

WE PLEASE It's No Trouble



Alliance Cash Shoe Store

to show you here—we'll show you our entire stock and if you don't see just what you want (which is highly improbable) you are under no obligation—implied or otherwise—to buy. An inspection of our stock of E. P. Reed and Queen Quality makes of feminine footwear will reveal to you an assortment that is certain to contain the footwear the most critical lady could wish.

School Notes

Teachers having Reading Circle note books are requested to return them to the county superintendent on or before June 1, in order to receive credits.

District No. 2, Mrs. Fanny Switzer, closed on Wednesday, May 31, with a good program rendered by the pupils, under the efficient supervision of their teacher.

After a successful term taught by Miss Marie Hansen, school in Dist. No. 29 closed last Friday. Certificates of Award for perfect attendance for five consecutive months were given to James, Everett, Julia, and Nellie Abley.

Card of Thanks

Marsland, Nebr., May 16, 1910. We wish to thank our friends and neighbors who kindly extended their help and sympathy throughout the illness and after the death of our husband and father, Wm. N. Gregory. MRS. A. GREGORY, GEO. H. GREGORY, LEE GREGORY.

Change Social.

Alpha Division No. 309, G. I. A., of Alliance, has issued invitations to members of the B. of L. E. and their families to attend a chicken supper and change social to be held at the K. of C. hall, Thursday evening, May 26. An interesting program will be rendered, consisting of drills, vocal and instrumental music, recitations, etc., including also an address by Sam. Franklin. Those who are on the program, besides those who are in the drills, are: Lennie Franklin, Mrs. R. L. Harris, Cynthia Davenport, Hazel Bennet, Bessie Reid, Hugh and Orville Davenport, Vern Hamilton, Lura and Arlene Morrison, Helen and Herbert Dietlein, Hazel Rockey, Lelah Reid, Ruth Hager, Mildred Wade and Sam Franklin.

Help Advertise the Celebration

Ranchmen, farmers and persons from neighboring towns who wish to help advertise the 4th of July celebration and Stockmen's convention can secure a supply of large posters by calling on Judge Ridgell at the Commercial Club rooms in the basement of the Phelan opera house block, or at The Herald office.

RAILWAY NOTES AND PERSONALS.

Con. Pickett took out W. J. Hamilton's car and crew.

Brakeman C. G. Smith is on the relief with a spell of La Grippe.

Brakeman G. W. Emery is making a few days visit with his family near Bayard.

Mr. Harvey, one of the company carpenters, is off with a badly mashed hand.

J. G. Beck, who has been on the road for some time, is again employed as a company carpenter.

Con. Bob Evans has had Randall's car and crew while Randall is taking the pay car over the division.

Tom Burchell, fireman on 39 and 40 came into Alliance Tuesday morning. He may decide to take a passenger out of here.

A. E. Martz is a new employee in the train service. Mr. Martz will move his family here as soon as he can get a house.

Thos. Coyne, who has been suffering from rheumatism for some time, has decided to quit the service and try the hot springs in Arkansas.

Freight Agent Metz and family are now nicely settled in the rooms over Irish's store. Mr. Metz is better of his rheumatism but he is far from well.

Passenger Con. Cotant dead headed to Ravenna on No. 44 Monday to bring back the Bryan special. He will have charge of the train over the Alliance division.

Great regret is expressed among the railroad men that they are to lose W. O. Barnes as their watch inspector. By his promptness and courtesy he has won the friendship of all.

C. A. Banzof and C. G. Turner of the round house force have left the service. Mr. Turner will go to the home of his parents in Grand Island. Mr. Banzof will travel west until he finds a location.

Telegraph Operator Will Nickle passed through Alliance Monday on his way to the Pacific coast. Mrs. Nickle and family are with her people in Grand Island. She will join her husband as soon as he is permanently located.

On Friday evening Mrs. U. N. Hoskins gave a dinner for eight ladies in honor of Miss Maggie McCully of New Castle. Miss McCauley has been visiting with Engineer and Mrs. A. E. Nelson. She will return to her home Thursday of this week.

We are very glad to note that Passenger Conductor Betebenner, who has been sick for some time, is slowly improving. As soon as he is well enough he will start on a trip west, and will

travel until he is again able to take up his work on the road.

Mrs. Will Cruikshank, wife of Con. Cruikshank, who lost his life in the service here about a year ago, is preparing to move her home to Kansas City. She will be accompanied by her mother. Mrs. Cruikshank has made many friends while here among the church and railroad people and their best wishes follow her to her new home.

