



When making an investment it is absolutely FOOLISH for a man to send his money a long way off and trust it to somebody who has not good enough standing at home to sell his get-rich-quick schemes THERE.

When he invests at home and WATCHES what he does, a man often gets "plucked".

We will cheerfully give you our opinion on investments at any time. We may save you a loss.

Make OUR bank YOUR bank

First State Bank

ALLIANCE, NEBRASKA

Reo Garage Moved

We are now located in our new home, having moved this week from the Norton block at 116 Box Butte to the

McCorkle Building

On W. st Third Street

formerly occupied by the Keeler-Coursey company. The new location gives us more room and better facilities, and better enables us to attend to your wants. A new lathe has been added, and other improvements will be made from time to time.

Prompt Service Careful Workmanship

REO GARAGE

Nicolai & Eaton

ILER GRAND HOTEL

16th and Howard Streets OMAHA, NEBR.
All Stockmen know this Hotel—Most of them stop with us
Well Located Always Comfortable

South Omaha Cars Pass Our Door
RATES: \$1.00 to \$2.00 Single; 75 cts. to \$1.50 Double
Try us once under the new management
You will come again

Harry Ryan in charge of the Bar
Popular Priced Cafe P. W. MIKESSELL, Prop.
A half dozen fine Bone Tipped Corn Cob Pipes, symbols of the comfort we furnish, mailed to you FREE OF ALL CHARGE, if you send us this add with your address



The Pleasure of Reading by artificial light is denied many people on account of imperfect vision, or of wearing the wrong glasses. You may seem to suffer no inconvenience by reading in the day time, but find it difficult to read, or do fancy work, under artificial light. If you suffer this inconvenience you are injuring your eyes every day you put off coming HERE.

DRAKE & DRAKE
Registered Optometrists
Over Lotspeich's Variety Store

Hundreds of Boys and Girls from all over the Country, including THE GREAT NORTHWEST,

come to us each year for business training. Write for our beautiful catalog

NEBRASKA SCHOOL OF BUSINESS

Lincoln, Nebraska

THE ROOMING HOUSE OF ALLIANCE, NEBRASKA
COMFORT WITHOUT EXTRAVAGANCE

47-ATLAS ROOMS-47

F. L. SMITH, Proprietor

RATES:

Per Day, 50c and Up. Per Week, \$2.00, \$2.50 and \$3.50

Hemingford Department

Frank Nagleschneider had the misfortune to be kicked by a horse, receiving a broken leg.

Mrs. A. O. Davis and son Clarence were Hemingford visitors Tuesday.

Mrs. Ira Roland experienced an exciting buggy ride on her way to town Saturday. The team she was driving became frightened and ran away. None were hurt but the buggy was demolished.

Quite a number of Hemingford people accepted invitations to Mr. Kuester's, Saturday evening. Mr. and Mrs. Kuester have just furnished a new house and extend a cordial invitation to all their friends to partake of their hospitality. The evening was spent in dancing, and at midnight a lunch was served, after which the guests departed, wishing the Kuester family all success and long to enjoy the home they have worked so hard to prepare.

Walter Marshall and Blanche Kennedy were married in Alliance Monday.

Howard Young, who has been working for his brother George the

past month, returned to his home—stead near Pawlett, Tuesday.

Mrs. W. E. McClung arrived from Lyons, Nebr., where she has spent some time visiting.

Mr. and Mrs. E. E. Franzen, Mrs. B. U. Shepherd, L. Sampy and A. H. Mabin autoed out to John Sampy's, Sunday.

Mrs. Ira Griffith of Johnston is visiting her uncle, Brady Fenner.

Frank Bartos was in from the farm Tuesday.

Barney Shepherd and C. U. Canfield returned from a trip in the southeast end of the county.

The lecture by David V. Bush at the M. E. church was well attended Sunday eve.

Revival meetings will begin Sunday at the Methodist church. Rev. N. G. Palmer, pastor, will conduct the series of meetings. Paul Thomas, of Alliance, will have charge of the music. A general invitation is extended to all who can to attend these services.

