



# Coffee

As usual, we are giving our trade the best of every line of goods we handle for the least possible outlay of cash, and following this system of handling our business we have reduced the price on our entire line of CHASE & SANBORN COFFEE 5c a pound. This gives the following assortment for your selection:

The CIRCLE BLEND for 25c a pound is one of the best values on the market.

The "Q" BRAND at 30c a pound does not need any introduction to the patrons of the Burlington Dining Car service, as this brand of coffee is used by the C. B. & Q. system both on its dining as well as its private cars.

The GOLDEN GLOW BRAND at 35c a pound, 3 pounds for \$1.00, is a new one we have recently added to the line and from the number of recommendations we have from our customers it looks as if it will be our largest seller in a very short time.

The SEAL BRAND at 40c a pound is the Climax of Perfection. No better coffee can be produced at any price because there is none grown that is better. In fact the cream of the coffee world is used in the blend of the SEAL BRAND.

There is a lot of talk of coffee going higher on account of the increase in ocean rates. The speculators are trying to boost the market, but should there be such an advance we will be in a position to protect our trade at the present prices, until we can get a notice out of the advancement, thereby giving our trade a chance to protect their present as well as their future requirements in this line at the present prices.

## L. H. Highland

Phone 56

# SOCIETY

E. CATHERINE MOORE—Phone 340

The Big Brothers class of the Methodist Sunday school were pleasant hosts to the Young Ladies Union of the same church Friday evening of last week, at the home of Miss Mable Ormsby. This event was in celebration of the victory won by the ladies over the young men's class. The contest which had been on for six weeks terminated last Sunday, and during the required time, the ladies proved themselves most capable and willing to be at Sunday school and on time, so according to agreement the losers gallantly arranged for an enjoyable evening. Music and games filled the hours, and light refreshments were also served. The company numbered about fifty-five, and all report a fine time. Another contest of a similar nature has been planned for the next four Sundays, and the young men have already assumed an air of victory.

On Thursday evening of last week, Ralph Unlack entertained in honor of Camille H. Nohe, who has left our city to make his home in Colorado Springs, and the intimate friends of Mr. Nohe helped to make the time pass pleasantly, altho they regret to lose his companionship. A varied musical program was enjoyed at the School of Music during the early hours, after which the party adjourned to the Alliance Cafe, and were served to a delicious dinner. Mrs. M. M. Reynolds, Mrs. Edith Swan Zediker, Miss Eunice Burnett, and Messrs. Camille Nohe, Mendenhall and Ralph Unlack comprised the party, and the best wishes of a large circle of friends are extended Camille in his future life wherever it may be spent.

The P. E. O. met at the home of Mrs. A. V. Gavin last Thursday afternoon, and an interesting business session was held. The following officers were elected for the ensuing year:

President, Mrs. Charles Tully; vice-president, Mrs. Sam Tillett; recording secretary, Mrs. W. D. Rumer; corresponding secretary, Mrs. Earl Mallery; treasurer, Mrs. E. A. Hall; chaplain, Mrs. W. E. Cotant; guard, Mrs. Percy Cogswell; musician, Mrs. Root; journalist, Miss Grace Finkle. A social time was enjoyed after the business had been attended to, and a delicious lunch was served by the hostess.

A quiet wedding took place at the Methodist parsonage last Thursday afternoon, the interested parties being William S. Chase of Chadron and Miss Hazel Hudson of Ellsworth. Rev. J. B. Carus officiated during the pleasing ceremony, and a few intimate friends of the couple were in attendance. The groom is a mechanic and has been employed in Ellsworth, the bride's home, where he first met his wife. The couple are both capable of billing the new home relationship, and a large number of friends join in wishing them much happiness.

A large number of relatives of Mr. and Mrs. Robt. Garrett, Sr., went to their home last Saturday, and spent the day with them, celebrating the golden wedding anniversary of the couple. The company enjoyed a delicious dinner at 1 o'clock, and an oyster supper, the day passing all too quickly. Mr. and Mrs. Garrett were presented with handsome and appropriate gifts, and the friends wished for the couple many years of continued happiness.

