

**E. G.'s Column**

"Modern Clothes For Men"  
808 Box Butte Ave.  
ALLIANCE, NEBRASKA

Today.

As yesterday is history and tomorrow may never come, I have decided that Today I will do all the business I can honestly, have all the fun I can reasonably, do all the good I can willingly, and save my digestion by thinking pleasantly.

And that reminds me, that as yesterday was history, so also was yesterday "Circus Day."

Say! Wasn't that a monster of an elephant, the biggest one I ever saw, and I really believe what he said when he said that he was the biggest one on exhibition in the world today. Therefore that was the reason why I bought that place to put our ad yesterday. Did you notice how proud he walked through our streets yesterday? Well, he knew that he had our ad on that left side, and we couldn't help noticing here at the store as he went by, how he kind of walked a little sideways with that ad a little to the front, and also as he believed it so did the men of the circus, for they flocked down to buy, and they bought, and I claim that I sure got my money's worth out of that ad if I ever did out of anything I ever used in a parade, and he hung it up in the main tent right across from the reserved seats, and it sure did shine up there in the middle of some other signs.

Did you stay to the wrestling match after the man show? Well, I did, and I was glad I did, too, for it sure was a pleasure to see old Pete Sauer throw their champion. Well, it sure did look easy, just like taking candy away from the baby, only the baby didn't cry about it, as a good many others have done who have met Mr. Sauer. Well, all we have to say about it is that we are going to see him in action when he meets this big Polish wrestler, Wroblowski, the first night of the Stockmen's convention and race meet on Wednesday, June 15th.

Incidentally have you been out to the race track and seen the horses that are here to the big race meet. If you have not then you are missing something good, for I really feel that everybody likes a good horse, and they are sure here. Go out and see them.

I hope that you will pardon a personal mention but I just can't resist talking about that window display of ours that we put in this morning, and I want all of you to come in and look at the quality of the shirts, that we put in there this morning, a big lot of them, too, all going at 98c.

It is well to let those who serve you best serve you most.

The satisfaction that a customer takes away with him is far more precious to us than the cash he leaves behind.

In pricing our merchandise we are always guided by the realization that our customers have to work for the money they spend.

It would surprise you to see how accurately we can match your preference on your coat and vest with our separate trouser department. And at right prices, too.

Trousers are a specialty with us. In every pair you will find the signs of quality and value for which this store is known and patronized. Ask your neighbor about us.

You just ought to see those new Bathing Suits we got in this morning. LOUD!!!! It would be impossible to drown in one of them for they make so much noise that everybody would be looking at you. Why, they make so much noise that even your foot could not go to sleep while in one of these suits, and prices are right, too. Come in, and look them over, and you will be convinced.

Yours as always,

*E. G. Laing*

"Modern Clothes For Men."

**LLOYD THOMAS TALKS TO MEN OF LION'S CLUB**

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barn—waiting for cotton to start back towards its former high price. I spent about ten days at Tulsa, a city of 80,000 people. They call it the "oil capital of the world" for it is the oil center of the south, being the home of 434 oil companies and the location of the great Cosden oil refinery, probably the largest in the world. The Cosden building there is the most elaborate office building I have ever seen, being a palace of marble and brass.

An example of what push and pep will do for a town is shown by a comparison of Tulsa and Sapulpa, the latter being about fifteen miles from Tulsa and being the county seat of Creek county, which received over \$1,300,000 in oil production taxes during the twelve months prior to my visit there. Sapulpa has a population of 15,000—Tulsa has 80,000. A few years ago Tulsa was a small village on a branch line of railroad—Sapulpa was a railroad center. When oil was found in that locality the Sapulpa-ites sat back, patted themselves on the back and waited for the town to become a city—Tulsa saw its chance; its citizens took off their coats and went to work. The Sapulpa-ites learned their lesson too late. Tulsa has more high-priced autos than in any city that I have visited in proportion to the population. I counted forty-four cars in a row one day—41 of them were high-priced cars and three were Fords—usually it is the other way. They told me that Tulsa was dull but I saw more building going on there than elsewhere on the entire trip.

