

Friday and Saturday
SPECIALS

Golden Rule Store

READ
They Will Save You
Money

We are going to make Friday and Saturday very busy days. Bargains galore will greet you in every spot of this store. Not only dollar bargains but many other bargains. Visit this store Friday and Saturday; you will find what you want and you will find it for less money. Buying for Cash---Selling for Cash---Quantity Buying---Only a few reasons why we do and can sell for less.

TABLE LINEN		WOMEN'S UNION SUITS	
60 Mercerized, per yard	39c	75c Fleece lined	49c
75c Damask per yard	46c	\$1.00 Fleece lined	75c
GUARANTEED SILK PETTICOATS		\$1.25 Fleece lined	98c
\$1.98		\$2.00 All Wool	\$1.48
Every Petticoat guaranteed to give satisfactory wear or another one free.		\$2.50 All Wool	\$1.98
OIL CLOTH		\$3.00 Silk and Wool	\$2.48
18c Per Yard		KID GLOVES	
BOYS' UNION SUITS		\$1.50 Values for	98c
Heavy Fleece Lined	49c	\$2.00 Values for	\$1.69
\$1.25 All Wool, for	98c	\$2.50 Values for	\$1.98
		OUTING FLANNEL	
		10c Outings, per yard	7½c

Friday and Saturday	
\$1.00	\$1.00
SPECIALS	
\$1.50 Petticoats for	\$1.00
\$1.50 House Dresses for	\$1.00
\$1.50 Kimonos for	\$1.00
\$1.25 Dress Shirts for	\$1.00
\$1.50 Shirt Waists for	\$1.00
\$1.25 Large Size Cotton Blankets for	\$1.00
Many other bargains for less than \$1.00 that are worth considerable more—space will not permit us to mention them all.	

MEN'S UNION SUITS		MEN'S PANTS	
Heavy Fleece, Suit	49c	\$1.50 Pants for	98c
\$1.00 Fleece Lined	79c	\$2.00 Pants for	\$1.49
\$1.50 Fleece Lined	98c	\$2.50 Pants for	\$1.98
\$2.00 Wool Union Suit	\$1.48	\$3.00 Pants for	\$2.48
\$2.50 Wool Union Suit	\$1.98	\$4.00 Pants for	\$2.98
\$3.00 Wool Union Suit	\$2.23	\$4.50 Pants for	\$3.48
\$3.50 Wool Union Suit	\$2.98	MEN'S HATS	
MEN'S CAPS		\$1.50 Hats for	98c
50c Caps for	33c	\$1.75 Hats for	\$1.23
75c Caps for	49c	\$2.00 Hats for	\$1.48
\$1.00 Caps for	73c	\$2.50 Hats for	\$1.98
MEN'S WORK SHIRTS		\$3.00 Hats for	\$2.49
25c			

Men's Clothing---Suits at \$4.90, \$7.90, \$9.90, \$14.90

Undoubtedly the greatest clothing values ever offered. It is only possible to offer the values through Cash Buying, Cash Selling and Quantity Buying of the Associated Stores of the Golden Rule Syndicate.

Star Brand Shoes
Are Better

Golden Rule Store

Save Money
On Your Shoe Buying

MARKET WEEK OPENS STRONG

(Continued from page 1)

cert Tuesday evening at the opera house, which was attended by a good crowd. The music was well selected and the boys showed the effects of their good training.

Wednesday, October 27th:

Percy Coswell will be long remembered as the peer in western Nebraska auto racing enthusiasts. To be sure, the races were "slow races"



TULLY'S PET
Gone, but not forgotten

or "barrel races" but they produced an immense amount of fun and entertainment for the crowd which filled the downtown streets Wednesday afternoon.

The first event was a novelty relay race. Four drivers were entered with each car out each driver had to run a block. First prize won by team consisting of Ward Hall, Leonard Pilkington, Harry Myers and Vera Register in a Ford. Second won by H. P. Coursey, W. R. Harper, Ed Curry and Oscar Braman in a Ford. Third won by Chas. Tash, Leo Nicolai, George Ellis and O. W. Basye in a Ford.

