

ENTERPRISING MERCHANTS GREET HERALD READERS THROUGH THE ADVERTISING COLUMNS THIS WEEK--THE LATEST NEWS OF HEREABOUTS--TWO SECTIONS, WITH A TOTAL OF TWENTY PAGES

When The Herald force started out this week they planned to issue a sixteen-page edition, the same size as last week--but such was not to be the case, for we find ourselves crowded to the margins in twenty pages, two sections. While this has caused a delay of a few hours in getting The Herald in the mails this week we know that this issue will be intensely interesting to our readers, particularly on account of the MARKET WEEK announcements listed therein. Herald readers will find many advertisements which list bargains of high grade goods at more than reasonable prices. The program for MARKET WEEK is given on this page. The Herald wishes to extend a cordial invitation to the visitors to visit the office and make it their headquarters while in the city. A BUREAU OF INFORMATION will be maintained for the convenience of visitors. There will be free telephone service and any other conveniences which can be extended. Our office is located on the east side of Box Butte Avenue, in the first block north from the depot. Friday and Saturday will be DOLLAR DAYS and The Herald next Thursday will contain offerings of the merchants who are going to make special dollar inducements on those days. Watch for it and take advantage of the bargains which will be offered. The special Dollar Day edition will be out early Thursday morning. It will be noted that there are a few changes in the program, as additional features have been added.

FAIRVIEW LOTS SOLD QUICKLY

Entire Addition of Forty-two Lots Closed Out in Half-day by Box Butte County Fair Ass'n

LOTS BROUGHT GOOD PRICES

Forty-two lots, comprising all of "Fairview Addition" to Alliance, sold by the Box Butte County Fair Association from a portion of the fair grounds, sold at auction Wednesday afternoon at good prices. So great was the demand for city lots that W. W. Norton, who owns a block of ground adjoining the addition, was prevailed upon to sell two lots out of this block in order to satisfy purchasers who were unable to obtain a lot in Fairview.

Arah L. Hungerford, the well known Crawford real estate dealer, and mayor of that city, conducted the advertising campaign and managed the sale. Auctioneer H. P. Coursey of Alliance did the selling of the lots. These men were assisted by the fair committee, consisting of W. W. Norton, W. E. Spencer, Fred W. Mollring, A. D. Rodgers and E. T. Kibble. Frank Abegg of the First National Bank acted as clerk of the sale. Mr. Hungerford is a thorough believer in advertising, and had conducted an extensive campaign through the newspapers. While the crowd which attended the sale was not large, those who attended came to buy.

The Alliance band was hired for the occasion and rendered music which was both "quick and devilish". A large number of autos had been volunteered for the purpose of taking people out to the addition.

Colonel Coursey started the sale by introducing Mr. Hungerford, who explained the purpose of the sale. He was followed by E. Von Forell, the silver-tongued auctioneer of the North Platte valley. The selling then began. The lots were purchased as follows:

