

WE exert every effort to give you the best possible values at all times.

# GOLDEN RULE STORE

YOU pay here only the lowest possible price—every day in the year.

**Shirt Waist Sale**  
**69c**

New Wash Waists would be exceptional \$1 and \$1.25 values, sizes 36 to 44

**Silk Petticoats**

Guaranteed to give you satisfactory wear or another free

\$1.98 \$2.48  
\$2.98 \$3.98

**New White Dresses For Children**

Ages 2 to 14 years priced at 48c to \$3.98

## Sale of WOMEN'S SUITS at ONE-HALF PRICE

Began Wednesday morning—every suit this season's up-to-date style, sizes 16 to 48. We have orders to sell every cloth suit in the house; and to do so quickly we have decided to sell them at One-Half Price.

\$15.00 Suits AT <b>\$7.50</b>	\$20.00 Suits AT <b>\$10.00</b>	\$25.00 Suits AT <b>\$12.00</b>	\$30.00 Suits AT <b>\$15.00</b>
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## SALE of WOMEN'S and MISSES' COATS

**\$4.98** We place on sale at this price, about 30 new Spring Coats—undoubtedly the greatest values in Coats ever offered.

**Rain Coats at \$2.98, \$3.98, \$4.98**

**House Dresses**

AT 69c, 98c, \$1.23

**Mercerized Petticoats**

AT 49c, 79c, 98c

### T. P. A. DELEGATION WERE WELL ENTERTAINED HERE

(Continued from page 1)

committees were received and accepted and other routine business transacted.

The report of the state secretary showed the following membership in the different posts: A—Omaha, 1227; B—Fremont, 216; C—Lincoln, 537; D—Nebraska City, 109; E—Grand Island, 163; F—Norfolk, 100; G—Hastings, 180; H—Beatrice, 36; K—Kearney, 126; L—York, 67; M—Alliance, 118; N—Sheridan, 23. A total of 2901 members now in the Nebraska division.

The report of Hugo Melcher, chairman of the board of directors, and of the chairman of the railway committee, were both particularly interesting. The railway committee found the railroad companies glad to co-operate with the association at all times, making it much easier to get things done where desired. An injunction against the Missouri Pacific's raise in fare, the holding of Lincoln street cars for night trains, and other reforms were accomplished.

**Friday Afternoon Session**

The first part of the Friday afternoon session was devoted to the annual memorial service. W. A. Whitling of Lincoln, state chaplain, and Rev. A. A. Brooks of Hastings, national chaplain, were introduced. The program included vocal music by Miss Burnett and the Choral Club. Rev. Brooks delivered a sermon on "The Immortality of the Soul" that occupied an hour and which was a masterpiece of oratory. He held his learners spellbound from start to finish.

The business meeting was called to order at 4:30 by President White. Post F of Norfolk was reported to have had the greatest gain in membership during the year, 51 per cent. The report of the chairman of the legislative committee showed that prospects are good for "better road" legislation and gave hope that better road laws will be enacted at the coming session.

The report of state press chairman Gilmore of Omaha stated that much publicity had been secured during the past year and strongly complimented Press Chairman Maxon of Lincoln and Lloyd Thomas of Alliance. Report of the state hotel chairman showed that not a complaint had been received during the year from any member in the state, so that the hotel men of Nebraska must be observing the laws and "heaving the line" very closely. The present laws, or many of them, regarding hotels were declared to be "dead letters" and recommended that the candidates for governor be called upon to see where they stand. A copy of the report was ordered mailed to each candidate.

Chairman of the employment committee reported very few applications for work and that those made were easily taken care of.

Chairman Newman of the Good Roads Committee, a Lincoln delegate, made a report that was full of interesting things and that brought him many compliments. He had photographs of roads taken before and after being worked on. He recommended that convict labor be used on the state roads and stated that the state of Nebraska stands third only from the bottom of the list in good roads building. He recommended that the office of state highway commissioner be established. He also handed Secretary Fisher of Alliance a bouquet for his good work in western Nebraska on roads.

**An Unlooked-for Feature**

As the delegates filed from the Imperial at the close of the Friday afternoon business session, at 5:45 o'clock, they were given a feature of entertainment that was not on the printed program. It was staged by Lloyd Thomas of Post M with the help of five cowboys, Marshal Wheel-

er and Police Judge Roberts. A flying squadron of mounted cowboys dashed down Box Butte avenue from behind the Times building and scattered the crowds on the street with a fusillade of revolver shots, taking care as they passed under the welcome sign not to shoot out any of the electric light globes. Dressed in regulation cowboy style with chaps and sombreros and with swinging lariats they presented a wild west picture that seemed more than real to many of the local people, to say nothing of the visitors from over the state. Many dashed for cover to escape the "flying bullets" and others to escape being lassoed, flattened themselves on street and sidewalks. Three delegates, standing back of an auto, lost their hats when a lariat dropped over their heads. They quickly retreated to the interior of a store and discussed their "narrow escape" with bated breath. Marshal Wheeler was alive to the situation and catching the bunch of cowboys milling around in a circle at the corner of Third and Box Butte, drew his revolver and forced them to stand and deliver their guns. With the help of some brave spirits (spectators) in the crowd he took the bunch to the police station and incidentally picked up a couple of the Omaha delegates as witnesses.

