

# OPPORTUNITIES ABOUND NOW IN WEST NEBRASKA

LLOYD THOMAS TELLS IRRIGATIONISTS ABOUT THEM.

Urges Development of Untilled Lands by Means of Irrigation—Prospects Better Than Ever.

The eleventh annual convention of the Nebraska state irrigation association met at Bridgeport last week, with two hundred delegates in attendance. There was a strong program of addresses and much interest in the work of the convention. The session closed Friday afternoon.

Lloyd C. Thomas of Alliance spoke to the convention Thursday on "Opportunities of Western Nebraska." The Alliance man told of the development of the past fifteen years, and what might be accomplished in developing the valuable untilled land in this section of the state, laying especial emphasis on irrigation. He discussed the effect of a discovery of oil, which would mean the rehabilitation of the potash plants. He predicted the establishment of factories for the manufacture of starch and potato flour. The value of good roads and of publicity were impressed upon the delegates.

Mr. Thomas said, in part: "When I first came to western Nebraska, fifteen years ago, little did I realize the opportunities that existed here. But the record of accomplishment proves that unknown and almost unlimited opportunities did exist, and I want to say to you today that there are bigger and better opportunities here today than there were fifteen years ago. Doubtless many of our largest opportunities will be taken advantage of by strangers who come into our midst, for it is a well known fact that the stranger sees the opportunity quicker and clearer than the native.

### Develop Natural Resources.

"In my opinion, the greatest opportunity for western Nebraska today is in the cultivation and development of valuable, fertile, untilled farm lands, and in the irrigation of the thousands of acres of lands for which there is a supply of water not now being used. A large amount of water, as you know, goes down our streams which could and should be used for irrigation. In addition to this, in many portions of western Nebraska, there is almost unlimited supply of shallow underground water which could be raised to the surface with pumps at low expense.

"The erection of the monster dam at Guernsey on the North Platte will not only provide additional water for irrigation purposes but will provide electric power which can be and will be distributed throughout western Nebraska at low cost, providing cheap power for factories and industrial establishments. I predict that within a few years this famous North Platte valley will be one of the most densely settled and most prosperous communities in the United States, resulting simply from the development of our natural resources.

### The Search for Oil.

"For several years a half-hearted search has been carried on in this part of the state for the great underground reservoirs of crude oil which are here without a doubt. Within the last year this search has been taken up in earnest, with the result that today rigs are drilling in different localities and other tests rigs are being arranged for, in order that the search may continue until these reservoirs of natural wealth are found and brought forth.

"The discovery of oil or gas in the territory adjacent to the monster potash plants east of Alliance would mean that these plants, in which there is invested over ten million dollars of Nebraska capital, would be able to resume the production of potash from the many sandhill lakes in which this much-needed natural resource is stored. The big drawback in the potash industry is the lack of cheap fuel. Oil or gas would solve that problem, turning the idle plants into profit-making investments. There is millions of dollars worth of potash stored in these lakes, formerly thought to be valueless.

"Western Nebraska's most profitable crops today are sugar beets and potatoes. In the irrigated section your best crop is sugar beets. In the non-irrigated sections our best crop is potatoes. You have developed the sugar beet industry greatly in the last few years and it is undoubtedly to become greater and more profitable during coming years. The potato industry

might be called still in its infancy, in spite of the fact that about four million bushels are raised annually in this part of the state. The potato growers are just beginning to realize that there is an unlimited market for seed potatoes in the southern states. One buyer from Brownsville, Texas, purchased over fifty carloads of seed potatoes in Alliance this fall. With the proper direction of effort, western Nebraska can become known as the potato center of the United States, both for table stock and seed stock.

### Many Avenues of Profit.

"One of these days some bright-eyed energetic chap will come into western Nebraska and learn that there is a big opening for the establishment of starch and potato flour factories. He will hustle back east and raise the capital, return and build the plants, and then another avenue of profit will be opened to our potato growers.

"In order that her development may not be hindered, western Nebraska needs more railroad lines and with cheap electric power will need electric transportation lines. This will provide opportunities for development which we undoubtedly do not comprehend fully now.

"Since the development of good roads further east and in adjoining states, particularly in Colorado, we have begun to realize that there is an opportunity here that means much to us, in the construction and maintenance of good roads. Good roads benefit the farmer, the business man and the stranger. As soon as western Nebraska is connected up with the east and the west by good automobile highways, you will find with you, during the summer seasons at least, a host of opportunity-seekers from the east, looking for homes, farms, and a place to invest their money. The opportunity to bring these people within our borders is here and we must not lag in the construction of roads over which they may come. It will not be long until they will learn that western Nebraska is a tourist's paradise in the making, for with our streams and fresh water lakes properly stocked with game fish, they will come from near and wide to find rest and recreation. They will also learn that a short distance east of us, in the sandhill country, is located the greatest wild fowl district in the middle west, where one may, during the proper season, hunt ducks, geese and prairie chickens to his heart's content. Our climate is ideal for the tourist. I realized this last spring when I made a trip by auto through the south, covering over 5,400 miles. I don't see how a person who has lived for a few years in western Nebraska could ever be satisfied or comfortable in the southern states—chilled to the bones one day by a norther and blistered the next day by a wind from the other direction—you might call it a "souther".

