

Visit Our Men's
Clothing De-
partment

Golden Rule Store

We offer you
extraordinary
savings in all
Men's goods

STRICTLY CASH

Men's Clothing Department

Men's and Young Men's Suits

You can buy your new spring suit at the Golden Rule at a saving of many, many dollars. We can gratify your desire for the best fitting, finest quality and best wearing suits at big savings—You don't have to pay fancy prices. We show an extensive variety of new models from well known makers of fine clothes. These are in Worsteds, Cassimeres and Cheviots of All Wool quality. Priced at

\$24.85 \$29.85 \$34.85 \$39.85 \$45.00

Visit Mens Department and Save Many, Many Dollars

Boys' Knee Pant Suits

An extensive showing of new spring styles of all wool materials and priced at savings to you.

\$6.98 \$8.98 \$9.98 \$12.48 \$13.98 \$14.98 up to \$17.98

Men's Dress Pants

We are offering some wonderful values in mens pants—and they are priced from one-fourth to one-third less than the market price.

\$4.98 \$6.98 \$7.98 \$8.98 \$9.98

Men's Work Pants **\$2.98 \$3.48 \$4.98**

Men's Hats

New Spring Models
priced at

**\$2.98 \$3.48 \$4.98
\$5.98**

You can save money by
buying your hat here

Men's Dress Shirts

Made of fine Percale,
Madras, Fiber Silk and
Silk, priced at \$1.49

**\$1.98 \$2.48 \$2.98
\$3.48 \$3.98 \$4.98**

\$5.98 up to \$14.98
worth one-fourth more

Men's Hosiery

We are offering extra-
ordinary values in mens
hosiery at 15c 25c 35c
39c 49c up to \$1.23
pair.

Men's Union Suits

Extraordinary values,
priced at 98c \$1.23
\$1.49 \$1.98 \$2.48

Men's Shoes

STAR BRAND—every pair made of solid leather every pair guaranteed to give satisfactory service. You can save some money here on your shoes—They wear longer and cost less—We are now selling all the new spring styles, priced at

\$3.98 \$4.98 \$5.98 \$6.98 \$7.98 \$9.98

Boys' Shoes

STAR BRAND—made of solid leather--the kind that stand the hard knocks that they are subject to--New shipments have arrived and priced at

Sizes 8½ to 12 Priced at **\$3.73**

Sizes 12½ to 2 Priced at **\$4.48**

Sizes 2½ to 5½ Priced at **\$4.98**

PERSONALS

Mrs. C. A. Don visited the Wiltsey family in Hemingford on Friday.

Mrs. George Walker and daughter, June, of Hemingford were shopping in Alliance Saturday.

Mrs. A. Renswold, formerly of this place but now of Washington, D. C., is visiting friends and attending to business in Alliance.

The excursion to the Lower Rio Grande Valley leaves Alliance Thursday, April 15. See G. M. Burns for particulars.

Mrs. Harry Coursey returned from the local hospital on Saturday.

Mrs. J. Noble accompanied her husband to Sidney for a short visit. Mr. Noble is a traveling representative for the A. H. Jones company.

William Burton and wife and George Burton of Ellsworth were business visitors in town the last of the week. George took home a new Dodge touring car.

For Sale—Two six room houses on Sweetwater. Modern except heat. Price and terms right. See Nebraska Land Company.

Mrs. Caldwell, mother of Mrs. Maarl C. Smith, from Rushville, is visiting at the Smith home.

B. D. Mallory of Alliance, who spent several days in Scottsbluff last week in the interest of General Wood's candidacy, returned to Alliance the first of the week. Mr. Mallory was likewise erecting a few political fences in behalf of his own candidacy as delegate to the republican national convention.

To lease, well watered eleven hundred acres adjoining leading Whitman, Neb.

Rev. Father Constant Klein, O. M.

F., chaplain of St. Joseph's hospital at Alliance, spent Saturday and Sunday with Father T. P. Molony, rector of St. Agnes parish at Scottsbluff. Father Klein offered mass at St. Agnes church Sunday.

"Safety First," a three-act comedy by home talent players, April 23. Senior class play.

Save 25% on your Spring Outfit at our Discount Sale. Highland-Holloway Co.

Clarence E. Pecht and Miss Alta LeLaCheour, both of Mullen, were married at the home of Rev. and Mrs. Stephen J. Epler Monday morning. The groom is county clerk of Hooker county.

Save 25% on your Spring Outfit at our Discount Sale. Highland-Holloway Co.

Mrs. Stephen J. Epler is visiting her mother, Mrs. L. B. Parmenter, at Bethany. She is expected home the last of the week.

The young people's class of the Christian church will serve ice cream and cake at the church Tuesday evening. Everybody invited.

Marie Chadderton of Crawford was shopping in the city Saturday.

