

Don't Buy Poor Shoes

WE KNOW IT PAYS to buy good shoes. We have built up a good exclusive shoe business on that theory. We handle shoes only and every pair that leaves our store is guaranteed to give perfect satisfaction. Our stock is personally selected with care each season.

Alliance Cash Shoe Store

Alliance Represented at Rexall Convention

Mr. and Mrs. F. E. Holsten who left Alliance Sept. 24th on an eastern trip are expected home tomorrow or Saturday. They went first to Boston to attend the great Rexall convention. After spending three days in the "Hub", they went to New York for a visit with friends. In returning they came via Chicago, where Mr. Holsten will order a lot of goods from the wholesale houses. They will also stop in Omaha.

Word from them brings the information that the banquet at the close of the convention last Thursday night was one of the most magnificent ever given in United States. We have a printed description, which is too long for publication in this issue of The Herald and it is impossible to do it justice by a mere extract from it. Of the 4,000 druggists who are stockholders in the United Drug company and sell the Rexall remedies, 1,800 were present at the convention and banquet, and, also, 600 ladies, members of their families.

Tuesday afternoon while the men were attending the business session the ladies were treated to a motor trip. Over a hundred automobiles had been engaged and a trip planned that gave the ladies a splendid idea of the many historical places in and around Boston. At 1 o'clock Thursday afternoon the ladies gathered at the United Drug company laboratories, where a buffet luncheon was served, after which an inspection of the laboratories was made. This proved very interesting, for an exhibition of how various articles that have made the name Rexall famous are manufactured was demonstrated by the experts. The visitors got some idea of the immense plant occupied by their company, which covers six acres of floor space and gives employment to about 1,000 people. A visit was also made to the plant where chocolates are made, and it was seen that everything pertaining to sanitary conditions was in evidence in turning out the high grade Liggett and Fenway confections. This plant employs several hundred people, too.

The keynote of the business sessions was the advancement of the sale of pure drugs and the prevention of the sale of noxious preparations, so that purchasers might be certain that they were getting the best drugs obtainable at the lowest possible price, allowing a fair margin of profit to the dealer. The newer stockholders learned from their talks with the older ones how valuable the co-operative idea has been because it eliminated the middleman; how during the past eight years business has increased largely because the purchasers had confidence in Rexall remedies, and this allowed the company—the largest organization of its kind in the world—to buy its drugs in such wholesale quantities as to permit a great saving, with the natural result that the quality was bound to be excellent.

In connection with the above it is proper to remind our readers Holsten's drug store is the "Rexall" store of Alliance.

The Octopus' Prayer

Unser Fader, du bist in Wall St., Rockefeller be thy name. Thy kingdom is here in all its muchness. Thy will be done in Medicine Hat even as it is in Wall St. Give us this day our daily apportionment of bread and meat for tomorrow we may not know where we are at. Lead us not into the pauper's ward, and deliver us from any more sweatshops, for thine is the lock, stock and barrel, the summer bonum, the Ultima Thule, yea, verily, the supreme colossal cheese, forever and ever.—A Man.

The high wind of last Tuesday upset the West Lawn dairy wagon, breaking a large number of bottles.

Mrs. Thos. Cory, who has been visiting relatives and friends a couple of weeks, returned to Hemingford Wednesday on 43.

Mr. Roy Craig has been enjoying a visit from his mother Mrs. Craig of Scotts Bluffs. She may decide to move to Alliance.

Miss Mame O'Donnell has entered the employ of the firm of Gray & Guthrie as office clerk and bookkeeper. She is an experienced and expert accountant and will be of great assistance to them in their constantly increasing business.

Mrs. W. B. Young and J. J. Vance attended the Nebraska state convention of the W. C. T. U. at Fairbury last week as delegates from Alliance. Mrs. Young returned Saturday and Mrs. Vance went to Wymore for a visit.

Miss Rawley, who for several years has conducted the rooming house over George Darling's has sold out to Mrs. Pierce, the wife of the yard section foreman. Miss Rawley has gone to Long Beach, Calif., where she will spend the winter.

We are under way whereby it may not be necessary for M. O. Joder and family to remove from Alliance. This will certainly be good news to their many friends here who will much prefer to see them remain in this city.

Mrs. Joe Nerud returned Tuesday morning of this week from a week's visit with friends in Saline county. She informs us that a car load of apples from that county will arrive in Alliance about the last of next week. They will be on sale from the car, as will be seen by referring to The Herald's department of "Classified Ads".

