesome food or impure water excepting silage and malt. The council committee or board of health shall condemn and destroy any impure food found which is kept

for the purpose of feeding cows.

Section 9. It is hereby declared unlawful for any person, firm or corporation to put milk or cream intended for sale from one can, bottle or receptacle into another can, bottle or receptacle, on any of the streets, or in any wagon or in any exposed place in any milk depot or on the enclosed premises of a customer of the dealer in milk.

Section 10. Every person, firm or corporation, milk man or vender of milk or cream, going from house to house or one place to another selling or offering for sale, milk or cream shall be deemed to have all of such milk or cream in his possession for the purpose of sale, and all the milk or cream in his or its possession shall be subject to the rules and regulations of this ordinance.

Section 11. The collection of milk vessels, milk cans or any other containers used in the delivery of milk from houses in which are located cases of any of the following diseases, is forbidden, namely, small pox, scarlet fever, typhoid fever, typhus fever, diphtheria, measles, bubonic plague, yellow fever, cholera, leprosy, glanders, anthrax, cerebrospinal meningitis, etc. Such vessels must be left at the house until they have been disinfected under the supervision of the board of health. They can then be collected by the owner. Both the householder and milk dealer shall be held responsible for any violation of the regulation.

Section 12. It shall be unlawful for any person, firm or corporation to allow cows, the milk of which is to be sold, offered for sale, or brought into the corporate limits of the city of Alliance, to drink from stagnant ponds or pools, or from inlets, moats, or pools of water where manure, dead animals, decayed vegetation, or other similar substances are dumped or deposited, which may in any way affect or contaminate the water. Any person, firm or corporation permitting or allowing cows to partake of water in the above condition after five days notice from the health officer or council committee to discontinue the same, the board of health or council committee shall be empowered by themselves or agent to confiscate and destroy all such milk wherever found in the city of Alliance, Nebraska, and in addition the person, firm or corporation found guilty of violating this section shall be fined in the sum of not more than Fifty Dollars (\$50.00) and costs for every offense.

Section 13. The addition to milk or cream as a preservative or coloring matter such as formaline, formaldehyde, salicylic or boracic acid, sodium, annito, etc., or any other substance is hereby forbidden and declared unlawful.

Section 14. All milk wagons, ice chests, or ice containers therein must be kept at all times clean and free from all odor, and it is hereby declared unlawful for any garbage or refuse of any form or kind to be allowed on any milk wagon.

Section 15. No person having an

infectious or contagious disease such as whooping cough, cholera, small pox, typhoid fever, diphtheria, scarlet fever, consumption, or having recently been in contact with such person, shall milk cows or handle cans, bottles, dippers, measures, or other vessels used for milk or cream intended for sale, unless all danger of communicating such disease to other persons shall have passed and the person so contaminated shall have been adjudged by the board of health to be free from communicating any such disease and no milk or cream shall be sold or dispensed for use as food, from any house, store, shop, wagon, dairy or other place in which there is a case of contagious or infectious disease as aforesaid, until all danger of contagion thereof has been removed, and permission in writing is obtained from the board of health authorizing the sale of milk or cream in said house, shop, wagon or from said dairy or other place.

Section 16. All milk sold or offered to be sold within the corporate limits of the city of Alliance shall test at least three (3) percent butter fat.

Section 17. Any person, persons, firm or corporation found guilty of violating any part of this ordinance where the penalty is not specifically provided for shall be fined in any sum not less than Five Dollars (\$5) nor more than One Hundred Dollars (\$100.00) and shall stand committed in the city jail until such fine and costs are paid.

Section 18. This ordinance shall take effect and be in force from and after its passage, approval and publication as required by law.

Passed and approved this 12th day of October, 1915.

Passed first reading October 12, 1915.

Passed second reading October 12, 1915.

Passed third reading October 12, 1915.

PENROSE E. ROMIG, Mayor.
Attest: Carter Calder, Secretary.
(SEAL) 45-21-652-6075

Complexion Blemish?

Yes, that sluggish liver often causes it. Dr. King's New Life Pills clears the complexion, throws off impurities and releases bile naturally and easily. Unless the bowels move freely and regularly all the powder in the world will not permanently cover "that muddy complexion." This laxative is mild yet effective. It does not gripe or sicken in its effects. You will not dispute the merits of Dr. King's New Life Pills. Start a treatment today. 25c. Adv—No 3

For Indigestion

Never take pepsin and preparations containing pepsin or other digestive ferments for indigestion as the more you take the more you will have to take. What is needed is a tonic like Chamberlain's Tablets that will enable the stomach to perform its functions naturally. Obtainable everywhere. Adv—Oct



Wooltex Suit Week

October 18 to 23

The most fashionable suits you ever saw at \$25

Here are two of the many handsome Wooltex tailored suits we have at this popular price. They are really wonderful values.

One of the models illustrated is designed especially for misses and young women. It is also very becoming to older women of small stature. Look at it, the one on the right.

It is a jaunty semi-Norfolk model with wide box pleat down center of back and single pleat on each side. From the belt are hung novel pocket flaps.

This suit is especially handsome in the new Scotch mixtures.

The other is especially a smart model suitable for any figure. In solid color or fancy worsteds it is trim and stylish.

Jacket has wide over-lapping lapels and high-rolling collar that insure warmth on chill days. It is neither plain nor fussy, but has just the touch of stylish elegance that will appeal to women who want to be well-dressed at modest cost.

Suits, \$25 and \$35. Coats, \$16.50 to \$45

HORACE BOGUE'S

Deafness Cannot Be Cured

by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or imperfect hearing, and when it is entirely closed, deafness is the result, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are caused by Catarrh, which is nothing but an inflamed condition of the mucous surfaces.

We will give One Hundred Dollars for any case of Deafness (caused by catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circulars, free.

F. J. Cheney & Co., Toledo, O.
Sold by druggists, 75c.
Take Hall's Family Pills for constipation.

Another Pet Idea Smashed!

By MOSS.

Of course you know our dear old friend, the ichthyosaurus, is as dead as a doornail.

He's about as out of date as the idea that newspaper advertising doesn't pay.

Newspaper advertising absolutely pays under two conditions: When the newspaper is a good medium and when the advertising is properly displayed and truthful.

It pays the merchant and it pays the buyer. Experience has proved this a million times.

This paper is a good medium.