Mrs. Ben Sallows will be hostess to the Woman's Federated Club Friday afternoon of this week, and the program promises one of enjoyment. Roll call will be current events, and Prof. W. R. Pate will be present and give an address, which we are sure will be of interest to all in attend-

ance. Music will be furnished by a Victrola.

Sixteen young ladies were pleasantly entertained at the home of Mrs. Percy Cogswell Thursday evening, at a bridge and luncheon. Miss Leone Mallery pleased with a reading and music was furnished by the Misses Nell Acheson and Virginia Broome.

Invitations have been issued by the members of the Choral Club to a number of the young men of the city, to be present at an informal party to be given in the Reddish hall next Monday evening, March 13. The ladies are planning a pleasant evening, with refreshments.

L. E. Pilkington was host to six of his gentlemen friends, Sunday evening, at a chicken dinner at McCormick's Cafe. The menu is reported to have been most satisfying to the party, and the social time was much enjoyed.

Mrs. George McGill entertained Thursday afternoon in honor of Mr. McGill's mother, Mrs. M. A. Story, and in celebration of the latter's sixtieth birthday. A delicious luncheon was served and the hours much enjoyed.

The W. B. A. of the Maccabees were entertained at the home of Mrs. F. W. Hargarten Tuesday afternoon, at an informal session, and the hostess was assisted by Mrs. B. J. Mul-lane.

The T. O. F. enjoyed a pleasant session Thursday afternoon at the home of Mrs. Chase Feagins.

The Methodist Ladies' Aid were entertained at the home of Mrs. C. B. Gibson yesterday afternoon, and a large attendance was present. Those who assisted the hostess in serving were Mrs. W. B. Lotspeich, Mrs. I. B.

Lotspeich and Mrs. Theodore Waddell. A pleasing program was given, which included the following: vocal solo, Miss Alta Young; a vocal solo by Miss Young with violin obligato by Paul Thomas; piano solo by Miss Ruth Leonard; piano solo by Miss Mildred Dobry; reading by Miss Kerr, and an instrumental duet by Misses Ida Dodd and Wilma Mote.

The ladies of the Episcopal Guild were entertained at the parish house Wednesday, the hostess being Mrs. Altvatter. An appropriate service for Ash Wednesday was given, after which a social time and Kensington was enjoyed. The ladies are enthusiastic over their plans for the Easter apron sale, and some time was devoted to arranging for same. Lunch was served by the hostess.

On Tuesday evening of this week the young people of the Christian church served a large company of people at a waffle supper, and all enjoyed the informal hours. Next week Tuesday evening they are planning on another supper of the same nature.

The ladies of the Baptist church are planning to serve both dinner and supper one day during the time of the land opening. The day and place will be announced later, as soon as plans have been completed.

The ladies of the Christian Aid met at the church parlors Wednesday and the hostesses were Mrs. Richards and Mrs. Ray. A business session was held and a social time enjoyed.

The Baptist Ladies' Aid met yesterday at the home of Mrs. N. W. Jeffers, 623 Toluca, and enjoyed a business and social session. The hostess served light refreshments.

Mrs. C. MacCray entertained the ladies of the First Presbyterian church Wednesday afternoon, and served a delicious lunch after the hours spent at Kensington.

The Eastern Star Kensington will be entertained at the home of Mrs. M. E. Grebe next Tuesday afternoon. Mrs. W. E. Spencer will assist the hostess in serving.

Mrs. M. F. Donovan will be hostess to the Baptist Aid next Wednesday afternoon. A large attendance is desired.

The P. E. O. society will meet with Mrs. Earl Mallery next Monday afternoon. A good attendance is urged.

The Ladies' Aid of the M. E. church will meet with Mrs. A. T. Lunn next Wednesday afternoon at 2:30, and a good attendance is desired.

The Royal Highlanders held their regular meeting last Thursday evening at which there was a large attendance. After the regular business was dispensed with the members joined in their annual banquet festivities. Covers were laid for over one hundred and twenty-five people, and the menu was most tempting and bounteous. Dancing followed the spread of "goodies".

