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You save when you buy it.  
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**HIGHEST  
QUALITY  
HIGHEST  
AWARDS**

**The  
WEEK'S  
DOINGS**

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

A blaze was discovered in the rear of Mrs. Lottie Wilson's residence at 304 Sweetwater avenue on Saturday afternoon by Mrs. W. D. Marcy. To the prompt action of Mrs. Marcy and the brave work of Mrs. Atwood was due the fact that the fire was held in check until the arrival of the department. The damage was small.

Joseph Kime of Streator, Illinois, is in the city this week looking after property interests. He is accompanied by his attorney, Mr. King of Streator.

A. D. New of Rushville, former sheriff of Sheridan county, was in the city Wednesday. Colonel New was on his way to Ashby to try an auction sale.

Are you going to hear Miss Buckley? Sure I am.

Herald readers should watch for an interesting announcement to be made next week regarding furniture at bargain prices. The preliminary announcement in this section of The Herald is well worth reading and you should watch the next issue for an announcement extraordinary.

C. L. Lester & Company are holding some successful horse inspections at regular periods for army horses at Alliance. This enterprising firm has leased the Phillips livery barn and is remodeling it, preparatory to occupancy on November 1st. Watch The Herald each week for their announcements of the dates of inspection.

**RAGS WANTED**—Clean cotton rags are wanted at The Herald office. Three cents per hundred paid for clean cotton rags on delivery. We can use 500 pounds at once.

NOW is the time to order your Christmas cards. The Herald office has a fine line of these cards at all prices. Place your order early and be sure that you will have the cards in plenty of time to send them to your customers or friends.

Mr. and Mrs. Burton Rowland have moved from this city to Omaha and will make their home at that place in the future.

Harold R. Snyder is now a half-owner in the Snyder transfer business, having purchased the interest from his brother, John Snyder. The business will be conducted under the firm name of the Snyder Transfer Company.

Sheriff Cox was at Hemingford on Monday where he was called to settle a family mix-up. There was a rumor about that man had taken a shot at his neighbor and that there was something big doing, but it proved to be without foundation.

Miss Beryl Buckley is the talk of the town. Worth 50c to see her at the Baptist Church Saturday night, October 27th.

An Alliance young lady has a fondness for jewelry. Only the other day she bought a brand new pair of "ear

drops." They were certainly stunners and in case of need might be used in place of a pair of brass "knucks." But, sad to relate, she says that she can never tell whether she is screwing them on or off and the other night she nearly tore off an ear when she gave one a yank, only to find that she had screwed it down tight instead of loosening it.

Coming! Coming!!  
Who? Miss Beryl Buckley!! Saturday, October 27th.

The T. D. Roberts family is enjoying a visit from Mrs. O. B. Wilson of Omaha. Mrs. Wilson is a daughter of Mrs. Roberts.

O. M. Shores of Pawlett, was an Alliance business visitor the first of the week.

The Herald still has a small supply of the big flags and will continue to put them out with subscriptions to The Herald as long as they last. You all know what the flags are. Your neighbor has one. As soon as the supply is gone there will be no more flags to be put out in this way. One of the big flags, 3 feet by 5 feet, and a year's subscription to The Alliance Herald for \$2.00. This offer holds good to old and new subscribers alike. If you want a flag—get it now. Tomorrow may be too late.

The Sterling High School football team gave the team from the local High School an awful drubbing Friday afternoon at Sterling. The Sterling team recently defeated one of the Denver High Schools and so must be considered in the "big team" class. The second game of the season on the home grounds will be played here Friday afternoon with Bayard. The boys need the help and co-operation of all and it is hoped there will be a large and enthusiastic attendance.

The Lillian Ringsdorf Concert Company filled an engagement at the Imperial Wednesday evening and were very well received by a large audience.

Mrs. Jerry Rowan left Sunday for Omaha to be in attendance at the State Convention of the Nebraska Federation of Women's Clubs. Mrs. Rowan, for the past year, has been corresponding secretary of the state organization.