It is with the deepest sorrow that we report the death of Mrs. Edith Cowman, wife of Fireman Cowman of the Denver line. Her death occurred at their home Sunday morning after a ten days illness. Four little girls are left to mourn the loss of a mother. The husband and daughters have the deepest sympathy of all who knew them, especially among the railroad people.

Con. W. J. Hamilton had a very narrow escape when coming from the west near Provo Monday evening. Engineer Hoeser was making some repairs on the engine and using a twenty pound sledge hammer. In some way it glanced off, striking Hamilton in the head just above the eyes. He was unconscious for four hours and was taken to Ardmore to a doctor and later brought to Alliance on No. 36. He is now able to be out and getting along nicely.

New Plumbing Shop

E. O. Cool returned last Saturday from Scottsbluff, where he worked at his trade as a plumber for about a month, his family remaining here while he was away. He has opened a shop in the basement of the Zbinden block now owned by F. E. Reddish, and is ready to receive and give prompt attention to orders for work in his line. We call attention to his card which he orders inserted in The Herald.

Picture Shows Consolidated.

Younkin, having bought the Garrick of Dietlein & Ruggles, moved the Crystal on Monday of this week to the Garrick quarters on Box Butte avenue, north of the Burlington station, thus combining the two shows under the name of the Crystal. This reduces the number of moving picture and vaudeville shows in Alliance to one, which is about the number that can secure a profitable patronage. Formerly there were three, afterward two, and now one. Younkin says he will now give the people the best show ever in this town for little money, at the popular prices of 10 cents for children and 20 cents for adults. There will be two or three acts in each vaudeville show and two reels of pictures every night. Matinee Saturday afternoon at 2:30 o'clock.

Rooms Wanted for Junior Normal

Persons having rooms to rent during the Alliance Junior Normal should notify the county superintendent soon. Call up phone 28, on or after Tuesday, May 24.

When Are You Going?

We hope you will have a real good time--you surely will if you will buy your

Traveling Equipment

at THE FAMOUS

Leather Suit Cases, \$5

STRAPS

each

\$7.50 Buys a Trunk

that looks like \$15. Will go around the world

Our Line of Suit Cases, Traveling Bags and Trunks

embraces all the new ideas

We guarantee to save you money

The Famous

A STORE FOR MEN

Alliance - Nebr.

As the readers of The Herald are aware we are always pleased to note the increase in business of institutions that employ labor in Alliance. For this reason it is a pleasure to us to state that the business of the Alliance Steam Laundry has increased to such an extent that it was necessary to put in four new machines recently. Besides doing a large amount of work for the people of Alliance they have a large patronage from neighboring towns.

F. L. Potmesil writes us as follows from Powell, Idaho: "The country here looks more favorable this year and values are on the rise. I am looking after a lumber yard here and like the work very much. Regards." We have been in hopes that Frank would decide to return to Box Butte county, but as he is doing so well in Idaho, we fear that he will want to stay there permanently. We wish him success wherever he may be.

ORDER A CASE OF POP with your next grocery order. The following grocery firms will deliver at your home 24 bottles, any flavor, for 75c:

Mallery Grocery Co. S. H. Desch & Co.
Alliance Grocery Co. Geo. W. Duncan & Son
James Graham Phillips Grocery Co.
A. D. Rodgers Watson & Watson

Manufactured by GOLDEN ROD BOTTLING WORKS

Ladies' Suits

Our entire line of Ladies' Tailored Suits, Jackets and Rain Coats we offer in this sale at

25 per cent discount

They are this season's very best styles in a wide range of weaves and colorings

63 Ladies' Skirts

In browns, blues, grays and blacks, up-to-date styles, at... **1-4 off**

Wash Suits

An elegant assortment of Wash Suits and Coats in a large variety of styles and colors, from \$4.50 to... **\$12.50**

96 Ladies' Shirt Waists

in lawns, linens and silks at special discount of... **1-4 off**

Dress Goods

\$1.25 Wool Suitings, 40 to 48-inch widths, exceptional values, specially priced at... **98c**

60c to 75c Worsted Suitings, 36 inch to 40 inch, special at... **47c**

\$1.25 Natural Color Pongee Silk, 27 inch width, specially priced... **\$1.00**

62 1/2c Youla Silks, good assortment of shades, per yard... **48c**

STOCK REDUCING SALE

Monday, May 16, to Thursday, May 26

BY being absent from business a month, after a vacation of two months, I am very anxious to do business and to do more business, coupled with the fact that I have visited many stores and attended merchants' meetings, and find they are doing as large a business with half the stock I am carrying, I have decided to reduce this stock very materially and to accomplish this result am making very attractive prices



Men's Suits

In this department we are offering some extraordinary values in these lots.

