

# Newest and Most Charming of Spring Modes

In this Great Apparel Store the inspiration for many novelties and smart ideas comes to us from foreign designers. American manufacturers have seized the opportunity and have quite outdone themselves this season, and the most fascinating display of Dresses and Suits we have ever shown is the result. The prices are extremely moderate. Silk dresses for afternoon, street and evening wear are shown here in wonderful assortment.

## Appreciation

That the FASHION SHOP is supplying a much desired place in the shopping sphere of the Alliance and Box Butte County Ladies is evidenced by the large crowds that visited our store—the only exclusive ladies' ready-to-wear store in Alliance—on our opening day. Our store was crowded all day and up to late at night with ladies, many of whom found just the Spring garments they had been looking for and at the right prices.

We were agreeably surprised at the hearty response given our first efforts to please the shopping public of this territory and take this means of expressing our appreciation.

Kindly remember that our greatest aim will be to carry in stock the very latest creations in styles for women in large enough varieties to suit all tastes and purses.

## Fascinating Frocks

Just received a large shipment of afternoon fascinating Frocks at \$7.75 and \$8.48.

### For Afternoon, Street and Dress Wear

Manufacturers have brought out a wealth of new and charming styles in silk dresses to meet the great demand. Also a line at \$12.50 and \$17.50 made of silk poplin. Made of taffetas, gros de londre, charmeuse, crepe de chine, etc. New Russian basque effects, wide flaring skirts, etc. Women's and Misses' sizes.

Just Received Another Shipment of Nobby Coats—in all colors, coverts, gaberdines, novelties, in plain colors, plaids, checks, etc. Flare belted and other designs—all sizes, at \$5.25, \$7.25, \$9.75, \$12.50.

### Reception or Evening Gowns

Showing the smart Russian basques, the full wired hips, the beautiful draped tunics, and the "Pouffe" or bustle effects. Gold and silver trimmed combined with delicate silks, at \$15.00, \$17.50, \$25.00.



## New Goods Received This Week

Several new shipments of garments that we had hoped to have on hand for our big opening day were just received this week. There are reproductions of and adaptations from the most charming and newest creations in ladies' ready-to-wear direct from the big style centers of the east, and although our stock was considerably reduced by the liberal patronage we enjoyed last Saturday, it is again complete.

We have a splendidly large range of styles and prices and at each price you'll find superior quality and style individuality plainly evident.

You must see these new arrivals in order to appreciate them. Every favored fashion and fabric in all the season's most desirable colors; an immense stock to select from and exceptional values at every price.

## High Grade Tailored Suits

Our showing for this season of the year is by far more versatile than elsewhere, every known model from the artificer is to be found among our hundreds of smart garments—\$12.50, \$15.50, \$19.50, \$25.00 to \$45.00.

The wonderful fabrics used in their construction are interesting, and the colors of the season have never been so soft, and at the same time practical. Women's and misses' sizes in all groups. Smart Tailor-Mades, \$25.00.

These suits are especially attractive, as they contain every good model shown in the higher priced lots. The art of reproduction has made it possible for the manufacturers to give us these wonderful copies. Materials: Gaberdines, poplins, taffetas, serges, checks, etc.

### Silk Petticoats, \$2.50 to \$6.50

In special colors and styles. Every good, desirable color to go with the new frock or suit.

But a few years ago, only a small proportion of those who wished to be well dressed purchased their garments ready-to-wear—today only a very limited number have their garments made to order. There are several reasons, but the most important ones are that you get better styles and materials for a given sum and get the garments more promptly and with less worry.

# THE Fashion Shop

## THE STYLE CENTER

French and American Designers have labored arduously to produce the beautiful creations that will rule this Spring. From so much beauty it was hard to choose the best but the up-to-the-minute styles shown at THE FASHION SHOP represent a careful selection of the prettiest and the most approved of the fashions in Coats, Suits, Dresses, Skirts and Blouses for Spring.