The Redpath Lyceum Course of five entertainment, worth \$3, for only \$1.50.

George G. Wallace, secretary of the Omaha Real Estate Exchange, the members of which are known as "Realtors," spent Monday morning in Alliance in the interest of the Y. M. C. A. work among the soldier boys. Mr. Wallace, with other unselfish, patriotic men, is devoting the week to a trip through this section of the state in the interest of the campaign to raise \$35,000,000 in the United States in order that more Y. M. C. A. workers may be sent to the war front and that more Y. M. C. A. comfort stations may be maintained for the soldier boys, both at home and abroad. A rousing mass meeting and banquet is being held in Omaha this evening, attended by men from all over the state.

W. C. Phillips, prosperous ranchman of Canton, spent the first part of the week visiting friends in Alliance. Mr. Phillips had some dental work done while here and took occasion to call at The Herald office before returning home. He had been visiting at Scottsbluff a couple of weeks before stopping in the city.

In order to help along the sale of Liberty Bonds the First State Bank of Alliance offers to help the small investor by loaning him the money to buy up to a \$100 bond at five per cent interest. The bond is to be paid for in equal monthly payments extending not over six months. The purchaser of the bond draws the accumulated interest of four per cent which the bond draws and on completion of the payments receives the bond which is held as security by the bank.

Ed Marks, one of the Alliance men who has a paying interest in a potash company, overheard a Herald reporter speak of the "potash magnates" one day last week. "All right," said Ed, "call them 'potash magnates' if you wish. I would suggest that you call them 'potash magnets.' And, so, acting on the advice of our friend Ed, we hereby call on all 'potash magnets' to take heed and in the future sign themselves by the nickname which he has given them."

Major Frith of Omaha, in charge of regular army recruiting activities in Nebraska and parts of Iowa and Dakota, was in the city the first of the week. He stated that Alliance ranks third in number of recruits accepted the past month in his territory. Major Frith stated that authority had been received to recruit a Battalion Headquarters and two companies of the 30th Engineers, "Gas and Flame." "These troops are urgently needed in France," said Major Frith. It is desired that 524 men be obtained at the earliest possible moment. The service needs and is looking for red-blooded Americans who are looking for interesting active service. All men enlisted for the 30th Regiment of Engineers will be sent immediately to Headquarters, 30th Engineers, Camp American University, Washington, D. C. This regiment will be required in the field of operation to supervise the American offensive and will be called upon to instruct men all along the front in this most important work. This opportunity will appeal to men who have previously felt that they were most needed at home, because of their special training and experience. The local recruiting office in the Burlington Hotel building will be pleased to give additional information to those interested.

Rev. N. A. Martin, D. D., corresponding secretary of the Nebraska Methodist Hospital at Omaha, spent Wednesday and part of Thursday in

Alliance, the guest of Dr. J. Walter Morris, pastor of the Alliance Methodist church. The Nebraska Methodist Hospital has grown into an immense institution. During the year ending June 30, 1917, a total of 3,972 patients were cared for. There were only 87 deaths in that period. 3,302 of those were pay patients. 628 were treated free. 60 nurses and 4 other people were employed. A new wing is being added to the hospital and Dr. Martin is assisting in raising funds for this work.

Announcement is made that the Griffith Oil Company of Casper, Wyoming, in which Alliance people are interested, began moving material on their Salt Creek field Thursday of last week and that actual drilling will begin within a short time. The company has also let a contract for drilling on its Big Muddy field holdings and work will begin there soon. The company now has approximately 35,000 in the treasury and only about 10,000 shares unsold of the 200,000 originally allotted to be sold at twenty-five cents per share. The par value is one dollar per share.

Word comes to Alliance that Perle Beach, son of Mr. and Mrs. Henry Beach, and brother of John Beach, who not long ago went to Camp Funston, Kansas, as a member of the new army, has been promoted to the position of sergeant. Perle is certainly making good and his many friends here are pleased to learn of the promotion.

