

## Y. M. C. A. FOR ALLIANCE IT PAYS TO ADVERTISE BOND ELECTION VOID

**Dr. Alice M. Day Young Starts Campaign for \$40,000 Building. Much Needed Here**

**IS GUARANTEED \$10,000**

Dr. Alice M. Day Young, after investigating conditions in Alliance fully and learning the pressing need of a Young Men's Christian Association organization and building in Alliance, has started a campaign to raise \$40,000 for the erection and furnishing of a four-story building for Alliance.

At a meeting of the Woman's Club at the residence of Mrs. W. R. Pate recently Dr. Day Young took up the proposition with them and secured their pledge of assistance and a guarantee of \$10,000 to be raised by them among Alliance people.

A large number of wealthy western Nebraska business men, property owners and ranchmen have signified their intention of donating large sums. The Burlington railroad officials were called upon by Dr. Day Young last week, when they agreed to do their part.

Alliance is at the dawn of a new era in civic prosperity. The many municipal improvements made during the present city administration, such as the installation of the latest and up-to-date street lighting system, improvements in water and light plant, extensions of city sewer and water works, and other municipal improvements have awakened the spirit of civic pride in our city and the citizens are taking hold of such propositions as the erection and organization of a Y. M. C. A. with vigor and vim, and are putting their shoulders to the wheel in a manner to make the town take great strides in the next few years.

Dr. Day Young will have the assistance of private individuals in her campaign as well as a number of local organizations, The Herald, the young people's organizations and the churches.

The efforts of the Young Men's Bible Class to have a club room for boys and young men have met with the approval of everyone. The need of a large building, in which furnished rooms could be rented at a rea-

sonable price by young men, where they could have a cafe and restaurant and where swimming pool, shower baths, and reading rooms, has been felt in Alliance for a number of years.

By this time next year Alliance will have a fine building and a well-organized Young Men's Christian Association, if the efforts of those who are waging the campaign are appreciated and they are assisted by all who should help. Western Nebraska has had a prosperous year and the outlook for the coming year is very bright.

### CONCERT SATURDAY EVENING

The International Concert Company, one of the finest of the season, will appear at the Methodist church Saturday evening, Dec. 21st, at 8:15, under the auspices of the Epworth League. This is a trio of unusual talent—a reader, a vocalist and a violinist, all specialists in their line. An exceptional treat for this holiday season. Admission, adults 50 cents, all students of schools, 25 cents.

**Picture of Crowd Jamming Bee Hive Store Saturday Afternoon. The Result of Forceful and Judicious Advertising**



W. S. Kewer, proprietor of the Bee Hive, is an energetic and successful advertiser. During the last few weeks he has used a large amount of newspaper space with astonishing results to one who is not so familiar with the advertising game. The Bee Hive is now holding a closing out sale of their immense stock of Christmas novelties and toys.

Last week Mr. Kewer placed large ads and drew his plans for a big sales campaign with judicious care and with knowledge and foresight that showed experience. His advertisement in The Herald last Thursday was interesting and attracted attention.

The accompanying picture of the

front of the Bee Hive store last Saturday noon shows what advertising will do. It had been advertised that Santa Claus would arrive at the depot at noon and go to the Bee Hive store. He was met at the depot by not less than five hundred little ones, many of them accompanied by parents. The crowd followed Santa to the Bee Hive where they proceeded to load themselves with the many bargains on display on the counters and shelves. This picture shows the crowd on the outside of the store, unable to enter because of the jam. This was a practical demonstration of the result of advertising and the liberal use of advertising space. The sale still continues with unabated vigor.

**Judge Westover, in District Court, Makes Injunction Forbidding Issuance of Bonds Permanent**

## ANOTHER ELECTION

Because the Alliance Times left out the publication of the legal notice giving notice of the special bond election held in November at the same time as the national election, from its Friday issue just before election, the election was declared illegal by Judge Westover Monday afternoon and the injunction against issuing bonds made permanent.

The Times, which has held the title of official paper for Box Butte county during the last year, attempts to shift the blame onto other shoulders but does not deny the fact that it erred in omitting to publish the notice in its last issue before election. The Herald published the same notice four times but as the first publication was less than four

full weeks before the election this notice was of no value in this case. The Times was evidently under the impression that a legal notice published once a week in a semi-weekly paper was legal but this was incorrect as it is necessary to publish legal notices in each issue in order to complete the week.

