

LOCAL ITEMS

Mr. and Mrs. A. E. Waigren of Hoffman were Alliance callers Tuesday.

R. A. Westover of Lakeside was an Alliance visitor Tuesday.

Mr. and Mrs. Charles Triplet of Crawford were in the city Tuesday attending to some matters of business.

Archie Allison of Cheyenne, Wyoming, was an Alliance business caller Tuesday.

Bud Betsold received a badly injured hand while assisting a neighbor repair a well.

Attorney E. H. Boyd is in Chadron this week attending to legal business before the federal court.

H. H. Brandt, formerly of this city, is here this week attending to business matters.

Miss Mabel Carey has gone to Peru to take up her studies at the state normal.

Scratch pads of all kinds. The Herald carries them in stock. Phone 340.

C. L. Lester has shipped his race horses to the Mitchell fair. He will enter these horses at the Box Butte county fair.

Prof. A. C. Whitford has returned to New York City. He has been engaged in research work in this section of the country for the American Museum.

Dr. Bellwood, Dr. Jeffries, Bruce McDowell and Roy Beckwith comprised a hunting party that left Alliance Tuesday afternoon. They were in quest of grouse and expected to bag the limit.

E. L. Burr of Cherry county has moved his family to this city and will make Alliance his home from now on. His father was at one time county commissioner.

John McCoy, M. D.
Offices and Hospital
Reddish Block Telephone 8

O'Bannon Brothers are building a large and modern potato cellar in the west yards. They have other potato cellars in the county and are getting ready to take care of the potato harvest in Box Butte county.

The Western Union Telegraph company has installed one of the naval observatory clocks in the postoffice. This will be a convenience to the public as the time is corrected hourly by the Western Union.

Joe Covalt, a rancher living south of Alliance, and a man in his employ, were pinned for some time under Mr. Covalt's automobile which hit a soft place in the road and turned turtle. The men managed to crawl out from their uncomfortable position and righted the machine.

Secretary Bushnell of the Alliance Commercial club is circulating a paper for signatures of those who are willing to attend "Home Day" at Hyannis, September 22. It takes seventy-five to get the special. Many have agreed to go and all others who want to join the crowd should at once telephone Mr. Bushnell.

The Home Missionary pageant at the Presbyterian church Sunday evening was a production of great merit. The historical events in the growth of the nation were shown effectively. The landing of the Pilgrims, the introduction of slavery, the Alaskan gold fields and the coming of the early settlers were all demonstrated vividly. Those taking part in the program deserve great credit for the excellent rendition of the pageant.

HORSE SALE
100 or more horses will be sold at the Stock Yards in Hemingford, Nebraska, at Public Auction Thursday, September 21, 1916. 50 head of them are heavy, good quality stuff, well broken.

E. S. WILDY,
K. L. PIERCE,
42-11-7608 Owners.

**"OLD KENTUCKY"
CHEW THAT
SATISFIES**

Full of Flavor That Lasts
As Long As the
Chew Lasts

SWEET AND WHOLESOME

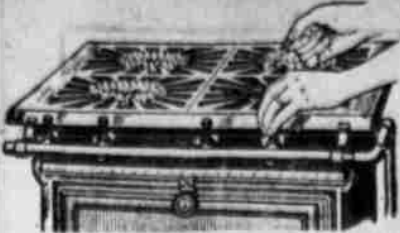
You have noticed, of course, that every kind of loose tobacco dries up, and loses its flavor and fragrance.

It is only the hard-pressed plug, like Old Kentucky, that retains the juice, and preserves the flavor, for a long period.

A chew of Old Kentucky carries straight to your tongue, where you get the full good of it, the sweet, wholesome, appetizing, digestion-aiding juice of the leaf.

Old Kentucky makes a specially healthful and satisfying chew because it is made of ripe, selected hand-stemmed Burley leaf, pressed into plug in a bright, clean factory, under the most rigid sanitary conditions.

If you haven't tried Old Kentucky you should do so right away. You'll say you never supposed a tobacco could be so fruity, sweet, delicious and refreshing in 10c plugs.



One Safe Home Match

will light all four burners. The stick is large and strong. The flame "takes hold."

We do not exaggerate when we say that you can get as much real service from three Safe Home Matches as from five ordinary matches.

They are non-poisonous, too. For that reason alone they should be in every home in America.

See All grocers. Ask for them by name.

The Diamond Match Company



Society Col.

The P. E. O. met Monday afternoon at the home of Mrs. J. N. Andrews. Mrs. A. V. Gavin was the leader. The call of the roll was answered by "Summer Memories." Refreshments were served by the hostesses.

Margaret Brennan, little daughter of Mr. and Mrs. John Brennan, was given a dancing party at the home of her parents Friday evening in honor of her twelfth birthday. About twenty boys and girls gathered at the home where they all enjoyed a delightful evening dancing. The house was beautifully decorated in Marguerites and Golden Glow. Several mothers were present to enjoy seeing their children dance. Refreshments were served about 10:30.

