

SI'S SHOE STORE

E. P. Reed & Co.'s

**Fine
Footwear
for
Women**

Suede, Velooze,
Gun Metal, Patents

Complete fall stock on
the shelves and the only
up-to-date stock in the
city.

LADIES

We are going to pay you for read-
ing this Xmas "Ad."

Every woman who reads this "ad" and cuts
it out and brings it to our store can have 10 per
cent discount on every cash purchase amounting
to \$1.00 or more.

If you make a \$5.00 purchase you
SAVE 50c.

If you make a \$15.00 purchase you
SAVE \$1.50.

STUCKEY'S

GOODS FROM NATIVE LAND

Tom Stalos, who has a store at 113 Box Butte Ave., and whose advertisement appears in The Herald, has put in a stock of groceries, including some goods from Greece, his native land. He has figs from the town in which he lived when a boy.

THE WEATHER

To The Herald's many readers in eastern Nebraska and other states we will say that the weather in this part of the west has been fine nearly all fall and winter so far, but quite a change has taken place. Monday night of this week there was a skiff of snow. Tuesday night there was some more. During the early part of the day Wednesday the weather was warm, but the snowing continued and by last evening had turned into a veritable nor'easter. Those who have feared that we would not have a "white Christmas" have had their fears banished. Today the ground is blanketed with snow.

HOME MISSIONS COUNCIL

An all day meeting was held in Omaha last Monday under the charge of the Home Missions Council, which represents twenty-two protestant denominations. A deputation representing this council constituted the leaders; the men of the deputation were making their return trip from the Pacific coast, holding what might be termed "Neglected Field Surveys," the meeting in Omaha being the fourteenth state meeting. The object of the meeting was to gain information concerning the whole state of Nebraska as viewed by all denominations in order that neglected fields might be occupied by some church, and that fields which have too many churches might meet some agreement looking to church federation or some form of church unity. Many things are expected of these meetings as many people have come to believe that some more practical plans of Christian service may be inaugurated than have been in use heretofore.

NORTON BUYS YOUNKIN BLOCK

Big Deal Involving Sale of Well Known Theatre and Rooming House

W. W. Norton recently purchased the Younkin Block, paying about \$25,000 for the same, Younkin taking \$9,000 worth of goods from Norton's

store at wholesale prices and receiving the balance in cash. For some time past Younkin has wished to dispose of this property in order that he might be foot loose, and the purchase of it gives Norton a good investment.

Wallace Bros. had a lease on this building that had not expired. Geo. Younkin and Harve West have purchased the lease and will operate the rooming house and run the Crystal theatre and have already taken possession of the same.

This gives Younkin a big lot of dry goods and clothing which he wishes to dispose of immediately as he has other business to demand his time, and consequently will let the people of Alliance and vicinity have these goods at their own price. As will be seen by his advertisement in this issue of The Herald he will auction these goods off on the streets of Alliance next Saturday. Read his ad and if you are wanting anything in the line of goods that he has to sell you had better be present promptly and get your pick.

OBITUARY

Robert Stark Shipley was born March 7, 1837, in Lincoln county, Kentucky, and died December 16, 1911, at Grand Island, Nebr., age 74 years, 9 months and 9 days.

On Sept. 6, 1860, he was united in marriage to Miss Rhoda Edwards of Macukin county Ill. To this union were born six children, 4 sons and 2 daughters. Wm. T., Archie L., Frank S., Henry W. Shipley, and Mrs. Lucy O'Keefe of this city, and Mrs. Mary E. Brown of Columbus, Ohio.

At the outbreak of the war he enlisted in Company B of the 122 Ill. Infantry, Aug. 13, 1862, and was honorably discharged at Mobile, Ala., July 15, 1865, after nearly three years' service. In Oct. 1888, he came west with his family, and settled in the western part of Box Butte county, uniting with the Methodist church of this city. Nine years later, Nov. 26, 1897, the wife and mother passed to her heavenly reward. Five years afterward, he was married to Mrs. Mary Anderson, Oct. 15, 1902, who survives him, as do also the six children, two brothers and one sister.

Brother Shipley was a good man, a kind husband and father and patriotic defender of his country. Quiet in manner of life, an upright citizen, a sincere follower of his Lord and Master, death was but a discharge from life's warfare, that he might

enter that rest which remains for the people of God.

The remains were brought from Grand Island to Alliance, the funeral being held in the M. E. church of this city, Tuesday forenoon, conducted by Rev. O. S. Baker, pastor, interment being in the Greenwood cemetery.

Servant of God, well done,
Thy glorious warfare's past;
The battle's fought, the race is run,
And thou art crowned at last.

BIG AUTOMOBILE BUSINESS

Alliance Firm in Front Rank of Nebraska Dealers

J. C. McCorkle, manager of the Nebraska Land and Auto Co., is accustomed to handling large deals and in the automobile business keeps up his record in that respect. Whether selling land or automobiles or anything else he believes in giving full value for money received and in letting the public know about what he has to sell. Accordingly he requested a page in the last issue of The Herald to call attention to the celebrated Ford machines. The sale of these cars has been remarkably large in Alliance as well as elsewhere. The growth of the business since taken up by the Nebraska Land & Auto Company has made it necessary for them to secure additional room for their business, consequently they have leased the store room in the brick building at 116 West 3rd street, next door west of the Majestic theatre, which they are using as a ware house.

