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

# THE ALLIANCE HERALD

OFFICIAL ORGAN NEBRASKA STOCK GROWERS ASSOCIATION

Largest circulation ny newspaper in Wes

**VOLUME XX** 

ALLIANCE, BOX BUTTE COUNTY, NEBRASKA: THURSDAY, AUGUST 21, 1913

NUMBER 37

# "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. He has a good business, but it isn't growing as fast as it should. Many other business men, not only in Alliance but in small towns all over the country, say the same thing and are in the same boat. They look on advertising in the newspapers as an expense instead of an investment, which it really is. Constant, steady, intelligent advertising in your town newspapers is the only thing that will keep the mail order houses from getting your business-and it is cash business at that.

0 N 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. These catalogues were 20 catalogues from Montgomery, Ward & Company, the big Chicago mail order house. These catalogues were consigned to their customers at the Alliance postoffice. The postage on each catalogue was 25c. This made a total of 380 catalogues in one day, the total cost for postage alone being \$95. These catalogues cost this company approximately \$1 each to publish. This makes the cost of the catalogues sent to Alliance on one day a total of \$380 and adding the postage, makes \$475, or \$1.25 for each customer.

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. When the cost of the magazine advertising (most of the country newspapers won't accept their advertising) and the circular advertising is added onto the \$1.25, it runs up two or three times that amount, you can plainly see why it is that the business of these monster concerns is steadily increasing and why it is that you have a hard struggle to keep even. The only way that the encroachment

of the mail order concerns can be stopped is by the smaller merchant adopt-

ing 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. Start out right by placing a well written, well set advertisement in The Herald's big booster edition on September 18th.

### 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 from the western part of the state. Grand Master Bass, of Broken Bow, Grand Secretary Gage, of Fremont, and Brother Hood, inside guardian of the grand lodge, of Chadron,

Sister Fannie DeBow, of Cole-ridge, state president of Rebekah Assembly, was in Alliance the same day and a new district was organized under her directtion. It will be the Northwest Nebraska number 33. Mrs. Johnson, of Mitchell, was elected president; Cox, of Alliance, vice president; Mrs. Elnow, of Mitchell, warden; Mrs. Lowry, of Alliance, conductor; and Mrs. Mose Wright, of Alliance, treasurer. Rebekah meetings were held both Tuesday afternoon and evening at the Gadsby hall. next meeting of the new district will be held in May, 1914, at Mitchell. The special session of the I. O. O. F. grand lodge was held Tuesday af-

new members were initiated. Tuesday evening at 7:30 the Rebekahs and Odd Fellows formed in a parade, headed by the Alliance band, that extended for over two blocks in length and was far ahead of anything of its kind ever given in Alliance.

ternoon at the hall. A number of

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

At eleven o'clock 175 people sat down to a banquet served in Gadsby hall. It was the largest banquet held in Alliance since February 25th, when 225 people celebrated Alliance's 25th birthday, The program, which was short on account of the fact that the grand lodge officers had to take No.

east at 12:30, was as follows: Toastmaster, Lloyd C. Thomas Address of Welcome, H. H. Brandt, Alliance, Noble Grand. Response, T. W. Bass, Broken Bow,

Grand Master. Grand Master.
Our Lodge, A. J. Macy, Alliance, Vice Grand.
Vice Grand.
The Repetits of Odd Fellowskip.

J. Sanford, Lawrence Smith, aged forts failed to resuscitate him.
21, and Fred Proctor, aged 24, were working on the ranch for Mr. Santhe bunk house with the boys but The Benefits of Odd Fellowship,

I. P. Gage, Fremont, Grand Sec The menu served was as follows:

Olives Roast Chicken Mashed Potatoes with Cream Gravy Cheese Fresh Bread

Salad Cake Ice Cream 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. G. Porter A. C. G. Kempfer Chimney Rock No. 267-Bayard R. E. Wisner T. F. Watkins

(Continued on page four, col. three) on the bridge from both sides and amounting to approximately \$3,000

# THE HORRORS OF A HOLOCAUST the entire school will be housed the High School and Emer the High Sc

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

#### **MOTHER** AND THREE CHILDREN PERISH

Horrible beyond human conception and Mrs. Pitman and four children, with all possible speed. A neighwas the calamity that yesterday be. Lois, eight years old; Kenneth, five; bor, August Drew, arrived first, pre- half building, was on the west side fell the family of Samuel Pitman, Gladys, three; and the baby boy ceding Mr. Pitman and those who of the road running north and south, five miles northeast of Hemingford, between three and four months old. were with him only a few moments. and faced east and south. A cave on what is commonly known as the Mr. Pitman and hired help were Mrs. Pitman was found in the carcellar at the rear was connected Carl Roberts place. The details of heading grain in a field about a den, a hundred feet or more from

the awful tradgedy beggar descrip- half mile from the home. Seeing the house, her clothing nearly torn tion. The family consisted of Mr. the fire they rushed to the house and burned from her body.