SYDNEY TOOK GAME

Squad of Veterans Came up and Trimmed Alliance Boys—
Score, 27 to 0

Alliance lost the second football game played this season, but the boys have no reason to feel discouraged, as they went up against a pretty stiff proposition when they tackled the bunch that came up from Sidney last Friday. Several of the members of the visiting team were old veterans of the game, and they showed it as soon as they came onto the field. Among them were Strand, who played with Cotner four years; Dunlap, a Hastings half-back of former years; Swanson and Bixby, both of whom are former football stars.

Had the team been composed of students of the Sidney high school, there is not much doubt but that the local eleven would have taken the honors, but at the same time they received some good practice Friday that will stand them in good stead when they play their next game. The local boys pulled off several good passes, among them a well-executed pass which gained them thirty yards.

The game was a fast one throughout, and at no time until the very last was the game assured in Sidney's favor. The next game is with Scottsbluff tomorrow, and the boys expect to make the trip overland in automobiles. There was a good sized crowd at last Friday's game, and it is probable that a number of "rooters" will go to the Bluffs tomorrow to assist the boys.

Subscribe for The Herald—\$1.50 per year.



A New Roof

must be put on the house or barn this spring. The old shingles cannot withstand the sun and storm another season.

If this job is not to be done over again for at least ten years you better use OUR

Shingles

They are good for that length of time, anyway, and perhaps longer.

At a lower price we can sell you shingles not quite so good.

Lumber, too, for repairs about the place.

Dierks Lumber Co.

A Full Stock of Lumber

Since our large new shed was completed we have made many additions to our stock, and we now feel safe in saying that we can supply anything you want in building material.

Remember—no lumber bill is too small nor no bill is too large for our attention. We take the same pains with the small buyer as we do the large one, and we give both the best lumber that money can buy.



LET US SHOW YOU

GEORGE A. HEILMAN, Mgr.
PHONE 73

T. S. Fielding The Wardrobe

The only odorless cleaning in the City. We have the only power machinery in Alliance for the cleaning of clothes—none of that odor found in hand cleaning. The price is no higher. Try us and be convinced.

315 Box Butte Ave.
Phone 682

Every Woman Should Know

There are three entirely different kinds of baking powder, namely:

- (1) Cream of tartar, derived from grapes;
- (2) Alum, a mineral acid; and
- (3) Phosphate of Lime.

(1) Baking Powders made of Cream of Tartar add to the food the same healthful qualities that exist in the ripe grapes from which Cream of Tartar is derived.

(2) Baking Powders made of Alum add to the food some form of Alum or Aluminum, a heavy metal, wholly foreign to any natural article of food.

(3) Phosphate of Lime is made from rock or by burning bones which by chemical action are changed into a white, powdered acid. It is used in baking powder only because it is a cheaper substitute.

A Cream of Tartar powder never contains Alum or Phosphate.

Every housekeeper should read the names of the ingredients printed on the label and know what she is using.

DR. PRICE'S CREAM BAKING POWDER
Made from Cream of Tartar

WHAT SPACE TO USE

Trade Paper Discusses Relative Merits of Large and of Small Advertising Space

One of the principal questions that comes to an advertiser's mind when he inserts an advertisement in his local paper is, "How much space shall I use?" Both the large and the small spaces have their merits, depending to a great extent on market conditions, the advertised goods, and the bargain-sale argument. The Omaha Trade Exhibit briefly discusses the space question in the following:

Is it better to use a quarter page four times or a full page once?

Of course you will say that it all depends—and so it does, but just as an abstract proposition it has been proven by psychological experiments that the quarter page ad with its four time repetition attracts more attention and creates a more lasting impression than the full page ad run once.

But it has also been proven that there are various other things to take into consideration that may cause that rule to fail.

It has been proven that a full page space carries more weight of prestige than the smaller space, and the double page space is sometimes worth its cost merely for its attention, power and the implication that the firm or store using it has a proposition worth the outlay.

There are so many things to consider in getting one's money's worth from advertising that it sometimes seems discouraging, but when we consider the power of good advertising in business building and the waste in poor advertising, it makes all the study the subject requires amply worth while.

SPUD CELLARS PROGRESS

Alliance, Hemingford and Marsland Branches Will Soon Be Completed and in Use

W. G. Russom, who has charge of the construction work on the potato cellars being built at Alliance and Hemingford by the Miller company, of Chicago, says both are nearing completion, and that they will be in use in a short time.

