

FRESH MEATS AND GROCERIES

No. 2 can Corn, contents 19 oz.	10c each, six for	55c
No. 2 can Peas, contents 19 oz.	10c each, six for	55c
No. 2 can Tomatoes, contents 19 oz.	10c each, six for	55c
No. 2 can String Beans, contents 19 oz.	10c each, six for	55c
No. 3 can Hominy, contents 2 lbs.	10c each, six for	55c
No. 3 can Kraut, contents 2 lbs.	10c each, six for	55c
No. 3 can Sweet Potatoes, contents 26 oz.	15c each, six for	85c
Pint Catsup, contents 14 oz.	20c each, two for	35c
Half-pint Catsup, contents 10 oz.	10c each, six for	55c
No. 2 Oysters, eight oz. meat	20c each, two for	35c
No. 1 Oysters, four oz. meat	10c each, six for	55c
No. 3 Baltimore Peas, contents 28 oz.	15c each, two for	25c
No. 2 1/2 California Peaches, contents 28 oz.	15c each, two for	25c
No. 2 1/2 California Apricots, contents 28 oz.	15c each, two for	25c
No. 2 1/2 Sliced Pineapple, contents 28 oz.	20c each, two for	35c
Gallon Apples, 6 lbs. fruit	30c each, six for	\$1.75
Gallon Blackberries, 6 lbs. fruit	50c each, six for	\$2.95
Gallon Peaches, 6 lbs. fruit	35c each, six for	\$2.05
Gallon Loganberries, 6 lbs. fruit	50c each, six for	\$2.95
Gallon Apricots, 6 lbs. fruit	40c each, six for	\$2.25
Gallon Peas, 6 lbs. fruit	50c each, six for	\$2.70
Gallon Plums, 6 lbs. fruit	40c each, six for	\$2.25
Domestic Oil Sardines	6 cans for 25c, 12 for	45c
Salmon, in one-lb. cans	10c each, six for	55c
Nice Fat Mackerel	15c each, two for	25c
Another fat Mackerel	10c each, six for	50c
Gallon Catsup, 6 lbs., 4 oz.	45c each, six for	\$2.40
Karo Syrup, white, glucose	60c each, six for	\$3.50
Wedding Breakfast white Syrup	65c each, six for	\$3.60
Karo Syrup, red	50c each, six for	\$2.90
Six bars Flake White Soap	25c	
Seven bars White Russian Soap	25c	
E. C. Corn Flakes, each	5c	
Butternut Coffee, lb.	35c	
Wedding Breakfast Coffee, lb.	30c	
A good Peaberry Coffee, lb.	20c	
Good Eating Apples, per box	\$1.40	
Puritan, Peerless and Gold Leaf Flours, per 43-lb. sack		\$1.85
Herring, White Fish and Mackerel in Falls.		

We also have a lot of Fat Hens. The best of Fresh Meats will always be found in our Meat Dept. Come and examine our goods and prices.

A. D. RODGERS, Grocery.

MERCHANTS AND CLERKS BANQUET

Splendid Addresses Given on Community Interests and Rise and Fall of Mail-order Buying MORE THAN A HUNDRED ENJOY THE BANQUET Lieutenant Governor McKelvie and A. B. Cowley Are the Speakers of the Evening

About one hundred and twenty of the representative merchants and clerks of Alliance enjoyed the annual banquet of the Merchants' Federation at the Phelan opera house Wednesday night. Plans were made for the accommodation of one hundred and twenty-eight, and nearly every seat was filled.

Officers of the Merchants' Federation were assisted by the Commercial Club who helped in making all arrangements for the event and by the ladies of the Presbyterian church who served a splendid dinner, and the affair was a complete success from every point of view.

Senator Earl Mallery presided as toastmaster and the two speakers of the evening were Lieutenant Governor ES. R. McKelvie, of Lincoln, publisher of the Nebraska Farmer, and A. B. Cowley, a successful competitor of the mail order houses in the trade vicinity of his home at Marquette, Nebraska.

Mr. McKelvie's address was on "Community Interests," and he put the question of community interests up to his hearers in a light which many had probably never before considered it. He stated that an effort should be made to correct false impression that the day of opportunities is past. He said that those who think the pioneers of this country had opportunities that we do not have do not stop to realize that they also had many obstacles that for present generations have been removed. The great trouble is in lack of training. The greatest asset of this country today lies not in the country itself but in the constantly oncoming generations and they should be trained to see and to seize upon the opportunities confronting them. In the years past the farmer was looked upon as the man who worked in the dirt. With proper

training this can be overcome, the new generations will look upon him as the producer, the originator of wealth and an impetus will be given to the development of the possibilities of western Nebraska.

