

**SOCIETY**

Mr. and Mrs. Harry A. Johnson have gone to Omaha, where Mr. Johnson is attending to company business. Mrs. Johnson will visit in Illinois before returning.

Mrs. J. A. Mallery entertained at a theater party Wednesday evening, complimentary to Mrs. Nellie Hillier. The guests were entertained at the Mallery home after the theater and a dainty luncheon was served. Those present were Mesdames C. A. Newberry, W. D. Rumer, M. E. Lester, I. E. Tash, L. Buchenstein, Phelan, C. E. Willis and Vern Hunk.

Mrs. Nellie Hillier went to Lincoln Wednesday evening to visit with friends.

—For Sale—Two six room houses on Sweetwater. Modern except heat. Price and terms right. See Nebraska Land Company.

Mrs. J. D. Emerick, principal of the Central school, is confined to her home due to an attack of the grippe.

H. D. Eldimiller of Chadron was in Alliance Wednesday on business. Miss Opal Russell, county superintendent, is substituting for Mrs. Emerick at the Central school this week.

—Choice residence lots for sale at Alliance National Bank on easy terms. Charles Benson of Litchfield, Neb., is in the city, visiting with his sisters, Mrs. Ida Bett and Miss Lulu Benson.

—For Sale—One five room house, good condition. Modern except heat. Good location. See Nebraska Land Company.

Miss Blanche Miller will leave today for Torrington, Wyo., where she will spend the week end with relatives.

—Highest cash price paid for heavy fat poultry. W. E. Cutts, at Fairmont Creamery.

Mrs. L. C. Thomas entertained at

five hundred Thursday evening.

Miss Nina Simmons and Mrs. B. J. Sallows entertained at five hundred Monday evening in honor of Miss Florence Morrison of Bayard.

L. C. Thomas left for Lincoln Tuesday evening, on business connected with the Wyoming-Northeastern Oil company.

—For Sale—Nine room house. Best part of town. Modern. Price right and good terms. See Nebraska Land Company.

Mrs. L. A. Berry returned Tuesday afternoon from a visit with her son at Ellsworth.

—At Alliance National Bank you can purchase the most desirable residence lots in the city on easy terms.

Miss Florence Morrison, who has been visiting at the B. J. Sallows home this week, returned to her home in Bayard Tuesday.

Lowell Blair is the name that has been given to the ten-pound boy which arrived at the home of City Manager Smith February 19.

Mr. and Mrs. Ed Vouthner of Lincoln are visiting in the city at the home of Mr. and Mrs. Matz.

—Call at Alliance National Bank and buy a residence lot before prices advance.

—Look over the advertisement for the Alliance Packing company, appearing in this issue, and among other things let your eyes rest on the illustration. This is an instance of still another sort of service that the Burr Printing company is prepared to offer its advertisers. This illustration was drawn by artists of the Bonnet-Brown company, of Chicago, from whom The Herald buys its mat service. Merchants who wish special work of any sort for special occasions will find real co-operation here.

—Notice to DeLaval Users: The price advanced Feb. 20, but I will sell all separators on hand at the same old price. W. E. Cutts.

—The Herald is issued under difficulties this week, our force being depleted by the absence of Joy C.

Parker, who was called to Nebraska City by the death of his father. It has meant some extra work for all the rest of us, but we have managed to come out some place, as Judge Stark used to say.

Fred Betzold, who has been on the Pacific coast since last summer, arrived in Alliance Thursday.

**PRESBYTERIAN CHURCH**

Every soul needs the atmosphere and act of worship furnished by the church. Everyone needs the fellowship of those who are striving for the same end. Every soul needs the challenge of the church's lofty ideals—needs the rebuke of her condemnation of sin—needs her comfort, her faith, her assurance, her salvation, and her communion.

Come to church regularly for the best development of spiritual life.

Morning worship, 11 a. m., "The Wonders of Personality and the Master Life."

Evening worship, 7:30 p. m., "Paying the Price."

Sunday school at 10 a. m. Let everyone be on time to welcome Superintendent Overman back next Sunday morning.

Christian Endeavor, 6:30 p. m., "The Results of Our Words and Deeds"; leader, Lulu Sturgeon.

Come and worship with us at the First Presbyterian church, Box Butte avenue at Seventh street.

A. J. KEARNS, Pastor.

The announcement that a graded road is to be built from Newcastle to Manville was received gladly by officials of the Wyoming-Northeastern Oil company of Alliance. This company has over 7,000 acres of oil holdings on the Cheyenne river, through which the new road will pass. The road will mean that the hauling of tools, equipment and supplies will be made easier.

\$2.00 a year—and worth more.

# The HORACE BOGUE STORE

Now Showing  
New Spring Coats

Suits

Dresses

Millinery



Of all departments in The Store you are probably more interested in the Ready-to-Wear section than any other, for it is here you find authentic styles for Spring.

This year more than ever, it seems there never was such a variety to choose from. So many different styles and ideas are brought out in the New Spring Apparel. The Suits, Coats and Dresses seem to vie with each other in Cut, Style and Smartness. Every conceivable trick is used to create the new touches and novel trimmings.

For this reason, you will have no trouble in choosing a garment suitable for your personality and style; and you will find creations more charming and more lovely than we have ever shown. Also a larger stock to select from and our motto: "No Two Garments Alike" assures you individuality in the garment you select.

A visit to this store will acquaint you, in a more convincing way, with the lovely new things awaiting your selection.



Spring Dress Up

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