## Announcing the Arrival of the Dort Automobile in Alliance

The Dort Five-Passenger Touring Car is commodious, comfortable, thoroughly dependable, electrically equipped throughout, electrically started, amply powered and sturdily built. In design, material and workmanship it represents the most approved type of light car construction. It will compare favorably, feature for feature, with cars selling for 50 per cent greater cost.

The Dort possesses many exceptional mechanical features, as well as numerous points of superiority, such as rear axle construction, silent self-starter, efficient electric system, extra heavy crank and cam shafts (with exceptionally long bearings), cantilever springs and other features of mechanical excellence that are unparalleled in a car selling for anywhere near the Dort price.

The Dort Touring Car is designed for family or business use, in which service, economy, elegance and power are desired. This splendid model, thoroughly equipped throughout, deep seated and comfortable, will give year after year of satisfactory use to its owner at a minimum of initial cost and upkeep.

### Dort Touring Car \$700.00 F. O. B. Alliance

Fully equipped, including electric starter, tire carrier, demountable rims, all-weather tread tires in rear

### Specifications

Electrically equipped throughout; left hand drive; center control; four-cylinder motor cast in bloc; exceptional water cooling surfaces and extra heavy crank and cam shaft bearings; circulating splash lubricating system; thermosiphon cooling system; battery type of ignition, Connecticut make; gravity feed gasoline system and selective type of transmission; 3 speeds forward and reverse; three-quarter floating rear axle; internal expanding and external contract-

ing brakes with large surface; demountable rims, 30x3 1/2-inch tires, all-weather tread on the rear; 50-inch full cantilever springs in the rear; front semi-elliptic; streamline body, with ample leg room in both compartments; 105-inch wheel base; standard 56-inch tread; full standard equipment including Westinghouse electric starting and lighting system; electric lights throughout, one-man top, windshield, speedometer, gasoline gauge, horn and complete tool equipment.

Now on Display at the Reo Garage  
3rd and Laramie, Alliance, Nebraska

Foshier Motor Company, Omaha  
W. D. Rumer, Alliance Distributor

Sturgeon & Powell, Local Agents, Alliance

## SPECIAL SAFETY FIRST SERMON AT THE PHELAN

Rev. H. J. Young Will Give Special Address at Meeting Arranged by "Q" Safety First Officials

As a part of the Safety First program of the Burlington railroad company, a special meeting has been arranged to be held at the Phelan opera house next Sunday, March 19. A sermon suitable to the occasion will be preached by Rev. H. J. Young, pastor of the Christian church, and stereopticon views showing how many accidents occur on the railroads will be shown. Special music is being prepared for the event.

E. M. Switzer, superintendent of the Burlington railroad, will be present and will make a short talk explaining the movement. Other Burlington officials are expected to be present.

The safety first movement although still a new thing is proving quite practical and that it has accomplished much good is evident from the gradually lessening number of accidents since the movement was started.

The general public and especially the railroad people are invited to attend this meeting.

## ELECTRIC WELCOME SIGN CELEBRATION THE 25TH

Parade to Be Participated in by All Organizations Contributing to Cost of the Sign

A demonstration in celebration of Alliance's latest improvement, the large electric welcome sign being placed across Box Butte avenue at the corner of Third street is planned for Saturday, the 25th, when the sign will be all ready to have the "juice" turned in.

At a meeting held a few days ago it was planned to ask each of the organizations contributing to the cost of this sign to select a committee of four to arrange for a proper representation in the big parade to take place on Box Butte avenue and there will be fireworks galore and plenty of music. Mayor Romig will turn the switch lighting up the sign for the first time.

The iron standards for the sign have not yet been received and the sign will be suspended temporarily on wooden poles in order to have it ready for the crowds that are expected next week for the land opening and auction. Alliance will be the first city of its size in this section of the country to have a sign of this character.

## H. S. GIRLS WIN LAST BASKETBALL GAME

Make Better Showing for Season Than Did the Boys' Team of Local High School

With a score of 44 to 23 the Alliance girls' basketball team of the high school won the final game of the season played here, last Thursday night, with Sidney.

