

SOCIETY

Mrs. Blaine Beckwith and Mrs. Vivian Hall entertained Tuesday evening for Miss Grace Carlson whose marriage to Aubrey Clayton Young will take place during the holiday season. A five-course dinner was served after which followed a miscellaneous shower. The bride-to-be is a popular member of the young set in Alliance. The guest list included the Misses Rose Carlson, Marguerite Carey, Margaret Morris, Terese Morrow, Irene Rice and Mrs. Marvin Ohnkouson.

—Do your part of saving coal, buying Munsing Underwear from Highland-Holloway Co.

Miss Margaret Harris returned Wednesday from Mitchell, where she has been visiting relatives for the past week.

Carl Powell of the state university is expected home for the holidays.

—See Bauman and See Better. We grind our own lenses.

Born to Mr. and Mrs. C. O. Holmes on December 6, a daughter.

E. L. Redmond of the Melick Redmond Implement Co. is attending a convention of implement dealers in St. Louis.

—Dinner and glassware is to be closed out at prices that will make them go. We want the space for other lines. Highland-Holloway Co.

The ladies' aid society of the Methodist church met on Tuesday of this week with Mrs. W. J. Mahaffey.

Marvin Dickonson has been in Deadwood the past week.

—Read about our gift certificate plan in this issue. B. G. Bauman, O. D.

The combined bazar and dinner given by the Methodist ladies last week met with a considerable bonus, when a certain woman in the city donated an extra fifty dollars to the cause.

For Sale—New five room modern house. Garage in connection. Well located. Price and terms right. See Nebraska Land Company.

Francis Nolan, who is teaching in Laramie, Wyo., is expected home for the holidays.

—Read about our gift certificate plan in this issue. B. G. Bauman, O. D.

Owing to coal shortage the Episcopal Guild will have no more meetings before Christmas.

—Buy your Christmas candles at the Sugar Bowl.

Ed Reardon returned to Alliance this week from Creston, Ia., where he had been called by the death of his mother.

—We have a distinctive line of Christmas cards and gift books, which we will be glad to show you. A good assortment still on hand. Mann Music & Art Co.

Mrs. Bernard Holsten is entertaining guests this week, her brother, Dudley French, and her cousin, Mrs. McCarrea, both of Ewing, Neb.

—Beautiful assortment of glassware in light cuttings at prices that are attractive. Highland-Holloway Co.

—The demonstrator for the Scholl Foot Appliances will be at the Alliance Shoe Store January 26 and 27 to give free examination to anyone who wishes. If you have any trouble with your feet, plan to come into the store on one of these days.

Mrs. A. H. McLaughlin of near Marsland is visiting in Alliance for a few days before leaving for Excelsior Springs, Mo. Mr. McLaughlin expects to spend the latter part of the winter in the south.

—Read about our gift certificate plan in this issue. B. G. Bauman, O. D.

Bud Runner and F. A. Hinely leave for Denver Sunday to attend a meeting of Cadillac dealers in that city.

—For Sale—One five room house, good condition. Modern except heat. Good location. See Nebraska Land Company.

Wayne McDonald left Sunday afternoon for Kansas City, where he will attend school.

—The electric power plant at Scottsbluff burned to the ground Tuesday morning of this week. This is particularly unfortunate at this time as the town is already hardup for fuel.

—The opportunity is now offered you to get her a Coat at actual cost. Highland-Holloway Co.

—All kinds of Box candles at the Sugar Bowl.

Mrs. Howard Reddish went to Lead, S. D., on Wednesday to spend the holidays.

Mr. Dalby of Antioch was in the city Wednesday.

—For skating, school or even inside wear these days a heavy sweater is very acceptable. If you do not have one your wardrobe could be completed. See the handsome line, in a variety of color combinations, at E. G. Laing's.

Miss Martha Dayton, who has opened a music studio in Alliance, entertained the high school students this morning at chapel. She was assisted by Mrs. John Wilker. Miss Dayton comes to this city highly recommended and is deserving of patronage.

