

ALLIANCE HERALD

Published every Thursday by
The Herald Publishing Company,
Incorporated

Entered at the postoffice at Alliance, Nebraska, for transmission through the mails as second-class matter.
Subscription, \$1.50 per year in advance.

The circulation of this newspaper is guaranteed to be the largest in western Nebraska. Advertising rates will be furnished on application. Sample copies free for the asking.

THURSDAY, DECEMBER 14, 1911

"A. Maverick" in the "Stray Observations" department of The Nebraska State Capital gives vent to the following pessimistic wall: "Crops poor, money tight, wages low, work scarce, weather cold, times hard everybody poor, and butter forty cents a pound. Pass the gravy, please." The writer of that sentence ought to come a little farther west and get a good square meal to cure him of the blues.

Hastings, Nebraska, is all torn up over a proposition to employ a special instructor on sex hygiene, some of the school patrons being intensely in favor of the proposition and some bitterly opposed to it. A Rev. Mr. Jamieson has been delivering lectures on the subject in the Y. M. C. A. building of that city and has made a proposition to the school board to deliver lectures before the students of the public schools. Whether it would be best to accept a course of these lectures for the schools, we are of the opinion that good will result from the discussion of the proposition by calling attention to a subject that is almost universally too much neglected by parents and teachers.

Many Herald readers will remember the address on Interstate Commerce delivered in Alliance July 6, the unique and simple remedy by 1911, by Hon. Willis E. Reed, and him suggested to correct the defects of the present law relating to interstate commerce. This address has met with general approval and is most highly spoken of outside of this state as well as within. Mr. Reed who is a candidate for the democratic nomination for the United States senate before the primaries to be held April 19, 1912, is one of the strongest constitutional lawyers in Nebraska, and in the event of being elected to represent this state in the upper house of congress he will make his presence and influence felt in some matters that have heretofore been too much neglected.

The Thomas County Herald, published at Thedford, Nebraska, gives the following wholesome advice to the boys of the sand hills region. The same advice is applicable to other boys, with perhaps some modification according to localities, as to the useful articles to be found in their pockets: "The young men whose pockets are filled with cigarette wrappers, mustache combs, finger nail cleaners, miniature curling irons, looking glasses, etc., and have their mothers press their pants every day are not the ones who will make promising husbands. The pockets of those who are helping to make the country bloom and causing two blades of grass to grow where was but one, will be found filled with barbed wire staples, and different sizes of nails and screws. They are the boys you had better look after."

A GOOD KANSAS LAW

Few states have been a subject of more condemnation and criticism in the matter of their laws than Kansas. But that state has one law, passed two years ago, that receives almost universal commendation. It has been dubbed the "Blue Sky" law. It requires that any company desiring to offer its stock for sale in Kansas shall first secure a permit from the state banking department to sell its security. In order to secure that permit it is necessary of course to satisfy the state banking department that the concern is reliable, and the board requires a showing of good faith and that the security offered at reasonable amount of value behind them. It is claimed that this law is saving gullible Kansans \$5,000,000 to \$6,000,000 a year.

This law is giving great satisfaction in Kansas and is highly commended in many of the older states. It is probable that similar laws will soon be passed in many other states. The wonder is that they have not been passed long ago. Nebraska is sorely in need of such a law to protect its citizens who have a little money to invest from being fleeced by representatives of enterprises too numerous to mention, but including many land, townsite and mining schemes, originating outside the state.

SPECIAL HOLIDAY ADVERTISEMENTS

Alliance Merchants Advertise Splendidly Their Magnificent Stock of Holiday Goods

EXPECTS BIG TRADE

Readers of The Herald who are within reach of Alliance owe it to themselves to read the advertisements of our merchants in this special holiday number before doing their holiday shopping. Not only is it to their own interests to read these advertisements carefully but it will be a mark of friendship for the paper, and is but simple justice to those who are expending their money in letting the public know about their special preparations for their holiday trade and soliciting the same in this way. There probably has never been a time when the merchants of this city were better prepared to meet the demands of customers at this season than they are this year. On their behalf The Herald extends a most cordial invitation to farmers and ranchmen in the surrounding country and to the people of our neighboring towns who may not be able to find just what they want at home to visit this city during the holiday shopping season, which opens in full blast with this issue of The Herald.

