

# THE ALLIANCE HERALD

OFFICIAL ORGAN NEBRASKA STOCK GROWERS ASSOCIATION. REACHES EVERY MEMBER  
OFFICIAL ORGAN NEBRASKA VOLUNTEER FIREMEN'S ASSOCIATION. IT REACHES HEADQUARTERS FOR 15,000

State Historical Society

VOLUME XXII

ALLIANCE, BOX BUTTE COUNTY, NEBRASKA, THURSDAY, JANUARY 14, 1915

NO. 6

## CAMPAIGN LIKE A WHIRLWIND

Obstacles Overcome by Earnest Efforts for the Alliance Commercial Community Building

"Be a booster" is the slogan in Alliance these days—and it's going to be for a good many days to come. There isn't a town of 5,000 people in the United States that hasn't some knockers, or if there is, no one knows where it is; hence the boosters of Alliance do not intend to sit down and pine because there happen to be a few knockers in the town.

Within the last year Alliance has been getting some good advertising, and a lot of it, too, but it hasn't all been called advertising or paid for as such. "Publicity" is the word publicity thru illustrated magazines, and daily and weekly newspapers, far and near. It is now up to us, the people of the city, to see to it that we make the most of the publicity already received and at the same time push the old town ahead several notches for our own enjoyment and benefit.

"Let us pull together for the good of the town" is what the business men of Alliance have been saying for many a day. Now is the opportunity. There never has been a more cosmopolitan proposition before the people of the city than the proposed Commercial Club Community Building. There never has been another proposition on which it would be easier for persons, differing in belief on religion, politics and other matters, to unite.

"The better the day the better the deed" is an old saying that the events of last Sunday bring to mind. The erection of a community building was considered by many a thing good enough to receive a good deal of time and attention by the people of Alliance last Sunday.

By invitation of the pastor of the First M. E. church, Secretary W. D. Fisher of the Alliance Commercial Club attended the morning service, and gave a talk on the community building, occupying the time of the regular morning sermon. Mr. Fisher gave a good talk which was well received. At the evening service, instead of the sermon by the pastor, eight young men were called upon to give reasons why they wanted the community building erected. Eight good talks of a few minutes each were given, all differing from the others, but all bristling with good arguments for the building. The pastor of the Methodist church has been the object of some mild criticism for turning the two Sabbath services into meetings to boost for a community building, but those who know Rev. Baker well know that he is too careful and conservative to take such a step without first giving it deliberate consideration. The more this matter is looked into, the better it looks to the person of unbiased mind. There is no danger of it not standing the test of time.

By invitation of Rev. Geo. E. Morphy, pastor of the Baptist church, Mr. Fisher spoke there at the hour of the evening service. The address was similar to the one delivered at the M. E. church in the morning. It was replete with information of interest to the community and was well received by the Baptists.

Rev. H. J. Young, pastor of the Christian church, gave an address on community building in place of the regular morning sermon. If there were any criticisms from members of the church, they were silenced by Mr. Young's enthusiasm, born of a desire to be helpful, and the unanswerable logic of his statements.

At 3 o'clock in the afternoon, a mass meeting was held in Phelan opera house at which there was great enthusiasm for the community building. Hon. J. W. Guthrie, president of the Alliance Commercial Club, presided and introduced the speakers. The Alliance Band furnished inspiring music under the leadership of Bandmaster Whaley. Mrs. Bert Ponath, student of the Alliance School of Music, furnished several vocal selections that were generously applauded. The vocal solo, "The Earth Is the Lord's," was rendered by Jay Vance, with credit to himself and the Alliance School of Music, of which he is a student.

The first speech on the program was by Hon. W. P. Miles of Sidney. He gave his opinion of the community building proposition from the viewpoint of a neighbor. His complimentary references to Alliance and endorsement of the plan that is being worked out here were encouraging to those who are boosting for the project.

Instead of the speech on "Some Real Live Wires," for which he was on the program, Secretary Fisher presented the live wire, an exercise by about a dozen boys.

Rev. H. J. Young closed the program with an inspiring address, and the meeting adjourned with a firm determination on the part of those present to put the proposition across.

### Securing Subscriptions

The four days' campaign for securing subscriptions began Monday morning. It took a little while to get under headway. Almost everybody seemed to be waiting to see what others would do. On Monday the teams met at noon for luncheon at the Silver Grill cafe, on Tuesday

## EARTHQUAKE KILLS 12,000

Rome, Italy, Jan. 13—12,000 people were killed and 20,000 injured by an earthquake this morning which lasted from 22 to 30 seconds beginning at 7:55 o'clock. The city of Avazano with 20,000 inhabitants was destroyed and 8,000 were killed there. 3,000,000 inhabitants of the stricken district face famine as a result and the king of Italy has issued an appeal for their relief.

