

---As Good As the Best and Better than the Rest---
KEEP - U - NEAT
 Telephone 133 We Call and Deliver

SOCIETY

GOLDEN WEDDING

The golden wedding of Mr. and Mrs. Christian Matz was celebrated Saturday evening February 26, at their home, 222 Missouri. Mr. and Mrs. Matz are old settlers here, having homesteaded on the Wm. Rust farm north of town and have lived in this vicinity for thirty years. All of the children of Mr. and Mrs. Matz were present, being Otto Matz, a son living near Alliance, and two daughters, Mrs. George Gadsby of Alliance and Mrs. Ed. Beauther of Lincoln. There were twenty-four guests present, including Mr. and Mrs. John Snoddy, of Alliance, Ed. Beauther and three daughters of Lincoln, Mr. and Mrs. Chris Meintz and Mr. and Mrs. John Meints, all of Grand Mount, Ia.; George Gadsby, Mr. and Mrs. Henry Tams, of Davenport, Ia. and Mrs. Otto Matz and five children. Messrs. Chris, John and Henry Meints were guests at the first wedding. An elaborate dinner was served at six o'clock. The table was beautifully decorated with bouquets of yellow roses, and the centerpiece was composed of fifty lights, in the center of which was the large wedding cake.

A delightful evening was spent at the home of Mrs. Fred Carlson, guardian of the Lewa campfire girls, Friday. Business for the camp was taken up and the remainder of the evening was spent in playing games and winning honors, Jessie Hiles winning first and Mildred Best the booby prize. At the close of the meeting dainty refreshments were served. The guest list included the Misses Margaret Turner, Inez Young, Dorothy Mote, Jessie Hiles, Carlyn Killian, Mildred Best and Wauneta Robinson.

A banquet was given by the Cooks and Waiters Union, Local 235, at the Alliance Hotel Fern Room, Monday evening, at which twenty-four members were present. An elaborate five-course dinner was served, floral decorations being daffodils and ferns, gold and green being the union colors. This color scheme was also carried out in the lighting effects. Dancing was enjoyed later in the evening, the music being furnished by the Alliance Hotel orchestra.

A surprise party was given by friends of Mrs. Frank R. Mackey last evening at her home on West Seventh. Bridge was played during the evening and a four-course lunch was served. Tables were prettily decorated with red carnations and ferns. Ladies present were Mesdames Harry Patrick, Harry Dubuque, James Hughes, J. H. Standard, H. O. Condit, F. D. McCormick, B. L. Madden, James Young and A. E. Nelson.

Mrs. E. R. Harris entertained the Fortnightly Kensington club Monday evening at the home of Mrs. B. G. Bauman. Those present were the Misses Edna Benedict, Avis Joder, Maude Spacht, Edna Martin, Mesdames J. S. Rhein, F. J. Peterson, Joe O'Conner, W. A. Floyd and A. J. Kearns. A two-course lunch was served.

WOMAN'S CLUB

The Woman's club will meet Friday, March 4th to elect new officers for the coming year. All members are urged to be present and to have suggestions for next year's work. Roll call will be current events. Mrs. Roy Strong, Mrs. Ralph Baker and Mrs. Jack Howard will be hostesses.

FAIRVIEW NEWS

The local literary society will give a program contest supper on next Friday night at the Fairview church. This is in honor of the unmarried members, and the society promises a good program and feed for the contestants and friends.

LEAGUE OF WOMEN VOTERS

The league of women voters will meet Thursday at 2:30 at the home of Mrs. J. T. Barkhurst, 320 Cheyenne. The tobacco law will be studied. Those having copies will please bring them. All urged to come.

LANDER-TAYLOR

Milam D. Lander, Burlington conductor, and Miss Cynthia M. Taylor, of Grand Island, were married by County Judge Tash Saturday.

Mrs. Earl Mallory is entertaining a few friends at dinner this evening. They are Mr. and Mrs. Marcus Frankle, Mr. and Mrs. F. W. Harris and Mr. and Mrs. E. H. Boyd.

THE POISON GAS

Many men have forgotten how to sell. They are too busy whispering. But the man who wants to sell his product has to talk above a whisper. And he has got to think about his own business. He can go out right now and get two orders for goods, space or whatever he is selling in the time he takes whispering about a rumor or worrying about a cancellation.

The engineer of a train, when he comes for a moment to the valley below the hill ahead, doesn't stop the train. He doesn't invite the conductor to sit down with him beside the track while he tells him hollow-toned ghost stories. He gets his fire well coaled, puts his hand on the throttle and turns on the steam.

It is exactly the right time for all American business to take a hitch in its trousers and go to it. It's time to quit whispering. It's time to turn off the poison gas and turn on the steam.—Printers' Ink.