The residence, a neat story and a with the kitchen by a covered pas-

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# IGHTNING KILLS TWO MEN Alliance Women Will Edit Section of Herald's

the Rebekah lodge held in Gadsby Terrific Bolt Strikes Bunk House on Corbin Rauch 40 Miles West of Alliance, Killing Lawrence Smith and Fred Proctor

> badly stunned by a bolt of lightning doorway when the lightning struck which struck the bunk house at the the corner of the building. old Capt. Corbin ranch, about forty were in their slickers, which were miles west of Alliance, Sunday ev-dripping wet. Both were almost in-Sidney, lowa, his former home, for ening during the terrific rain and stantly killed. Mr. Sanford was in burial. thunder storm which passed over the ranch house, nearly 100 feet Alliance and the country westward. away, and ran to the bunk house ly north of Mitchell. It is owned by Smith boy's body but repeated ef-

Two men were killed and a third ford. They were standing in the ment veterinarian of this city. The ranch is located ten miles immediately after the bolt struck. from Curly postoffice, nearly direct. Slight signs of life were in the

## BURLINGTON BRIDGE BURNS known stores in western Nebraska,

ing over it, destroyed three hundred tanks. In this way they saved the feet of the mile long Burlington entire bridge from destruction. bridge a mile and a half east of The fire started at 11:30 o'clock, Grand Island yesterday morning. Central time. It was stopped in turned from a visit to the eastern This bridge is on the which passes through Alliance.

trains are being routed over the this morning, arriving at eight shelf during the fall season. These \* work they are now doing—and Union Pacific tracks from Grand Is o'clock. Number 43, due here at are to be replaced by smaller shapes \* the work they may do in the fuland to Central City, returning to 12:30 this noon, will arrive at 3:40.
the main line via the branch line Railroad officials state that the from Central City over the Burling- bridge will be temporarily repaired ton to Aurora, where they return to by tonight, so that trains can pass

little water in the river at this time, work from the other side. so the work of rebuilding will not permanent repairs will probably be be delayed by that. The fire was finished by the last of the week stopped by engines which ran out The damage is comparatively light,

main line, about an hour. The trains coming west were not delayed very long, All passenger and important freight number 41, due here at four o'clock Raifroad officials state that the colors.

over it. A pile driving crew The bridge is about a mile in sent east yesterday evening at 9:00 length and is located over the o'clock. They will work from this North Platte river. There is very end and a crew from Lincoln will

# Great Booster Edition to be Issued Sept. 18

was sitting on the edge of an oats 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 W. M. Lee, wife of the govern-The bodies were taken to Mitchell, where Smith was buried. The body of the Proctor boy was shipped to

#### **New Department** at Harper's

In keeping with the progressive of the available space in this one spirit that has made the Harper's of section of The Herald will be deladies' Toggery one of the best over the women and their work known stores in western Nebraska. The section to be edited exgoods department will be installed in connection with the nobby line of Fire, started by an engine pass- threw water on the fire from their ready carried. The new department ag over it, destroyed three hundred tanks. In this way they saved the will consist of an entirely new stock of silks, woolens, piece goods,

novelties, notions, etc.

Mrs. W. R. Harper, recently remillinery markets, announces that the woman's hat of large size is destined to be relegated to the back in neater form and of variegated \* ture.

Cleopatra-a new shade of green -Virgin blue and Nymmphe, a combination of Nell Rose and pink will be the most popular in trimmings. Back trimmings are to be largely in vogue, some of the creations be-The ing designed to rise like miniature trees from turban effect hats.

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

There are no greater boosters He was " for the state than Nebraska woe men. The Herald and appreciates the influence of the women of Alliance and all Nebraska in the progress being made by the state at large. In-\* dividually and collectively the women have contributed largely to many enterprises and partic \* ularly to those which have involved the furthering of educa-\* tion and the raising of state in-

\* stitutions to a higher plane. Now The Herald in its big \* BOOSTER EDITION, to be published September 18, proposes to give over one section to Alliance women. This means that all of the section to be edited exclusively by Alliance women.

Every woman believes she can edit a newspaper. This will be the one big opportunity for Alliance women to prove hteir capability in the field of journalism. 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 work they have done for the

city and state in the past-the 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.

## CITY SCHOOLS TO OPEN SEPTEMBER

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

LIST OF TEACHERS FOR YEAR

The Alliance City schools will opthe High School and Emerson buildings. The following grades will be in the high school building:

All high school grades. Second grade taught by Miss Ed-First grade taught by Miss Ache-

Beginning First grade taught by Miss Jackson.

All other departments housed in the Emerson building. No confusion should result possibly in the first or second grades. Carefully noting the following will remove most of the misun-derstanding regarding the BUILD-ING to which pupils should go: All high school students to the

High School building.
All Eighth grade students to the High School building.

All Seventh, Sixth, Fifth, Fourth and Third grades to Emerson build-

Second grade puil. who were in Miss Alexander's first grade last will report at Emerson build-

Second grade pupils who were in Miss Acheson's first grade last year will report at the High School build-

All First grade and Beginning Pu-pils living BAST of CHEYENNE AV-ENUE will report at the High School building; those trying WEST of CHEYENNE AVENUE will report at Emerson building.

At the last meeting of the Board of Education it was decided to ealarge 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. This recognition is necessary to secure the financial aid from the state, provided for in the Shumway act. The Board also decided to introduce a business department in the 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

The following are the teachers for the coming year listed according to the building in which they will work when the new Central building

will have charge of the work in ag-

General

W. R. Pate-Superintendent. Miriam Seawell-Music and Art.

C. A. Anderson, Principal-History. Isabelle Gabus - Normal Training and English S. L. Clements - Agriculture and

Manual Training. Eva Sherdeman-Language Georgia Canfield-Domestic Science. Mary L. Keech-Science and Mathe-

maties. Business Department. Central Teachers G. M. Burns, Principal - Seventh

grade. Mame White-Eighth grade.

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