The Alliance girls finished the season with a record of six games won out of eight played, while the standing is just about reversed for the boys' team. One reason assigned for this is the fact that in the girls' team are four seasoned players from last year, while the boys' team is composed of raw material, with but one exception.

The Alliance girls lost two games to Kimball, and won two games each from Sidney, Chadron high school and Chadron normal.

One more game is planned to close the season, and this is to be a game between the boys' team of the high school and a high school alumni team. No date for this game has been announced.

## CITY DEPARTMENT REPORT

Excellent Showings Made by All City Departments During the Month Ending February 15th

The reports of the various city departments for the month ending February 15, rendered to the city council Tuesday evening, show that the different departments are making the best records ever shown. The report of the light department showed gross earnings of \$3046.71, discount allowed of \$232.76, operating expenses of \$1107.19, construction of \$126.29, leaving net earnings of \$1580.47 as against net earnings of \$1553.07 for the same month of last year. There are now 629 consumers of light and power, an increase of 19 over the last report.

The report of the water department showed receipts of \$1274.54 with 687 consumers.

The report of the city treasurer showed receipts of \$1941.30 in the general fund and disbursements of \$1726.21, leaving a balance of \$394.39. Receipts in the water fund were \$132.07 and disbursements were \$518.86, with a balance on hand of \$1609.09. Receipts in the light fund were \$5113.51 with disbursements of \$1555.42 with a balance on hand of \$9190.83 and \$4259.75 invested in general fund warrants. Balance in the cemetery fund is \$222.19.

The report of the police magistrate showed receipts from fines of \$41, from judge's fees of \$23.20, from marshal's fees of \$16.80, a total of \$81.

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L. H. Mosher, F. E. Holsten, J. G. Dole, A. D. Rodgers, E. M. Martin, J. W. Guthrie and C. A. Newberry.

A. D. Rodgers presented a petition, signed by tenants and owners of property in the main business section of town, asking that plans be made for the construction of a steam heating plant during the summer and promising to make use of the same in case it was constructed. After some discussion it was decided to ask the voters of the city to indicate their wishes at the coming election. A special meeting of the council was called for Monday evening, March 27, to consider the heating plant proposition.

Ordinance number 216 was passed, creating paving district number one in the city. This ordinance is published elsewhere in The Herald.

Sam Sheldon, city scavenger, presented a petition signed by citizens, asking that he be given a five year contract as city scavenger and exclusive use of the city dumping grounds. After a talk by Mr. Sheldon and considerable discussion, the petition was laid on the table.

The railroad officials of the Burlington extended an invitation to the city officials to attend the "Safety First" meeting to be held at the opera house Sunday night, March 19, at which time Rev. H. J. Young will preach a sermon on the above subject.

The proposition of purchasing a tractor for use by the city in grading and plowing was taken up and will be decided on at the special meeting on the 27th, at which time bids will be received.

Mayor Romig announced that he had appointed the election board for the spring election as follows:

First ward: James Hunter, Moses Wright and A. S. Mote, judges; Herbert Butler and Harold Snyder, clerks. Second ward: T. D. Roberts, T. M. Lawler and Milt Whaley, judges; George Snyder and J. D. Emerick, clerks. Third ward: John Brennan, George Gadsby and Howard Reddish, judges; W. R. Metz and L. A. Suprise, clerks. Fourth ward: E. G. Laing, T. H. Barnes and J. L. Nielol, judges; Percy Cogswell and W. O. Barnes, clerks.

Walks and trees were ordered lowered to grade on the property across from the court house on Box Butte avenue. A petition asking that the city water mains be extended to Fairview Addition was received and referred to the committee on fire and water. The request of Superintendent Hughes of the electric light department for a new typewriter for the light office and new material for rebuilding electric power lines was granted.

A letter from the Commercial Club protesting against granting the license to the Wortham Shows was read and pigeonholed. The request of Councilman Kibble for a platform at the intersection of Third street and Box Butte avenue to be used during the land auction next week was granted.