- Block 2, Northwest Corner of Tract Lot 12, corner, purchased by Wm. Athey, Hemingford, for \$175.
 - Lot 11, purchased by Wm. Athey, Hemingford, for \$135.
 - Lot 10, purchased by Steve Bakaloff, Alliance, for \$115.
 - Lot 9, purchased by Mike Banjo, Alliance, for \$110.
 - Lot 8, purchased by Wm. Athey, Hemingford, for \$100.
 - Lot 7, corner purchased by Wm. Athey, Hemingford, \$150.
 - Lot 6, corner, purchased by Robt. Campbell, Alliance, for \$195.
 - Lot 5, purchased by Robt Campbell, Alliance, for \$120.
 - Lot 4, purchased by E. Essay, Alliance, for \$125.
 - Lot 3, purchased by J. A. Sheldon, Hemingford, for \$120.
 - Lot 2, purchased by Gus Peters, Alliance, for \$132.50.
 - Lot 1, corner, purchased by C. A. Newberry, Alliance, for \$180.
 - Block 5, Northeast Corner of Tract Lot 7, corner, purchased by Charles Schafer, Alliance, for \$175.
 - Lot 8, purchased by Charles Schafer, Alliance, for \$140.
 - Lot 9, purchased by George Darling, Alliance, for \$135.
 - Lot 10, purchased by George Darling, Alliance, for \$140.
 - Lot 11, purchased by Dan Phillips, Alliance, for \$125.
 - Lot 12, corner, purchased by Horace Bogue, Alliance, for \$155.
 - Block 4, Center, East side of Tract Lot 12, corner, purchased by A. L. Hungerford, Crawford, for \$165.
 - Lot 11, purchased by A. D. Rodgers, Alliance, for \$120.
 - Lot 10, purchased by F. E. Reddish, Alliance, for \$115.
 - Lot 9, purchased by L. H. Highland, Alliance, for \$115.
 - Lot 8, purchased by L. D. Blair, Alliance, for \$140.
 - Lot 7, corner, purchased by F. M. Seidell, Alliance, for \$150.
 - Block 3, Southeast Corner of Tract Lot 12, corner, purchased by Forest Lumber Co., Alliance, for \$139.
 - Lot 11, purchased by Tom Stalos, Alliance, for \$117.50.
 - Lot 10, purchased by Tom Stalos, Alliance, for \$117.50.
 - Lot 9, purchased by F. M. Seidell, Alliance, for \$110.
 - Lot 8, purchased by Robt. Garrett, Alliance, for \$110.
 - Lot 7, corner, purchased by Robt. Garrett, Alliance, for \$110.
- The selling was then adjourned, as it was getting late, and taken up at 8 o'clock in the evening at the new Keeler-Coursey garage building, where the following were sold:
- Block 1, Southwest Corner of Tract

- Lot 1, corner, purchased by Al Conklin, Alliance, for \$110.
 - Lot 2, purchased by L. F. McCarthy, Orlando, for \$83.
 - Lot 3, purchased by Oscar Braman, Alliance, for \$75.
 - Lot 4, purchased by Fred Rehder, Alliance, for \$75.
 - Lot 5, purchased by Fred Rehder, Alliance, for \$80.
 - Lot 6, corner, purchased by B. J. Sallows, Alliance, for \$132.50.
 - Lot 8, purchased by A. A. McReynolds, Alliance, for \$100.
 - Lot 9, purchased by Lewis Lahoda, Alliance, for \$80.
 - Lot 10, purchased by John J. Koke, Alliance, for \$87.50.
 - Lot 11, purchased by R. M. Berneck, Alliance, for \$82.50.
 - Lot 12, corner, purchased by Joe Ramey, Alliance, for \$90.
- The total sale brought \$5133, an average of \$122.21 per lot. This will pay off the entire floating indebtedness of the fair association and make a good, substantial payment on the mortgage.
- W. W. Norton was prevailed upon to open the block of ground adjoining the addition, and two lots were auctioned off, both being purchased by F. M. Seidell, at \$175 for a corner, and \$105 for the lot adjoining.

Attend I. O. O. F. Convention
Tom Lawler and Mr. and Mrs. T. G. Waddell departed Sunday for Omaha, where the men will attend the state Odd Fellows convention, which is being held in that city this week. Mrs. Waddell will visit a few days in Omaha, and will then go to Creston, Iowa, for an extended visit with friends.

Window Attracts Attention
A great deal of attention has been attracted by Geo. Darling's Edison Diamond Disc window display which is entered in the big \$7,500 prize contest that is being conducted this week by the Edison Disc Jobbers' association. Mr. Darling is also giving demonstrations of Edison's new invention for the re-creation of sound.

At the Churches

Methodist Episcopal Church
10 a. m. Sunday School.
11 a. m. Preaching service.
6:30 p. m. Young people's meeting.
7:30 p. m. Preaching service.
Prayer meeting on Wednesday evening at 7:30.
Rev. J. B. Carns, Pastor
504 Box Butte, Phone 90

Presbyterian Church
10 a. m. Sunday School.
11 a. m. Preaching service.
Subject, "Warning the Wicked."
2:30 p. m. Junior Endeavor.
6:30 p. m. Senior Endeavor.
7:30 p. m. Preaching service.
Subject, "Answered Prayers."
Prayer meeting on Wednesday evening at 7:30.
Rev. Lewis McIntyre, Pastor
705 Emerson, Phone 320

Baptist Church
10 a. m. Sunday School.
6:30 p. m. Young People's meeting.
Prayer meeting on Wednesday at 7:30, and choir rehearsal after this service.