The members of Alliance lodge No. 203 A. O. U. W. held a banquet Monday night at their hall. Seventy-five members and friends were present. The ladies of the Degree of Honor contributed toward making the affair a notable one. Miss Tressa Vandervoort and George Vandervoort gave a duet that was applauded. There were other musical numbers. Miss Vandervoort gave a reading. Refreshments were served.

Last Thursday the W. C. T. U. was entertained by Mrs. J. A. Keegan. A basket dinner was served at noon. Music on the Victrola was a feature of the occasion and the taking of snap-shots was a pleasing diversion. Important business was transacted. The following officers were elected for the coming year: Christian Citizenship, Mrs. W. E. Cutts; Curfew, Police and Rescue, Mrs. Acheson and Mrs. Sharp; Flower Mission, Mrs. Bundy; Loyal Temperance Legion, Mrs. Lawrence; Medical Temperance, Mrs. Carpenter; Mother's Meetings, Mrs. Phelps; Parliamentary Usage, Mrs. Wilson; Press, Mrs. Thomas; Sabbath Observance, Mrs. LaMon; Social Meetings, Mrs. Keegan; Systematic Giving, Mrs. Overman; Railroad Work, Mrs. Hughes. The following attended the meeting: Mesdames Reed, Phelps, Cutts, Carpenter, W. B. Young, Reeves, Barkhurst, Cornu, Hinman, Nicolai, Wilson, Vance, Marsden, Reed, Carpenter, Hughes, Keegan.

Golden Wedding Anniversary
About twenty-five neighbors, and relatives and friends gathered at the home of Mrs. J. M. Burns last Friday evening and marched in a body to the home of Mr. and Mrs. James H. Skinner, the occasion being the golden wedding anniversary of Mr. and Mrs. Skinner. The gathering was complete and very much appreciated surprise to the parties for whom it was intended. The aged couple were presented with a fine gold-handled umbrella, the presentation being made by Mrs. J. E. Whaley in behalf of the neighbors and friends. Mr. Skinner gave an acceptance speech which was very much appreciated by those present. A musical entertainment was given, after which refreshments were served, which consisted of sandwiches, cake, salad, pickles and coffee. The guests present were Mesdames Sly, Yanders, Sloan, Whaley, Hill, Anstice, Marts, Burns, Marquette, Shirk, Denton, Ralls, May and White; Messrs. Sly, Yanders, Sloan, Whaley, Hill, Anstice and Helling; Misses Fay Hembry, Frances Burns, and Mildred Marts. Jas. H. Skinner was born at Waterford, Erie county, Penn., April 13, 1825, and was united in wedlock to Miss Eleanor T. Durham September 8, 1866, at Waterford, Penn. Mrs. Skinner was born at Drummondville, Canada, April 8, 1845. They came to Box Butte county April 2, 1886. Mr. and Mrs. Skinner have the distinction of having the first religious services to be held in Box Butte county at their home.

A number of Alliance people have made arrangements to attend the Chadron and Mitchell fairs Friday. Next week a crowd will go to Crawford to attend the Tri-state fair. These towns always send large delegations to the Box Butte county fair and it is right for our citizens to give their fairs a liberal patronage.

The Fashion Shop Leads Others Follow

The Fashion Shop
THE STYLE CENTER

Goods on approval to any place in Western Nebraska

Our Guarantee is Back of Every Garment

WHEN YOU PURCHASE A GARMENT AT THE FASHION SHOP YOU HAVE YOUR PERSONAL GUARANTEE, WHICH IS BACK OF EVERY ARTICLE PURCHASED. WE DO NOT SELL GOODS ON THEIR NAME AND ASK YOU TO PAY DOUBLE PRICES—WE BELIEVE THAT THE GOODS SHOULD SELL THEMSELVES. THAT IS WHY WE ASK YOU TO CALL AT THIS STORE AND SEE OUR GOODS BEFORE PURCHASING ELSEWHERE. SINCE OPENING UP FOR BUSINESS IN ALLIANCE A LITTLE LESS THAN A YEAR AGO THIS STORE HAS REVOLUTIONIZED THE LADIES' READY-TO-WEAR BUSINESS IN THIS CITY. THIS MAY HURT COMPETITORS BUT IT BENEFITS CUSTOMERS. OUR LIST OF CUSTOMERS IS STEADILY INCREASING, FOR THE PEOPLE ARE LEARNING THAT THIS STORE CAN PURCHASE AND SELL GOODS CHEAPER THAN OTHER STORES WHICH HAVE NOT THE BUYING CONNECTIONS OF THE FASHION SHOP. WHEN YOU BUY A GARMENT HERE YOU KNOW THAT IT HAS BEEN PURCHASED AS LOW AND LOWER THAN OTHERS CAN GET THEM FOR, THAT IT IS THE LATEST STYLE, FOR IT COMES DIRECT FROM THE NEW YORK FASHION CENTERS, AND THAT IT CAN BE RELIED UPON TO GIVE FULL VALUE FOR THE PRICE PAID, FOR THE GUARANTEE OF THIS STORE STANDS BACK OF IT. WE ASK YOU TO PROVE THESE ASSERTIONS BY CALLING AT THE STORE AND ALLOWING US TO SHOW YOU THE GOODS WITH THE PRICES PLAINLY MARKED.