Lot 1. \$20.00 buys a suit good enough for a king to wear; this embraces a line of up-to-date, finely tailored garments worth up to \$27.00, in blue and black serges and fine cassimeres and worsteds. Specially priced at... **\$20**

Lot 2. Men's Suits, strictly up-to-date styles in a large assortment of weaves, first-class tailoring, worth up to \$17.00, specially priced at... **\$12.45**

Lot 3. Large line Men's Suits, dependable garments, \$10.00 to \$12.50 values in cassimeres and worsteds, specially priced at... **\$7.50**

Norton's

Men's Pants

One lot Men's Pants, worth up to \$4.00, specially priced at... **\$3.00**

One lot Men's Pants, worth up to \$2.75, specially priced at... **\$2.00**

One lot Men's Corduroy Pants, worth \$3.00 and \$3.50, specially priced at... **\$2.50**

Boys' Suits

One lot Boys' Suits, ages 4 to 12 years... **\$2.48**

One lot Boys' Suits, small sizes... **1.95**

\$1.00 DRESS SHIRTS, 2 for... **\$1.25**

Carpet Department

We place on sale our entire line of CARPETS, RUGS, MATTINGS, PORTIERS, CARPET FILINGS, FLOOR OIL CLOTHS at the low price of

20% Discount

This will make a 9x12 Smith Axminster Rug cost you only \$20.00. This is an exceptional offer when you take into consideration the fact that every item in our carpet department is priced very low in the first place, from which we now give you

One-Fifth Off

Lace Curtains

Our entire stock of lace curtains and draperies at a special discount of

Ten Per Cent

All leather suit cases that you have been paying \$6.00 and \$6.50 for, we offer at the low price of... **\$5.00**

Largest and best line of Trunks ever shown in the city at very attractive prices.

All of our Wool Blankets go in this sale at a discount of

ONE-FOURTH OFF

\$2.50 Wool Nap Cotton Blankets, exceptional values at... **\$1.98**

Corsets

\$1.50 Princess hip Royal Worcester Corsets, hose supporters, medium length... **98c**

\$1.00 Princess hip Royal Worcester Corsets, hose supporters, medium length... **69c**

One lot Batiste Corsets with hose supporters... **42c**

Cotton Henrietta, 36-inch width... **14c**

Ladies' Shoes

38 pairs Ladies' Oxfords, one, two and three pairs of a kind, worth up to \$4.00, priced at... **\$2.98**

One lot Ladies' Shoes, worth up to \$2.25, specially priced at... **\$1.68**

One large assortment of Misses' and Children's Shoes at... **One-Fourth Off**

Ladies' long, soft Gauntlet Gloves at... **\$1.19**

Men's Hats

One lot of odds and ends from broken stock and sample lines of Men's Hats at... **\$1.39**

Caps

Sample lines Men's Summer Caps, special at... **39c**

Neckties

Nice line Men's Four-in-Hand and Neck Ties... **25c**

Underwear

Men's Balbriggan and Porous Knit Underwear... **25c**

Men's Balbriggan Underwear, standard quality... **50c**

Boys' Derby Ribbed Underwear... **25c**

21-inch red and blue Hankerchiefs at... **5c**

Just received, an elegant line of STRAW HATS

Men's Shoes

We are closing out our entire line of "Stetson" Men's fine Dress Shoes at a discount of

\$1.00 per pair

You know what this line is like and will appreciate the values.

Men's Work Shirts

Special at

39c, 50c and 65c

Boys' Shoes

One lot boys' welt sole dress shoes, sizes 12 to 2, regular \$2.75 values, priced at... **\$1.98**

One lot boys' welt sole dress shoes, sizes 9 to 11, regular \$2.50 vals., priced at... **\$1.87**

Wash Goods Remnants

Our wash goods remnant table is worthy of your inspection.

NORTON'S

Remember to bring your pocketbook with you and see what a lot of good dependable merchandise can be bought for very little money

NORTON'S