Rome and Naples suffered severely, and many ancient structures were damaged and some demolished. The quake continued from below Naples in the south to Ferrara in the north, a distance more than 300 miles. Wires are down, preventing the total extent of the disaster from becoming known.

at the Alliance Cafe, and on Wednesday at Nohe's Cafe. Much interest was manifested on the third day and a total of nearly \$6500 in subscriptions was received, giving the proposition a good start.

## SUBSCRIBE FOR SWIMMING POOL

Alliance Fire Department Launches Project That Will Be of Benefit to General Public

The erection of a swimming pool, valued at \$1800, is the project which has been launched by the Alliance fire department, the funds and labor for which are being furnished by the members of the department. The sum of \$450 had been subscribed up to Wednesday evening by members of the department. The firemen are donating both cash and labor to the proposition.

Plans for the pool have been prepared by Herman Lund, the architect. The size of the pool will be twenty-five by fifty feet. The size of the building will be thirty-seven by sixty-six feet, of tile construction, the walls running to a height of eight feet above ground. The building will be equipped with heating plant, lockers, etc.

The site for the building is the vacant city property back of the city hall. In return for allowing the men, women and children of Alliance the free use of the pool, the city council has agreed to give the fire department the use of this ground. The pool will be free for use of Alliance citizens, no charge being made for its use. A small charge will be made for the use of bathing suits and towels, to cover running expenses of the pool.

The committee in charge of the work are Firemen Hill, Pilkington, Lund and Liggett. It is expected that construction will start without delay.

## TRADES FOR WYOMING LAND

Sheridan County Rauchman Exchange for Omaha Property for Irrigated Land at Wheatland

E. Shafenberg of Bingham was in Alliance yesterday on his return from Wheatland, Wyo. He spent six or seven weeks in Omaha, visiting relatives and other friends. Returning last Sunday he went on to Wheatland, where he traded Omaha residence property for irrigated land. He is pleased with the country in that part of Wyoming, but does not intend to leave Nebraska.

Mr. Shafenberg informed The Herald that the winter in Omaha has been quite severe. He has a horse ranch eight miles west of Bingham, on which he has a fine lot of Shire and Belgian horses. Thinking that the boys might be having a hard time on account of storms, he returned home sooner than he otherwise would have done, but was agreeably surprised to find such delightful weather in this part of the state.

### Terms of District Court

The following are the terms for district court for the year 1915 in the district composed of Cherry, Sheridan, Box Butte, Sioux and Dawes counties. W. H. Westover, Judge. J. D. Scott, reporter, Rushville, Neb.

Cherry, March 1 and October 4. Sheridan, March 15 and November 8. Box Butte, April 5 and November 22. Sioux, April 26 and October 18. Dawes, May 17 and December 6.

### Voting Contest at Darling Store

George Darling has inaugurated a voting contest in connection with his annual January clearance sale which is now being held. A valuable sewing machine is to be given to the lady or girl receiving the highest number of votes at the end of the contest. Standings of the candidates will be published in The Herald each week.

## DISTRICT MEETING OF M. D.'S

Members of Twelfth Councillor District, State Medical Society, to Meet in This City

Members of the Nebraska State Medical Society in the counties of Banner, Box Butte, Cheyenne, Dawes, Deuel, Garden, Kimball, Morrill, Scotts Bluff, Sheridan and Sioux, comprising the Twelfth Councillor district, will meet in Alliance on Tuesday, January 19th, as guests of the Box Butte County Medical Society, of which the following physicians comprise the membership: H. H. Bellwood, president; H. A. Copsey, vice president; Geo. J. Hand, secretary-treasurer; L. W. Bowman, C. E. Hershman, C. E. Jackman, J. M. Willis, Oliver McEuen. This will be the first meeting in Alliance of the district society.