Proper education, he said, with a study of the problems of distribution and marketing, are the questions that confront the farmer and ranchman involving, among many other things, the matter of good roads. Inasmuch as the merchant is successful only insofar as he can render a service along these lines, these questions become matters of community interest and are of equal importance to the merchants and their customers.

He said that selfishness is the principal barrier to conditions as they should be, that each individual would meet with greater success should he aspire to be of service to his fellow man and stated that the organization of farmers and the organization of business men and the proper cooperation of the two organizations would mark wonders toward the ultimate success of all, emphasizing the fact that the one really worth while monument for any man is that his neighbors may say of him when he is gone that "he was a useful man."

Mr. Cowley prefaced his address with remarks complimentary to the city of Alliance. He said it was his first trip to our city and that he was certainly agreeably surprised, that he had not expected to find a city of Alliance's size or Alliance's improvements.

Mr. Cowley went into detail concerning his methods of successful competition with the mail order houses and undoubtedly gave many pointers that will prove extremely useful to Alliance merchants in their competition with the same business.

One noticeable thing and one that probably surprised some of his hearers was that he had no harsh criticism of the mail order companies, but on the other hand, he showed that he had a real admiration for their ability.

He said that the attacks made on individuals of a community for mail order buying were wholly unjustified and that if the truth were known, the merchants and business men are about as guilty of the offense, if it is an offense, of buying out of town as their customers. He discouraged the attacking of the intelligence of the people, saying they have the right to buy where they please and that it is

up to the merchant to prove to them that he can supply as good value for the money, or to quit.

He said that he does business with the mail order houses under several different names, buying goods for comparison with the goods he has for sale and getting literature the same as they mail to all their customers. Thus he is informed accurately as to what his competition is, and is in a position to show his goods and prices and the mail order goods and prices at the same time. The idea that the companies are not furnishing good value for the money, he says, is false. He finds in many instances that the people are given real bargains and that it is only through constant advertising, the employment of tact in personal relations with his customers, the granting them the privilege of saving every penny they can in any market available and through his ability to supply better goods for the same money or the same goods for less money that he is able to hold his own with the Chicago and Kansas City firms.

The question of "trusts and distrusts" he said was one of great importance in the merchandising world and that no merchant could be successful without first securing the confidence and trust of the people in his trade territory.

WATCH THE SECTIONS

The Herald Appears in Three Sections This Week, a Total of Thirty-two Pages

Readers of The Alliance Herald will have a total of thirty-two pages of interesting reading matter to purchase this week. A twelve-page home section; an eight-page stock section and a twelve-page magazine section. The magazine section is a new feature and will be given a thorough try-out. If the readers of this paper like this section it will be given to them twice each month. No mail order or other advertising which might be objectionable to anyone will be run in this section. Sections of this kind have formerly only been carried by the large city dailies but The Herald feels that the expense will be warranted by increased patronage. Over five thousand copies of The Herald are published this week.

BIG PROJECT NOW BEING PLANNED

Alliance Business Men and Commercial Club Planning Feature that Will Boost Town and County PLANS WILL BE READY SOON FOR PUBLICATION Advertising Feature Planned Will Give Big Impetus to Business

A meeting of interested Alliance business men was held at the Commercial Club office Tuesday evening from 9 until 12 o'clock, at which plans were started for the biggest advertising feature for Alliance and Box Butte county that has ever been staged in this part of the country. Representatives of an eastern company were present at the meeting and laid out a proposition for consideration by the local men which met with favor and which will probably be accepted in the near future. The plans are not yet ready for publication but when announced they will have had the approval of interested business men and the backing of the Alliance Commercial Club. Secretary Fisher started the plan by suggestions and by having seen it worked successfully in other parts of the United States.

PLEASANT HILL

Henry Michelsen spent Sunday at J. F. Jensen's. N. M. Petersen was a caller at H. H. Renswold's, Sunday. Frank Bevan called at the Hansen home Friday afternoon. John Hennings is helping J. P. Christensen haul wheat to market. Isn't this really spring weather. It almost gives the farmer the farming fever. John Warn returned Saturday from Colorado, where he has spent a week. Mrs. M. Butler and Mrs. Mary Jayson were shopping in Hemingford Monday. Dick Fjore and Roth Bros. attended the dance at B. U. Shepard's, Saturday evening.

Alfred Nelsen and H. C. Hansen and sisters took dinner at the Jensen home Sunday.

Mr. and Mrs. Harvey Sedore are the proud parents of a baby girl, which arrived February 17.