COMMENT & DISCOMMENT

"E. G.'s Column," we are pleased to note, is attracting attention outside Bert's regular trade territory. Bill Maupin of the Gering Courier has cast his eye upon it and has been inspired thereby to write a few observations on "Modern Styles for men." He cannot be said to have the soul of the true haberdasher, but he does have some neat ideas on clothes conservation. Read this:

"The Alliance Herald is conducting a column in which it discusses 'Styles in Men's Clothes.' The style of going without a vest appeals to me. It enables me to lay the vest carefully away to await the day when the bosom of my trousers needs reinforcing. Then I take the vest and the trousers down to the tailor and he deftly cuts up the vest and inserts a section thereof into the frayed bosom of the trousers—and I have practically a new pair of pants. The style of fastening both back straps of my suspenders to one button is, however, something I can not commend, although circumstances too often compel me to submit. Nor am I strong for that style of union suit wherein there is a button situated somewhere between the left hip and the right shoulder, necessitating a surveyor's level and a theodolite to locate—which is very annoying on chilly occasions. And the seemingly prevailing fashion of having no bottom in coatpockets is also annoying."

Mrs. F. E. A. South, of Atlanta, Ga., has (or maybe had) an enlarged maternal instinct, but the stork did not recognize it, and always passed her home by, with his precious bundles. Mrs. South wanted a family and so began going to a maternity hospital returning with a baby or two, until she had eleven. She told her husband the children had been born to them, and he believed her, until last January, when Mrs. South returned from the hospital with triplets. That was going too far, and Mr. South investigated. Found he did not have an honest-to-goodness-child of his own among the eleven. He made a big row, but, after the atmosphere had cleared, he permitted Mrs. South to keep six of the children. The others, including the triplets, were returned to the maternity hospital. That's what a woman gets for imposing too much on her husband. Those triplets were the last straw.

ANOTHER DOG STORY

Here is another story which the collector of true dog yarns might like to add to his list. A gentleman had a dog whose eyes were remarkably different in size. Whenever a stranger dined at the house the dog played a trick on him. He would first get fed at one side of the table, and then go around the table to his other side, and pretend to be another dog!—London Morning Post.

MAKE IT FAST!

If I should die tonight, And you should come to my cold corpse And say, "Boy, you are going far away Where there are stream of Scotch and rye, Where there is no such word as 'dry,' I'd say to you, "Cut out the gush! Just nail me down and mark me 'Rush.'"
—Life.

Reynolds Released From County Jail When \$200 Fine Paid

Fred Reynolds, who was fined \$200 and costs in county court by Judge Tash last Thursday, and who was committed to jail when he was unable to pay the fine, was released from custody Saturday morning when his wife, accompanied by an Antioch hotelkeeper, appeared and paid the money. Judge Tash refused to accept a check, and Mr. Reynolds was compelled to

wait in jail until it could be cashed. Mrs. Reynolds, after the failure last Thursday evening to raise the money, had collected something over a hundred dollars. An attempt was made Saturday morning to get Judge Tash to remit a portion of the fine, but the judge refused. Later the Antioch friend came to the rescue.

Although no unemployment threatens the hen, egg prices are coming down.

Many Russians would like a little reliable local government, even if the rest of the world had to take care of itself for awhile.

Warning

You are hereby notified to clean up and make all alleys in the city of Alliance sanitary and to keep sanitary. Immediate action is necessary.

City Board of Health



STORAGE BATTERY
 "Costs less per Month of Service"

Service First

Is the VESTA policy. We have VESTA batteries for sale, too—but not until we have seen to it that every bit of service, consistent with economy, has been squeezed from your old equipment.

VESTAS are guaranteed for eighteen months. They are most powerful and efficient batteries—but they cost no more than the inferior kind. All sizes for all cars.

We recharge, repair and rebuild all makes of batteries—conscientiously and at a fair and square price. Inspection, distilled water and advice free. Stop by any time.

"Costs Less Per Month of Service"

Alliance Tire Works

Times Building

Do You Dance Well?

How many times within the past year have you wished you could learn to dance—or, if you already dance—would you like to

LEARN SOMETHING "NEW"

One becomes tired of dancing the same old steps over and over again. If you want to get out of the old rut and put some pep into your dancing, we invite you to inquire about the

ALLIANCE SCHOOL OF DANCING

—at the—
Alliance Hotel Fern Garden

We are prepared to give instruction in beginners and advanced classes, as well as special classes for children.

PRIVATE OR CLASS LESSONS
 MISS RUBY BLACKTON,

An accomplished instructor, will assist the director in giving lessons.

FRANK H. KING, Director
 Ask at the Hotel for particulars.



Telling the People About Our Business

Some business heads say: "What's the use of advertising—what's the use of telling the people anything? They won't listen to what a corporation has to say."

Don't you believe it!

Some people have a lot of wrong information at times, but it is usually because they have not been given the facts.

We are willing to place our case squarely up to the people, always. We believe they should know what we are doing and why we are doing it.

It means less trouble and more happiness for us.

NORTHWESTERN BELL TELEPHONE CO.

The COWPUNCHER
 By Robert J.C. Stead



A romance of love and character beginning on a Western ranch, developing in a mushroom cow-town and ending in No Man's Land.

A new delineation of Western life and types.

First Installment on Page Three of Today's Herald.
OUR NEW SERIAL!

Warning

You are hereby notified to remove all trash and ashes at once and discontinue the practice of dumping ashes and other trash on the ground.

Ward W. Hall
 Fire Chief.