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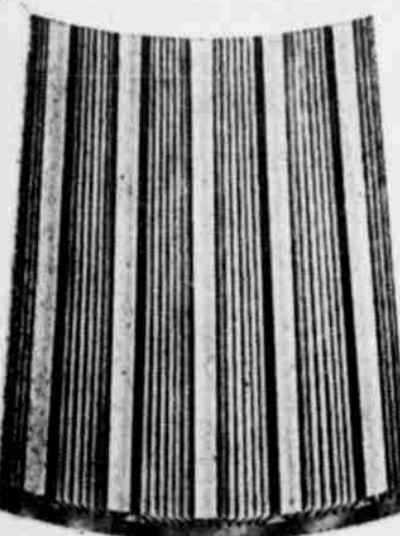
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COMMERCIAL CLUB SECRETARY REPORTS

Tells of Accomplishments Made and
Outlines Work to be Undertaken
in the Near Future

Secretary H. M. Bushnell, Jr., of the Alliance Commercial Club, has issued his first quarterly report. The report includes a resume of the work of the club during the first half of the fiscal year. The report not only sets forth the accomplishments but suggests a program of things to be accomplished. It is well worth the time and trouble of any citizen of Alliance or anyone interested in the good of the city to read. Following is the text of the report.

In accordance with the desire of the board of directors of the Alliance Commercial Club, it becomes the pleasant duty of the secretary to report in detail the activities of the club for the quarter ending October 31, 1916. This report also includes a resume of the accomplishments of the club for the first half of the fiscal year beginning May 1, 1916.

By way of introduction it will not seem amiss to recall that the Alliance Commercial Club went through an unsettled period after May 1, 1916, to August 15 of that year, when the present secretary assumed his duties. The club maintained an active program during that interim but was unquestionably handicapped by an unsettled condition which did not inure to the benefit of the club. Too much credit, however, cannot be accorded to the board and the temporary secretary, Mr. Guthrie, for the work accomplished under those circumstances. Notwithstanding that deplorable condition the club made substantial progress and demonstrated its ability in town promotion throughout the entire period. The records from August 15 to this date, which covers practically the quarter for which this report is specifically intended, we leave with you for your conclusions and comment as to its merit.

In giving this, one must necessarily be brief, and we will not deviate, except in a few instances, from the plan of merely enumerating the manifold matters which the club was directly and indirectly responsible for.

SOIL SURVEY of Box Butte county accomplished by the co-operation of the Commercial Club for which they expended \$100. The actual cost of this survey, the burden of which was borne by the government and the state, totaled approximately \$2,500. One cannot appreciate what this resultant means to the county. It will be a monument that will prove of infinite value in the future.

FOURTH OF JULY CELEBRATION—Expended \$600 in giving the citizens of Alliance a free Fourth of July celebration.

WELL IRRIGATION—Through the co-operation of the Commercial Club the state and county officers

have conducted an exhaustive research on the probability of obtaining water for irrigation purposes. This experiment has not been included as yet and it is still hoped that some material advantages will result from that effort.

STOCKMEN'S CONVENTION—A little dissatisfaction was expressed at the holding of the stockmen's convention this year and because of the loss of the convention next year. The officials of that organization expressed a desire and purpose to limit the convention to strictly business sessions. That conclusion was contrary to the desire of the business men of Alliance, for their object in expending funds and time was to attract the stockmen class here, which resulted in advertising Alliance and in bringing of a large amount of trade here. Since the convention henceforth are to be confined to a few official delegates it does not seem desirable for the club to spend any money on it and the impression seems to be that it is best that the convention be held elsewhere. It cannot be denied that under the old order the stockmen's convention was a credit to Alliance and it was therefore determined to hold next year a Stockmen's Reunion, which will ably fill the place of the convention.

ROAD WORK—Considerable road work was accomplished but space will not permit of going into detail on that particular phase of the club's work.

It secured the state convention of the Knights of Columbus.

Secured the state convention of commercial clubs.

Aided in holding garden contests. This stimulated a desire among the younger generation for horticultural pursuits and is a matter that should be encouraged in the future.

BASEBALL—Appropriated \$250 and lent every effort toward a successful baseball team and it is hoped that while the venture was not entirely successful that it may be so next year.

Assisted in sending a judging team to the state contest.

Entertained the T. P. A. convention, bringing 250 members.

Entertained P. E. O. convention, bringing 125 members.

The above enumerated accomplishments constitute the greater part of the work minus details, that was accomplished by the club during the interim mentioned.

Following is a review of the accomplishments of the club from Aug. 15 to Oct. 31:

STATE FAIR EXHIBIT—Aided in a state fair display of Box Butte county. This was accomplished without any expense as formerly to the Commercial club, and at a reduced cost to the county.

Entertained Gordon boosters at a smoker.

COUNTY FAIR—About one month of the secretary's time and the office was consumed by work on the county fair. The fair held was successful beyond the expectation of all. It was the first fair held for four years and despite the hardships incurred it was a successful fair. It brought to Alliance a large number of people who expended considerable money here which would otherwise have gone to different communities. It afforded good amusement for the citizens of Alliance and in an educational sense was a great incentive for the betterment of the agricultural industry in this county. A county fair should be held again next year. The Commercial club took care of a large portion of the work, handled the finances and directed the holding of the fair. The Commercial club will pay all the premiums and make up the deficit of \$240 incurred. In addition to that the club expended \$275 on permanent improvements on the fair grounds. This all reverts to the business interests of the city of Alliance and is an asset of credit to the community.

