

E. G.'s Column

"Modern Clothes For Men"
308 Box Butte Ave.
ALLIANCE, NEBRASKA

No merchant find success in life,
Nor ever will, until,
He sells the goods that won't come
back
To customers who will.

Now that little poem is poetry, but
it is "More truth than poetry," at that.

And the word truth leads us to say
that as we said at the beginning of our
big sale we intended to have crowds
that would come again and again, and
it has been literally true, and there is
only one way to do that, and that is
by absolutely telling the truth, and
making the goods make good on what
you say. Now this is what we have
done, and we are proud to say, that
you came in again and again, and we
have been glad to have you thank us
for telling you about it and getting you
to come in.

Do you know the difference between
a public and a private secret? Well,
I think that a private secret is one
that you slip around and tell every-
one yourself, but the one I am leading
up to is a public secret, and I am going
to tell you about it, and I want you
to tell your friends, and I want them
to tell all their friends, and I hope
that it will get noised around, that
this big sale that we have just put on
is only just a beginner to what we
are going to do this year in the matter
of merchandising.

For instance, you probably noticed
those beautiful neckties hanging up
near the door, well, they are worth
about a dollar, today, but we are sell-
ing them for sixty-eight cents, and
now I propose to put them still down
for Saturday to forty-nine cents, and
I am sure that they will all go, but I
will not sell one of them for forty-
nine cents till a quarter after ten Sat-
urday morning, by our own clock on
the wall over the desk, and then they
will go at that till they are all gone.
Watch them go.

And the whole store is going
through these times of readjustment,
on just such levels, and we are going
to keep the goods down to such an
extent that you will be surprised all
the time to see the bargains that we
are getting every day from the
factories.

For instance, I am sure that those
nice new woolen suits will arrive from
the factory before Saturday morning,
and I am going to price the new goods
the lowest that you have seen suits in
the newest hard finished worsteds for
several years, and I am pretty sure
that I can fit almost any one of them,
and I am just waiting to show that
new bunch of suits to the particular
dressers who like a hard finished
worsted.

These suits will be \$34.45 Saturday,
and all day the coming week, and that
public secret proposition is in force on
these suits too.

Well, I am writing this column to-
night after the graduation of the
Eighth grade of Box Butte county, and
my biggest son was one of the gradu-
ates, and therefore I was there, in
company with my little son who is the
busiest fellow in a crowd that it has
ever been my lot to look after, but I
did my best to hear the address of
E. C. Newlin, of Crawford, and a
beautiful address it was too, but for
quite a while when he started one
would have thought that he was ad-
vertising my business of selling good
clothes to the graduates, and inci-
dentally there were several of our
suits in the class, but he said that he
heard one of the say as he was waiting
for his cue to come on, "Well, I wonder
who will be looking at me now." And
he told a story about a young fellow
who, when his father brought him in
to get him some clothes to go away to
school, picked out the first of every
thing that was shown him, and even
after he put on the new goods, did not
dress himself up in it, but after he
had been away a year, he came home
looking like a walking advertisement
for a clothing firm, and was so par-
ticular that he couldn't pick anything
out that was good enough for him till
he asked some girl's advice about it.

Now the point that I wish to make
from his speech is, first, that I enjoyed

it from first to last, and the next point
that I want to make is that when you
feel the first consciousness of your
clothes, we want you to come in and
we will fit you so that you will look
natural in the clothes we sell you, and
therefore if you look right you will
feel right, and I also want to state
that our prices are much lower than
you will expect.

If you don't know about us ask your
neighbor.

Yours as always,

E. G. Loring

"Modern Clothes For Men."