Toll bridges are common through the south, the charge for an auto being from twenty-five cents to a dollar. Chickasha, Okla., is a cotton center and was feeling the effect of the depression in the cotton market. It was at the northern edge of the Duncan oil district, in which a full-fledged boom was in progress, there being about 400 rigs drilling in the county. Duncan, a town about the size of Alliance, was adding to its population at the rate of 200 per day and its resources were being overtaxed to care for them. Paper fortunes were being made overnight, something that will probably happen here if some of our western Nebraska wildcat wells should strike oil in big quantities.

At Marietta, Okla., we visited some time with former Alliance people and with my brother, Paul, who is a teacher of music in the city schools. The Oklahoma school system is certainly modern and progressive. The school buildings in Oklahoma as a rule are only one-story, and are usually new and modern.

Fort Worth and Dallas are only thirty-two miles apart but they are both live cities and competition keeps them both on their toes. Waco is another Texas city that is up and coming. An excellent federal aid state highway is being built through that part of Texas and will connect these

cities. Between Waco and Houston I found one half-mile stretch of river bottom which, to use a common expression, "invalidated" the whole road. The Navasota river bottom was in terrible condition and I was told that for a month previous all cars had been pulled through that half-mile stretch by teams.

Around Houston, for a distance of from twenty to fifty miles in each direction, there are shell-surfaced roads which make traveling a pleasure. Houston is a big city but it was not the city I expected. It is surrounded by the coastal salt-dome oil fields and the present slump in the price of oil may have had something to do with its seeming dullness. It is headquarters of the Texas Oil company, which brought in the most famous oil well in the United States on the 20th day of last July—Abraham's No. 1, which gushed 35,000 barrels per day for a period of several months.

Galveston sits out in the Gulf of Mexico, isolated except for the long causeway which connects its island with the mainland. Autos, trains and interurban cars travel over this causeway, which is built of concrete. Ships from all parts of the world were unloading and loading in Galveston harbor and there were also a number at Houston, in the big ship channel which was dredged from the bay to the Houston docks, near the city.

Our first glimpse of the real panhandle of Texas came at Post, Texas, a model town built by C. W. Post, the originator of Grape Nuts, Post Toasties, and other health foods. Mr. Post took a tract of 32,000 acres a number of years ago, cut it into farms of 160 acres and 320 acres, erected farm buildings, planted orchards, and sold the farms on easy terms. That territory looks much like Box Butte county.

At Plainview, Tex., we saw hundreds of pumping plants, raising water from the immense underground water supply to the surface for irrigation. Most of the pumps used are "screw" pumps, although we saw some double-headed windmills.

Immense underground salt beds have been discovered north of Amarillo and some distance south heavy underground beds of potash have been found. Plans are now being made for the utilization of both of these natural resources.

My conclusions from this trip are that a town is just what its citizens make it. In these days cities don't just grow, they are made. The town that grasps its opportunities is the one that forges ahead. Alliance has the opportunity now at hand to expand and to grow by completing the Black Hills highway north from Sidney and by completing the Potash highway westward through the sandhills from Broken Bow. We cannot do it ourselves but if we would organize properly and make the right kind of a campaign, we could stir up enough interest and get action started for the completion of both of these through highways.

Thousands of tourists will travel this summer north from Cheyenne to Yellowstone Park. Most of them come from the east. They would certainly follow the shorter routes through Alliance if they were given a good road.

With these roads completed Alliance would become, by virtue of its favorable location, the stopping point for the thousands of tourists who visit the Black Hills and Yellowstone park.

As a distinguished visitor told us in Alliance some months ago, we are all engaged in one of the five fundamental activities of the civilized human race: (1) Building of man power; (2) raw production; (3) manufactured production; (4) commerce; (5) transportation.

There is such an interdependence and interrelationship between all of these activities that each must be maintained in its true proportions if our economic and social structure is to function properly. Unfortunately, transportation has lagged until today our entire business and social structure is out of balance to a degree at least.

It is indeed encouraging to note that our progressive cities and towns are realizing that if they are to maintain their proper place in the advancement of our nation they must lend of their energy and support toward the establishment of good roads, for with the phenomenal increase in the use of the

auto, both for transporting passengers and freight, it has become necessary to build and maintain highways which are not blocked by bad roads or weather conditions and which will permit, at all times of the year, communicating by auto between the country and the town and between the towns themselves. Alliance, lacking good auto connections with the south and east, is isolated.