Money Saving Prices at Our 25% Discount Sale. Highland-Holloway Co.

F. E. Reddish, who has been spending the winter in Los Angeles, Cal., returned last week to Alliance.

Mrs. Guy Miller and P. O. Beckwell have received the sad news of the death of their father, T. E. Beckwell, at Castle Rock, Wash. The body will be brought here for burial.

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ALLIANCE BRIEFS

The following joint committee of the chamber of commerce and the fair association to solicit funds for improving the grounds has been named: R. M. Hampton, C. A. Newberry, F. M. Knight, Ed. Hill, E. J. Griggs and W. E. Spencer.

Reports reached The Herald office several days ago that plans are under way to build a new, modern hotel in Alliance, and stock subscriptions are now being taken, it is said. As yet we have been unable to get in touch with any of the promoters, but undoubtedly, if there is anything back of the talk, it will not be long until all of the details are made public. Alliance can stand a new hotel, along with her packing plant and other industries.

McVicker Beauty Parlors announce that Miss Marion Lawson, their beauty specialist from Chicago, will make appointments each week for Thursday night after 7 o'clock.

Sergeant Ryan of the local recruiting office will leave for Omaha April 15, where he will receive his discharge. He will re-enlist and will have charge of the recruiting station at Fort Dodge, Ia. Sergeant Robert W. Frey will be in sole charge of the Alliance station after the 15th.

Bert E. Heiter, Lewis A. Story, Reuben Prall, Charles Wittstruk, Ernest E. Anderson and Mannie E. Belles are recent enlistments at the Alliance recruiting office.

The Alliance post of the American Legion will meet this evening in the city hall. Short business session.

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A petition for the paving of Larame avenue from Fifth street up is in charge of W. R. Harper, and a number of signatures are being added every day. All interested may get particulars of Harp.

Ralph Johnson, A. V. Arnold, M. Harper, Elliott Strand and enough others to make up a special carload will leave Thursday evening for Denver to attend a Shriners meeting. There will be a class of six hundred take the work.

Money Saving Prices at Our 25% Discount Sale. Highland-Holloway Co.

Ester, four-year-old daughter of Mr. and Mrs. Henry Brostrom, 624 West Second street, died Monday. Funeral arrangements have not been announced.

Money Saving Prices at Our 25% Discount Sale. Highland-Holloway Co.

An enterprising French company is arranging airplane tours from Paris to the French battlefields for the benefit of American tourists. It is a morbid curiosity which causes people to visit those scenes of horror and devastation, but a paying one, and thus the country will draw some benefit from its misfortunes.

Money Saving Prices at Our 25% Discount Sale. Highland-Holloway Co.

FOUR CHOICES OUTLINED IN PRESENT BONUS PLAN

The American Legion has formulated its plan for the soldier bonus and everything that goes with it, and has politely suggested to congress that the plan be put into law in the next sixty days.

The plan adopted by the Legion is in every respect the program outlined last fall as "The Stars and Stripes plan," and incorporated in house resolution 360 by Representative Williams, of Illinois, introduced in congress October 24, last.

It is a plan for selective compensation.

Under this plan, every former soldier, sailor or marine may select for himself what sort of benefits or additional compensation he will receive from the United States, for the financial losses he sustained by going to war. He may choose one of these four things, and one only:

1. A farm, to be bought on easy payments under the Lane-Mondell act, as amended.

2. A loan with which to buy a home in a city or town. The plan by which these loans shall be made must be determined by a commission to be named by congress, and the loans will not be available for some months.

3. Vocational training at government expense. While he is at a school, learning a skilled trade, he will be paid by the government as disabled men are now paid under the vocational training act.

4. Additional compensation in United States government bonds at the rate of \$50 for every month he was in the service.

FOR GOVERNOR ON THE DEMOCRATIC TICKET

W. J. Taylor

Twenty years of activity in Nebraska politics with an unexcelled record for championing agricultural and labor interests makes me the target for criticism of influences which disparage whoever they cannot control. None of these are responsible for my candidacy. It is my own doing, with the hopes that there is a demand for a governor free from obligations to such. I am opposed to centralized power, ignoring constitutions and waste of public moneys. I am mindful of the work and difficulties ahead. Fitting laws to probable constitutional changes, amending or repealing the re-districting school law, unscrambling the mess of McKelvie's Code bill, checking up and straightening out the expenditures and inequalities of our big program, resisting and reducing our mounting taxes and passing and executing laws in restraint of intolerable profiteering. Of all, the biggest is that of the contention between capital and labor. Its solving must be gradual and will come when labor is assured of a square deal from a government wherein she has proportionate voice. The elements with which I have in the past contended are found in both of the old parties, and likewise my friends, whom I have no hesitancy in asking to vote for me upon the democratic ballot in the primary election to be held April 20th, 1920.

W. J. TAYLOR.