Distinguished Showing of Suits and Dresses

We are receiving by express every day the new fall suits and dresses. Our showing of suits reveals every new fashionable style made from exquisite fabrics, such as Balivias, velour de laines, broadcloths, velvets, gabardines, poplins, and whipcords. The suits this season are beautifully trimmed with furs, velvets, braids and embroidery. Length of jackets vary from thirty to forty-eight inches, therefore a style to become any figure. Colors are midnight blue, Burgundy wine, Russian green, tile gray, plum purple, mouse gray, seal brown and black. We are now showing the cream of the new Paris modes reproduced in this country with the fidelity that embraces every thought and trait of the original in color, fabrics and motifs. Suits for almost every type of figure—the slim, youthful figure—the average figure—and the figure that requires extra size. All fairly and reasonably priced at—

\$12.98, \$15.98, \$17.50 \$22.50 up to \$45.00

Our showing of dresses includes street, afternoon and evening dresses in styles that are novel and chic, yet very effective in simplicity and gracefulness.



They have the marks of the latest Paris styles. The fabrics are in exquisite silks, laces and serge, in all the newest colorings. The highest possible value in these garments at from—

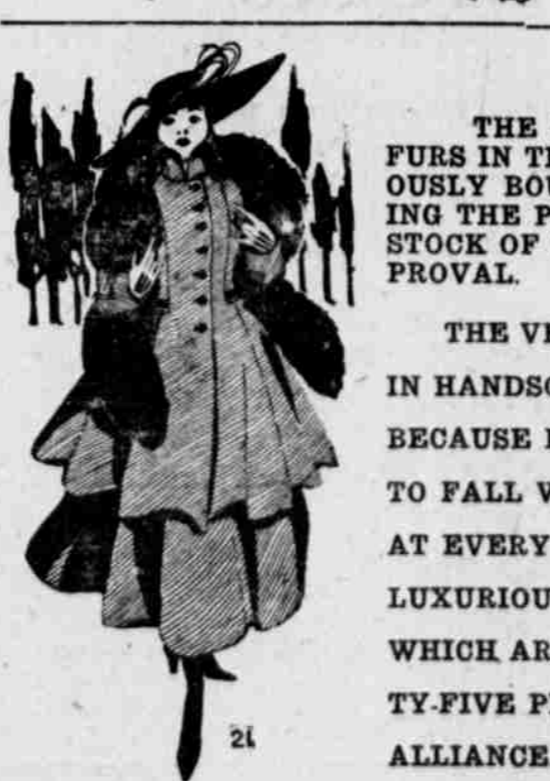
\$7.50 to \$35.00

Smart, Stylish Skirts

In skirts the softness of texture and beauty of color in the new fall materials surpass all previous efforts. Fashion has demanded rich, brilliant finishes, and deep tones, and these materials have complied in every detail. Just to see them and touch them is a pleasure, to wear them is a constant delight. Materials are broadcloth, wool velour, gabardine velour, serge, poplin, epingle, corded effects, Scotch mixtures, plaids, stripes, checks, novelties, in all the new fall shades and combinations.

Money is saved on every one, at from—

\$4 \$15



The New Fall Coats

We present an impressive selection of latest fall coats in very attractive new styles that will meet with instant approval because of their very full, loose, flowing lines. The new coating materials are in English and Scotch mixtures, velour de laines, broadcloths, Bolivias, silk velours, plushes and tweed mixtures. Coats for traveling, motoring, street and evening wear. A splendid selection of coats and every price reasonable and right, at from—

\$5.98 to \$67.50



Fur is Fashion's Favorite

THE FASHION SHOP IS THIS FALL SHOWING THE LARGEST LINE OF FURS IN THE CITY. THIS SEASON'S FURS HAVE BEEN MOST ADVANTAGEOUSLY BOUGHT, FOR EVERY POPULAR FUR HAS GREATLY ADVANCED DURING THE PAST THIRTY DAYS. BY FAR THE LARGEST AND MOST SELECT STOCK OF FURS EVER SEEN IN ALLIANCE IS NOW READY FOR YOUR APPROVAL.

THE VERY LATEST 1916 AND 1917 WINTER STYLES IN HANDSOME FUR SETS, FUR SCARFS AND MUFFS. BECAUSE FUR ADDS SUCH RICHNESS AND WARMTH TO FALL WEARING APPAREL, FASHION DEMANDS IT AT EVERY TURN. NOTHING ELSE GIVES QUITE SO LUXURIOUS A NOTE. SEE THESE GOODS AT PRICES WHICH ARE ABSOLUTELY GUARANTEED TO BE THIRTY-FIVE PERCENT LESS THAN ANYWHERE ELSE IN ALLIANCE.



The Fashion Shop
THE STYLE CENTER