The second event was a slow race on high gear for Ford cars. A large number of cars entered but their drivers ran too slow and many of the cars died along the route. The owner of a big car was accused of putting insect powder along the route, but this he indignantly denied. Three cars finished, first prize going to Ward Hall, second to W. D. Fisher and third to Dr. E. C. Drake.

The third event was a slow race on high gear for big cars, Fords excluded. This was won by Frank Wilson in the big White roadster, which crept along the street at snail's pace and "never turned a hair."

The event which attracted the most interest was the speed obstacle race. Bear kegs were placed at irregular intervals along Box Butte avenue. The cars were required to drive in and around the kegs, following a path laid out. The car was penalized five seconds for each keg touched. There were fifteen entries and eleven

cars to make the course, which covered two blocks. First money was won by Link Lowry in a Ford in 58 1-5 seconds; second by Charles Tash in a Ford in 59 3-5 seconds; third by Leo Nicolai in a Reo, in 1 minute and 5 seconds. Mike Nolan received the booby prize amid the plaudits of the crowd, hitting all but two of the kegs on the entire trip.

The speed and endurance race consisted of making a trip of four blocks, stopping on the trip, removing the tire, placing in a new inner tube and pumping up the tire to a pressure of sixty pounds. Charley Tash won first prize in 2 minutes 38 1-5 seconds; George Ellis second prize in 3 minutes and 35 seconds; M. L. Maxon won third prize in 5 minutes, he having to put in a second tube, as the first blew out.

The program for the remaining three days of the week includes many interesting features. The big horse show, chicken show and agricultural exhibit is held today, under the management of Ira E. Tash. On Friday Lee Moore will entertain with a battle royal at 1 o'clock and the baby show at the court house, starting at 2 o'clock. It is expected that not less than one hundred babies will be entered. Three cups, valued at \$100 will be given as prizes. They can be seen in the Commercial Club office window. The T. P. A. boys will entertain in the evening with a mock trial at the court house.

On Saturday Lloyd Thomas and Ben Sallows will close the week with an animal and comedy parade on Box Butte avenue just before noon. In the afternoon the boys and girls races will be held on Box Butte avenue. At 4 o'clock a free matinee will be given for children under fourteen at the new Empress theatre, closing with a concert by the band in the evening.

Returned from Extended Trip
Harvey J. Ellis returned home last week from an extended trip through the South, having been gone several weeks. At St. Louis Mr. Ellis witnessed the annual pageant, "The Veiled Prophet", which is similar to Omaha's annual Ak-Sar-Ben festivities. He also visited at Memphis.

Danced by Diamond Disc Music
A large crowd attended the dance given at the Darling store, The Edison Shop, Saturday evening. The music was furnished by the Edison Diamond Disc phonograph and all enjoyed themselves thoroughly. Punch and wafers were served.

BROKE LOOSE AGAIN

W. H. Lunn, Piano Man, Reads about Market Week in The Herald, and Writes His Opinion

On opening our morning mail this morning we found, among the usual mass of bills, requests for free advertising, and other things with which a publisher is familiar, a letter in the welcome handwriting of W. H. Lunn, brother of "Tom" Lunn of Alliance. "W. H." has been reading recent issues of The Herald and took occasion to break forth in praise or criticism, as you wish to call it, as follows:

Dear Lloyd:
Have just been going thro the Herald, and browsing thro the ads, and by Jinks there's something doing up your way. And to read the "sparkling" verses as per the Booster's Crown, would consign, the average long-haired poet to the hay. I also read the program for the balance of the month, and the men who are preparing for the rush; and if it wouldn't turn a pessimist into a first-class smiling "Boost," I'd travel thro the rest of life on mush. Gentlemen of Alliance, you seem to have the kink of boosting things wide open with a blast, and when upon that other shore, you gather in a bunch, you'll keep the white-robed angels hustling fast. I notice that Ben Eallows is moving with the "Times", and I mentioned Lloyd a little bit ahead, while dear old Charlie Tully will matriculate a cow, and see that everyone is dined and fed. And George, ain't he a Darling, to undertake the job, and furnish every lady with a chair, and if things get kind of strenuous he'll call at once for help; and Moore will jump right in to do his share. For the automobile races, you chose the proper man, he doesn't care how much his hands are soiled, so that everything runs smoothly, machines all spick and span, and every little Cogswell greased and oiled. A baby and a chicken show are next down on your list, and prizes for potatoes and for squash, a man of grave discrimination, of judgment and of tact, was chosen as the judge in I. E. Tash. But what I'm anxious more to know, and before it gets too late, is where the Fisher got his line, and where he got his bait, to gather in a circus and lead them slowly by the throngs of Box Butte county, with a mere glance of his eye. I have my doubts about it, I believe they saw his pur-