An office and sorting room is being built over the Alliance cellar, but at Hemingford the office is located up in town. The capacity of the cellars in both places is about the same. At the present time the spuds are being loaded directly on the cars, and they are coming in fast at both stations.

Farmers all over this part of the country are more than pleased at the start the Miller people have made, and next year will go after their potato crop with more optimism.

Facts for Sufferers

Pain results from injury or congestion. Be it neuralgia, rheumatism, lumbago, neuritis, toothache, sprain, bruise, sore stiff muscles or whatever pain you have yields to Sloan's Liniment—brings new fresh blood, dissolves the congestion, relieves the injury, the circulation is free and your pain leaves as if by magic. The nature of its qualities penetrate immediately to the sore spot. Don't keep on suffering. Get a bottle of Sloan's Liniment. Use it. It means instant relief. Price 25c and 50c. \$1 bottle holds six times as much as the 25c size.

NORMAL SYSTEM LAX

State Accountant Says Stenographers' Books Used for Cash Items at Chadron Normal

That the books kept at the State Normal school at Chadron resemble a butcher's block book, is the report of State Accountant DeFrance in his showing made to the governor after inspecting the Chadron Normal. "The books have been kept in

such a way that their auditing is impossible," is the wording of the report. From June, 1911, to February, 1912, the first eight months of the school, the cash book was kept in a couple of stenographer's note books and the cash book which has been in use since that time has no page numbers. The books show a balance of \$2,810 on hand on September 1 of this year, but vouchers for four years back will have to be checked over before it can be ascertained if the amount is correct.

PERU NORMAL NOTES

Peru, Nebr., Nov. 3—Prof. C. H. Heard, of the Department of Biology, has accepted a position as assistant professor in the Department of Horticulture of the University of Arkansas. His time will be equally divided between teaching and research work along promological lines. He will probably continue his work in Peru until the close of the semester. His successor has not yet been elected.

Dean Mattie C. Ellis was guest of honor at the meeting of the Omaha Peru Club Friday evening. Miss Ellis brought before the club the proposed plan of establishing a student hospital in Peru, to be known as the Eliza C. Morgan Health Home. This movement is being agitated by the Alumni Association in view of the fact that it is their desire to set some memorial to Eliza C. Morgan, and since such a memorial would be of untold benefit to future students of Peru.

The Normal is proud of the new stereopticon which has been installed in the lecture room in the Department of Geography. A movement is well under way toward the purchasing of a moving picture attachment. The lantern has already proved itself an invaluable addition to the general equipment of the school.

The annual Peru banquet will be held in the Rome hotel, Omaha, at 6 o'clock, Thursday evening, November 4. Letters announcing this reunion have been sent to the two thousand, two hundred and ninety-four alumni together with a news letter from President Hayes concerning the various improvements upon the campus and the general activities of the school.

Friday afternoon a large and enthusiastic crowd witnessed one of the most spectacular games of football ever played on the home field, and Tarkis College went down to defeat at the hands of the Peru Normal, the final score being 40 to 14. The visiting team resorted to the forward pass time after time, but succeeded only five times out of fifteen and for a total gain of only seventy-five yards. Two of these passes were intercepted by Houston of Peru, one for a seventy-yard run, and once for a fifty-five yard gain. Meents and Craig also made gains easily witnessed from the bleachers, Craig starring in a thirty-five yard drop kick. While the work of the other men in the line was not so spectacular, much credit is due them for the manner in which they filled their various positions.

Miss Lulu Sturgeon will spend the short vacation with her friend Miss Jimengarde Bender, at the latter's home, in Sutton, Nebr.

Beware of Cheap Substitutes

In these days of keen competition it is important that the public should see that they get Chamberlain's Cough Remedy and not take substitutes sold for the sake of extra profit. Chamberlain's Cough Remedy has stood the test and been approved for more than forty years. Obtainable everywhere.

Knapp Got Spreader

For the sum of \$86 P. J. Knapp last week purchased an International spreader from the Rhein-Rousey company. The regular price of the spreader is \$135. It was sold by sealed bids, which were opened Saturday night promptly at 6 o'clock. This was Rhein-Rousey's principal bargain for Market Week, and Mr. Knapp admits that he got a "real one".