

Official Paper of City of Alliance, County of Box Butte and United States Land Office

THE ALLIANCE HERALD

OFFICIAL ORGAN NEBRASKA STOCK GROWERS ASSOCIATION

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"NO, I DON'T NEED TO ADVERTISE"

THAT'S what an Alliance merchant said to the writer the other day. He is one of those men who hold a nickel so close to their eyes that they could not see a dollar a foot away.

ON Monday of this week, August 18th, a total of 19 mail sacks came to the Alliance postoffice, each one containing 20 catalogues from Montgomery, Ward & Company, the big Chicago mail order house.

NOW, Mr. Business Man, do you spend \$1.25 PER YEAR on each one of your customers in advertising? This is only a portion of the money spent by the big mail order houses.

of the mail order concerns can be stopped is by the smaller merchant adopting their methods—ADVERTISING.

MAKE up your mind that you will spend \$1.25 in advertising for each one of your customers this coming season. Then send for The Herald advertising man and ask him to help you plan your campaign.

SPECIAL SESSION I. O. O. F. GRAND LODGE

Many Delegates Attend Special Sessions of Odd Fellows and Rebekahs on Tuesday

BANQUET TUESDAY NIGHT

The special session of the I. O. O. F. Grand Lodge of Nebraska was attended by many delegates from the western part of the state.

Sister Fannie DeBow, of Coleridge, state president of Rebekah Assembly, was in Alliance the same day and a new district was organized under her direction.

The special session of the I. O. O. F. grand lodge was held Tuesday afternoon at the hall. A number of new members were initiated.

After the parade the regular session of the Alliance lodge was held in the hall and a special session of the Rebekah lodge held in Gadsby hall.

At eleven o'clock 175 people sat down to a banquet served in the Gadsby hall. It was the largest banquet held in Alliance since February 25th, when 225 people celebrated Alliance's 25th birthday.

The menu served was as follows: Olives, Roast Chicken, Dressing, Mashed Potatoes with Cream Gravy, Pickles, Cheese, Celery, Fresh Bread, Salad, Ice Cream, Cake, Tea, Coffee, Cigars.

Special music was furnished by Prof. James Wallace and orchestra. Following are a few of the delegates and visitors attending from out of town:

ODD FELLOWS Court House Rock Lodge No. 301—Bridgeport

J. T. Holloway, Leslie Boodry, J. C. Porter, A. C. G. Kempfer, Chimney Rock No. 267—Bayard, R. E. Wiener, T. F. Watkins

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THE HORRORS OF A HOLOCAUST

Erstwhile Prosperous and Happy Box Butte County Family Almost Annihilated by Fire Fiend

MOTHER AND THREE CHILDREN PERISH

Horrible beyond human conception was the calamity that yesterday befell the family of Samuel Pitman, five miles northeast of Hemingford, on what is commonly known as the Carl Roberts place.

and Mrs. Pitman and four children, Lois, eight years old; Kenneth, five; Gladys, three; and the baby boy between three and four months old.

with all possible speed. A neighbor, August Drew, arrived first, preceding Mr. Pitman and those who were with him only a few moments.

The residence, a neat story and a half building, was on the west side of the road running north and south, and faced east and south.

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LIGHTNING KILLS TWO MEN

Terrific Bolt Strikes Bunk House on Corbin Ranch 40 Miles West of Alliance, Killing Lawrence Smith and Fred Proctor

Two men were killed and a third badly stunned by a bolt of lightning which struck the bunk house at the old Capt. Corbin ranch, about forty miles west of Alliance, Sunday evening during the terrific rain and thunder storm which passed over Alliance and the country westward.

ford. They were standing in the doorway when the lightning struck the corner of the building. They were in their slickers, which were dripping wet. Both were almost instantly killed.

The ranch is located ten miles from Curly postoffice, nearly directly north of Mitchell. It is owned by J. Sanford, Lawrence Smith, aged 21, and Fred Proctor, aged 24, were working on the ranch for Mr. San-

ford. They were standing in the doorway when the lightning struck the corner of the building. They were in their slickers, which were dripping wet. Both were almost instantly killed.

