

# THE ALLIANCE HERALD

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## BOOSTING ALLIANCE BY BRINGING BUSINESS

BY JOHN W. THOMAS, EDITOR

Many schemes are proposed for promoting the business interests of small cities, but a large part of them are impracticable, some being absolutely visionary. A city, or even village, that does not have a boosters' club or a community club or a commercial club or some other organization, thru which the air castles of its sentimental members can be constructed sky-high, is looked upon as a back number; but did it ever occur to you how few of the boosting propositions are really practical or if adopted would be of any material benefit to the town?

As an illustration, near enough home for everybody to know what we are talking about, is the following: Recently a great furor was raised over a one hundred thousand dollar hotel that was to be built right away quick in Alliance. Whoop-la! How we do put on city airs!

Now I would like to see a \$100,000.00 hotel built in Alliance this year. If some man or men who have plenty of money could extract enough pleasure out of it to repay them for the outlay. Such a building would be a nice thing for the city, too, and in some ways would, no doubt, bring additional business. But kindly listen to me a moment, Mr. Business Man: You know and so do I that if we could secure the trade of twenty ranchmen, who do not now patronize this city, it would mean more in increasing the business of Alliance merchants than the building of a hundred thousand dollar hotel.

Another point to this argument: It's a question whether it is possible to secure a hundred thousand dollar hotel soon. Men who have money sufficient to finance that kind of enterprise are not usually visionary and they will probably do some figuring before going into it; but getting more ranchmen and farmers to purchase goods in Alliance, instead of elsewhere or sending to mail order houses for them, is a practicable proposition and within reach if properly gone after.

When I came to Alliance more than eight years ago and entered the newspaper business, I soon discovered that farmers and ranchmen were not trading as much as might be expected in the leading city of this part of the state. I was surprised by the comparatively small effort made to secure outside trade. There was a grab for "pay-day" business from the railroad men, which is a very good class of business to have but limited in amount. For one or two issues of The Herald before the middle of each month we would have big display "ads" from merchants, some of whom would then drop out of the advertising game until the next month.

I could not help but see that The Herald could boost for Alliance by reaching the neglected trade. Accordingly a campaign was put on and has been continued unremittingly to make a larger territory tributary to the city. All persons connected with the paper have cooperated unceasingly in this effort. How well we have succeeded we are willing to leave to any broad minded business man, who is conversant with the facts, to judge.

Other western Nebraska newspapers have done splendid work for their home towns, but it is a well known fact that not another publication in the state, outside of Lincoln and Omaha, has given the city in which published the amount of favorable publicity that The Herald has given to Alliance. This point needs no argument. You know it is true, and so do thousands of other people.

This work has not always yielded a profit; often it has been done at a sacrifice. Many times more money could have been made by confining ourselves to the home business of the city and neglecting the outside boosting; but we believed that the course pursued would in time be appreciated and bring reward—and we still think so.

Do the business men of Alliance appreciate the work done by The Herald? I believe most of them do. It may be that a few do not, those who would rather quarrel with their competitors over the trade that comes from within a half mile of Box Butte avenue than reach out into the large territory beyond, from which patronage can be drawn that is really "velvet" in building up the business interests of the city.

As to circulation, it may be that other papers have in limited localities a larger number of subscribers; but I have been trying to show that the paper that is of the most benefit to Alliance as a whole is the paper that draws the most trade to the city, and you very well know which paper is doing that. I am absolutely confident that The Herald had a larger total circulation during the year 1916, in the territory from which Alliance draws trade or may do so, than any other paper; and I fully expect 1917 to be a repetition of 1916 in that respect.

Last year it became evident that, unless there was a decline in price of paper and cost of other material, it would be necessary to increase advertising rates. The increase was made January 1st. A considerable advance was made in the price of small, display advertisements, the handling of which takes about as much time and "overhead expense" as do the larger ones; but a "sliding scale" was adopted under which merchants who purchase space to the amount of 500 inches or more within a year are given a rate not much in advance of former prices. Rates on reading notices and classified advertising remain the same as before, five cents per line per insertion.

By consulting the advertising columns of the paper, not only this edition but subsequent issues also, readers of The Herald can keep themselves informed as to the business men of Alliance who show their appreciation of the good work above mentioned in a practical way. Friends of the paper can show their appreciation by patronizing the business men who advertise.



### In Society

On Sunday morning, March 4, at 1 o'clock, at the home of Mrs. J. W. Reed, Charles D. Reed and Ethel Lunbury, both of this city, assumed the marriage vows as administered by Dr. J. B. Carrs. The bride was handsomely gowned and the groom was attired in becoming business suit. The ceremony was witnessed principally by relatives. The bride has been an authority in the fashion department of one of the local stores and is arranging to open a fashion shop at Torrington, Wyo. The groom is a popular Burlington conductor, and will continue to run his train.

Mrs. Oscar O'Bannon entertained Friday afternoon at 1:30 at a delightful luncheon. The afternoon

was spent in a pleasant manner, music being furnished by the phonograph. Entertainment was furnished by story telling, the one giving the best selection being awarded a prize. Mrs. Standard was the winner. The guests were the Mesdames Phelps, Dick O'Bannon, Belle Brennan, James Feagins, Standard, Lunn, Fred Feagins, and Chase Feagins.