Immanuel's Lutheran Church
Cor. Yellowstone and 7th St.
9:30 a. m. English Sunday School and Bible class.
11 a. m. English services with sermon.
German school at 9 a. m. every Saturday.
Religious instruction in English every Saturday at 1:30 p. m.
Everyone is welcome and cordially invited to attend all of the services of the church.
Rev. Titus Lang, Pastor
720 Missouri, Phone 605

St. Matthews Church
7:30 a. m. Holy Communion.

10 a. m. Sunday school.
11 a. m. Morning prayer and sermon.
7:30 p. m. Evening prayer and sermon.
Rev. William Carson Shaw, Rector

Christian Church
10 a. m. Sunday School.
11 a. m. Preaching service.
6:30 p. m. Young people's service.
7:30 p. m. Preaching service.
Prayer meeting on every Wednesday evening at 7:30.
Everyone is looking forward to the coming of the Royal Welsh Singers who are to appear at this church on Saturday evening, October 23rd. Try to be there.
Home force revival meetings beginning the 24th of this month. Plan to attend every one of the meetings and bring someone else with you. Services held evenings for three weeks.

Rev. H. J. Young, Pastor
809 Box Butte, Phone 844

Happily United in Wedlock
At the Methodist parsonage, this afternoon, at about 4 o'clock, occurred the wedding ceremony which united in holy wedlock, Miss Julia E. Miller of Pittsburgh, Kansas, and Mr. Charles R. Laucomer of Scottsbluff. The bride was attired in a dress of white silk and wore pretty white satin slippers, and a sweeter bride never presented herself to become a wife. The groom wore a suit of conventional black, and appeared very happy in his new sphere of life. After the effective ring ceremony, the happy couple, who were not attended, were congratulated by the few friends who were present to witness the event.
The bride is a daughter of Mr. and Mrs. H. E. Miller, of Pittsburgh, Kansas, the father of the bride being a very prominent business man and contractor of that city. The bride is a sister of Mrs. T. M. Carder, who resides a few miles northeast of Mitchell. She is a lady of broad education, having taught school in the high school of Kansas City and has also taught school in the locality of Mitchell, this state. In all lines, we believe the young lady is fully accomplished and will do her part in making a happy fireside. The groom has been a resident of the locality near Scottsbluff, in Sioux county, and has a very fine ranch, which he has fitted up in every way to add to the happiness and convenience of both, and we are sure that he will endeavor to help in every way possible to make the journey thru life an enjoyable one.
After a few days, the newly wedded couple will settle down to house-keeping in their new home, and the best wishes of their friends will attend them, with the added congratulations of the Herald.

Colds Do Not Leave Willingly
Because a cold is stubborn is no reason why you should be. Instead of "wearing" it out, get sure relief by taking Dr. King's New Discovery. Dangerous bronchial and lung ailments often follow a cold which has been neglected at the beginning. As your body faithfully battles those cold germs, no better aid can be given than the use of this remedy. Its merit has been tested by old and young. Get a bottle today. 50c and \$1.00.

Party at Strasburger
A very pleasant evening was spent at the home of Mr. and Mrs. B. L. Westover on October 12, in honor of Miss Louise Hughes, who has recently sold her homestead and is leaving Strasburger to locate in Colorado. Forty-six of her friends were present at the party to bid her good-bye. The Ladies' Aid society took an active part in the entertainment, feasting on the best that the land affords. On the program were speaking, singing and social conversation. She was presented with a valuable book as a memento of the occasion.

