

READ BY EVERY MEMBER NEBRASKA STOCK GROWERS ASSOCIATION. ALL THE NEWS OF ALLIANCE AND WESTERN NEBRASKA
OFFICIAL ORGAN NEBRASKA VOLUNTEER FIREMEN'S ASSOCIATION. IT REACHES HEADQUARTERS FOR 15,000 FIREMEN

VOLUME XXII

ALLIANCE, BOX BUTTE COUNTY, NEBRASKA, THURSDAY, AUGUST 26, 1915

NO. 38

St. Joseph---"The City Worth While"

The Slogan in Words of Light

THE SLOGAN SIGN LOOMS UP FROM THE TOP OF THE CORBY FORSEE BUILDING, AND THE STEEL STRUCTURE WHICH SUPPORTS IT AND SUSTAINS IT AGAINST THE TERRIFIC WIND PRESSURE THAT IS EXERTED AGAINST IT AT TIMES IS BUILT INTO THE STRUCTURAL STEEL FRAME OF THE BUILDING AND IS AN INTEGRAL PART OF IT.

THE SIGN ITSELF IS 64 FEET HIGH AND 58 FEET WIDE, WITH THE BASE OF THE SUPPORTING STRUCTURE 58 FEET SQUARE. THE LETTERS IN THE WORDS "ST. JOSEPH" ARE 12 FEET HIGH. THE SIGN CARRIES 3,870 LIGHTS, OF WHICH ABOUT \$50 WORTH A MONTH BURN OUT, AND THE DOMESTIC RATE FOR THE ELECTRICITY CONSUMED WOULD AMOUNT TO \$483 A MONTH.

THE SIGN COST \$6,500 AND WAS THE GIFT OF THE STREET RAILWAY COMPANY, THE FORMAL PRESENTATION BEING MADE APRIL 20, 1914.

THE SIGN, RISING AS IT DOES FIVE STORIES ABOVE THE TWELVE STORIES OF THE BUILDING UPON WHICH IT STANDS, ATTAINS A TOTAL HEIGHT OF 218 FEET AND CAN BE SEEN FOR MILES AROUND AND BY EVERY PASSENGER ARRIVING IN THE CITY BY TRAIN.



THE CITY OF SAINT JOSEPH

A Place of Happy Homes, Contented People, Enterprising Business Houses, Prosperity

"THE CITY WORTH WHILE"

It's a good indication when the people of a metropolitan city are proud of the place of their residence and business; as they are in St. Joseph, Missouri. And they have much to be proud of, historically, romantically, industrially, commercially. Go where you will and St. Joseph is known among people for her achievements, her industries, her great men, her place in the development of this western country.

To mention only a few of the many things that we would like to enumerate, if it were practicable to lengthen the story at this time, are: Eugene Field and Lover's Lane. The Pony Express. The Missouri Steamboat Days. The Death of Jesse James. The Overland Stage. The Outfitting Station for the '49ers. The Stock Yards and Kindred Industries. The Hannibal & St. Joseph Railway.

The Great Bridge. Joseph Robidoux. The Slogan Sign. Lake Contrary. The Origin of the Railway Mail Service.

There are others to make a long list, so that the pilgrim from St. Joseph, wherever he goes, is sure of a welcome and sure to find someone who has heard and who appreciates the many important and interesting facts in the city's history.

Some St. Joseph Views
Thru the courtesy of Mr. R. W. Watson, manager of the "Creative Department" of the Combe Printing

Company, we have the pleasure of presenting herewith cuts of St. Joseph scenes, a few of the many that could be given if space permitted at this time. And, by the way, we wish to say right here that the Combe Printing Company has a great establishment, one of the largest printing houses of the midwest. The volume of business transacted and of work turned out is immense. There are about 225 employes. If it's anything in the line of printing, engraving, lithographing, blank books or stationery that you want, they can furnish it. If you want printing done but do not know just what will best suit your purpose, give them an idea of what you want it for, and their Creative Department will do the rest, in a way pleasing and satisfactory to you.