Co-operated with the State Association of Commercial Clubs in their proposed good roads and publicity bill.

Conferred with state engineer regarding proposed permanent improvement on highways in this district.

Held a successful Labor Day program at an expenditure of \$110.

Recommended consolidation of rural postoffice routes between Hay Springs and Alliance.

Assisted in promoting the new hospital.

Assisted in banqueting the Northwestern branch of the Medical Society.

Carried out several advertising trips for the county fair.

Recorded the roads in the "Blue Book," "The" and several other publications.

ROAD EASTWARD ALONG THE BURLINGTON—The Commercial Club raised \$500 in order to put the road to the potato plants in such a condition that the trade will continue to patronize Alliance. As a result of this expenditure the county commissioners of Sheridan county are doing additional work on that road.

Aiding in placing special Box Butte potato exhibits at Chicago.

Aiding in placing special Box Butte agricultural exhibit at Chicago.

Provided material for several thousand folders on Box Butte county, to be distributed free by the Burlington railroad.

Suggested an improved telegraph service for Alliance, which resulted in a promise from the officials that said service will be materially improved.

Succeeded in having Alliance listed on the local potato bulletin.

Alliance placed in the market pages of several large papers as a potato center.

Road reports issued and circulated in order that the general conditions of the roads will be improved.

Alliance recorded on crop and rain reports.

Furnished material and advertising for special Box Butte write-up in the Omaha World-Herald for November 12.

Furnished material and advertising for a special article on Box Butte county in the Omaha Daily News for

November 2.

Submitted material for special article to be run on Box Butte county in the Nebraska State Journal.

Ran a special train to Hyannis on their Home Coming Day without any expense to the Commercial Club. A good advertisement for Alliance.

Staged a large smoker for election night.

Gave advance notice for farmers to protect their potatoes due to car shortage. Attempted to relieve car shortage by appeals to railroad officials and the state railway commission.

EMPLOYMENT BUREAU—Number of people requesting help, 88; number of positions filled, 73.

STATE CONVENTIONS to be held in Alliance—County Commissioners and County Clerks, Dec. 12-13-14; Knights of Columbus, in May, 1917; State Association of Commercial Clubs, in May.

DISTRICT CONVENTIONS and entertainments—Doctors of northwestern Nebraska; district convention of Odd Fellows, January, 1917; Stockmen's Reunion, June, 1917; County Fair, Sept., 1917; Labor Day celebration, Sept., 1917; Fourth of July celebration, July, 1917.

ADVERTISING AND CHARITY—The secretary's office has had no formal applications as to the investigation of advertising or charity. This is a department which the merchants and members should use as much as possible. There is no question that the very presence of such a plan precludes a number of false, fake and fraudulent matters that the merchants would otherwise be imposed upon for. The saving that the Commercial Club accomplishes in this direction is far greater than any one appreciates. It is hoped that the members will resort to the use of this protection more frequently in the future, for unless you report the matter and send the solicitors to us, we cannot pass upon the merit of it.

PUBLICITY—During the period from August 15 to October 31, the secretary's office has been directly and indirectly responsible for the following amount of free publicity in the various publications. This is not by any means a complete record for one can readily discern the full amount of this publicity. The following is a list of publications with the number of lines, for the period mentioned above:

Omaha Trade Exhibit 404
Lincoln Trade Review 913
Nebraska State Journal 898
Lincoln Daily Star 514
Omaha Daily Bee 264
Omaha World-Herald 155
Miscellaneous publications, including other dailies, farm journals and state papers 1,100
Alliance Times 3,288
Alliance Herald 2,944
Alliance News 1,224
Total number of lines for two and a half months 12,704
This would average 46,864 lines in a year, as compared with 32,083 lines for the previous year. At an average value rate of ten cents per line, this advertising is worth to Alliance for this one quarter alone \$1,270.40. As an average for this year and compared with last year, this is an increase for the year of \$1,477.10. The nature of this publicity has been very much diversified covering in general the activities of the Commercial Club, business improvements, crop reports and boosting matter of every kind and description. One cannot over estimate its value to a city or community.

Future Proposals

Adoption of a new town slogan.

Entertainment of Odd Fellows convention.

Entertainment of state convention of county commissioners, supervisors and clerks.

Paving.

Club Rooms.

Make Alliance the center of a proposed unit of the State Dental society.

Buy uniforms for the band and aid them in every possible manner.

Obtain more state and district conventions for Alliance.

Publicity and advertising that will place farmers on the uncultivated lands of the county.

Establish a government weather bureau at Alliance.

Place a public telephone in the depot.

Gain more members for the club. Better roads.

Issue an advertising pamphlet on the county and the city.

Get out a community calendar.

Install municipal heat.

Civic improvements.

Banqueting the football team. County fair in 1917.

Stockmen's Reunion, Labor Day and Fourth of July celebration.

In closing your secretary desires to call the attention of the members to splendid work of the board of directors. The progress made by the club in the past has not been accomplished by the work of any one man, whatever be his office, but has been due to the concerted action of the club membership acting largely through the board of directors. The present board have been liberal with their time and attention to club matters, and I hope that the members will realize the sacrifices that they have made in so doing. It has been my pleasure to work with a large number of members on various matters and to every one I desire at this time to express my thanks for their aid and co-operation. It is the spirit of unity that has accomplished things for Alliance in the past and that will continue in times to come.

Respectfully submitted,
H. M. BUSHNELL, Jr.,
Secretary.

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