### The Livestock Situation.

"Most of our famous cattle ranches in this part of the state are denuded or practically denuded of stock, due to the financial situation which forced stock growers to ship their herds to market. There is now an opportunity to re-stock these ranches by using the federal money, made available by the organization formed last week in Omaha, and we should not lag in promptly seeing that our stockmen receive their share of these funds, giving them the wherewithal to again stock their ranches and making them profit-making and food-producing institutions.

### Need for Publicity.

"In connection with my reference to potash and oil I might state that there are other valuable minerals stored away in nature's warehouses which will some day be brought to light and used for our benefit. We have today immense deposits of silica or volcanic ash which could be profitably developed, and other minerals, not so well known, are waiting for the hour of opportunity. One of the best posted men in the state is Doctor G. E. Condra of Lincoln, who spoke to you yesterday. I believe that he knows of more opportunities in Nebraska than any other man and that he might well be called "the Opportunity Doctor." He certainly has done a great deal for us in telling of our opportunities to those in the east who are interested and eager to learn.

"In connection with the opportunity for profitable publicity I might say that every town, city and county in western Nebraska should take up the proposition of publicity and consider it seriously. If you will pardon me for referring to my home town—Alliance, of which I am mighty proud, I will say that there is probably no town in the state today which is better known than Alliance. This is because of the fact that our citizens realized that profitable advertising for a town could be secured through systematic, honest, persistent publicity. Our newspaper men and our newspaper correspondents have worked very effectively with good results. Why

### EDISON AND ADVERTISING.

When our good friend, Thomas A. Edison, opens his mouth in public utterance he usually gives us a message that sticks with us.

For example he had the following to say in a recent interview: "I have been through five depressions during my business life. They act all alike. The latest one acts exactly like all the rest. The men, who, as business fell off 60%, increased their advertising effort 75%, managed to pull through as if there were no depression, and efforts of such men tend to shorten the periods of depression."

Does Mr. Edison give you the reason for your success or failure? And when things are at their worst no man can afford to lay down his tools and say: "What's the use?" It is then that the progressive newspaper man and the progressive merchant get together, work twice as hard—and achieve results.

should not every portion of western Nebraska profit by the same means? In other words, I mean to say that we have before us the opportunity of putting western Nebraska "on the map" and our country that western Nebraska, "The Land of Opportunity," stands with open arms, to welcome the homeseeker, the investor, the professional man, the business man, in order that these God given opportunities, many of which are now lying dormant in the breast of Mother Nature, be brought forth.

When a man grinds his own flour to get whole wheat bread he can make as large a loaf as he pleases, depending more or less upon how strong he feels when he turns the mill.

As a rule people are sympathetic, but the man who is carrying a watermelon in his arms knows that somewhere in the world there is somebody who would like to see him drop it.

It is easy enough to buy the demonstrator car, one discovers, but very difficult to employ the demonstrating salesman for a chauffeur.

## We will buy your furs and hides. O'Bannon & Newswanger. 4-7

Say what you will, the annoyance that people who don't work can give people who do is entirely beyond computation.

### A VANQUISHED GLORY.

(Lincoln Star)

Less than three months ago secret whisperings told of an "invisible empire," which was sweeping this country and of thousands of men who were paying their good money to become

members of the Ku Klux Klan. At that time the organization was at the height of a lucrative career and money was forthcoming in a most welcome fashion. The other day a number of "ex-goblins" went to Atlanta to clean house and were ruthlessly "cleaned out" of office. They report that klansmen are leaving the Klan "in droves" and that the order is actually insolvent. The last few weeks have seen much hiring and firing, a deal of collections and deficits.

But, according to the St. Louis Post-Dispatch, "financial bankruptcy apparently had its beginning in a moral bankruptcy precipitated by the un-pioneered charges against Imperial Klange Young Clarke and his business partner and associate, Mrs. Elizabeth

Lyter. THE CASE OF SEVERAL OTHER INDIVIDUALS, however, is not the whole cause of the moral bankruptcy. The very nature of the organization, wrapped in autocratic secrecy and proposing to set itself up as something better than the law of the land provided a hotbed for germs of lawlessness and unusual proceedings.

There is many an honest man in the country today who owns a membership token and a few unused insignia of pompous heraldry. He is poorer in cash but his assets in valuable experience has been augmented and it is not wholly impossible that the lesson was worth the cost. As for that mysterious and vast "invisible empire" with its magic grandeur, it is vanishing under the bright light of publicity.

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