Following is the program:  
Dinner at Drake Hotel, 7:00 p. m.  
Address of Welcome  
Response  
Dr. C. H. Platz, Torrington, Wyo.  
Some Practical Uses of Local and General Anesthesia in Surgery  
Dr. J. Stanley Welch, Lincoln  
A Point in the Diagnosis of Diseases of the Stomach  
Dr. H. J. Lenhoff, Lincoln  
Address  
Dr. Rowe, Lincoln  
Address  
Dr. Alfred J. Stewart, Scottsbluff  
Surgery of the Testis  
Dr. Geo. J. Hand, Alliance

### AT RIPE OLD DAGE

Mother of Alliance Citizen Passed Away After Short Illness

On Christmas day, Frank E. Sanders of Alliance received a telegram notifying him of the death of his mother, which occurred after an illness of only two days. Owing to the shortness of the notice, Mr. Sanders could not attend the funeral of his mother.

The following is an extract from a dispatch from Paris, Kentucky, former home of the deceased, to the Lexington Herald:

Paris, Ky., Dec. 26—News of the death of Mrs. Mary Vesta Sanders, wife of the Rev. Alexander Sanders, was received with profound regret here where the family has many warm friends, having resided here for a number of years. Mr. Sanders was president of Bourbon College, and was also director of music at the Christian church. Mrs. Sanders was a lovely Christian woman. She died at her home in Cincinnati yesterday after a brief illness, having been stricken suddenly ill Wednesday evening.

Mrs. Sanders was born in Summer Hill, Ill., June 8, 1839, and was married to Mr. Sanders, on September 2, 1858. She is survived by her husband and five children: Mrs. H. H. Haire, of Jackson; Mrs. W. G. Dailey, of Millersburg; and Mrs. C. E. Perrin, of Custer, S. D.; Messrs. Warren Sanders, of Cincinnati, and Frank Sanders, of Alliance, Neb.

Conference Is Coming  
The Boys' High School Leader's conference of western Nebraska will be held in Alliance, in the High school building, on Saturday, January 23. State Y. M. C. A. Chairman Bailey and State High School Secretary Crumb will be on the list of speakers. Program will be announced next week.

Wrecking Old Court House  
The work of wrecking the old court house, which was recently purchased by S. O. Carr, was commenced on Monday. The roof will be removed and other parts torn out until the building can be moved to another location, where it will be rebuilt.

Purchased Cafe Interest  
The interest of Clyde Curry in the Central cafe has been purchased by Richard Oliver, who purchased the cafe recently with Curry. Oliver is operating the cafe under his own management.

Will Remain in New York  
Aquilla Triplett of Alliance, who on December 31 was married to Mrs. Thompson of New York City, an old schoolmate, writes friends here that he expects to make his home there. They are living at 358 West 30th street, New York City.

Weather Continues Mild  
Alliance and Box Butte county have been experiencing "Florida weather" for the past few days. While the nights are rather crisp at times, the days have been balmy and almost summerlike.

Visiting Alliance  
Christ Hornburg of Staplehurst, Nebraska, one of The Herald's readers, is in the city on business. While here he is visiting his son, August Hornburg, and friends.

Holding Annual Sale  
In this issue of The Herald will be found the announcements of the Famous clothing store, announcing its annual sale of men's and boys' clothing. The sale lasts for two weeks, commencing January 16th.  
Mrs. Jack Mann of Bridgeport is in the city visiting friends and relatives.

## GALA DAY FOR THE I. O. O. F.

Special Train from North Platte Valley Brings Crowd of Enthusiastic Odd Fellows

Yesterday was a big day for the Odd Fellows of western Nebraska, on the occasion of a special meeting in Alliance of the Second Regiment of the Patriarchs Militant of Nebraska. Besides those coming from other directions and on other trains, 234 came in on a special train from the North Platte valley which arrived about 3 o'clock in the afternoon. They came mostly from Mitchell, Scottsbluff, Gering, Minatare, Bayard, Bridgeport and Angola. The train was met at Angola by members of the Alliance Canton.

Upon the arrival of the special train, a procession three blocks long was formed. Headed by the auto truck of the Alliance fire department and the Mitchell band, the crowd marched up Box Butte avenue to the Odd Fellows' hall.

In the evening a banquet was served by the local lodge I. O. O. F. and



John R. Snyder, Member of Alliance Canton, on Whom the Degree of Chevalier Was Conferred Wednesday

Rebeksahs to the visiting members. There was no speech making, but a jolly good time was enjoyed by all present.

Following the banquet the crowd adjourned to the Phelan opera house where they were joined by many Alliance citizens. The Mitchell band, or a portion of it assisted by band boys from other valley towns, gave a concert of about a half hour. Through some misunderstanding as to arrangements, the opening of the program which preceded the conferring of the Degree of Chevalier was delayed more than an hour. This was very unfortunate, as it caused an annoying wait and made it necessary to omit a part of what was expected to be put on for the evening.