At the police station, which was quickly crowded with people eager to see the trial of the wild and woolly ones, Judge Roberts listened gravely to the charges and the evidence presented. He stated that this was indeed a serious charge and imposed a heavy fine—ninety-five dollars and costs—on each party, including the witnesses. Friends of the witnesses, delegates from eastern Nebraska, heard of the fine and started to collect a purse to pay the fines, when they were informed that the kind-hearted judge had agreed to accept the notes of the guilty culprits. It was some time before many could be persuaded that the affair was a part of the entertainment program.

**Banquet at Drake Hotel**

The banquet at the Drake Hotel Friday evening was served in the dining room, which was packed to overflowing. There was no speech-making at the banquet, at which an elaborate menu was served by Landlord Drake and his efficient helpers. Following the banquet a reception and "talkfest" was held at the opera house, preceding the dance. The ladies of Alliance turned out in large numbers and did their part in entertaining the delegates at the dance, which lasted until the "wee, wee" hours.

**Saturday Morning Program**

President White opened the session promptly at 8:30 o'clock. The opening hour had been set for 9:30, but inasmuch as most of the delegates were from east of Alliance and their watches ran by eastern instead of mountain time, 9:30 o'clock, which was 10:30 by their time, seemed too late and the session was set ahead an hour.

The committee on the awarding of prizes for the best decorated windows, consisting of English, Morgan and Chambers, rendered their report as follows:

For the best emblematic window, first prize, \$10, to the Hamilton Grocery Company; second prize, \$5, to Darling Furniture Store. For the best display of goods sold, first prize, \$10, to Mollring Dry Goods Store; second prize, \$5, to Mallery Grocery Company. The committee regretted that there were not more prizes on account of the other windows which deserved them.

The report of the committee on credentials shows the following present and entitled to seats from the different posts: A, 29; B, 13; C, 27; D, 7; E, 14; F, 3; G, 7; H, 0; K, 9; L, 2; M, 15; a total of 126.

George Begerow of Omaha, national director, was invited to talk, and made an interesting address that brought applause. The York delegation extended an invitation for the 1918 convention. Someone started the "style song" for Alliance, which

went as follows:

"They say that Alliance, she ain't got no style,

She's style all the while, she's style all the while.

They say that Alliance, she ain't got no style,

She's style all the while, all the while."

The report of the committee on constitution and by-laws, changing the number of delegates to the state convention from one for each ten members to one for each twenty met with instant opposition. After much discussion and quite a flow of oratory on the part of some a standing vote was taken, the proposed amendment being killed by a vote of 14 for and 112 against. Amendments number one, two, three, four and fourteen were passed without action. Amendment number nine, providing for the paying of dues in April and October, instead of January and July, was adopted.

The report of the resolutions committee was received and all adopted. A resolution asking that arbitration be adopted by the interested parties in the present controversy between the railroads and employees was fought by members of Post M but was carried. The delegations from Alliance, Grand Island and North Platte arose to their feet and asked that they be placed on record as opposing the action in this matter.

The last and to some the most interesting part of the business sessions was the election of officers. The following were elected: President, T. P. Pinkerton, Kearney; first vice president, H. N. Webster, Hastings; second vice president, P. W. Roland, York; third vice president, John Purciple, Omaha; fourth vice president, C. M. Looney, Alliance; fifth vice president, T. E. Lawrence, Nebraska City; secretary-treasurer, Chas. L. Hopper, Omaha. Directors for two years, L. L. Carr, O. L. Wholford, Omaha; P. A. Williams, Fremont; C. A. Wierick, Henry Bloom, Lincoln. Chairmen of committees: railroad, C. S. Hedge, Hastings; legislative, Geo. Woltz, Fremont; press, Geo. W. Long, Omaha; hotel, Frank R. Johns, Grand Island; employment, J. W. Gamble, Omaha; good roads, R. L. Newman, Lincoln; state chaplain, A. V. Whitling, Lincoln.