Mrs. J. A. Anderson and four boys and youngest daughter left this morning for Dillee, Oregon, where Mr. Anderson has been for some time taking care of their fruit farm one and one-half miles from that place. We regret to see them leave Alliance, but hope they will be well pleased with

their new home. Three daughters remain here, Misses Bertha and Julia and Mrs. Ray Hoag.

J. J. Lawless of Los Angeles, Calif., arrived in the city Tuesday for a short visit with old time friends. Mr. Lawless was a former resident of Alliance and still has property interests here.

Mr. and Mrs. Daly and Roy Wilcox of Lusk, Wyo., relatives of Mr. and Mrs. T. M. Currows, visited in Alliance recently, attending the county fair. Mrs. Burrows returned home with them for a short visit.

Mrs. W. R. Birney returned Friday morning from a nine weeks' visit in Chicago, Peoria and St. Joe. Mrs. Birney was in very poor health when she went away. She was greatly benefited by her trip. She says that where she visited there were plenty of shade trees and lawns and she did not feel the hot weather at all.

Several of those who bought property in Belmont are planning to build before cold weather. This is a new Alliance addition where over two hundred lots sold in less than five days. Several ranchmen will build there for their winter homes, to be near the good schools of Alliance. Alliance may well be called "A City of Homes".

Ladies' Aid Society

The Ladies' Aid of the M. E. church will meet with Mrs. McCorkle next Wednesday, at 2:30 p. m. A full attendance is desired, as there is work for all.

THE PACIFIC MONTHLY SPECIAL INTRODUCTORY OFFER.

The Pacific Monthly, of Portland, Oregon, is a beautifully illustrated monthly magazine which gives very full information about the resources and opportunities of the country lying west of the Rockies. It tells all about the Government Reclamation Projects, free government land and tells about the districts adapted to fruit raising, dairying, poultry raising, etc. It has splendid stories by Jack London and other noted authors. The price is \$1.50 a year, but to introduce it we will send six months for fifty cents. This offer must be accepted on or before February 1, 1911. Send your name and address accompanied by fifty cents in stamps and learn all about Oregon, Washington, Idaho and California. Address, The Pacific Monthly, Portland, Oregon. 42-41

Training School for Nurses

In connection with Mercy Hospital, conducted by the Sisters of Mercy, is a Training School for Nurses. Wanted, young ladies to enter the Training School of Mercy Hospital at Alliance. Apply to SISTER SUPERIOR.

A newspaper headline reads "Count Flies". Probably has to do with some foreign aviator, but we are too busy to enumerate the pesky insects on this side the water. And our census takers are too seriously occupied with the problem of the Rooseveltian influence on America's population.

School Notes

"There are two kinds of people on earth. I mean the people who lift and the people who lean; and wherever you go you will find the world's masses are always divided in just these two classes; and oddly enough, you'll find, too, I mean there's just one lifter to twenty who lean. In which class are you? Are you easing the load? Of overtaxed lifters who toil down the road? Or are you a leaner who lets others bear your portion of labor and worry and care?" —Ella Wheeler Wilcox.

The Crisis Club has about \$75 on hand from the play given last year and decided to use \$50 of it to assist in the purchase of apparatus for the gymnasium and \$25 for apparatus in the laboratory. The Athletic Association also voted \$25 toward the purchase of apparatus for the gymnasium. To the amount received from the two sources for the gymnasium the Board of Education added about \$40. This gives us \$115, including freight charges, to invest in apparatus for the gymnasium. The additional material to be purchased will be welcomed by the students.

The new courses, which have been added to the course of study this year, are Manual Training and Domestic Science. These courses are offered on the 7th grade, 8th grade and high school. Manual Training in the 7th grade consists of bench work for the boys and sewing for the girls. In the 8th grade the girls take sewing and in the high school a course in cookery is offered. About 40 girls have enrolled in the class in cookery. The 7th grade work is given at the Central building from 9:25 to 10:05 each morning except Friday and from 1:50 to 2:30 each afternoon. The 8th grade and high school work is given at the high school building from 10:35 to 12:00 each morning of the week and from 2:40 to 4:00 on Monday, Wednesday and Thursday afternoons and from 3:15 to 4:00 on Friday afternoon. As these courses are new, we should be glad to have the townspeople visit the classes and observe the work being done.

An attempt is being made to arrange for the publication of the "Spud" this year but the committee, which has in charge the securing of advertising, does not report very favorably. The amount of advertising pledged and the subscription list will not bring in enough money to pay the expenses of issuing the publication. We have no other source of income and unless other ads can be secured there seems to be no course open but to discontinue the publication of the "Spud." The pupils of the high school will feel the disappointment keenly if such a course should be taken. If there are business men who have not pledged an ad but

who wish to do so, they should phone Prin. Williams at once.