ple socks, for I note the calliope is guarded by our old friend Sheriff Cox. My chief regret lies in the fact that I cannot break away, pack up my trunks and kiddies, and come right up to stay; but here's a toast I'll send you—May Alliance ever be the Sun Burst of N. W. Nebraska, to all eternity.

Yours sincerely,
W. H. LUNN.

RETURN FROM BEAR HUNT

Fred Mollring and Son J. W. Enjoyed Six Weeks' Hunting Trip Through the West

Dear Lloyd:
Fred Mollring and son J. W. Mollring returned last Thursday from a six weeks' hunting trip through Wyoming, Idaho, and south of Yellowstone Park. But during twelve days of this time Fred was in the "hospital camp" 125 miles from the railroad, and thereby hangs a story—and it's a "bear story". Mr. Mollring says he was hurt when a bear chased him (and here it differs greatly from most bear stories). The facts are that he was hitting for a high place to get a shot at a large bear accompanied by two cubs. In his race for a vantage point, Mr. Mollring slipped on a rock and wrenched his knee and ankle, resulting in his sojourn in the tent for twelve days. The bear escaped injury.

But the Mollrings had plenty of "wild" meat on their trip—and a good variety. When Fred goes after big game he usually goes where it abounds, and gets the limit, and this trip was no exception. He says the forest rangers are scattered out over the game country and that the hunter must observe the bag limit. It was their intention to go up into Idaho for a week's hunt, but his injury and the twelve days' layoff cut their time so short that they decided to return home.

Mr. and Mrs. Asa Briggs, who lived in Alliance twenty years ago and who went to Wewela, S. D., three years ago, stopped over to visit their daughter, Mrs. Frank Boon, of Bonner, on their way home from a visit with a daughter in Cheyenne. They also visited friends in Alliance, going to their home Saturday.

A telegram to Mr. and Mrs. J. C. McCorkle announces the birth of a fine baby girl, Dorothy, to Mr. and Mrs. Frank Dunning, at their home



DRESS UP

Did You See the Living Models in Our Show Windows

THE RIGHT KIND OF CLOTHES STIMULATE A MAN'S SELF-ESTEEM, GIVE HIM A FEELING OF CONFIDENCE IN HIMSELF, AND HELP HIM TO PLAY THE PART HE HAS CHOSEN FOR HIMSELF IN LIFE. THAT IS WHY WEARING

Stein Bloch
Smart Clothes

GIVES MEN SUCH A BIG HANDICAP OVER THOSE WHO UNDERESTIMATE THE IMPORTANCE OF GOOD PERSONAL APPEARANCE.

SPECIALS:

\$15.00, \$20.00, \$22.50, \$25.00
\$27.50, \$30.00

W. R. Harper Dept. Store

in Montana, where they went several years ago. Mr. and Mrs. McCorkle are parents of Mrs. Dunning.

Jack Miller has purchased Vindicator, the well known racing stallion, from George Mollring, who has owned him for two years. Jack has several fine mares on his ranch and will breed them with the new stallion.

An interesting film was shown at

the Imperial last night. It was a comedy feature, advertising Dr. Reed's cushion sole shoes, now sold by the Alliance Shoe Store. The film will be shown at the New Empress tonight and at the Imperial again Saturday night.

If the Allies just hurry up a bit, they may get to Servia in time to attend the funeral.