**Trip to Pine Ridge**

At 1 o'clock most of the delegates left in automobiles for a one-hundred mile trip north to the famous Pine Ridge country, the only mountains (small ones) at that in Nebraska. While there they were entertained by a luncheon at which Secretary Fisher of the Commercial Club was host. A few delegates who did not take this long trip made a shorter one to the potato manufacturing plants east of town in the sand hills, where potato is being taken from the alkalai waters of the lakes and sold for commercial purposes.

**That Famous Lobster Supper**

As a fitting ending to two days of strenuous "conventioning" plates were laid for one hundred and fifty in the gymnasium of the Elks club to a "lobster supper". One hundred and fifty bright red lobsters, deliciously cooked, reposed on their "stummicks", surrounded by all the trimmings that go to make a successful Dutch lunch. Toastmaster Guthrie presided and called on different "lobsters" present to speak. Lobster club number three was duly organized and all present became full fledged lobsters. Following the lobster supper those who did not wish to dance were entertained in the Adler hall until train time at midnight.

**Ladies Well Entertained**

The ladies' entertainment committee, consisting of Mesdames S. W. Thompson, Jack Hawes, R. C. Strong, George D. Read and F. G. Hitchcock, provided plenty of entertainment for the visiting ladies and kept them from becoming lonesome while their husbands were busy elsewhere.

The writer feels that the management of the Alliance, Drake and other hotels should be complimented for their excellent service during the convention; that the Alliance merchants who so carefully decorated

their windows should be thanked; that the Imperial orchestra, which received many compliments from delegates for their fine music, should be congratulated; and that the members of Post M who so cheerfully put their shoulders to the wheel and helped make this convention the most successful ever held, should have a pat on the back.

As an indication of the way the visitors to Alliance felt regarding their entertainment while here we quote the following letter from R. D. McFadden, manager of the Wellington Inn, one of the Omaha delegates: Omaha, May 2, 1916. C. M. Looney, President, Post M, Alliance, Nebr.

Dear Sir: Our party arrived home in due time Sunday afternoon, a tired but happy crowd. It seemed to be almost the unanimous opinion that they enjoyed the convention held in your city more than any which has been held for many years. I believe one of the reasons for such enjoyment was because two full days were taken for the work and play.

Speaking for myself, I want to thank you for your part in my entertainment while in Alliance. I enjoyed myself every minute while there. The meeting was interesting and your social program, entertaining and the eats were plentiful. (Signed) R. D. McFADDEN.

### Musical Column

Edited by Ralph R. Unlacke, Violinist with the Alliance School of Music

Before I begin the Story of Music I want to thank The Herald for the courtesy in allowing me space in their paper whereby I may reach the greatest number of people with the message of Music, which has become so potent a factor in our present stage of civilization. What I shall tell in this column will be things gleaned from recognized authorities, and what I shall tell of my own observations and experience I ask that it be charitably accepted and received in the spirit in which it is given—the spirit of service—the highest known ethical and religious achievement of civilization. And so let us now begin.

**The Story of Music.**

I want to take you far back down thru countless ages to the time when this black void, called space, was filled with nothing but whirling stardust, and all was darkness, chaos, and confusion; and only God Himself had the slightest inkling of the probable outcome of that which He had started. With what, how and why, He started life will never be known; but that life is, our individual personal consciousness is sufficient affirmation. The latest scientific investigation tells us that all life is contained in an element, which is a medium filling all space, thru which the vibrations of light, heat and electric action is propagated. This element is the ether, and there is no known substance in life that is not of the ether in some condition. The white-caps and foam upon a storm-tossed ocean are of the ocean, but, strictly speaking, are not the ocean; they are conditions caused by certain movements of the ocean. Thus all substances and elements in the universe are but conditions of the primary element—the ether. The reason for this is that the ether is vibrant. It is a common experiment to take a few colors, say, blue and yellow, place them upon a wheel and whirl it at a certain number of revolutions per second and obtain the color green; or a larger number of elementary colors and whirl them and obtain white. Now I take the results of etheric movement to be somewhat similar. Certain vibrations of ether gives light; others, heat; others, electricity. Certain etheric vibrations in conjunction with the laws of gravitation draws

together etheric formed particles of star-dust, and forms the planets first in a molten state. Other vibrant etheric conditions hardens the earth's surface and forms crust; upon this crust etheric movements in combination with light, heat, electricity, forms vegetation, which finally becomes rank grass and colossal forests. Then in right conditions the etheric vibrations result in the lowest forms of animals life, mere jelly substance, which, by laws of development, gradually inhabits the earth with all forms of animal life until finally man stands forth in all the glory of a perfect body, capable of receiving the Spirit of God, the mental life, the moral consciousness, with which to work out the final salvation of his soul, by bringing him into right relationship with his Creator. And the cause of all this? The ether in action, perhaps self-caused; and perhaps caused by the Will of God—who knows?