The enrollment during the first month this term is 39 greater than during the first month last term—additional proof that Alliance keeps on growing.

The banners for the best records in attendance and punctuality were awarded to Miss Feidler's, Miss Nerud's and Miss Jones' pupils.

The following items of general interest are taken from the Superintendent's report to the Board of Education for the month beginning Sept. 5th and ending Sept. 30th:

Total number enrolled this month	768
Total number boys enrolled	374
Total number girls enrolled	394
Average daily attendance—boys	347
Average daily attendance—girls	364
Per cent daily attendance	97.62
Number cases of tardiness	46
Per cent of punctuality for month	99.83
No. neither absent nor tardy	473
No. of cases of truancy	8
No. present every day	569
Visits from Supt.	69
Visits from others	65

HEMINGFORD

The contractors are here putting up the stand pipe for the water works.

Mr. Harper of Auburn, Nebr., is here this week with a carload of apples.

Mrs. L. Wallace was a passenger to Alliance Tuesday, returning Wednesday.

The Methodist Aid ladies held the Aid in the church Wednesday afternoon.

Mr. and Mrs. Frank Hesseltine came in from Curley Saturday, going home Sunday.

Charlie Wallace came in from Curley Monday, going home Tuesday morning.

E. S. Wildy made a business trip to Alliance Friday on 44, returning Saturday on 35.

Mr. and Mrs. Ira Rowland are the proud parents of a new boy, born Saturday, Oct. 1.

C. H. Henderson of Curley, who has been in Alliance for a few days, came up on 43 Saturday.

Mrs. Robert Laughman spent a few days the first of last week with her sister, Mrs. E. S. Wildy.

Walter Moyer was up from Crawford Wednesday putting in the new Crawford-Alliance switch.

H. E. Jones was in town the first of the week on business. He and his family now reside in Denver, Colo.

Mr. and Mrs. McIntyre went over to Chadron Saturday for a few days' visit with their son, Ward, and wife.

Joel Brown and wife came in from Des Moines, Iowa on 43. They went out to Sioux county in the afternoon.

A. S. Enyvert and A. M. Miller left for Lincoln Monday night on 35, going to attend the National Farmers' Convention.

Miss Mayme Miller left on 35 Sunday night for Salt Lake City, Utah.

where she will visit for a short time before going to Los Angeles, where she expects to spend the winter.

McClusky Bros. have finished the cement crossing on Main street. This helps the appearance of the street a great deal.

Elmer Vaughn's, who have been quarantined for the past five weeks with small-pox, again feel that they are free, the quarantine being lifted Saturday.

Dr. McEuen returned from Omaha Wednesday on 43. He left Mrs. John Hollinrake, who was operated on a few days ago for appendicitis, getting along nicely.

Mrs. B. E. Johnson and Mrs. W. A. Ward left for Lincoln Thursday on 44. They will visit with their mother, Mrs. McCandless, and a sister who lives there.

Mrs. Fred Melick and daughter left Thursday on 44 for their home in Bennett, Nebr., where she expects to visit with her folks and other relatives until near Xmas.

Mrs. Wilcox and daughter came up from Alliance Wednesday on 43, returning Thursday on 44. Grandma Carey, who has been here visiting, returned home with her.

The strenuous Teddy, as usual, had all the west hypnotized on his swing around the circle among the lariat-throwers in August. The Poor-Richardism about an ill wind holds good in Teddy's case, for, while the tuberculosis doctors may be dreading the Roosevelt craze, the dentists are grinning, and the chiropadists and manicurists are posting up on obstetrics. Great is the age of hero-worship.

"Brothering, life is onartain and death is shore," wailed the old-time orthodox mourners' bench alarmist. The modern gospel-grafter may put it: "Friends, biplanes are uncertain and joy-wagons a delusion and a snare, but there is no escape from Bryan and the Ballinger-Pinchot question. They are inevitable."

"Talkin' 'bout de insurgents," philosophized Uncle Isaiah. "Brudder Noah was de original stan'-patter. He stood mo' patter on de roof o' dat ark dan Unk' Joe will fum his trajoccers in de s'nnit. Dat forty-day reckud o' heabbenly shower-baths wuz a goin' some."

New Fresh Typewriter Ribbons and Carbon Paper for sale at the Herald office. Typewriters for rent and sale.



Phone 340



GROUP OF SHOW GIRLS

Phelan Opera House

"THE BURGOMASTER"

Monday, Oct. 10