It was after 9 o'clock when the evening's program was opened by Rev. Normal G. Palmer of Hemingford offering prayer.

The chairman, H. H. Brandt, then introduced Dr. H. H. Bellwood, who gave a fine talk on the meaning of Oddfellowship. He stated that he had been a member of the order for more than forty years and had visited lodges, grand and subordinate, from the Atlantic to the Pacific coasts. The doctor's speech made a splendid impression. It will be published in the next issue of The Herald.

Music, vocal and instrumental, was furnished by students of the Alliance School of Music, which was well received, notwithstanding the lateness of the hour.

Johns of Grand Island gave a talk on the origin, history and benefits of the order, followed by an address by Rev. Harper of Madison, Neb.

The evening's program was closed by the conferring of the Degree of Chevalry upon John R. Snyder of Alliance, member of the Patriarchs Militant; Mrs. Moses Wright of Alliance; Mrs. Alpha Simmons of Scottsbluff, and Mrs. J. R. Johnson of Mitchell, members of the Rebeksahs.

C. E. Wiltsey and K. L. Pierce of Hemingford were in Alliance on business Tuesday. They made the trip by auto.

Mrs. B. Vernon Moore left Saturday for her home at Newell, S. Dak., after spending the holidays with her parents, Mr. and Mrs. W. L. Vernon.

Special rates are granted by the railroads for the Denver horse show, to be held January 17 to 9. The Burlington round trip fare from Alliance will be \$9.55. Tickets will be on sale from the 17th to the 20th, return limit the 26th.

W. G. Nieman, traveling representative of the Dempster Mill Manufacturing Company of Beatrice, returned from his holiday vacation Monday noon. He has been visiting his parents at Beatrice for several weeks. Mr. Nieman is a member of Post M. T. P. A., of Alliance, and a very popular traveling man.

The bonds for the county treasurer have been accepted and approved by the board of commissioners, in

session this week. The total bond is \$30,000. The bonds are given by surety companies, divided equally among companies represented by F. W. Harris, Guthrie & Guthrie, and K. L. Pierce. The bonds furnished by the other officers are given by the officers themselves, they paying the premiums.

Miss Mae Newberry, daughter of Mr. and Mrs. C. A. Newberry of Alliance, left Snuday at noon for Council Bluffs, Iowa, where she will enter one of the large hospitals there for training as a nurse. Miss Newberry has assisted at St. Joseph's hospital in Alliance a number of times and has an aptitude for this kind of work. Her many friends wish her success in her chosen profession.

## ANOTHER GAME TAKEN BY BOYS

Alliance High School Team Wins Good Game Last Night at High School Gym

With the special train of Odd Fellows from the valley Wednesday afternoon came the basketball team of the Scottsbluff high school, to try their skill against the Alliance boys. Scottsbluff has a good team—and so has Alliance, as is evidenced by the score at the end of the game last evening, Alliance 51, Scottsbluff 19.

Regarding size, the two teams were evenly matched. However, the Alliance boys compelled the visitors to take long shots for goal—it was that or nothing for the Bluffers—and they generally missed. The way Davenport bombarded that goal for Alliance would put a Zeppelin raid on London to shame. But Johnson and the other A. H. S. boys also tossed the ball through the ring for several scores.

At the end of the first half the score was: Alliance, 34; Scottsbluff, 7. The last half was somewhat more exciting even than the first, as there was a tendency to being what might be termed "rough". The scorekeeper's book showed the final score to be 51-19. H. J. Young refereed the game, to the satisfaction of all concerned.

Lineup	SCOTTSBLUFF
Davenport	rt Howard
Johnson	lf Westervelt
Harvey	c Pickett
Spacht	rg Ploehn
Graham	lg Rice
Subs—Alliance,	Bennett, Spencer, Fenning, Scottsbluff—Wright, Howard.

## AN EXPERT IN ADVERTISING

Former Clothing Salesman for W. D. Rumer Makes Use of His Talents in Large Territory

What's worth doing at all is worth doing well. So thought A. B. Tollif when manager of the clothing department in W. D. Rumer's store in Alliance many years ago. He had a talent for salesmanship and advertising, and by making good use of it became an expert. Many business men have made good money by advertising, because they advertised right; others have tried advertising and have not secured the results they should have secured because they did not go at it right.

Mr. Tollif has made good in his profession as an expert advertiser. For the last eleven years he has covered several western states, with headquarters in Denver, doing a big business in putting on special sales and writing advertisements for others. The principles upon which he operates, as stated to The Herald, are to have the goods with the right prices and then use printer's ink judiciously but liberally in letting the public know about it. He is at present putting on several successful advertising campaigns in this city.