Ray Neuman, formerly proprietor of the hotel at Bridgeport, was in the city Tuesday on business. Mr. Neumann is connected with the Big Horn & Consumers Oil Company of Wyoming. He is making his headquarters at Denver.

Gurdon W. Wattles, Nebraska's fuel administrator, will attend the State Potato Show in Alliance on November 15th and 16th. Mr. Wattles will probably appoint a committee to handle the potato situation in the state at the time he visits Alliance. Washington experts say that Nebraska's reputation is badly hurt in the markets of the east by the careless way in which potatoes are sold at a discount. The food administration is interested in devising ways and means of improving marketing facilities.

G. G. McIntyre of Omaha, secretary-treasurer of the American Potash Company of Antioch, was in Alliance on Monday, leaving at noon for Omaha. While in the potash district he was successful in proving to Ed Marks that he is an expert with a shotgun, much to the surprise of a number of fine, big ducks which were sent to the happy hunting grounds.

Mrs. Nellie Wilson, Mrs. M. E. Johnson and Mrs. Jerry Rowan left Alliance Monday noon for Omaha to attend the State Convention of Women's Clubs, being held in that city this week. They are expected to return the last of the week.

Alliance bankers are showing patriotism by advising depositors who have money drawing interest in savings accounts to invest it in Liberty Bonds. On Monday of this week R. M. Hampton, president of the First National Bank, received a telegram from Corporal L. A. Reed, at Camp Funston, asking Mr. Hampton's advice as to whether or not he should spend \$2,000 which he had on deposit in the First National for Liberty Bonds. This money was drawing four per cent interest from the bank. Mr. Hampton immediately wired back advising Mr. Reed that he hold check it out at any time. The bond drew four per cent interest. Corporal Reed is a nephew of A. S. Reed of Phoenix, Arizona, formerly of Alliance. The corporal is from Arizona.

Mrs. F. E. Holsten left Friday noon for the east to visit with her mother and other relatives at Iowa Falls, Iowa. She stopped on the way for a short visit with her daughter, Della, who is attending school at Brownell Hall in Omaha.

A spectator watching the Home Guards drill at the armory the other night remarked that it was rather strange that some of the business men who are members of the company were conspicuous by their absence. "It seems to me," said he, "that the men who would need protection the most are the ones who seem to lack interest in the company which they would fly to in case of need. Some of these men would do well to lose all they have if they were given their just deserts. They ought to be the first ones to attend drill and the last ones to leave."

The fire department responded to a call at the Newberry home Sunday where snarks from the chimney had set fire to the roof. The damage is estimated at about \$125. The big chemical was used.

Hot ashes caused a fire at the home of John Elmore, 302 Sweetwater. The coal shed was damaged to the probable extent of \$150.

John Snyder of this city was elected Grand Junior Warden of the Grand Encampment of the I. O. O. F. of Nebraska. This is a high honor and is only three degrees removed from the highest office in the order in the state. Mr. Snyder was also presented with an encampment watch charm which was given the scribe collecting the largest percentage of dues. Mr. Snyder was appointed Grand Guardian of the Rebekah Assembly. A fund of \$45,000 was created to take care of members from Nebraska who serve in the army and to look after their families. The encampment purchased \$12,000.00 worth of Liberty Bonds.

All male employees at the Alliance exchange of the Nebraska Telephone Company have contracted with the company for the purchase of Liberty Bonds. Local male employees have subscribed for \$400 worth of bonds of the Second Liberty Loan.

The Chiropractors of Nebraska have pledged themselves, through their state association, to see that every chiropractor in the state buys a Liberty Bond. The association has purchased the bonds and is distributing them through their membership.

Word has been received here by local men interested in the Griffith Oil Company that material is being moved to their property in the Salt Creek field and that actual drilling will start very soon. Work will also begin in the Big Muddy field very soon, the contracts having been let.