Denver Breaks Its Record

60,000 Sheep, 20,000 Cattle and 6,000 Hogs Handled in Three Days at Denver Union Stock Yards
Denver, Colo., Oct. 21--The heaviest business in its history is now being transacted at the Denver stockyards, according to J. A. Shoemaker, president of the Denver Union Stockyards company.
The first three days of this week have been the busiest for any similar period at the yards. In the three days 60,000 sheep, 20,000 cattle and 6,000 hogs have been handled.
The reports for the month and for the year so far show large increases in the numbers of sheep and hogs received at the yards.
Due to a change in the southern shipments because of the foot and mouth disease restrictions in the spring, the reports on cattle do not show such an increase but nevertheless the trading in local cattle is heavier than ever before, Mr. Shoemaker says.
The demand for feeder cattle is especially strong. Feeder cattle and sheep are now being shipped beyond the Missouri river.
Feeder lambs are bringing the highest prices they have ever brought--8 cents and 8 1/4 cents a pound.
The reports of the receipts of sheep and hogs tell their own story of prosperity and increased business for the year.
So far this month there have been 143,372 sheep received at the yards, taking the figures at the close of business Tuesday, while during the same period of October last year 100,352 were received. This makes an increase in sheep for the month of 42,020.
The increase for the year so far, however, is 105,696. To date there have been 421,749 sheep received in contrast with 316,053 for the same period last year.
At the close of trading Tuesday 20,779 hogs had been received at the yards this month, an increase of 6,888 over the same number of days in October last year.
For the year 260,169 hogs have been received, an increase of 55,347 over the same period last year when the registration was 204,822.
The cattle receipts for the month have been 46,187 and for the year, 283,000.
In addition the yards are doing an extremely heavy horse business. More than 25,000 horses have been sold there to foreign governments this year.
There are now three inspections for horses maintained at the yards, two by the French government and one by the British.
The improvements worth \$300,000 being made by the Armour company at its plant at the yards are a direct result of the steady increase in business during the last three years.
In turn they are increasing the business. Hogs now are being received from Idaho and Utah, a significant indication of the extension of the business of the Denver yards.

Married Wednesday Evening
Miss Beulah Smith, daughter of Mr. and Mrs. C. C. Smith of Alliance, and Prof. Ralph Darrow of Chicago, Ill., were married at the home of the bride's parents Wednesday evening at 8 o'clock, Rev. J. B. Carns, pastor of the Methodist church, officiating. The rooms were tastefully decorated with bride's roses, smilax and bows of tulle. The ceremony, which was witnessed by a few intimate friends of the family, was performed beneath an arch, festooned with smilax caught up with bows of tulle. The bride was prettily attired with a dress of pussy willow satin with an over-truss of French lace, and carried a bouquet of roses, lilies of the valley and smilax. The groom wore the conventional black.
Miss Burnett very pleasingly and effectively sang, "Oh Promise Me", and the wedding march was played by Miss Edna Bowman. After the ceremony the couple were congratulated by their friends, and refreshments were served the company. The newly married couple left on the morning train today for their honeymoon trip. Miss Smith received her schooling in Alliance, and is a very popular young lady. Prof. Darrow came to Alliance two years ago as instructor in violin for the Alliance School of Music, and made many friends while here. They expect to make their home in the East.
Herald want ads bring results. Try them. Phone 340.

PROGRAM FOR MARKET WEEK Alliance, Nebraska, October 25 to 30, 1915

MARKET WEEK begins next Monday. A few additions to the program will be noted below. Other features may be added after this paper is printed, but the program below can be relied upon as being correct and nearly complete. On Monday the merchants of Alliance will keep the shades in their show windows drawn until 8 o'clock in the evening. At a given signal, probably the ringing of the fire bell or blowing of the whistle, the shades will be raised and those who are fortunate enough to be on the streets will have the opportunity of viewing the finest window displays ever seen in this city. The expert window dressers are planning on making the displays so beautiful and attractive that they will be a show well worth seeing in themselves. Bring the whole family down town Monday evening and be ready for the blaze of light which will follow the signal.

PROGRAM:

Monday, October 25th. Managers, Ben J. Sallows, Lloyd C. Thomas.

1 p. m. Exhibition on Box Butte avenue by the Alliance Volunteer Fire Department. This exhibition will last for an hour and a half, and will include several new stunts, including a run to a fire by different teams, the winning team to receive a prize of \$10.00, and the second team a prize of \$5.00.