Link Dunn's Orchestra will
play Saturday night at the Fern
Garden. Also special music in
the Palm Room every evening.
Come if you want fun. 52

**Twenty-five Funmakers
With the Palmer Circus
In Alliance, Wed., June 1**

What would a circus be without the
clowns? Just like a ship without a
rudder. When the Palmer Bros. three
ring, wild animal circus is in Alliance
on June 1, you will be able, if you at-
tend, and you probably will, "cause
everybody goes, to count twenty-five
of the world's foremost funmakers.
You'll laugh at the antics of those
funny fellows who have spent the best
part of their lives in the art of being
funny. We say "art" because it is an
art. It is no easy, rocking chair job.
There is not much chance for words,
in the big tent, that holds thousands
of people. Every action, every move-
ment must have a meaning and that
meaning must be one to bring merriment
to the watching throng. So it is
that the clowns must get results from
mimicry and pantomime alone.

Among the many other features
with the big show are Capt. John
Hoffman, the world's greatest wild
animal trainer, and his group of black
maned, jungle bred African lions, Sam
Albions performing and rollerskating
bears, mixed groups of lions, leopards,
tigers, pumas, jaguars, huge boar
hounds, camels and elephants.

Ed McFalls and his trained goats
will be with Palmer Bros. again this
year presenting an entirely new act
which is considered by animal men as
the last thing in domestic animal
training. Those who know anything
about goats and sheep can readily
realize what patience and persever-
ance was required to train these crea-
tures and will greatly appreciate this
act.

Promptly at 10:30 a. m. the big free
street parade will leave the circus
grounds and traverse the downtown
sections. An elaborate display is
promised. There will be some of every
kind of the jungle bred beasts. So be
out early and see every thing that the
big show will bring to town for
your amusement.

Our stock of Ribbon now on
sale at 1-3 discount. 52
Highland-Holloway Co.

Special Notice to Spanish-
American War Veterans: All
Spanish-American veterans are
requested to meet with veterans
of other wars at the Alliance
hotel at 1 p. m., Sunday, May 29.
W. J. HAMILTON,
51-52 Adjutant.

Got your Campfire dance ticket yet?
Our stock of Ribbon now on
sale at 1-3 discount. 52
Highland-Holloway Co.

**IT HAS MADE ME
OVER, SAYS RYALS**

Health Shattered By Service Overseas,
Ex-Soldier Says Tanlac Has
Restored His Health

"It was my mother who persuaded
me to try Tanlac, and when I took
her advice it was certainly one of the
best things I ever did in my life," said
Robert R. Ryals, ex-soldier residing at
1145 West Seventh St., Des Moines,
Iowa.

"Ever since I returned from France
I have been in bad health. My stomach
got all out of order. I didn't care to
ever eat much and when I did force
down something it always lay heavy
on my stomach like lead. It was often
hard for me to keep anything down
and there was a bitter taste in my
mouth all the time.

"I had sharp pains in my stomach
and my heart would palpitate till it
nearly cut off my breath and I felt
like I was choking. Dizzy spells often
came on me and I was bothered a
great deal with severe headaches. I
felt weak all day long and every night
I came home all fagged out.

"But it's different now, for Tanlac
has simply made me over again. My
appetite has come back and I can eat
anything I want and never have a
sign of indigestion afterwards. My
heart never bothers me any more and
I can breathe free and easy as ever.
Those dizzy spells have all gone and
I never have a headache. I believe I
am in the best health I ever enjoyed,
and I don't see how anybody could
feel better than I do."

SOCIETY

Miss Laura May Hawkins of Alliance,
was voted upon favorably Monday
evening by the faculty at Nebraska
Wesleyan university for graduation on
June 1. This decision will be passed
upon by the board of trustees and the
candidate thus approved will be given
the diploma and certificate to which
she is entitled. Miss Hawkins is a
candidate for the degree of A. B. and
also for the university state certificate
from the Wesleyan teachers' college.
A rich and interesting program of
commencement festivities has been
planned for commencement week at
Wesleyan. Speakers from distant
states will address the graduates and
large numbers of alumni and other
university guests will attend the many
meetings.

Misses Minnie Gilbert, superintendent
of the Alliance district for the Ne-
braska Children's Home society, has
been spending a day in our city look-
ing over the field and getting ac-
quainted. Her work includes receiving
children needing care, placing
children in family homes and looking
after those already placed. Also sol-
iciting funds to carry on the work.
She has worked twelve years for the
society. Miss Gilbert has charge of
sixteen counties and will be occa-
sionally in Alliance, but can be reached
through the main office, 501-2 Mc-
Cague building, Omaha, Neb.