Mrs. T. F. Brown and son, Fred, left Saturday for a several weeks' visit with relatives and friends at Des Moines and Ames, Iowa.

Mr. and Mrs. C. L. Caldwell have moved to this city from Broken Bow. Mr. Caldwell is an extra dispatcher on the Burlington.

Miss Beryl Buckley at the Baptist Church Saturday, Oct. 27th, at 8 p. m. Hear her.

Mamie Marie Suddith, 16-year-old daughter of Mr. and Mrs. George Allen Suddith, 519 West Third street, died at the home of her parents Monday night, following an illness of ten days with diphtheria. The body was shipped to Lincoln Tuesday night and interment was made in that city. Two brothers and a sister, besides the parents, survive her.

An oyster supper for the benefit of the Red Cross will be given Friday night of this week at the Wilford Griffith home, 10 miles north and east of this city. A general invitation is extended to everyone.

Jos. J. Jhansa of Hoffman and Miss Emma Moravel of this city were married Monday afternoon by Judge Tash. They will make their home at Hoffman.

You will sure regret it if you fail to hear Miss Buckley Saturday night, Oct. 27th, at the Baptist Church.

Mrs. Nellie Wilson and Mrs. M. E. Johnson are in Lincoln this week. They went down Monday noon to attend the State Convention of the Nebraska Federation of Women's Clubs as delegates from the Woman's Club of Alliance.

Jim Keeler sustained a severe cut Tuesday while putting in a new automobile headlight. The services of a physician were required to care for the injury. The glass cut him in the eye.

Bruce Mallory, a sergeant who has been in training at Camp Funston for several weeks past, leaves this week for Deming, N. M. He is with the 164th Depot Brigade.

A number of Alliance people have been getting some "bargains" in Indian rugs, blankets, etc., since the Indians came down from the reservation to pick potatoes for the farmers. One Alliance lady was telling an Alliance merchant what a fine bargain she has just gotten in a genuine Indian blanket and that she had bought it direct from the Indians who made it. It had cost her \$15.00. After she had described it fully to him the merchant said, "That is the same blanket I sold to the Indian who sold it to you. He only paid me \$5.50." Alliance stores have been nearly depleted of their Indian rugs and blankets by the Indians, who are making good money buying them and then re-selling to credulous people.

On Friday the Women's Club will meet at the home of Mrs. E. G. Laing. There will be no program. The entire afternoon will be devoted to work for the Red Cross. Roll call will be had.

Wednesday afternoon the Ladies' Aid of the M. E. Church met at the home of W. M. Wilson. A missionary program was given. Dainty refreshments were served. All present enjoyed a most pleasant afternoon.

The W. C. T. U. is meeting this afternoon with Mrs. M. James.

A bottle social will be held at the First Presbyterian Church on Friday evening, October 26th. A special program is being prepared and refreshments will be served. You are invited to come.

Roy Beckwith and Supt. E. E. Young composed a hunting party the first of the week that landed three geese—the first of the season. With cold weather coming on the big ducks and geese will begin to show themselves in this vicinity.

Bud Rumer returned this noon from Deadwood, where he has been on business for several days. Bud reports a lot of snow in the Black Hills.

Mr. and Mrs. W. H. Oestenberg Sr., of Omaha, were Alliance visitors today. Mr. Oestenberg is one of the members of the firm of the Potash Reduction Company of Hoffman.

**TOO LATE TO CLASSIFY**

**POTATOES WANTED**—I want to buy direct from grower one car load of extra nice Ohio's and one car of Cobblers, or one big car made up of both kinds. Send samples and quote price delivered here (Chicago rate) in two-bushel bags. L. C. Brown, La Grange, Cook county, Illinois. 47-21-8772

**LOST**—Waterman Fountain Pen, letter W on cap and J W W on barrel. Left on desk in P. O. lobby Wednesday. Two dollars reward. Return to Haddorf Music House. 47-11-8767.