One of the Best Papers

One of the best of the many creditable live stock market periodicals is the St. Joseph Stock Yards Daily Journal, which is under the editorial management of Ewing Herbert, who is well and favorably known as an editor and publisher. Mr. Herbert is ably assisted by an efficient reporter and office force. A well equipped job printing department is conducted in connection with the publication of the Stock Yards Daily Journal, from which a large amount of first-class work is turned out.

Stockmen, Attention

For good services and high sales consign your shipments to the Missouri Live Stock Commission Co., South St. Joseph, Mo. Write us for market reports or other information. —Adv.

Father Very Ill

B. V. Reeves received a telegram Tuesday afternoon stating that his father, Eugene Reeves, a former Alliance man, is very ill and not expected to live. Mr. Reeves left on the midnight train for Douglas, Nebraska, where his father has been making his home. Mr. Reeves, Sr., was operated on in an Omaha hospital last winter for kidney trouble, from which he had not recovered. He left Alliance about two years ago.



LOTUS CLUB BUILDING
At Lake Contrary, Near St. Joseph

CONVENTION WORK STARTS

Members of Local Post of Travelers' Protective Association Will Give Away a Big Automobile

The convention committee of Post M. T. P. A., met Sunday evening with the board of directors of the Commercial Club to outline and prepare plans for caring for the big state convention to be held here next April. The committee consists of members Highland, Hawes, Strong, Hull and Thompson.

The Commercial Club will lend every means of assistance to make the convention a success. Beginning with September, the directors of the Commercial Club will meet at luncheon time on the second Saturday of each month with the committee from the travelers' association, in order that the Commercial Club can be kept in touch with the work being done by the traveling men.

A 1916 model six-cylinder automobile will be given away by the local post. Tickets will be sold to a big Christmas dinner, the price of the tickets being twenty-five cents. Each ticket will entitle the holder to a chance on the car, free of charge. It is estimated that the cost of the convention will be not less than \$1500.

Clyde Pigman and family, accompanied by Joe L. Westover and family, left Alliance Saturday in the former's big auto, for a trip to Northwestern points, returning the first of the week.

LEAVE FOR PASADENA

Well Known Alliance People to Make Home on Coast—Left Tuesday Noon for the Northwest

Mrs. Peter Rubendall and son Ward left Tuesday noon for the west. After a trip which will include stops at Spokane, Seattle, Portland and San Francisco they will go to Pasadena, where they expect to make their future home. They have lived in Alliance for a number of years and leave a host of friends. Their address in Pasadena will be 321 North Marengo avenue.

A dinner was given Tuesday noon at the Alliance Cafe, at which a number of friends of the family were present.

Mrs. Jerry Rowan entertained a number of friends at her home last Thursday afternoon in honor of Mrs. Rubendall. The guests were all members of the order of Eastern Star, of which Mrs. Rubendall is a member, and the beautiful decorations throughout the Rowan home were commemorative of this order.

There being pink sweet epas and daisies in profusion. Mrs. Rowan was assisted in serving by Mrs. B. Ponath and Mrs. H. J. Ellis. The invited guests, in addition to those mentioned above, were Mesdames E. G. Laing, Martha Patmore, Cora Lewis, George Gaddis, Ella Young, A. S. Mote, William Davidson, and A. Walmer. Mrs. J. G. Beck, who was visiting with Alliance friends, of Bingham, was also a guest. An elaborate four-course luncheon was served at the close of the afternoon, after which Mrs. Rubendall was presented with a beautiful friendship bracelet on which were engraved the names of the ladies present.

Mrs. Peter Rubendall was the guest of honor Monday afternoon at a farewell reception at the home of Mrs. W. E. Spencer, the guests being members of the auxiliary of the Presbyterian church. Vocal selections were rendered by Mrs. W. D. Fisher and Mrs. Louis McIntyre. During the afternoon a delicious

luncheon was served. Mrs. Spencer being assisted in serving by Mrs. Ella Young and Miss Mayzo Soules. At the close of the afternoon Mrs. Rubendall was presented with a beautiful rose jar by the ladies with whom she had worked so tirelessly and faithfully for many years.