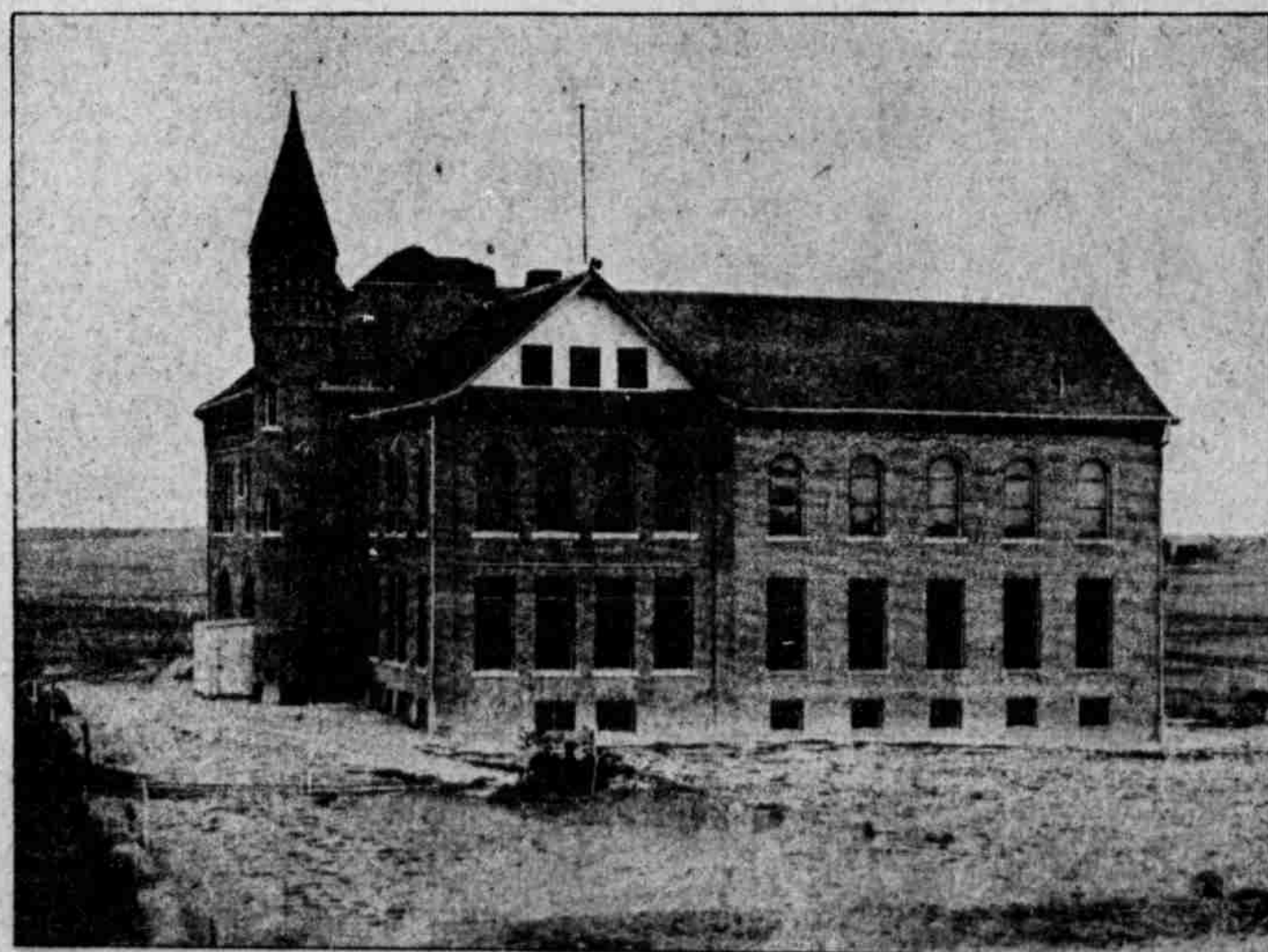
A large number of Hemingford citizens were present in the courtroom at the time the injunction was made permanent. It had been admitted by prominent Alliance attorneys for some time that the omission of the notice in the one issue of The Times would undoubtedly invalidate the election and the court house supporters had resigned themselves to defeat.

## CENTRAL SCHOOL BURNS

**Most Disastrous Fire in Alliance for Years. 400 Children Thrown Out of School Until New Quarters are Secured**

**Building and Contents Insured for \$17,750. Firemen Save Many Residences from Grave Danger**

**NEW BUILDING SOON AS POSSIBLE**



Fire totally destroyed the Central School building early Tuesday morning. This building was the largest and oldest school building in Alliance and was attended by over 400 of the lower grade pupils. The fire was burning fiercely when discovered and although the fire department

made heroic efforts to save the building, it had gained so much headway and the strong wind fanned the flames so fiercely that no headway could be made against them.