The C. W. D. M. society of the Christian church met yesterday afternoon with Mrs. Fred Helling, 516 Mississippi avenue. The Mesdames O'Hannon and Rice had charge of the program, which was well rendered and well received by all in attendance.

The members of the G. I. A. will entertain the members of the B. of L. E. this evening at a 6 o'clock dinner to be given in the Odd Fellows' hall.

Tonight a "kid party" is to be given for the members of the Epworth League of the M. E. church.

The Women's Auxillary of the Baptist church met with Mrs. A. J.

Maey yesterday afternoon at 2:30.

Miss Hazel Johnson, a member of the faculty of the Alliance schools, was hostess Saturday evening to a number of her friends at an informal affair held at the James Hunter home.

The Woman's Guild of Saint Matthew's Episcopal church met yesterday afternoon at the Parish home. Mesdames Shaw and Drake were the hostesses. Dean Shaw was in attendance and explained the work of the Woman's Guild. A part of the time was devoted to the making of various linens needed for the altar.

At the meeting of the P. E. O. society held Monday afternoon at the home of Mrs. Percy Cogswell, 802 Cheyenne avenue, the annual election of officers was held. The newly-elected officers are: president, Mrs. Sam Tillett; vice president, Mrs. Percy Cogswell; recording secretary, Mrs. W. Rumer; corresponding secretary, Mrs. M. G. Hargraves; treasurer, Mrs. E. E. Hall; chaplain, Mrs. W. E. Cotant; guard, Mrs. F. E. Holsten; journalist, Mrs. Marcus Frankle; pianist, Mrs. R. R. Reddish. The state P. E. O. convention will be held this coming June at Fremont. Delegates were chosen to attend this convention as follows: Mrs. Sam Tillett and Mrs. E. A. Hall. Mrs. Percy Cogswell and Mrs. F. E. Hosten were chosen as alternates. For lunch each guest brought something, the name of which began with the first letter of her name. Next Monday the society will meet with Mrs. R. R. Reddish, the date being March 19.

The Ladies' Auxillary of the Presbyterian church are holding a series of cycle-tees for the benefit of the church. The first affair was given by Mrs. F. G. Hitchcock Monday afternoon. There were fifteen guests in attendance. A dainty lunch was served and a pleasant afternoon enjoyed by all in attendance. The plan calls for at least one of these affairs each week, although it is possible that two may be held some weeks.

Verne Laing was host Monday afternoon to the members of the Loyal Lads Sunday school class of the Baptist church and the teacher, Miss Thelma Westley. A brief business session was held after which a social hour was enjoyed. Refreshments were served.

Mrs. Chase Feagins was hostess to the T. O. T. club Thursday afternoon. Cards provided the principal entertainment. A dainty luncheon was served to those present by the hostess.

The Ladies' Aid of the M. E. church met yesterday afternoon with Mrs. C. A. Dow, at her home, 823 Big Horn. The program was well received and all had a good time.

The Junior boys of the Baptist church were entertained Thursday evening by Elmer Johnson, 316 Cheyenne. Following a social hour during which games were played a delightful dinner was served by Mrs. Johnson. Following the dinner the playing of Lotto occupied the attention of those present, the winners being awarded prize candy.

The Ladies' Aid Society of the M. E. church will meet next Wednesday, March 14, at the home of Mrs. W. E. Lotspelch, 507 Toluca avenue. The serving committee for this meeting is composed of the Mesdames W. E. Lotspelch, Waddell, Gibson and R. B. Lotspelch. It is desired that there be a large attendance at the meeting to be held next week.

## HEMINGFORD DEPT.

Robert Ball returned Thursday from Iowa and Illinois where he has been for the past two months visiting friends and relatives.

Mr. and Mrs. H. O. Wildy returned last week from their wedding trip to California and other places of interest.

P. J. Michael, Sr., who is at the hospital in Alliance is improving slowly from a severe attack of stomach trouble.

Mrs. Mabel McClung was a passenger to Alliance between trains Thursday.

N. Frohnappel and J. M. Wanek returned Saturday from Lost Springs, Wyo., where they have been attending to business matters.

Mrs. Dickinson came up from Alliance Saturday on 43 for a short visit with her daughter Devona of this place.

Mrs. Ben Curtis and children came up from Bingham Saturday for an over-Sunday visit with relatives at this place.

Mrs. C. W. Graham entertained the Ladies' Progressive club at her home last Saturday.

Philip and Charles Michael were passengers to Alliance Sunday between trains.

T. Colvin, formerly of this place but recently of Alliance, is critically ill at the hospital at that place with pneumonia.

P. K. Christensen and wife spent last week in Alliance.

Cleve Erskine started to work Saturday at the H. R. Olds drug store.

Mrs. Carrie Canfield came down from Van Tassel, Wyo., Friday for a week's visit with friends at this place.

Pete Swanson and family returned Saturday from Colorado where they have been for the past year.

