## The Alliance Herald

BURR PRINTING CO., Owners

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#### FUEL DISTRIBUTION

The experiences of nearby citles and towns provide a distinct triumph for Mayor Rodgers and his system of fuel distribution. The mayor of Alliance, within ten minutes after he had the authority to do so, appointed City Manager C. C. Smith fuel administrator and gave him full power to take over the entire work of seeing that the citizens were supplied

In other towns, where those in charge feared to offend the coal dealers, the supply was not distributed from one central office. Instead, the regular dealers were allotted cars now and then. Newspapers from these towns show that it has worked out anything but satisfactorily. Such reports as: "Only' a few families are reported without coal," and "The distribution is as complete as can be expected" are common.

In Alliance, there are no families without coal. Even in the days when there have been severe storms to contend with, deliveries have been made promptly. In all the time since the strike began, there has been but one period—and that of only a few hours' duration-when coal was not available. The allotments have been small—a quarter of a ton at a time -but by working under tremendous pressure, not only suffering, but inconvenience has been averted.

The dealers are not to be blamed. They have regular customers, and it is good business to take care of your customers first. But in times like this, when there is a great emergency, ordinary rules of business have to be suspended. In taking the action he did, the mayor has made Alliance one of the few cities in Nebraska which has weathered the brunt of the strike without a vestige of disaster.

Now, should restrictions prove necessary, Fuel Administrator Smith will find that the people of Alliance will be with him to a man. He will find that his fairness has been appreciated. And if greater co-operation is necessary, he shall have it,

#### MAIL ORDER ADS

As noted elsewhere in this issue of The Herald, we do not accept advertising from Lincoln, Omaha or Denver department stores. We do not ers and Tailors. Our phone is our desire any kind of mail order house advertising, no matter how cleverly It is camouflaged or how easy it is to salve our conscience.

You will note by looking at variof the country publishers are willing to salve their consciences and take the business that pays them money. They will give all sorts of reasons for so doing. One will say: "I owe a duty to my subscribers. If the Omaha or Lincoln house can sell them goods cheaper than local merchants. it's my duty to let them know it."

Duty-fiddlesticks! The big stores have twenty expenses where the home town merchant has one. Rent. heat, light, clerk hire, overheadeverything costs more. And in these days when every manufacturere is working to capacity, there are not such big discounts for big purchasers as there used to be. The next time you are in the city, just compare values. Don't compare prices -compare values-and you'll find, exclusive of the cost of going after them or sending them home, that nine times out of ten the home merchant will take care of your wants hopes soon to have them available at a less cost.

enough has been said about them so already made or to be made which that there's no excuse for any cit- will greatly facilitate the work of izen of Alliance, or any other place, who can read and write, not know- man, the city manager says, to reing that saving money by ordering member just where all the transfrom mail order houses is a myth. formers are located, but with proper Aside from this, bear in mind that charts it can be shown just what the local merchant bears a portion part of the city is served by any big of the taxes, which results in making your own lighter; that you don't loaded. have to buy sight unseen and that you have a real obligation to at least examine his goods before you buy

size of Alliance that has as big a nice expensive lights had been bunch of good stores. And if you placed in them, some cunning rascal have any money to spend, spend it would unscrew them and substitute here, where a good share of it will cheap carbon lamps. This went on remain in circulation. Above all, for just about so long, and the city don't be misled into buying stock in manager decided to have things fixed any mail order house, no matter so that the next man who attempts what profits you are promised. If to unscrew one of the lights will find you have any extra money left in the that he's wasting his time, as well old family stocking, put it into the as running risk of detection the Alliance Home Builders' association longer he sticks around trying. and watch it grow with your city.

-A vacuum cleaner for use in the city hall has been ordered and will soon arrive, if the dealers are not making it practically impossible for

-F. A. Bald will leave today for building to avoid knowing when an Newcastle, Wyo.

Mrs. Sharp states that overcoats are badly needed at the city mission. See Drake's for Glasses.

THE HERALD DOESN'T WANT THIS BUSINESS

This week The Herald turns down an advertisement from a mail-order house. It's camouflaged so that we could, if we desired, get away with it and still maintain that we were adhering to the principles announced in The Sandbur, our house organ:

"From now on, The Herald will be a strictly Alliance newspaper. We have already stopped advertising from Omaha and Denver department stores, and will not again feature anything but home news and home stores. It costs us something to turn down this business, which comes without solicitation and pays full rates as soon as the bill is presented. But we believe that a newspaper cannot build up a town by seeking to draw trade away from it, and we will frame our conduct of The Herald accordingly."