### Selling Improved Lamp

Joel Smith, night man at the Burlington store house, who resides with his uncle, Dan Hammarly, in West Lawn, recently purchased a Beacon mantle kerosene lamp for his own use. So well pleased was he with it, that he secured the agency and has already sold a number without giving up his position with the railroad or taking time from his regular work.

### St. Matthew's Church

10:30 a. m. Morning prayer and sermon. Subject: "The Baptist."  
Only one service—let us make it a good one.  
DEAN A. THOROLD ELLER, Rector.

### Sunday in Hemingford

Mrs. L. Acheson and children went to Hemingford on No. 43 last Friday to remain over Sunday with friends.

### Business Trip to Denver

Chas. C. Tash made a trip to Denver the first of the week on business for the Alliance Auto Supply Company, of which he is manager.

## A BEAUTIFUL NEW BUNGALOW

Residence of Mr. and Mrs. Rowan, on Toluca Avenue, a Model of Artistic Taste and Utility

Contractor A. S. Mote is putting the finishing touches on the new residence which he has erected for Jerry Rowan at 415 Toluca avenue. Mr. and Mrs. Rowan expect to move into their new home next week.

The building is a bungalow, 29 by 40 feet, with basement which has a ceiling nine feet in the clear, and an attic conveniently reached by stairway and affording considerable space for store room purposes. The house is not only artistic in design and finish, but is a model of convenience. Seldom is a building of its size so arranged as to furnish the amount of useful space that this building contains; and yet it is so planned as to not appear crowded.

The living room, dining room and breakfast room form a suite, finished to match with slash-grain fir panels, the lumber for which was especially ordered for this building. The living room has cove cornice, something of a novelty in Alliance yet, but an up-to-date feature and very pretty. The dining room has beam ceiling. The bedrooms, wardrobe and bath room are finished in modern style with many unique conveniences, such as built-in cabinets, closets and cedar shelves.

The basement is reached by a broad stairway, easy of ascent and descent, and from an outside door in the rear. The principal room in the basement is the den and billiard room, splendidly arranged for the purpose for which designed. The furnace is in the basement with conveniently located coal bins, so arranged as not to interfere with the passage to the other rooms. In one rear corner is a cold cellar for fruit and vegetables. The laundry is in the rear of the basement, the cement floor of which is self-draining.

The above description of the new Rowan home hardly does justice to it, but may give a slight idea of its neat and cozy appearance and the convenience of its appointments. It is hard to see how the space of any dwelling of the same size could be better economized or more conveniently arranged.

### Accidentally Shot

Leo Hashman, twenty years old, son of County Commissioner Cal Hashman, was accidentally shot in the left leg Tuesday afternoon at 2 o'clock at the Hashman home, eight miles from Alliance. Mr. Hashman, who was in town attending the session of the board of commissioners, immediately left for his home with Dr. Slagle, who dressed the wound and removed the bullet.

Leo had been hauling hay and spied some coyotes near some stacks. He went to the house and got a revolver. In putting it in his pocket he dropped the gun and it was discharged, the bullet entering at the rear of his left ankle, plowing around the leg bone and coming to the skin on the front of the leg, near the knee. He will be laid up for some time.

## AN ELEGANT NEW STORE

Miller Brothers' Furniture and China Store Presents Nobby Appearance in New Location

Miller Brothers' furniture and china store in the new location in the Newberry building, 312 Box Butte avenue, has the appearance of a new establishment. They commenced moving their stock before the improvements had been completed, but the work of moving and repairing went ahead without either interfering with the other.

A new plate glass front has been put in. The door which was in the middle of the front has been changed to the south side, giving space of about twenty feet for a window display of goods.

On the north side of the main floor and extending about half the length of the building is a series of racks for displaying china and glassware. The arrangement is such that a large stock can be shown in a minimum amount of store space.

Also the new location affords much more room than did the former place on the east side of the street, every foot of space is economized. Surplus stock is stored in the basement. A stairway has been put in leading to second floor, where carpets and linoleums are shown, and some furniture kept. A balcony extending around the rear of the main room affords a good deal of additional space for furniture.

Miller Brothers have built up a good trade, necessitating the carrying of a large stock of goods. They may well be proud of their new store, which is a credit to the city as well as to the proprietors.

Dr. Geo. J. Hand was called to Hemingford Sunday to attend Mrs. Lorenson.