A meeting of the Business Women's
club was held Tuesday evening at
the assembly room of the court-
house. Fourteen were present which
is the largest number that have at-
tended any business meeting so far.
Several tentative plans were dis-
cussed, but no definite action will be
taken until after the meeting on
Thursday, June 2, when the regular
noon luncheon will be held. At that
time the opinion of the majority of the
members can be had.

Mrs. Ralph Cox entertained a num-
ber of friends at a beautifully ap-
pointed five-course dinner Monday
evening. The table was prettily de-
corated with nasturtiums. Guests
present were Mrs. A. J. Welch, Mrs.
Ince McCorkle, Dunning and son,
Mack; Misses Blanche Wilson, (Eva
Crocker, Cleda Baffie and Ida Clark.
Following the dinner, Valetta Cox
and Mack Dunning entertained the
company with a number of dances.

The Eight O'clock club met Tues-
day evening with Mrs. J. H. Starnard.
Bridges was played at which Mrs. F.
G. Hitchcock won high score. A
dainty two-course lunch was served at
tables prettily decorated with spring
flowers. A yellow and white color
scheme was used. Members present
were: Mesdames J. E. Hughes, A. J.
Cole, R. M. Tinkoom, Harp Patrick,
A. E. Nelson, H. A. Dubuque and H.
O. Condit.

Miss Josephine Ganson entertained
the Kiuunka Campfire girls this after-
noon. Those present were Josephine
and Elizabeth Wilson, Janice Adams,
Josephine Wright, Frances Grassman,
Frances Scott, Lucille Butler, Cath-
arine Harris, Edna Mae Miller, Cath-
erine Leoney, Vera Scott, Dolly Daily,
Verna Dow, Ruth Scott. After an
afternoon at cards, dainty refresh-
ments were served.

Mr. and Mrs. Andrew and family
of Hemingford, departed Monday over-
land for the east, where they will
spend the entire summer visiting at
Ohio and Pennsylvania. They are car-
rying their camping outfit, so they can
receive the real enjoyment of a camp-



**Snappy
Man!**

—what makes him so
"snappy?"
—it isn't his face.
—it isn't his grace.
—it's because he keeps his
Clothes so spick, span and
clean.
—perhaps we should have
said: "We keep his
clothes spick, span and
clean for him."
—we will do as much for
you, too.

—If you don't use our serv-
ice, we are sorry, for you
are entitled to the Best.

**KEEP-U-NEAT
CLEANERS**
Phone 133 207 Box Butte

ing trip. The Herald expects to hear
from them now and then along their
trip.

Mrs. W. M. Wilson very delight-
fully entertained the ladies of the No-
ble Band club on Tuesday afternoon
in honor of Mrs. Adelia White of Min-
den, Neb., who is a sister-in-law of
Mrs. A. D. Rodgers and Mrs. Maude
Merritt. Light refreshments were
served.

Memorial services will be held Sun-
day evening, May 29, at the Baptist
church. Members are requested to
meet at the hall at 7:30 p. m. The
regular Decoration day ceremony will
be held Monday afternoon. Members
please gather at the hall at 2 o'clock.

The seniors of the normal training
class of St. Agnes academy visited
rural schools on Tuesday. They went
in cars and spent the entire day at
this work. They expect to go another
day next week.

Gerald R. Deaver of Gillette, Wyo.
and Miss Leona June Morgan of Iowa
Falls, Iowa, were married at the
Methodist parsonage Thursday after-
noon by Rev. Mearl C. Smith.

There will be no special meeting of
the O. E. S. Tuesday evening. In-
stallation will be held June 7.

If you don't dance, you will have
plenty of fun at the Campfire benefit
dance.

LUTHERAN CHURCH
Holy Communion will be celebrated
Sunday afternoon at the Lutheran
church at 2:30 o'clock. Sunday school
after the service. The service will be
in German.
F. DROEGEMUELLER, Pastor.