Mr. McCorkle is ably assisted in the business by Link Lowery, superintendent of the garage. They are agents for western Nebraska, north of the Platte river, for the celebrated Ford automobiles, of which they sold seventy-seven in thirty days. They appoint subagents in other towns, including those along the line of the Northwestern railway. The Herald is glad to note the success of this firm, not only because we are pleased to see enterprising men prosperous, but also because their business helps to maintain our city's prestige as the metropolis and commercial center of northwestern Nebraska. Mr. McCorkle recently returned from a ten days' trip over their territory, in company with Mr. Huff, traveling salesman of the Ford Motor Company of Detroit, who assisted him in making contracts and appointing subagents for the

Ford Car Company. The outlook for a prosperous automobile business the coming season was never better, apparently it will be double that of any previous season.

Miss Ethel M. Nolan is assisting at Brennan's drug store as saleslady.

Mr. and Mrs. James Potmesil, of Long Lake, drove to Alliance yesterday to do their Christmas shopping.

William Grandstaff who has been carpentering here for some time past goes to Ellsworth to spend the holidays at home.

A. R. Wilson, a prominent farmer of Box Butte county, has been appointed delegate to the second annual meeting of the Nebraska Farmers' Congress, to be held January 10 to 12, at Omaha.

W. D. Rumer returned home the latter part of last week from Creston, Iowa, where he had been to attend the funeral of his aged father.

Mr. and Mrs. Louis Cree of Tulon, Ill., are visiting at the home of Mr. and Mrs. Geo. Milliken.

Mrs. Fred Noah, of Lincoln, arrived in the city this morning to spend the Christmas season with her friends, Mr. and Mrs. C. A. Weatherall. Mrs. Noah was formerly Miss Saye Young, of this city.

The infant son of Mr. and Mrs. G. J. Rousseau has been quite seriously ill but is much improved the last day or two.

Harper's Toggery Store, opposite the post office, has just received an excellent assortment of Christmas novelties in Holly Boxes.

Master Burton Warrick who has recently had a slight attack of rheumatism is able to be about the house again.

Miss Virginia Watson, the popular teacher of Ellsworth, will spend the holidays on her claim twelve miles northeast. She will also visit the parental roof, home of S. D. Watson, near Spade, during vacation.

W. A. McLean came in from his ranch in the Fairview neighborhood Tuesday and while in town favored The Herald office with a call, setting himself ahead on subscription to January 1, 1913.

HOLIDAY SALE

THE Famous points with pride to a large and magnificent display of fine merchandise for Men and Boys suitable for holiday gifts. For the next 10 days you will reap the benefit of some special reductions. We will gladly show the goods, they are worth seeing!

IN making your purchases for Men and Boys don't overlook the fact that Alliance's Largest Clothing House offers the largest and greatest variety of useful Presents for Men and Boys. New up-to-the-minute merchandise with our FAMOUS MODERATE PRICES.

A WONDERFUL OVERCOAT AND SUIT BARGAIN

SUITABLE PRESENTS FOR MEN

FINE NECKWEAR
SILK LINED GLOVES
FUR LINED GLOVES
LINEN HANDKERCHIEFS
SLIPPERS
HANDKERCHIEF, SOX
AND TIE SETS
SUSPENDERS
LEATHER GOODS
SUIT CASES AND GRIPS

SEE THOSE BOYS' SHOES
\$1.35

A FINE LINE OF MENS' TIES
25c

BOYS' KINCKERBOCKER SUITS
\$1.98

MEN'S HIGH CUT TAN SHOES
\$2.75

MEN'S LEATHER LINED MITTS
50c

SEE OUR SUIT CASES
\$1.35 to \$15.00

DOUGLAS NEW STYLE SHOES—
All Leathers, \$3.50

If you were really sure that for \$11.95 you would get a guaranteed Suit, worth \$18.00 measured by any good tailor's standard, wouldn't you consider it a great buy?

Of course you would—and it's exactly that kind of an opportunity we offer you in presenting, without question, this biggest and best SUIT VALUE at

\$11.95

About Style Don't forget that these suits are made by one of the best manufacturers, and that it is the **big manufacturer**—not the custom tailor—who dictates **Men's Styles**. He caters to thousands while the latter comes in contact with only dozens. He has the highest priced designers and workmen. Therefore **Style** represents what is **Popular** and the manufacturer produces **that** and **Dominates** the situation. Therefore

You get embodied in these Suits Low Price, Style, Quality of Goods

all for **\$11.95**

We have 50 fine Hart Schaffner & Marx Suits and 35 Overcoats of the same make that sold for \$25.00 all season which we put on sale now at **\$20** Don't overlook this

25% Discount Any BOY'S OVERCOAT in the store, size from 3 years to 12— **1/4 off**

The Famous One-Price Clothing House

ALLIANCE'S LARGEST STORE FOR MEN

FINE SUITS
STYLISH OVERCOATS
UMBRELLAS—GOLD
AND SILVER HANDLES
SMOKING JACKETS
BATH ROBES
HOLEPROOF HOSE
SILK HOSE
SILK SHIRTS
SILK HANDKERCHIEFS
FINE HATS AND CAPS
MUFFLERS
FUR OVERCOATS

BOYS' WAISTS
19c

LINEN INITIAL HANDKERCHIEFS
19c

SILK LISLE SOX
25c

HOLEPROOF SOX—ALL COLORS
6 PAIRS \$1.50

BEAUTIFUL LINE 75 CENT
NECKWEAR AT 50c

FANCY VESTS at 1/2 PRICE

BOYS' SWEATER COATS
39c