Thus we have found that from corner to corner of the universe exists the vibrant ether, filling the universe to the brim, for there is no such thing as emptiness; and this ether is the medium of all the great physical forces of which we have knowledge. All the tangible substances known as matter are composed of the ether under varying conditions of vibration—from the elements called light, heat, electricity, to the lowest jelly-like form of vegetation and animal life; and from these to man's own body. (Continued next week)

### PROMINENT SPEAKER TO BE HERE SUNDAY

At M. E. Church in Morning, Christian Church Afternoon, Union Meeting at Phelan at Night.

The Ministerial Association of Alliance at a meeting last Monday decided to bring Dr. F. H. Essert, of Denver a lecturer of national reputation along lines of purity and temperance, to Alliance for Sunday, the 7th. Dr. Essert will speak at the M. E. church in the morning, at the Christian church in the afternoon at three o'clock and at the Phelan Opera house in the evening. The evening meeting will be a union meeting of all the churches.

Dr. Essert comes with the very best of references and will give to those who have the pleasure of hearing him a message of wonderful strength. He has filled many places of honor and has shown his exceptional ability as a speaker and educator in many ways.

The music will be furnished by the Glee Club under the direction of Mr. Truman.

### RAILROAD NOTES

B. B. Greer, assistant general manager, of Omaha, arrived in Alliance Wednesday morning. He remained in Alliance during the forenoon, and left at noon for Guernsey with the inspection. Superintendent E. E. Young came in from the west on No. 44 and joined Mr. Greer on the Guernsey trip.

P. D. McRaven, agent at Mason, has resigned his position to take effect in two weeks, when he will return to his home near Kansas City.

P. D. Beach, clerk in the dispatcher's office, returned Saturday from a two weeks' trip to Chicago, Ill., and Valparaiso, Ind.

J. W. Tynan went to Denver on business Tuesday night.

L. M. Davis, operator at Crawford, was laid off Saturday, Sunday and Monday on account of sickness.

Mayor P. E. Romig, City Clerk Carter Calder, Superintendent of the Electric Light Department J. E. Hughes and Aldermen Davis, Davidson, Kibbie and Moore, accompanied

by J. L. Nicolai and Leonard Pilkington, drove to Chadron Tuesday to examine the central steam heating plant of that city to gain information of value in taking up the proposition of a similar plant for Alliance.

### W. C. T. U. PROGRAM AT PRESBYTERIAN CHURCH

Large Congregation Attends Service Sunday Evening—Church Is Packed to Capacity

Last Sunday evening was held an interesting service at the Presbyterian church, in the interests of the W. C. T. U. At 8 o'clock, the service opened with the singing of "Onward, Christian Soldiers" by the Choral Club, followed by scripture reading, Mrs. McIntyre; prayer, Rev. Lewis McIntyre; "Dry Clean Nebraska," Choral Club; reading, Mrs. Reynolds; "The Fight is on," Choral Club; paper, Mrs. J. W. Reed; "The Lost Chord," Choral Club; paper, Mrs. J. J. Vance; "Victory Bells," Choral Club; offering, singing of America by all, and benediction by Rev. H. J. Young. All of the music was especially fitting and well rendered by the ladies under the direction of Miss Burnett, and the benefit of having such a choir of voices ready to respond to invitation to sing was proven. Mrs. M. M. Reynolds held the attention of her hearers thruout her appropriate reading, "Rock of Ages," and there were few dry eyes as she took her seat, so great was the impression and appeal made by the reader. The papers given by Mrs. J. W. Reed and Mrs. J. J. Vance were alike effective, and gave interesting facts concerning the work.

### MOTHER'S DAY Sunday, May 14th



ARRANGE to send your mother a box of flowers and wear a flower in her honor on Mother's Day. ALLIANCE GREENHOUSE.

### NEW LINE OF WHITE GOODS JUST RECEIVED

I have just received a big line of white goods including stand covers from 90 inches down, pillow shams, bed spreads, piano scarfs, dresser scarfs, fancy drawn work, colonial pattern work, etc.

Lunch cloths, 52 in., drawn work in center, at \$2.25  
Lunch Cloths, 36 in., square, \$1.00  
Battenburg, 36 in., round, \$1.00  
Beautiful new styles and patterns in Kimonos from 98c up to \$12.00  
Sale of Simmons stock at bargain prices still going on. Some fine bargains left.  
All new white goods are being sold on commission at a low profit. Those who come first will get best bargains. Come and see.

MRS. R. SIMMONS  
Next Door to Herald