8:30 p. m. Dance at the Opera House for the people of Alliance. No charge for admittance.

10 p. m. Fiddler's contest. Dance will stop during the fiddler's contest, which will be held in the Opera House. Prizes, \$3 for first, \$2 for second, and \$1 for third.

Tuesday, October 26th. Manager, Harry Mollring.

1 p. m. Music by the Alliance band.
2 p. m. Barbecue. Steer donated by Charley Tully. Experienced barbecue men will handle this affair, under the direction of Mr. Mollring, and it will be an event to be long remembered. The barbecue will be held in the big new Keeler-Coursey garage building, directly across the street from the city hall. An experienced barbecue man, who did nothing else for five years in Texas, will be in charge.
8 p. m. Amateur theatricals. The best actors, actresses in western Nebraska will appear on the stage this evening. Prizes will be \$3 for first, \$2 for second and \$1 for third. A mock trial will be a part of the program.

Wednesday, October 27th. Manager, Percy Cogswell.

1 p. m. Relay auto race. Race will start at the standpipe, on Box Butte avenue, and end at the depot. Four men will take part with each car. One man will run beside car for a block; car will stop, another man get out and run beside car for block, while man who ran will enter car and drive--thus each man runs one block and drives one block. Prizes, \$6, \$4 and \$2.
1:30 p. m. Slow auto race on high gear. Same distance. Last car to reach depot without changing from high or stopping wins. Prizes, \$3, \$2 and \$1.
2 p. m. Obstacle race. Same distance. Cars will run around obstacles placed in street. Prizes \$5, \$3 and \$2.

2:30 p. m. Speed auto race. Same distance. Prizes, \$3, \$2 and \$1.

8 p. m. At brick building across from postoffice, adjoining Alliance Auto Supply Company building. Chicken show. Cash prizes amounting to \$10. Fancy work display. Cash prizes amounting to \$5.

Thursday, October 28th. Manager, I. E. Tash.
Horse show on Third street. \$10 prizes and ribbons for stallions. \$10 prizes and ribbons for mares. \$10 prizes and ribbons for colts.

Agricultural exhibit in brick building across from postoffice, adjoining Alliance Auto Supply Company building: \$1 for heaviest ear of corn. \$1 for heaviest squash. \$1 for heaviest turnip. \$1 for heaviest head of cabbage. \$1 for heaviest potato.

8 p. m. Dance at the Opera House at which visitors will be the guests.

Friday, October 29th. Manager, Lee Moore.

This will be DOLLAR DAY. Special dollar bargains at the stores.

1 p. m. Battle Royal on Box Butte avenue. Open to the world. Prizes, \$7.50, \$4, \$3, \$2 and \$1.

2 p. m. Baby show at the court house. Prizes to be awarded on point system. Woman's Home Companion rules to govern. Prizes, 6, \$3, \$2, \$1 and \$1.

8 p. m. Band concert on streets.

Saturday, October 30th. Managers, Lloyd C. Thomas and Ben J. Sallows. Second DOLLAR DAY. Special dollar bargains at the stores. A ticket to the Saturday afternoon matinee at the Imperial will be given with each one dollar purchase on both Friday and Saturday.

10 a. m. Animal and Filipino parade. In addition to the collection of wild animals already announced to appear in this parade, a company of Filipinos who escaped from the exposition at San Francisco have been captured in the sand hills east of Alliance, and are now in captivity in the county jail under the guardian eagle eye of Sheriff Cal Cox, who guarantees to have them in the parade without fail. A number of comic features have been planned. One feature of the parade will include the hand-somest men in Alliance, while immediately behind them will appear the ugliest men, by way of contrast. There will be Klowns galore. All of the kiddies will want to see this parade.

1 p. m. Boys' and girls' races on Box Butte avenue. \$10 in prizes.

4 p. m. Free matinee for children at the Empress theatre, lasting until 6 o'clock.

8 p. m. Band concert by Alliance brass band.

DON'T FORGET, reader of The Herald, that you are invited to make The Herald office a visit while in the city. We will try to make your visit worth while and will be glad to have the opportunity of shaking hands with you. Come in without knocking--we know you will go out the same way.