Announcement has been received of the marriage of Mr. Lloyd Johnson of Alliance and Miss Florence Aiken, a former resident of our city, at the home of the bride's brother, Roy Aiken, at Manhattan, Kansas, Wednesday, March 8. Intimate friends and relatives were present at the ceremony. After a three weeks trip in Illinois and to other eastern points, the couple will return to Alliance to make their home. The bride has lived here several years, having been employed in the Horace Bogue store as milliner, and was popular with a large circle of friends who will welcome her return. The groom is an efficient employee of the Newberry Hardware Company and is well liked here and elsewhere. The Herald joins with the many friends of Mr. and Mrs. Johnson in wishing them many years of happiness.

Mr. and Mrs. Johnson and son, Ralph, left Friday night for Manhattan, Kansas, to be present at the marriage of their son and brother, Lloyd. They will return after a few days visiting with friends.

### WHAT CATARRH IS

It has been said that every third person has catarrh in some form.

Science has shown that nasal catarrh often indicates a general weakness of the body; and local treatments in the form of snuffs and vapors do little, if any good.

To correct catarrh you should treat it by enriching your blood with the oil-food in Scott's Emulsion which is a medicinal food and a building- tonic, free from alcohol or any harmful drugs. Try it. Scott & Bowne, Bloomfield, N. J.

### REPORT ON SEED CORN

Tests Made at County Agricultural Agent Seidell's Office Show Seed Corn Below Average

"FIRST REPORT ON SEED CORN" The tests made so far at the County Agricultural Agent's office show the best seed corn way below the average.

There is nothing more discouraging than to cultivate in a field when there is only a stalk of corn here or there. The results when tested in the fall also emphasize the necessity of getting a good stand. The farmer has the greatest control over the most important phase of corn growing than any of the cultural methods.

Know the seed corn will grow by "testing", not "guessing".

Now is the proper time to test seed corn, as spring work will soon be here. Everyone that has seed corn that a test shows will grow is doing a favor by letting others know. General tests are being made for all who want to know if their corn will grow at the County Agricultural Agent's office.

The following are the results of this week's test:

1915 field selected new corn—100 kernels tested:	
Sample No. 1 (well dried), germination, per cent	74
Sample No. 2, germination	84
1915 crib selected new corn, 100 kernels tested:	
Sample No. 1, germination	74
Sample No. 2, germination	47
Sample No. 3, germination	45
Sample No. 4, germination	61
Sample No. 5, germination	64
Sample No. 6, germination	69

Personal reports are made to all co-operators in the above tests, and advice as to what to do to get a stand of corn is given.

### FIRST BAPTIST CHURCH

Bible School, 10 a. m. Chas. Failler, superintendent.

Preaching Sunday morning and evening by A. A. Layton, district missionary for the Baptist Pub. Society. Morning subject, "Sacrifice", baptismal service.

B. Y. P. U. 6:30 p. m. The business meeting of the young people next Tuesday evening.

Carload of Gold Medal Flour Just Received



Best at the Price Costs More Than Some Flour But is Cheapest Everything Considered

IN BUYING FLOUR—Don't consider price alone. The kind of flour you get for what you pay determines

whether or not you get a bargain

High grade flour is cheapest in the long run. Cheap flour is always unsatisfactory and it NOT economical

Many of you know what Gold Medal Flour is.

To you we want to announce that we have the exclusive sale of this excellent flour for Alliance.

To you who have not used Gold Medal flour we want to sell you one sack on trial. We know you'll find it suits you better than any flour you have ever used.

They all come to it sooner or later. "Why Not Now?"



Quality compels all thrifty, discriminating housewives to use Gold Medal Flour because all thrifty, discriminating housewives always want the best of everything. Therefore you will eventually order Gold Medal Flour. Why Not Now?

Gold Medal Flour is guaranteed.

Ask those who use Gold Medal why they always prefer it to any other flour on the market at any price. Order by phone.

FOR SALE ONLY BY

## A. D. RODGERS

The Grocery Where You Can Buy Cheap Goods at the Right Price—Medium Priced Goods at the Right Price, and High Grade Goods at the Right Price. Your Money's Worth Here No Matter What You Pay.