The ruins of the building are still smoking. The bell tower and west wall were dynamited at eight o'clock

Tuesday morning because they were tottering in the wind and were in danger of falling any minute.

It is supposed that the fire started in the coal bins on the north side in the basement close to the furnace. A large amount of slack coal was stored there and the theory of spon-



Fire, after roof had fallen, south-east corner of building. Photo by Ben Anderson.

taneous combustion is generally accepted as the cause of the fire starting.

The fire was discovered by Elias Miller, living at 716 Sweetwater Avenue, who turned in the alarm by telephone. When he discovered the fire it was shooting from the north windows and was reflected on the standpipe just across the street from the school building on Box Butte Avenue. The first fire alarm was followed by a second, which brought hundreds of people from all over the city.

The first man at the scene of the fire was Fire Chief P. E. Romig, who lives across the street southeast of the building and who was awakened by the smoke drifting through his house before the chief's alarm, which is in his bedroom, rang. Immediately after his arrival the first hose cart, drawn by six firemen, most of them night employees at the Burlington yards, arrived and a stream was on the fire seven minutes after the alarm sounded.

The second hose cart and the hook and ladder arrived within a few minutes and three streams of water were playing where the fire was heaviest, on the north side. It was soon seen that there was no possibility of saving the building or any part of it. The smoke and gas blowing to the south and east side of the building would have suffocated a person in a minute and nothing could be done there, although some of the brave firemen made repeated attempts to enter the building there and save that part of it.

The janitor, J. E. Corp, and his son-in-law and wife, Mr. and Mrs. Cross, janitor at the Emerson school, were asleep in the basement in the south end of the building. They were unable to save any of their personal belongings and were compelled to rush out of the building in their night clothes with wraps thrown

over them. The first firemen arrived before they were awakened and endeavored to help them save some of their personal belongings. The only things saved out of the entire building were a mattress and a toy doll house.

A number of photographers were at the fire and secured pictures. One of the best was taken by Ben Anderson, showing the southeast corner of the building after the roof had fallen in. This picture is reproduced herewith.

Many of the firemen took extreme risks in their efforts to stem the fire and save at least part of the building. One brave young man pulled the screens from windows through which the fire was shooting while the walls overhead were in imminent danger of toppling over on him.

Cinders and sparks were carried from the fire in a southeasterly direction for a distance of four blocks and for a time it looked as if a general conflagration might be caused. The roofs of one or two buildings close by caught on fire and a hose company was withdrawn from the burning building and placed at the adjoining houses to put out the small fires which were starting. Residents and property owners in the path of the smoke and cinders were out with lines of garden hose and wet blankets.

The attic of the building was filled with old books and records, which burned fiercely. The fact that the floors and woodwork of the building were oiled regularly to keep down dust and make the building more sanitary made the inflammable material burn much easier.

Among the furniture and supplies burned were about \$600 worth of pictures, the organ from the Baptist church which had been moved there the day before to practice with, and

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### Big Social Event

The wedding of Miss Emma Tash and Mr. Axel Johnson at the Tash home in Alliance last Tuesday evening was performed by Rev. O. S. Baker. The wedding ceremony was a family affair and attended by only immediate members of the family and relatives. The ceremony was performed at six o'clock.

Over one hundred and fifty guests attended the reception given at eight o'clock. The house was beautifully decorated in pink and white colors; the flowers were pink carnations and white chrysanthemums. Music was rendered by a picked orchestra.

The bride was very prettily gowned in a dress of cream crepe de chene, with pearl trimming all over lace.

In the receiving line were Mrs. F. E. Holsten, Mr. and Mrs. I. E. Tash, Mr. Theo. Johnson, brother of the groom, Mr. and Mrs. J. A. Gripp, and the bride and groom. A cozy corner was very prettily decorated and was much admired by the guests. Punch was served by Miss Mae Graham and Miss Laura Mounts.

The happy couple left for their honeymoon Wednesday evening. They went to the eastern part of the state and will visit relatives in Hastings, Kearney and at other points. They will be at home to their friends after February 1st at No. 1028 Laramie Avenue.

Miss Blanche Kibble has accepted a position as stenographer in the office of T. H. Beeson, Alliance manager and district special agent for the Nebraska Telephone Co. The telephone business has grown to such proportions as to make a stronger office force necessary, and Miss Kibble has qualifications and business experience that will no doubt make her services appreciated.