Briefly we wish to call attention to their special advertisements. Every one of them deserves an extended notice, but of necessity we must make the mention of each of them here short.

First in size among the advertisements in this issue is that of F. E. Holsten, who occupies the entire last page of the cover with his holiday announcement. While this is a beautiful ad, a call at his magnificent store will convince any of our readers that it does not begin to do his stock of goods justice. Mr. Holsten's store has gained a reputation reaching far beyond the limits of this city and those who have traded with him before will find his stock equal to or superior to anything he has ever carried before, while new customers will be surprised at the magnificence of this establishment and delighted with the assortment and quality of goods carried in stock.

Geo. D. Darling takes a half-page to call attention to his establishment, which is the largest furniture store in this part of the country. Since moving into his present quarters his store compares favorably with the best furniture stores to be found in cities many times the size of Alliance.

The Railroad Men's Co-Operative Store is the full corporate name of the grocery establishment managed by the genial Jack Berry, who organized and incorporated the company last spring. They began business on a rather small scale and not a very large trade for the first few weeks, but business came their way rapidly and the growth of the same has been what is termed in the advertisement, simply "phenomenal".

Always interesting are the advertisements of the First National Bank and their special ad in this issue is no exception. We need not tell you to see it, you have already seen it before commencing to read this article.

A unique advertisement is that of the Alliance Grocery Company. L. H. Highland, manager, is a man who knows the grocery business from A to Z. He also knows how to please customers and build up a permanent trade, which he has succeeded admirably in doing. Like other successful business men he knows the value of printer's ink, properly used.

E. C. McCluer does not advertise as extensively as some merchants, but when he does you may know there is something doing. He carries a stock of strictly first class goods and anyone may well be proud of anything purchased in his store as a present.

A peep into the interior of a splendidly stocked furniture and china store is what you see when you look at Miller Bros.' ad, but you see only a small part of the goods they carry. A call at their store is necessary before you appreciate the many things they have to offer at business quitting prices.

The announcement made in the advertisement of Harper's Ladies' Ready-to-Wear Toggery store, opposite the post office, will be of special interest to The Herald's many lady readers and should also interest some of the men who may wish to buy a first class garment for the wife or daughter.

One of the stand-by advertisers of Alliance is The Famous Clothing Store. It is also a stand-by establishment for buyers of all kinds of men's and boys' wearing apparel. They have a host of customers who know that they can depend upon what is advertised by The Famous, and these customers will read this advertisement with interest. The Herald invites the attention of others

to this ad and invites a careful perusal of the same.

F. W. Irish & Co. carry a fine line of strictly up-to-date men's clothing and furnishings, including a fine stock of shoes. What you buy at this store you can depend upon as being the correct thing in style and quality. Some mighty nice Christmas presents for men can be found here, to which attention is called in their advertisement.

You will have to wait till next week for the balance of this article. We are forced to leave out a whole lot that we want to say this week about the Nebraska Land and Auto Co., Newberry's Hardware Co., I. L. Acheson, Norton, Mrs. Ross, Thible, Schaefer Electrical Co., and others.

DISTRICT S. S. ASSOCIATION

On Tuesday evening a union meeting in the interest of Sunday schools was held in the First Presbyterian church. An address was given by Miss Margaret Ellen Brown of Lincoln, superintendent of the elementary division in the state association. She is an especially interesting speaker and so thoroughly conversant with her subject that her address greatly increased the interest in Sunday School work in this city, particularly in the work of the graded lessons. Before the meeting closed a District Sunday School Association to be composed of the Sunday Schools of Alliance was organized by the election of the following officers: Rev. J. B. Brown, president; Mrs. S. K. Warrick, secretary-treasurer; Mrs. W. H. Zehring, superintendent Elementary Department. These officers constitute the executive committee and will choose the other officers of the association.