The advertisement in question came to us without solicitation and would pay us 35 cents per inch-considerably more than our regular rate. It is ostensibly a stock-selling advertisement for one of the largest Chicago mail order houses. It does not, of course, ask for trade, but it contains such phrases as "Everybody knows - company. Probably YOU are one of its patronsknow from personal experience the advantage of trading with it." and its intent is not really to sell stock, but to make friends for the house and increase its business. One stockholder is worth a dozen ordinary customers when it comes to boosting.

The Herald may not last six months or six days, but if it must, in order to make a living. proceed to knife its friends, then it prefers to go broke honorably. No newspaper can continually have its eye to the main chance and "tote fair." The next time you see a page spread of this kind in any newspaper that you patronize, accept the apologies in the same spirit in which they will be offered.

-Jesse Brown, cook at the Manhattan hotel, left the city Sunday in the darkness. evening, and neglected to leave his address where his wife could find it. Mrs. Brown was left without any money in the house and with few picked up by Night Watch Taylor provisions. An effort will be made last Thursday evening, was wanted bring him back.

name. 213 Box Butte ave.

store received a shipment of foreign Christma stops and decorations the the Denver paper was intending to first of the week which had been ous newspapers that more and more ordered two years before the war and have been in internment in Hol- importance to the company and of land for four years.

Alliance Steam Laundry.

power plant for some time, resigned Mound City, Mo.

-Rough Dry, 8c per pound. Alliance Steam Laundry.

-The remodeling in the city hall is now about completed, and instead of a suite of living rooms, there are now three rooms fitted up for use as offices. One of these is now occupied by the city's coal distribution office. Another will be made into a drafting room, and all the city's maps will be installed therein for ready reference. At present there is no place where these maps may be inspected, and City Manager Smith for reference at a moment's notice. As for the mail order houses, There are dozens of maps and charts the electricians. It takes a good transformer, and whether it is over-

-Rough Dry, 8c per pound. Alliance Steam Laundry.

-It has been necessary to install locks on the electric light sockets in There isn't a city in the state the the city hall. Several times when

-It will pay you to let the 164 Cleaners and Tailors clean and press -This week two additional fire bells were installed in the city hall. anyone but a totally deaf man in the

alarm is turned in. -Glasses accurately fitted at reasonable prices. Drake & Drake,

tf | Optometrists.

-The past week, several leaky police station. doors at the city hall were fixed up with weather stripping. The city is but to aid in keeping warm.

-Rough Dry, 8c per pound. Al-

liance Steam Laundry. -Cold weather has put a stop to the extension work that began with the arrival last week of the butttreated poles. There are a number of lines yet to be run, and as soon as the weather permits, the work will

-The 164 Cleaners and Tallors sell the best tailor made suits and overcoats, and the price, come in and see, \$32 and up. The 164 Cleaners and Tailors, 213 Box Butte Ave. 2

-The city has been exceptionally fortunate in securing a big lot of waterworks supplies for use next year, when a big lot of extensions are expected. City Manager Smith reof corporation cocks. The city is have been on the way a long time. The drinking fountains to be installed in the cemetery have been shipped, as well as te balance of the Ludlow fire hydrants, which will be installed in the paving district. As soon as the winter weather is over and spring begins to open up, there will be a lot of activity in nearly every department of the city's

-You need not go to the trouble of sending your hides away from Alliance. O'Bannon Bros, will buy all you have and pay the highest market price for them. In this way freight rates on small shipments will not consume all the profits. -52

-Night Watch Taylor this week showed The Herald a couple of copies of the Leader-Record, published at Browning, Mo., which is within a few miles of his home. One item that startled us somewhat was the announcement of a price of \$1,200 paid for a span of mules, but Missouri, like Kentucky, is noted for its good looking women and fine mules. Out there they are talking of using oil for fuel, although Mr. Taylor says that the town is situated in the heart of the timber country and that any amount of wood is available with only the labor of cutting it down and up. One of the issues contained an interesting account of an attempt to lynch four negroes. All four of them were strung up on the same limb at the same time, but the limb broke and every one of the victims escaped

-Rough Dry, 8c per pound. Alliance Steam Laundry.

-The young fellow yclept Jones, to locate the recreant husband and in Denver on a charge of passing off bring him back.

—We pay cash for second-hand suits and overcoats. The 164 Cleaning to secure subscriptions for a large of passing of some forged checks. He had been in Alliance as a part of a crew working to secure subscriptions for a Denver newspaper. charge of the crew, S. Garrison. -The National 5c, 10c and 25c rather resented the suggestion contained in an Alliance newspaper that secure the release of Mr. Jones, who, he said, was not of any particular mightly little value as a solicitor. In -Call 160. Rough Dry Sc per lb. fact, the company had wired a discharge order the day before the ar--Edward D. Fivecoate, who has rest. Taylor made the arrest the been general utility man at the city same night that he got the wire giving a description, locating Mr. Jones his position the first of the week and within fifteen minutes and routing left Monday evening for his home in him out of bed to take him to the

### The Style Watch a Young Man Wants

When you select a watch to give to a young man for a Christmas present, remember that appearance counts large in his ideas of a satisfactory watch. He wants a handsome timeplece-a stylish model distinctive in looks and in keeping with the up-to-dateness of youth.