C. L. Burnham, who is in the jewelry business at Antioch, was in the city Wednesday.

The W. C. T. U. ladies are planning a Christmas cookie shower for the boys of Ft. Riley. Please send in your donation to Mrs. Cross at the high school not later than December 20.

—Fur caps; some veritable dandies can be purchased of E. G. Laing. They include chamois skin lined as well as sheep-skin lined.

Henry Rust has been ill the past few days with a touch of the gripe. Tom King of Angora was in the city Thursday.

—There is nothing like leather to keep out these chill winds. A leather coat will serve to keep you warm, and in addition give all of style that can be desired. See the E. G. Laing selection.

Frank Dillon was in Alliance from his ranch near Angora Thursday.

A daughter of Ed Young in this city is reported ill with scarlet fever. C. L. Dalby, chemist for an Antioch potash plant, spent Thursday in Alliance.

Irene Rice from Omaha came Tuesday to spend the holidays with her parents.

—Envelope Chemises are shown with either built-up shoulders or straight top with ribbon straps, made of Crepe de Chine or Satin. They make one of the most dainty as well as appropriate gifts that can be included on your list. Prices that are reasonable. Highland-Holloway Co.

Mrs. W. W. Overton, mother of Mrs. Van Graven, was called to Eugene, Ore., on account of sickness.

Switchman J. E. Johnson went to Chicago yesterday in response to a telegram notifying him of his wife's illness.

—Farmers, Dairymen, Stock Raisers—Come to De Ridder, Louisiana. No severe winters. All year round growing. Several crops yearly. Delightful climate. Land now selling very cheap on easy terms. Will produce from \$200 to \$400 per acre in sweet potatoes, syrup, peanuts, peacocks, etc. Northern and eastern farmers now settling up this rich, productive country. Write Chamber of Commerce, De Ridder, Louisiana, for full particulars.

—Within twenty-four hours after the last issue of The Herald appeared on the streets, we added no less than eighteen cash subscriptions to our Alliance list. We find that more and more people are beginning to appreciate the fact that it takes news to make a newspaper. Of course, we don't claim to get it all—now and then a good one gets away from us—but our readers say that we manage to crowd more real news into eight pages than the average paper does in considerable more space.

The Cold Weather of the Two Weeks

Has So Delayed Shipments That the Size of Our Supply of Meats

For Tomorrow Will be Uncertain until Morning

However, if We Can Get Delivery by Tomorrow We Will Have Our Usual

Special Sale for Saturday

Note These Prices

Lamb Stew, per lb.	8c	Shoulder Mutton, per lb.	15c
Boiling Beef	10c-12½c	Leg Lamb, per lb.	20c
Beef Liver	12½c	Hamburger, per lb.	20c
Standing Rib Roast	15c	Bacon, Sugar Cured, per lb.	39c
Chuck Roast	15c	Hams, Cudahay Sugar Cured, per lb.	39c
Shoulder Pot Roast	15c	Bacon Squares, per lb.	35c

Fresh Oysters, Fresh Catfish, Kipped Salmon, Smoked White Fish

Order your Tree, Christmas Decorations, Candles, Wreaths, Nuts and Candy... All now in stock.	Layer Raisins Figs, Dates, Citron Seeded Raisins Powdered Sugar Shelled Nuts	Pascal Celery, Green Peppers, Parsley, Cauliflower, Onions, California Celery, Radishes, Cucumbers. Grapes, Bananas, Tomatoes Oranges, Grape Fruit	
Jonathon Apples, fancy, per box	\$4.00	Red Cheek Pippin Apples, per box	\$4.00
Jonathon Apples, choice, per box	\$3.75	Rome Beauty Apples, per box	\$4.00
Extra Fancy Delicious, per dozen			65c-75c

Our Christmas Candy is all from John G. Woodward and Company and is the finest and best Candy we can buy. You can have no better assurance of quality.

Mallery Grocery Co.