Our Farming Population

Of the total population in continental United States (excluding Alaska and other noncontiguous territory) the last federal census shows that of those engaged in gainful occupations, 12,567,925 persons, 10 years of age and over, are engaged in agriculture. This is approximately one-third of the total number engaged in gainful occupations. The number engaged in agricultural pursuits is classified as follows:

Agricultural laborers . . . 6,088,414
Dairymen and dairywomen . . . 35,014
Farmers, planters and overseers . . . 5,981,522
Gardeners, foresters, nurserymen, etc. 143,462
Lumbermen and raftsmen . . . 127,154
Stock raisers, herders and drovers (approximate) . . . 122,189
Wood choppers 27,567
Turpentine farmers and laborers 28,967
Other agricultural pursuits (approximate) 13,636
Aplarists 2,145

Griggs Visited Alliance

G. L. Griggs, superintendent of the Sheridan division of the Burlington, was one of the officials who attended the conference held at headquarters in Alliance the first of the week. Mr. Griggs is a former Alliance railroad man who has been making good in a way that counts. Just a few years ago he was chief clerk to the general superintendent here, being promoted to the position as division superintendent of the Sheridan division and from there to Sheridan. He is always glad to get back to Alliance and meet old friends. He returned to Sheridan Wednesday noon.

Surprise Birthday Party

Mrs. A. H. Robbins returned last Friday morning from an extended visit with relatives and friends at North Platte and Omaha, and in the afternoon of the same day she was the recipient of a birthday party by her neighbors, the event coming as a complete surprise to her. The refreshments consisted of a regulation English tea, and the ladies spent a very enjoyable afternoon. Those present were Mesdames Percy Cogswell, W. O. Barnes, DeWitt Gibson, L. E. Mark, J. L. Nicholai, W. B. Young, Mary Vermillion, E. G. Laing and C. H. Fuller.

Some Paper This Week

Our subscribers are furnished a paper this week that will keep them busy for a few hours. This edition, containing three sections of eight pages each, a total of twenty-four pages, covers western Nebraska thoroughly. 5,000 copies are printed. While The Herald's cylinder does not run at the immense speed of 3,500 copies per hour, it turns out papers fast enough to keep the mailing lists busy.

FIRE BEHIND GARAGE

Quick Action by Fire Department Prevented Much Damage to Building and Autos

A small shed joining the Norton garage on the rear caught fire from an unknown cause Tuesday night, and the damage would probably have been great had the fire not been detected when it was. Jerome Fleming was going home on his bicycle and was the first to discover the blaze. He immediately rode to the fire station and gave the alarm, and the automobile was just starting when the fire was reported by the central office. The chemical engine proved sufficient to handle the fire, but the entire department would have been needed had the fire remained undisturbed a few minutes longer. As it was, the rear door of the garage was burned through in one place and the window sill was just catching. Had the fire gone inside it would have reached the ceiling, which is unceilinged, and several automobiles would have been destroyed or damaged beyond repair. This was the third small fire that has occurred in the past ten days, and on each occasion the fire department has made a run and prevented much damage. The loss Tuesday night was about \$10. The burned shed had been used as a gasoline house but had not been used for that purpose for some time.

Not Much of a Convention

A. P. Curtis returned home the first of this week from the eighth Annual Convention of the National Educational Congress, which was held there from the 21st, and to which Curtis was a delegate from this section, elected by Governor Morehead. He said on his return that the convention was a complete "fizzle" and that the delegates and the heads of the congress had the date to the 23rd without notifying the delegates and that they could stay that long. The convention in connection with the Fifty Years of Freedom celebration which occurred in Chicago on the 23rd.

Hemlock Men Subscribed

The following Hemlock for-ness men have subscribed to a fund of fifty dollars being there to send the Box Butte fair:

Forest Lumber Company \$2
Farmers' Co-operative Ass'n . . . 1
Frank Caha 2
C. A. Shindler 2
First State Bank 5
C. W. Spacht 1

Attended Crites Funeral

An auto load of Alliance Masons, composed of H. J. Ellis, Earl Malley, Judge Hewitt, W. T. Roberts, W. H. Swan and E. G. Laing, went to Chadron Wednesday to attend the funeral services of Judge Crites, who died Monday and who was buried Wednesday afternoon.



CORBY-FORSEE BUILDING
Home of the St. Joseph Commercial Club



KRUG PARK
One of the Many Beauty Spots and Breathing Places