

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

Opera House, Wednesday, Oct. 19



MISS CLARE CLAY
PRIMA-DONNA SOPRANO

With "DAN CUPID," that Superb Society Singing Surprise

PRICES: 50-75c, \$1.00

Cornerstone is Laid

An impressive ceremony was the laying of the cornerstone of the new addition to St. Agnes' Academy yesterday. This was done under the auspices of the Knights of Columbus in the presence of a good crowd assembled for the occasion.

The pupils of the Academy were assembled and made a very impressive scene. Their singing of patriotic songs was appreciated by all present.

After the laying of the cornerstone, Hon. F. M. Broome delivered a speech that held the attention of all, both old and young. We will reproduce this in a later issue of The Herald, for we think it one of the best ever delivered in Alliance on a subject of this kind.

Says It Pays

W. M. Robinson, who is a land owner of Box Butte county and general manager of the Bennett Piano company of Omaha, with branch office in Alliance, of which Mrs. J. T. Wiker is local manager, was in Alliance Sunday and Monday.

While here he called at The Herald office and stated that he wanted to emphasize the fact again that it pays to advertise in The Alliance Herald. Their record of twenty-one piano sales during the month of August from this branch was due, he stated, to the large amount of advertising done exclusively in The Herald, and the good work done by Special Agent Knaptan and Mrs. Wiker.

Mr. Robinson left Monday noon for Chadron, where his company has another branch store.

Regan Store Sold

Last week the Regan ladies' furnishing store, which has been conducted here for eleven years under the management of Mrs. Thos. Regan and daughters, was sold to Misses Avis and Lizzie Stuckey, who have a wide range of experience in this line.

These ladies have confidence in the future of Alliance and have purchased an immense stock of up-to-date goods, among them being an entire new line of hats, which are now in stock. They are firm believers in the value of advertising and the lady readers of The Herald will find much of value to them in their ad in this paper which will appear regularly. Their announcement, which appears in this issue, is of interest.

Mrs. Regan and daughter have not announced their plans for the future, but we trust that they will decide to continue their home in Alliance.

Christian Endeavor State Convention

The Annual State Convention of the Nebraska Christian Endeavor Union convenes at Aurora, Friday, Saturday and Sunday, October 21-22-23, 1910. Among the most noted speakers on the program are Francis E. Clark, D. D., Founder of Christian Endeavor and President of the World's C. E. Union; Karl Lehmann, of Boston, Mass.; Interstate Field Secretary; Dr. F. F. Tucker, of Pangkhiawang, China;

Gov. Martin Withers, of Kansas City and Prof. H. T. Sutton, the Bible-reader, of Chicago, Ill. More than 300 delegates have already registered, insuring an attendance of over 750 out-of-town Endeavorers.

Mrs. Tubbs Entertains

A beautifully arranged "500" party was the entertainment provided by Mrs. Charles Tubbs for a number of her lady friends Friday evening. When the games were counted Mrs. U. N. Hoskins was ahead with thirteen. She was presented with a dainty hand-painted plate. A very dainty lunch was served. Mrs. Tubbs is a perfect hostess and the ladies are indebted to her for a very pleasant evening.

Lesters' "500" Party

On Saturday afternoon Mrs. F. W. Lester and Mrs. Claude Lester entertained very delightfully at a "500" party at the beautiful Lester home on Box Butte avenue. No detail that could add attraction to the affair was overlooked. Twenty ladies were present. When the scores were counted Mrs. Wm. Mitchell was ahead. Mrs. F. T. Helpbringer was only ten behind. Mrs. E. C. McCleer was given the consolation prize. At five-thirty a five course banquet was served that in all its appointments, its delicacy and profusion, its variety and daintiness, would do credit to a city caterer, and is seldom equaled by the best of them. At 6:30 the ladies reluctantly made their adieu, highly delighted with a social event that will long be remembered by those present.

Mrs. A. E. Nelson Entertains

One of the most enjoyable events of the season was the beautifully appointed "500" party last Friday afternoon at which Mrs. A. E. Nelson was the charming hostess. Mrs. Mort Johnson was the winner of the most games. Her prize was a hand painted plate. The elaborate six o'clock dinner served in the dining room was thoroughly enjoyed by all. The hostess was assisted in serving by Mrs. Roy Beckwith.

Horse Judging Demonstration

The farmers and ranchmen should not fail to see the horse judging demonstration Tuesday afternoon, given by Howard Gramlich of Lincoln, just after the session of the Farmers' Institute in the opera house.

Mr. Gramlich makes horse judging his speciality. He has been hired by the large importing horse companies of this country to go to Europe and purchase horses for them.

Interesting Lecture for Ladies

The ladies of Alliance and surrounding country should not fail to attend the Domestic Science lecture and cooking demonstration to be given by Miss Nellie Maxwell of Neenah, Wis., at the city hall next Tuesday, at 2:30 in the afternoon. These lectures are given in connection with the Farmers' Institute, under the auspices of the University of Nebraska, and are free to all.