**WANTED**—School girl to work after school; tend baby. Phone 900. 47-11-8770.

**WANTED**—200 ROOMS for the Potato Growers' Convention, November 15-16. These men consist of the best class of farmers in our state and

the committee hopes the people of Alliance will strain a point to help take care of these men. Phone Community Club, No. 74, stating how many you can take care of and give rates. 47-11-8774

**LOST**—A bay horse with harness on. Reward. Notify Frank Shreve, Phone 793. 8768-11

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Don't send out of town for your typewriter paper, ribbons, carbon paper and other office supplies. The Herald carries a good stock of fresh goods at all times.

A Want Ad in The Herald will rent that vacant room for you.

Letterheads, envelopes, statements and all kinds of printing done promptly and neatly at The Herald office. Let experienced and expert printers do your work.

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**DRAKE & DRAKE**  
**OPTOMETRISTS**  
WE CAN FIT YOU WITH GLASSES FOR EVERY PURPOSE  
We Can Duplicate any Broken Lens  
312 1/2 Box Butte Ave Phone 121

**THE ALLIANCE HERALD'S HOME CIRCLE MAGAZINE**  
Section For October

This week The Herald's Home Magazine section comes to you again. It's a dandy for sure. Filled, as usual, with good live current fiction from the pens of well known authors. And the cover, too, is worthy of your attention. It is by LeBrun Jenkins and is in keeping with the spirit of the season—harvest time.

The Herald's Home Magazine section for October is entirely free from the military atmosphere. In the past the magazine has contained military stories, military covers, Red Cross girl covers, etc. The papers are full of war and preparations for war, and so are the magazines. So this month the Home Magazine section presents a happy relief for the time being from that which fills the air today. It contains just stories—not too heavy, yet heavy enough to hold your interest clear through to the last word—some short stories and a few humorous paragraphs. It's just what you have been looking for.

**The March of the White Guard**, by Sir Gilbert Parker is an action story that will find favor with all classes of readers. It's a story of the North—the romantic North—containing all the elements that go to make up a story full of genuine human interest, love and passion. Read it.

**A Courageous Coward**, by Roland Ashford Phillips, is "just long enough." It has that peculiar flavor that satisfies and yet leaving a craving for more. It's a good story, a cracking good one. You mustn't miss reading it.

**The Symonds Case**, by Frank Filson, is a story with a newspaper background. It deals with that phase of the newspaper game which calls for "loyalty to the paper, first." Read how Miss Leeson hid her own feeling and "covered" the trial of the famous Symonds trial. You'll like it.

**Seffy**, by John Luther Long—the story you started last month—is concluded in this magazine. If there is one story that holds the interest and really makes you "be there" it's "Seffy."

**Short Humorous**, by Goodness Knows Who. Nothing much, but what there is, is good.

**Harvest Time**, the cover design in colors, by LeBrun Jenkins. Rich in color, and significant of the autumn time. Warm in tone, yet with the bit of the fall.

A really good magazine: a part of your Alliance Herald: just another evidence of the "great value" in "Western Nebraska's Leading Newspaper."

**MOTHER!**

—That boy down at camp or possibly "Somewhere on the Atlantic," would appreciate a "Dandy Likeness of Mother" now as never before.

—Then, too, "CHRISTMAS IS COMING," and you can have your Christmas pictures made from the same negatives and have plenty of time to get them ready.

—VAN GRAVEN, of course, is the name on the finished work that distinguishes your picture from the ordinary.

**Van Graven Studio**  
Alliance, Nebraska.  
Phone 901 for Appointments.

**Opportunity to See Rare  
MERCHANDISE**

This is an opportunity to see merchandise rarely found in the large city. Special prices on the largest display ever shown in Alliance of

**Oriental Rugs — Silk Kimonos —  
Cluny and Maderia Fancy Work  
—Silk Dress Patterns—Silk Hose  
and Underwear.**

We guarantee these prices to be fifty per cent lower than any other market in the state.

**Mrs. Anna Simmons**  
119 Box Butte Avenue Alliance, Nebraska