We've given unusual attention to watches for young men, and are showing the better grades of leading movements in a great variety of smart caseswell made, of course, for we sell no other kind.

Through ordering early we are able to give extra good values.

#### \$15.00 to \$50.00

The demand for Christmas merchandise will be unusually heavy this year. We advise early purchasing to make sure of getting what you want. Any article will be laid aside on payment of a deposit.

You are sure of good quality at Thiele's.

## Thiele's

Jewelry-Watches-Drugs Brunswick Phonographs Watch Inspectors C., B. & Q.

Creek the first of the week to take up north who took a carload of colts grocery. doing this not only to be consistent active charge of field operations for to the Grand Island horse market in the matter of fuel conservation, the Wyoming-Northeastern Oil com- during the past week. The colts were pany. The company is just starting in pretty fair condition, but bidders to drill in this field after about three happened to be scarce that day, and months spent in getting the rig on the ground, building a camp and a head. When the shipped figured waiting for the weather conditions to up, he found that he owed the railbecome favorable. An experienced driller is in charge of the work and things are beginning to move.

-All the inconvenience taken away. Bring your cow and horse hides to O'Bannon Bros. You get the advantage of the eastern market without the bother of making shipment yourselves,

-The George D. Darling ambulance was called out at 5:30 a. m. today to meet one of the belated trains, which brought with it an employe or J. E. Rice of this city, who has been gards himself as especially fortunate at work on the ranch near Rushin being able to secure 150 curb ville. The employe had suffered a cocks, as well as an equal number stroke of paralysis, which affected his entire left side, with the excepstill patiently waiting for the arrival tion of the heart. It was the end of of a big order of curb boxes, which a long and disagreeable jaurney, the first lap of which had been made by sled from Rushville to Crawford.

-Rough Dry, 8c per pound. Alliance Steam Loundry.

-Ranchers who have been coming to Alliance the past few days report that the roads leading to Chadron and the south are in pretty fair shape for travel, but they feel considerably like using profanity when called upon to describe the condition of the roads to the east and northeast. A number of them have been coming in for supplies, which they have to get, no matter what kind of shape the roads are in.

-Call 160. Rough Dry, 8c per lb. Alliance Steam Laundry.

Wallace-Robbins Transfer and Storage Co.

Service and Satisfaction

Phone 1 \*House Phone 472

they were knocked off at fifty cents road for freight exactly \$85 more

than the entire shipment brought. Alliance Steam Laundry.

-The Eagles moved their effects like it.-Buckshot.

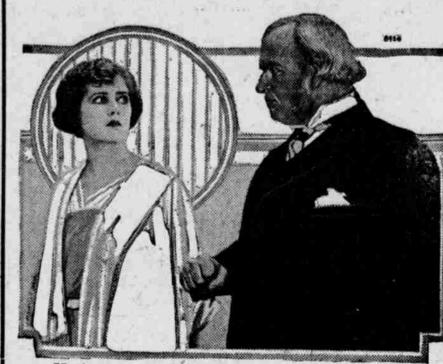
-The boys are having a good Thursday from the building that will -C. M. Looney went to Mule laugh at the expense of some rancher be occupied by the Kash and Karry

-O'Bannon Bros. will buy all' kinds of cow and horse hides, both green and salted. Bring them in. It's the simplest way, and much the best. You get the highest price for your hides without the inconvenience of making the freight shipment. 52:

Employes have now reached the point they have always wished for -- Call 160. Rough Dry, 8c per lb. and that is that they can tell their -52 employers to go to'el and make 'em-

## Special

# Thurs. Dec. 11



Katherine MacDonald and Theodore Roberts in THE WOMAN THOU GAVEST ME CParamount - arteraft Special

Two Complete Performances One at 3 p. m. Night 8 p. m. Admission 25 and 35 cents



## Dainty Shoes for the Holly-days

Whether on pleasure or 'business bent, the woman who is well and fashionably shod is she who lets

Dorothy Dodd shoes solve every footwear question.

The daintiest of trim pumps for afternoon or evening wear; smart walking boots, dress boots and the rich and serviceable leathers they show—these are all a part of the Dorothy Dodd charm-which, once having known, no woman would think of ever foregoing.

There is a matchless fitting style-correct, elegant and "easy" to the feet-awaiting you here, in any model you wish. Make your next call for shoes at this store.

The Horace Bogue Store