Mrs. Robert Telford and daughter Miss Nellie Carter were passengers to Alliance Saturday in answer to a message of the serious illness of the former's father.

Miss Rosa Carroll returned home Sunday from a two weeks' visit with friends and relatives in Iowa.

A. P. Haynes and N. A. Rokey went to Scottsbluff Sunday. They brought back some new Grant automobiles Monday.

Jim Potmesil and bride returned from their wedding trip in the East Monday. They will make their home

on the Potmesil ranch in the Dunlap neighborhood.

Mr. Smithers of Marple was transacting business in town Monday.

Mrs. Belle Brown returned Friday from the hospital at Alliance where she has been for the past week taking treatment for her eyes.

Dick Colvin was a passenger to Alliance on 44 Sunday to see his father, who is sick at that place.

Floyd Brand who has been employed in the Frohnappel store for the past four months, resigned his position and departed for his home in Colorado Tuesday.

Walt Weddell is on the sick list this week.

C. Olds departed Sunday for Jireh, Wyo., for a visit with his daughter, Mrs. Joe Kuhn.

Otto Klemke of near Lusk, Wyo., came down Tuesday morning for a visit with home folks.

The Misses Pauline Dowd and Nonna O'Neil autoed over to Chadron for a visit with friends and relatives there, returning Sunday night.

Prof. Fisher went over to Chad-

## MILLER-BLAIN SALE TO BE HELD MONDAY

The public sale advertised by J. B. Miller and F. G. Blaine to have been held Tuesday of this week has been postponed until Monday of next week, March 12. The snow storm of Tuesday made it impossible for the many who desired to attend to get out. This selling will take place at the J. B. Miller ranch, five and a half miles south and two miles east of Alliance, and a half mile south of the W. W. Norton ranch, known as the old Wilson ranch, and leased by Fred Blaine. The selling will start at 11 o'clock.

There is a lot of stuff listed among which are ninety-three head of cattle and twelve head of horses. Ten of the horses listed are spotted, two to four years old, some being part Shetland and fine for children. The indications are that there will be a large attendance at this selling next Monday.

## BOYS BANQUET TO BE HELD THE 22ND

Secretary Bushnell of the Commercial Club announces the definite date for the Boys' Banquet to be Thursday evening, March 22. The banquet will be held in the Phelan opera house.

This is an affair where every man is urged to bring his own son, and in the event that he is not so blessed, to bring some lad. The banquet is a sort of get-together affair, a father-and-son affair, an affair when the boys of the city may meet and mingle with their dads and big brothers and the men of the town.

Arrangements have already been made for two of the three speakers who will deliver addresses at the banquet. Robert E. Elliott, president of Chadron normal school, will deliver an address on a subject not yet announced. Dean William Carson Shaw will speak and explain to the boys the idea of the cadets' organization which is now being organized.

The committee in charge of the banquet consists of George Heilman,

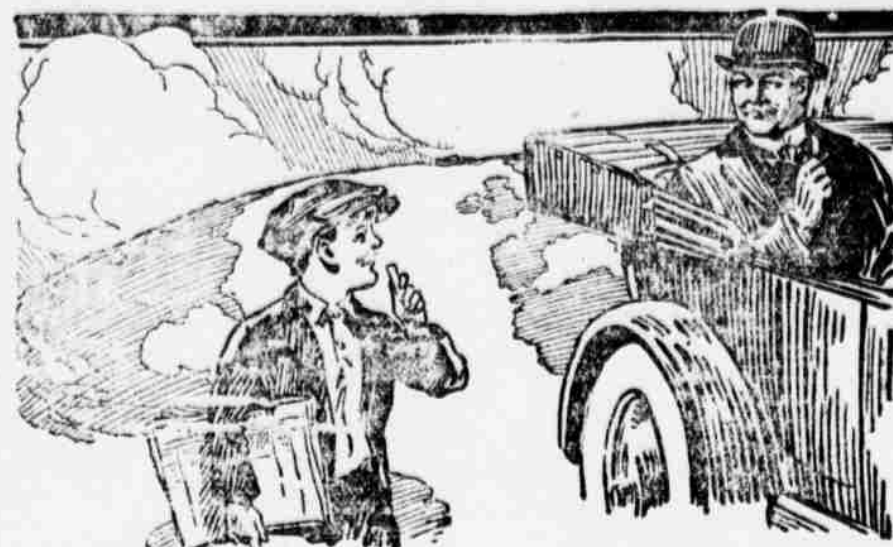
chairman; "Jack" Gleason, H. G. Laing, Harry Gants, and W. R. Harper. This committee meets this noon to make definite arrangements.

## WELLS BOYS HOLD SALE FRIDAY

E. A. and Jerry Wells hold a public sale tomorrow (Friday) at the home place a half mile north of

Berea, half way between Alliance and Hemingford. The sale starts at 10:30 o'clock with Col. S. A. Grimes of Hemingford as auctioneer, and K. L. Pierce of the First State Bank of Hemingford as clerk.

Thirty head of cattle, thirties head of horses, farm machinery, household goods, potatoes, grain and feed, etc., are listed. There will be a free lunch served at noon.



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