PROGRAM

Farmers' Institute

ALLIANCE

Tuesday, October 18, 1910

AFTERNOON SESSION—OPERA HOUSE

- 1:30 "How to Make a few dairy cows a source of profit," Prof. John Bower, Lincoln
- 2:15 Discussion by Members of the Institute
- 2:40 "Opportunities for profitable draft horse production in western Nebraska," Howard Gramlich, Lincoln
Horse judging demonstration by Howard Gramlich

WOMEN'S SESSION—CITY HALL

- 2:30 "Suggestions About Feeding the Family" Miss Nellie Maxwell, Neenah, Wisconsin
(This lecture will be illustrated by a cooking demonstration)

WOMEN'S SESSION—CITY HALL

- 7:30 Music by High School Orchestra
"Opportunities for Nebraska Boys"—Prof. Jno. Bower
Music by High School Orchestra
Solo—"Four Leaf Clover" Whitney Coonds, Mrs. H. C. Nicolson
"All Around the Farm" Howard Gramlich
Solo—"The Miller" R. W. Morrisou
"Domestic Science in Our Schools" Nellie Maxwell

These meetings are held under the auspices of the University of Nebraska, and the local Farmers' Institute Association, and are free to all.

This is the only meeting of its kind during the year.

Everybody invited to be present and take part in the discussions.

The Famous

is in a Class of Its Own
When it Comes to Clothing

Douglas Shoes

ALL STYLES
ALL LEATHERS
UNION MADE

Why pay more?
Boys' NonRipping Shoes \$1.35

DOUGLAS High Cut Tan Shoes for Youths \$2.00

A BIG LOT OF Fur Lined Fall Caps BOYS 39c

Khaki Pants All sizes - - 98c

THE GREAT TILT SHOELINE \$4, \$4.50, \$5

Wear as well as any higher priced shoe made.

Holeproof Hose 6 months' wear \$1.50 Box

We carry all the New Styles in the FAMOUS John B. Stetson Novelty Hats

Don't Miss That Corduroy Pants Bargain Belt Loops, Side Buckles, Peg Cut, with Cuffs Only \$2.50 THE PAIR

CLOTHING VALUES

A STORE to be able to sell clothing at the right price must have the purchasing power, the outlet and the knowledge of values. We claim to know the clothing business, 22 years active retailing have taught us values. Our stock for this season is stronger—better values, better assortments than ever. No harm to look.

EVERY YEAR since we started in Alliance our business has grown. We give 100c clothing value for every dollar you leave with us. We aim to give you better goods for the same money or the same goods at less and we believe we are doing this very thing better today than ever.

If in doubt regarding styles come in and get the world's best authority, "The Hart Schaffner & Marx Style Book." You won't see any fancy cuffs or collars on genteel stuff. The day of "dope" is over.

We are showing a splendid \$10 Line in Suits and Overcoats

Our \$15 Line Suits and Overcoats represents the best values of 6 different manufacturers. See our windows.

At \$18 and \$20 You will find a superb line of hand tailored Suits and Coats made by America's well known tailors: Sterling, Alco, Progressive, Frankle, Irving Systems.

At \$25.00 We are in a class by ourselves at this price, the only competition we have is the \$50.00 city tailor. Hart Schaffner & Marx products—Finer, better than ever. Why pay more and get less?

Great 10 Days' Sale of BOYS' CLOTHING

100 pairs Boys' Knickerbocker Pants 39c

Hot Boys Pants 19c

Boys' Knee Pants 65c and 75c Grades To close at 25c (All sizes.)

Boys' Corduroy Suits Made the best. Knee pants \$4.50 values to close at \$2.50

Trunks and Suit Cases

Our line of Trunks is the best and prices the lowest. They have an individual appearance that others have not.

We show the largest line of up-to-date Suit Cases. Prices range from \$1.35 to \$20.00.

See Our \$7.50 Trunk Special

SEE OUR LARGE LINE Men's Union Suits

Munsings Celebrated \$1.25 to \$5 Vassar Swiss Ribbed \$1.50 to \$5 Others from \$1 a suit

See those genuine imported English Waterproof Hats

\$2.50 Colors—Gray, tan and brown

Spend Your Money Where You Get the Most for It

Daylight Store and Daylight Methods

THE FAMOUS ONE-PRICE CLOTHING HOUSE

Alliance's Largest Clothing House

A STORE FOR MEN

The Famous

Shows the New Clothes

When They are NEW

\$3.75 Buys a 12-inch High Last Non-ripping SHOE FOR MEN

1 Big Lot of Regular 75c values Dress Shirts NOW \$39c

Best Black Sateen Shirt on the Market for 50c

We sell the Heaviest Overall Copper Rivited for 65c

39c for a Welted-seam Leather Glove

Big Line of 25c Neckwear

Those Boys Bicycle Hose 2 Pairs for 25c

WE ARE SHOWING 5 BIG LINES OF Ribbed and Fleece

Underwear at 50c Standard Full Weight Goods

OUR Cow Boy Boot at \$4.50

Has No Equal