H. C. Hansen returned from Omaha Thursday where he spent two weeks visiting friends and relatives.

G. F. Hedgecock, George Baker and wife, Mrs. J. Best and Mrs. Jerry Curry were Sunday guests at Tom Green's.

Mrs. E. Hughes and baby, Ejner and Bryan Christensen and Miss Ella Moravok spent Sunday at K. M. Christensen's.

There was an oyster supper at Mr. and Mrs. John Richmond's Thursday evening. Numerous games were played, and music, and all report a very pleasant time. Those present were Frank and Calvin Eastburn, Emelia Huckle, Mrs. John Warn and children, Mrs. Will Schneider and daughter, Mrs. George Carter, J. P. Jensen and family, I. E. Barritt and family, Mrs. L. Price and daughter, Alfred Nelsen, H. C. Hansen and sisters, Will Petersen, Harry Waddell, and Dick Fjore.

Mrs. Sarah Kidd arrived Monday from Bond, Ky., and will make her home here with her son, W. E. Kidd.

CONGRATULATIONS

What's this that's rumored on the air— Listen—I'll make you feel aware Alliance credits to her share A Poet—and Composer rare. Fact or fiction, song or jingle, call it what you will. We are pleased to state that Ralph R. Uniacke, violinist with the Alliance School of Music, has composed the music for a poem entitled "Summer Morn" which was written by Camille H. Nohe. An eastern publisher to whom the song made its first journey was caught at once by the ray joyousness of the melody and words and has arranged to publish "Summer Morn" and launch it upon the market. The many friends of these two young men are extending congratulations and sincere wishes that this may be but the first of many successful songs that may reach and live in the hearts of the people.

MAKES PIANO DELIVERIES

Long Distance Country Delivery of Pianos Made by Auto Dray in Spite of the Bad Roads

John Wiker made two piano deliveries in the country this week for the Haddorf Music House. One delivery was made Monday, twenty-one miles east of Alliance, and another delivery was made Tuesday, thirty-two miles southeast of this city.

In spite of the extreme bad roads both trips were made with John Wallace's auto dray. In one place they were compelled to go eight miles out of the way to avoid passing through meadows in which the roads were practically impassible but they made very good time and the fact was once more demonstrated that the motor-driven vehicle will carry a load and make good time under almost any conditions that a team will take it.

ATTENDING CONVENTION

J. W. Guthrie Goes to Grand Island to Convention of Agents

J. W. Guthrie, president of the Alliance Commercial Club, left Wednesday night for Grand Island where he will attend the annual convention of the local insurance agents of the state of Nebraska. Mr. Guthrie goes as a member of the organization and also as a special representative of the Alliance Commercial Club and an effort will be made to land the 1916 convention of the insurance agents for Alliance.

New Millinery Department Harry Mollring, of the Mollring store, is in the east on a purchasing trip. He will purchase a full line of spring millinery and this store will open a new millinery department as soon as these goods arrive. The millinery department will be located in the balcony in the rear of the store, which was recently remodeled to care for the immense stock of goods carried.

Mrs. Ida B. Hawley, of Ardmore, underwent an operation at St. Joseph's hospital in this city Monday. Her son, R. L. Hawley, and wife, of Berlin, Neb., came to Alliance Sunday, returning Monday evening.

Matinee every Saturday at 2:30 at the Imperial Theatre.

Farm and Stock Ranch FOR SALE at a Bargain



Photo of the Buildings on the Farm

640 ACRE FARM AND STOCK RANCH FOR \$5,000

This price includes the crop. The ranch legal numbers are section 5, township 26, range 41 West, in Sheridan county, Nebraska, 16 miles north of Ellsworth and 2 1/2 miles south of the Spade postoffice.

Mail comes right to the place. Only 1 mile to school in the same valley. The pictures shown here with show the building spot and the 1914 corn crop of 2700 bushels raised on the farm.

The soil is a black, sandy loam which grows anything that is planted. The farm is fenced and cross fenced. 125 acres are sowed to Turkey Red winter wheat which looks fine at this time. There are 50 acres more of excellent plow land. The ranch cuts 50 tons of hay.

There are at least \$1600 worth of improvements, which include one good sod house, 16x28, shingle roof; 1 slat crib 10x10x20; one steel barn, 28x38, built of 26 gauge galvanized steel; 1 sod barn 24x32; 1 shiplap cow barn, 14x18; good hog and chicken houses; two wells with wind mills and tanks. A section of land adjoining this section can be purchased. This farm and ranch makes an ideal home for farming and stock raising and is priced mighty cheap for someone who is looking for a home or who wants a cheap piece of land.

For further reference see

E. T. Kibble

Alliance, Nebraska

Or Write Owner,

M. Spangler

Spade, Nebraska



Showing Grain and Buildings