IRRIGATION BY PUMP SYSTEM

Plants to Be Installed in Custer County Near Broken Bow

Irrigation by centrifugal pump and gasoline power will be tried on several farms in Custer county near Broken Bow. From the Custer County Chief we learn that a Broken Bow pump and well man has become interested in the proposition and has made arrangements for a demonstration to which farmers in that part of the state are being invited. It is confidently claimed that this system can be made a success. On the low lands where water can be reached at from ten to fifty feet an irrigation plant can be put in at a cost that would not be much greater than the farmer would expend for a good automobile. Already two or three parties near Broken Bow have concluded to put down wells for this purpose. The amount of water furnished is regulated by the size of the tube sunk and the power is then installed accordingly. In districts where from 20 to 80 acres are irrigated in this way the cost is said to be about the same as it would be under a ditch, and is far more satisfactory.

If such a system can be made a success in Custer county, why not in Box Butte and other northwestern Nebraska upland counties? If it can be successfully operated at an expense less greater than what is claimed for it, it would be more profitable in this county than 150 to 200 miles east of here.

REPORT OF THE CONDITION OF

The First National Bank

CHARTER NO. 4226

At Alliance, in the State of Nebraska, at the close of business, Dec. 5, 1911.

RESOURCES:	
Loans and discounts	\$47,146 78
Overdrafts, secured and unsecured	1,738 28
U. S. bonds to secure circulation	50,000 00
U. S. Bonds to secure U. S. Deposits	1,000 00
Banking house, furniture and fixtures	10,000 00
Due from national banks (not reserve agents)	\$10,000 00
Due from State and Private Banks and Bankers, Trust Companies, and Savings Banks	11,373 68
Due from approved reserve agents	108,147 69
Checks and other cash items	2,002 23
Exchanges for Clearing House	682 97
Notes of other national banks	1,675 00
Fractional paper currency	128 01
Stocks and bonds	128 01
LAWFUL MONEY RESERVE IN BANK, VIZ:	
Specie	\$15,501 39
Legal-tender notes	2,500 00
Redemption fund with U. S. Treasurer 6 per cent of circulation	2,500 00
Total	\$67,493 54
LIABILITIES:	
Capital stock paid in	\$50,000 00
Surplus fund	50,000 00
Undivided profits, less expenses and taxes paid	12,570 64
National bank notes outstanding (due to other Nat'l Banks)	85,002 13
Due to State and Private Banks and Bankers	15,503 27
Dividends unpaid	300 00
Individual deposits subject to check	356,230 50
Demand certificates of deposit	4,667 42
Time certificates of deposit	125,217 08
United States deposits	1,000 00
Total	\$67,493 54

STATE OF NEBRASKA
County of Box Butte.
I, S. K. Warrick, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
S. K. WARRICK, Cashier.
CORRECT—Attest:
THOMAS E. FOLEY, Director.
A. S. REED, Director.
R. M. HAMPTON, Director.
Subscribed and sworn to before me this 5th day of Dec., 1911.
F. E. REDDISH, Notary Public.
My Commission expires July 24, 1912.

AN INVITATION TO LADIES WHO SHOP

The true shoppers--that exclusive portion of the community to whom it is our desire to cater--are respectfully requested to call and inspect and price our full and complete line of useful Xmas Gifts. They are arriving and being placed on display. You and your friends are welcome

Respectfully,

GEO. A. MOLLRING

A GOLD MINE Discovered in the City of Alliance

IT WAS DISCOVERED AT THE

Bicknell Grocery Co.'s Cash Store

By the Farmers, Ranchmen and General Public, when they discovered they could save from 5 to 10 per cent on groceries and yet get the best goods on the market. To them it was just like digging \$5.00 gold nuggets out of the soil of Box Butte county, and they are still digging into our full stock of the freshest, the purest and the best the market can supply.

Our odd cent counter is a new feature in the grocery store and is a snap for all. Try it and save your pennies and see how soon you have saved a dollar.

Our Gold Coin Flour is the best we guarantee of any flour, and at the right price. Try one sack and you will use no other.

We will have everything for Holidays—candies, nuts, fruits, vegetables, Xmas trees and everything handled by grocery stores.

We want your business, and if prices and quality will get it we will have it, for we have the goods and the prices. That means money to you. Look over our Odd Cent Counter and be convinced.

Don't wait, but do it today. Don't wait till tomorrow, for what you want may be gone. There are snaps for all. We believe the best advertiser we have is a satisfied customer, and we make a special effort to please all.

We pay the top price for all produce, at all times. After failing elsewhere,

Try the Bicknell Grocery Co.
Corner west of post office
Phone No. 19