BURLINGTON BRIDGE BURNS

Fire, started by an engine passing over it, destroyed three hundred feet of the mile long Burlington bridge a mile and a half east of Grand Island yesterday morning.

threw water on the fire from their tanks. In this way they saved the entire bridge from destruction.

All passenger and important freight trains are being routed over the Union Pacific tracks from Grand Island to Central City, returning to the main line via the branch line from Central City over the Burlington to Aurora, where they return to the main line.

The bridge is about a mile in length and is located over the North Platte river. There is very little water in the river at this time, so the work of rebuilding will not be delayed by that. The fire was stopped by engines which ran out on the bridge from both sides and

Alliance Women Will Edit Section of Herald's Great Booster Edition to be Issued Sept. 18

was sitting on the edge of an osts bin, several feet away. He was knocked unconscious by the same bolt, but soon revived and has now fully recovered. He is a brother of Mrs. W. M. Lee, wife of the government veterinarian of this city.

* There are no greater boosters for the state than Nebraska women. The Herald recognizes and appreciates the influence of the women of Alliance and all Nebraska in the progress being made by the state at large.

New Department at Harper's

In keeping with the progressive spirit that has made the Harper's Ladies' Toggery one of the best known stores in western Nebraska, it is announced that a complete dry-goods department will be installed in connection with the nobby line of ladies' millinery and other wear already carried.

* Every woman believes she can edit a newspaper. This will be the one big opportunity for Alliance women to prove their capability in the field of journalism.

Mrs. W. R. Harper, recently returned from a visit to the eastern millinery markets, announces that the woman's hat of large size is destined to be relegated to the back shelf during the fall season.

* No particular subject of woman's work will be given preference over any other. It will be simply a matter of giving all women the recognition for the work they have done for the city and state in the past—the work they are now doing—and the work they may do in the future.

Railroad officials state that the bridge will be temporarily repaired by tonight, so that trains can pass over it. A pile driving crew was sent east yesterday evening at 9:00 o'clock. They will work from this end and a crew from Lincoln will work from the other side.

* The influence of Alliance women may be made far-reaching by having its place in the big BOOSTER EDITION. Many hundreds of extra copies will be mailed out and the women will be given an opportunity to obtain as many extra copies of the edition as they desire to mail to their friends in this and other states.

Cleopatra—a new shade of green—Virgin blue and Nymphyne, a combination of Nell Rose and pink will be the most popular in trimmings.

* Don't overlook the supplement to this issue of The Herald.

CITY SCHOOLS TO OPEN SEPTEMBER 1

Two New Departments Added—A Course in Agriculture and a Business Course

LIST OF TEACHERS FOR YEAR

The Alliance City schools will open Monday, Sept. 1st. Until the new Central building is completed, the entire school will be housed in the High School and Emerson buildings.

All high school grades. Second grade taught by Miss Edith Jones. First grade taught by Miss Acherson.

Beginning First grade taught by Miss Jackson. All other departments will be housed in the Emerson building.

Second grade pupils who were in Miss Acherson's first grade last year will report at Emerson building.

All First grade and Beginning pupils living EAST of CHEYENNE AVENUE will report at the High School building; those living WEST of CHEYENNE AVENUE will report at Emerson building.

At the last meeting of the Board of Education it was decided to enlarge the course in agriculture to meet the provisions of the Shumway act passed by the last legislature and secure recognition by the State Superintendent as an Agricultural high school.

The introduction of these courses will necessitate an additional teacher in the high school. Supt. Pate is now busy changing the course of study to meet the new conditions and searching for a teacher for the business department.

Mr. Clements will have charge of the work in agriculture. The following are the teachers for the coming year listed according to the building in which they will work when the new Central building is completed.

General W. R. Pate—Superintendent. Miriam Seawell—Music and Art.

High School C. A. Anderson, Principal—History, Isabelle Gabus—Normal Training and English.

S. L. Clements—Agriculture and Manual Training. Eva Shordeman—Language.

Georgia Canfield—Domestic Science. Mary L. Keech—Science and Mathematics.

Business Department. Central Teachers G. M. Burns, Principal—Seventh grade. Mamie White—Eighth grade.

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