And tourist business pays. It is cash business. Last year Canon City, Col., a comparatively small town, from an actual check by the stores patronized by tourists, found that they spent in three and one-half months over \$147,000. That city only spent about \$2,000 to advertise its advantages to tourists.

A leading eastern Nebraska farmer stated this week that all Box Butte county and western Nebraska lacks is sufficient farmers to till the soil. From among the tourists who would travel this way would come the settlers needed to make this fertile plain one of the garden spots of the west.

You young men of Alliance, by properly directed effort, can bring about the action needed. All that is needed is plain work—properly directed. "Work is the inspirational touchstone from which all achievement springs." Let us have concerted action, working shoulder to shoulder, without jealousy, giving the best there

is in us toward the common betterment of our city and our community, that all may benefit in the end.

**New arrival of Summer Dresses arriving daily at prices that are reasonable.** 54  
Highland-Holloway Co.

Mr. and Mrs. J. J. Griffith of Denmore, Kas., moved to Alliance recently. They were married shortly before they came to this city. Mr. Griffith has accepted a position with the A. H. Jones company, as expert repairman, to have charge of the repair department. Mr. and Mrs. Griffith are making their home at present with Mrs. T. S. Fielding.

**Save One-third to One-half on Super Suits for Women.** 54  
Highland-Holloway Co.

W. C. Fenerty of Hastings, Neb., was a business visitor in Alliance Thursday morning. Mr. Fenerty is representing the Leland-Built Lincoln automobile, one of the top-notchers in the motor world, which has recently been added to the line sold by the A. H. Jones company of this city.

Mr. Norgard of Hemingford, was an Alliance visitor yesterday.

# Firestone

**30x3 1/2 Standard Non-Skid Tire**



**\$13.95**

This new low price is made possible by strictest economies and specialized production. Plant No. 2 was erected for the sole purpose of making 30x3 1/2-inch Non-Skid fabric tires. With a daily ca-

capacity of 16,000 tires and 20,000 tubes, this plant permits refined production on a quantity basis.

All materials used are the best obtainable. The quality is uniform. It is the best fabric tire ever offered to the car owner at any price.

## Firestone Cord Tires

Tire repair men, who judge values best, class these tires as having the sturdiest carcass made. Forty-seven high-grade car manufacturers use them as standard equipment. They are the quality choice of cord users.

30x3 1/2-inch Cord	- - -	New Price \$24.50
32x4 " " "	- - -	" " " 46.30
34x4 1/2 " " "	- - -	" " " 54.90

ALLIANCE, NEBRASKA  
ALLIANCE TIRE WORKS COURSEY & MILLER

## Special Dinner PALM ROOM, Sunday, June 5th

11:00 A. M. to 8:00 P. M.  
\$1.00 Per Plate

### MENU

- SOUP  
Soup Chowder a la Royale
- RELISH  
Home Grown Radishes
- FISH  
Fried Black Bass, Tartare Sauce  
Lobster a la King
- MEATS  
Fried Spring Chicken, Cream Gravy, Corn Fritter  
Stewed Chicken, Dumplings  
Roast Young Chicken, Celery Dressing  
Roast Young Turkey, Pimento Dressing, Giblet Sauce  
Baked Virginia Ham, Brown Sweet Potatoes  
Roast Fresh Ham, Candied Apples  
Roast Prime Ribs of Beef, au Jus  
New York Cut of Prime Roast
- Asparagus Tips on Toast  
Delmonico Potatoes  
Hot Finger Rolls
- SALAD  
Combination Salad  
Ice Cream and Cake

Special Music by  
**Link Dunn's Orchestra.**  
6:00 to 7:00 P. M.

## Alliance Hotel

J. M. MILLER, Proprietor

# Ford

THE UNIVERSAL CAR

The Ford Sedan is the favorite family car, seats five comfortably. While an enclosed car with permanent top, it has large windows, and may in a minute be changed to a most delightful open car with always a top protecting against the sun. In inclement weather it is a closed car, dust-proof, water-proof, cold-proof. Finely upholstered. Equipped with electric starting and lighting system and demountable rims with 3 1/2-inch tires all around. A real family car. Anybody can safely drive it. It has all the conveniences of an electric car with the economy which goes with Ford cars, low cost of purchase price, small cost of operation and maintenance. Won't you come in and look at it?

COURSEY & MILLER  
Alliance, Nebraska