QUALITY GROCERS

One Minute Store Talk

"For years I've had the intention of making a practical present to my wife on Christmas, but got sidetracked on a 'knick-knack.' This year I'm coming direct to you—sell me the best outfit in the house—some silk underwear and furs," said a man with the 1919 Christmas gift idea.

HARPER'S IS AT YOUR SERVICE FOR A REAL CHRISTMAS GIFT FOR "HER."



GORDON

The Christmas Spirit Prevades Every Department of this Big Cash Store

What Would He Like Better Than a Splendid

FUR CAP

We Feature Them Specially at \$10

Alaska Seal Caps, Detroit Style, at about today's wholesale price; heavy sating lining; very special, at \$10.00

Better grades at \$12.50 and up to \$15.00

Men's Russian Squirrel Fur Caps, Serviceable and warm; special, at	\$6 and \$7	Men's Winter Caps of all wool heavy and warm —at	\$2 and up to \$4	Men's Good Warm Caps in Brighton and Golf styles, Special at	\$1 and \$1.50
--	-------------	--	-------------------	--	----------------

Xmas Slippers for Men

Cozy, Comfy House Slippers; in felt and in tan and black leather; Everetts, Operas and Romeo styles; Moccasin Slippers and a full line of soft, warm Felt Slippers.

Specials in Silk Hosiery

120 Dozen Pure Thread Silk Hose
This line is made by one of the best manufacturers of Silk Hose. We have them in all shades and sizes from 9½ to 11½. They are regularly priced at 1.00 a pair, but in this sale you can have them at79c

Street and Dress Gloves

Unlined, wool lined and silk lined; in the best of makes; Mocha, Cape and Suede leather. Webber and Keller Sweater Coats, 7.50 to 15.00. They're all wool and worsted sweaters in coat style, with large shawl collar in rope stitch weaves; also slippers in plain and fancy trimmed collar and cuffs, \$2.75 to \$7.50

Silk Neckwear

85c to \$5
Silk Neckwear of quality, in the best of Domestic and Imported Silks. The making is excellent—and the patterns will please the fancy of any man. Many of the ties are hand-made, insuring double the wear. Silk Knitted Ties come at 1.00 to 5.00; in plain and fancy weaves; plain colors, stripes and heather mixtures.

Men's Union Suits

\$2.50 and \$2.95
These union suits which are specially priced for this sale, are made of fine combed cotton yarns and wool mixtures in grey, ecru and white; all sizes.

Save the Coal!

Do Your Part to Meet the Appeal of the Fuel Administration

It is the duty of everyone to save every pound of coal possible. To strive to do all in their power to help the Fuel Administration. Following are the rules given out by the Fuel Commissioner, which were clipped from a daily newspaper:

ORDERS ISSUED BY THE FUEL COMMISSIONER

Alliance's chief source of supply since the strike began and Wednesday these mines produced only 40 per cent of normal capacity, according to Snyder.

New Orders to City Manager

To extend its program still further, the committee Wednesday night issued the following order to Alliance:

- Do not take an order if the purchaser has a six days' supply.
- Insist that every purchaser cut down consumption of fuel by the following methods:
 - Close unused rooms.
 - Turn off your registers and radiators.
 - Reduce maximum temperature in homes to 65 degrees and still lower in business places.
 - Keep windows and doors closed.
 - Put more clothes on your back and less coal on the fire.
 - Florists are to be allowed a certain amount of heat to save flowers and

THESE rules will be followed by all Alliance, and as every room possible will be cut off from heat, and houses and apartments in general will be more or less chilly—wise people will take every precaution to prevent taking colds.

—People will dress warmer than heretofore.

People are going to wear heavier underwear. Women are going to wear heavier petticoats and negligees.

Men and women will wear flanellette night gowns and pajamas.

Heavy bathrobes will be universally used.

People will wear sweaters and scarfs when the house is cool or when going into cold rooms.

Warmer clothing will be needed for the children.

More blankets will be needed for the beds.

When these things are provided for your protection, your conservation, of fuel will be safe.

Here are some of the things we have to help you find the desired comfort and protection.

W. R. Harper Dept. Store

Big Store

Alliance, Nebr.