THE BENEFICIARY
Mrs. Goodsole: "I am soliciting for
the poor. What do you do with your
cast-off clothing?"
Mr. Longzufferer: "I hang them up
carefully and put on my pajamas.
Then I resume them in the morning."
—Boston Globe.

DAFFY STUFF
Hunky: "What's the best way to
stop falling hair?"
Dory: "Catch it before it reaches
the floor."
One dollar is not much to help the
Campfire Girls. Do it.

DEATHS AND FUNERALS

Albert Herman Dabler, the infant
son of Mr. and Mrs. Herman Dabler,
of Ellsworth, Neb., died at the home of
Mr. and Mrs. A. N. Thompson of this
city Tuesday morning. Funeral serv-
ices were held at the Thompson home
Thursday afternoon, conducted by Rev.
S. J. Epler. Burial was made at Green-
wood.

If you don't dance, you will have
plenty of fun at the Campfire benefit
dance.

Another thing that adds to the com-
plexity of farm life is that fishing be-
gins to attract about the time plowing
becomes imperative.

BIRTHS

To Mr. and Mrs. Tom Aspden of
Lakeside, a girl, Wednesday, May 25.
To Mr. and Mrs. C. E. Loessner, 323
Emerson, a boy, Monday, May 16.
To Mr. and Mrs. Guy Morrison, a
girl, Tuesday, May 17.
To Mr. and Mrs. Ira E. Nassbaum, a
girl, Wednesday, May 18.
To Mr. and Mrs. Albert Dabler, a
boy, Saturday, May 21.
To Mr. and Mrs. Albert C. Peterson,
a boy, Wednesday, May 25.
To Mr. and Mrs. Harry Dridson,
West Lawn, a girl, Wednesday, May
25.

Got your Campfire dance ticket yet?

The new beauty in
Wedding Rings

The decorated Wedding Ring, with its
symbol of matrimony hand carved with
supreme skill, is approved by fashion, cus-
tom and good taste.

Certainly it is a sensible idea to have the
Wedding Ring beautiful. Several exquisite
patterns in solid gold and platinum are
shown at Thiele's.

All finger sizes are carried in stock.

THIELE'S
The Store With a Guarantee Without Red Tape

GIFTS THAT LAST

Special Prices
For Saturday, Monday and Tuesday
The Store Where Prices Are Always Right.

**Ready-to-Wear
1-3 Off**

Coats, Wraps, Suits, Dresses,
Skirts, Blouses, Hats and Petti-
coats are of the latest styles
with the very best quality. The
prices are reasonable.

LADIES' UNION SUITS
Loose and tight knee—a superior quality
in the white—
69¢ Each

CHILDREN'S HOSE
35¢ value in blacks—sizes from 6 1/2 to 8 1/2
15¢ a Pair

LADIES' HOSE
50¢ value—white, brown and black—a good
Cotton Hose—
Three Pairs for \$1.00

PUMPS AND OXFORDS
Patent, Brown Kid and Black Kid—\$15.00
value. All sizes. Military and
French heels—
\$5.95 a Pair

VOILES
Fancy and plain voiles, beautiful patterns.
\$1.50 value at 98¢ a Yard
95¢ value at 79¢ a Yard
75¢ value at 59¢ a Yard

CORSETS
One-fourth off on the Warner's Corsets,
pink and white—all sizes—
One-Fourth Off

GINGHAM
25¢ value, plaids and plains—
pretty patterns—
18¢ a Yard

PERCALES
25¢ value—36 inches wide—
dark and light—
18¢ a Yard

GINGHAM
35¢ value—plaids, plains and stripes—
superior quality—
25¢ a Yard

PERCALES
36-inch light and dark colors—plain,
dotted and stripes—
25¢ a Yard

MERCERIZED TABLE LINEN
72-inch—\$2.50 value—
\$1.00 a Yard

TURKISH TOWELS
35¢ value of a good quality, only—
13¢ Each

LADIES' SHOES
Values up to \$10.00—small sizes—
\$1.00 a Pair

THE Horace Bogue Store