

Spud growers should remember while digging their crop to select samples from the best of their spuds and prepare to exhibit them at Kimball. H. O. Warner, secretary-treasurer of the Nebraska potato improvement association has announced that the annual convention and exhibit of that organization will be held at Kimball on November 10, 11 and 12. All commercial varieties are eligible to entry, and premiums will be awarded for the best specimens. The convention this year will devote a considerable portion of its time to the following important phase of the potato industry.

1. Potato marketing and the Nebraska potato growers' exchange.
  2. Results of experimental work with potatoes.
  3. Improved cultural practices, both dry land and irrigated.
  4. Seed potato production and seed inspection.
  5. Consideration of legislation of interest to potato growers.
- Prominent potato men will appear on the convention program.

#### ANGORA.

There will be a pie supper at the Angora school on Friday night, October 15. Everyone invited. Ladies bring pies and the men bring a full pocket book.

Charles Temple of Seneca is here for a visit with his son, G. T. Temple.

James Boodry was in Sterling, Col., last week on business. Mrs. N. J. Venell left Friday for

### GIFTS THAT LAST

It may be a marriage; a birthday; a wedding anniversary; just the desire to express affection; the payment of favor—but whatever the circumstances that inspire a gift, the sentiment is not fleeting. Therefore mark it with a gift that lasts.

Jewels and precious metals which are most desired of all gift things are most lasting, and offer unlimited scope for pleasing individual taste and expenditure.

The infinite variety, and know fine quality of the Thiele stocks make selecting gifts at this store extremely satisfactory.

Gold Bar Pins \$7 to \$25

*Thiele's*  
Jewelry-Watches-Drugs  
Brunswick Phonographs  
Watch Inspector C. B. & Q.

grandmother and will visit them for a while.

Mrs. Gordon Temple and little son visited friends and relatives in Alliance Friday and Saturday.

Theodore and Eunice Boodry spent Sunday with home folks. Theodore attends high school in Bridgeport and Miss Eunice teaches near there.

Elmer Morehead and wife were Alliance visitors Saturday. Miss Elma S. t. county demonstration agent, held a dress form school at the home of Mrs. W. R. McCrosky Tuesday. Five ladies were present and forms were completed for each one.

Miss Eloise Turman expects to enter high school at Alliance next week.

Mrs. J. W. Perkins went to Alliance Saturday to see Mrs. George Venell, who is ill at St. Joseph's hospital. Mrs. C. M. Dove and Mrs. W. N. Thompson went Sunday to see Mrs. Venell.

Archie B. Marsh and wife are the proud parents of a baby girl, who came to gladden their home, Saturday morning, October 2. The little lady weighed seven pounds and has been named Letha May.

Bert Tompkins, wife and baby son and E. C. Hull and wife are here from Winnebago, Neb., for a visit with Mrs. Tompkins' mother, Mrs. Mabel Barker. Mrs. Tompkins will be remembered as Miss Pearl Barber.

Fire broke out in the Turman meadow Tuesday afternoon and destroyed a lot of valuable hay. It is believed to have been started by a passing train.

James Greenhalgh and wife were here last week for a visit with Mrs. Greenhalgh's sister, Mrs. Ray. They had been at Lincoln visiting their daughter and husband and were on their way to California, where they expect to spend the winter.

Mrs. John Shoopman and Tom J. Shoopman left Friday for Casper, Wyo., to attend the funeral of Mrs. Shoopman's niece, who was shot and killed by her husband, Claude Teanor, Tuesday of last week. Mrs. Teanor was twenty-five years of age and the daughter of C. M. Hairks.

Mrs. Teanor had left her husband because of trouble and was rooming at the Wyatt hotel. Teanor went to the hotel, where his wife was sleeping with two other girls, and began shooting at his wife the moment he entered. After killing her he shot himself, inflicting wounds which caused his death that day.

The Cairo Record of last week announced the marriage of Earl V. Dove and Miss Lulu Miller, both of Cairo. The ceremony was performed in Des Moines, Ia. They expect to live in Cairo, where the groom is the junior partner of the firm of Dove & Son. Mr. Dove lived in Angora several years, and has many friends here who wish him and his bride many years of happy wedded life.

Those all-metal airplanes are non-combustible, but what is more needed is a nonfallable kind.

Also, some of those newspapers that talk about how prompt they are with the news occasionally have been so far ahead that they told some things that did not happen.

tiser, and I have often thought he would do better if he would advertise a little more. Of course, the big breeders advertise, but on many farms it would pay well to use the columns of the local or farm papers to dispose of surplus products that are allowed to go to waste otherwise. Then a little extra meat killed and cured when doing the regular butchering would find a ready market at prices that would give a good profit to those who now buy meat from the packing houses knew of the supply.

One of the mistakes made by the advertiser who has not had much experience is to make the advertising too general. The advertisement that tells the most sells the most; not the long-winded ad, but the concise statement of desirable facts, and especially prices. People hesitate to go to the trouble to investigate to find out the particulars of an offer if they can buy of someone else who gives the particulars, as it is generally considered that an advertisement is made general because there is not much attraction to buyers in the particulars, and the seller depends on the personal influence as a selling force, or takes changes of the investigator buying rather than seeking elsewhere for better goods or better prices.

To illustrate: We wanted to buy cherries. Looking over the ads in the paper, we saw two. One simply said they had cherries to sell. The other told the variety, stated that they were without stems, and priced them at 30 cents a gallon. We never considered the first ad at all. Now, these two ads were so worded that their cost was almost identical, but one drew trade and the other did not. I believe I could warrant double the number of inquiries for the second ad, and still I have no doubt the fruit and prices were about the same, for it was the Montmorency season and the price was that commonly asked.

So many poultry ads in the farm papers make a general offer when definite descriptions and prices will bring so much better results. The small advertiser gets so little value from cumulative efforts that the direct results are all that he can count on, and attractive, point-blank statements bring these best.—L. H. Co. Miami county, Kansas, in Nebraska Farmer.

## A Checking Account Is Your Greatest Measure of Defense

Defend yourself against waste—Cash is rarely seen save at the vanishing point. It dwindles, it scatters you know not where. But you THINK when you write a check. You have a record of where the money goes. Payments are systematized, expenditures reduced.

A checking account protects you against loss of your money by fire, theft, carelessness, forgetfulness. It means your funds are safe.

Defend yourself against trickery and mistake—File your checks. They make indisputable receipts, sparing you twice payment of bills, for on the back of every cancelled check which comes back to you is the signature of the person or the firm which received the money.

Build a fortress against sickness, accident and old age—You save a surplus and it will save you sometime. And remember, by the way, that writing more deposit tickets than checks is the secret of both safety and success.

Ward off the inconvenience and worry—A checking account in our bank ranks with free mail delivery and the telephone. It saves you a long trip, and you always have the right to change. Your money is always available, payable on demand. No expense—we supply check books, passbooks and all necessary stationary free.

## FIRST NATIONAL BANK

Alliance, Nebraska

# Firestone

Why did sales of Firestone 3½-inch tires increase 96% the first six months of this year?

The motoring public found in the product exactly what it demanded—a *balanced* tire—uniform service.

You, multiplied by thousands, getting your most miles per dollar expended for tires, demonstrated the efficiency of the *balanced* 3½—the Firestone.

Firestone built a single plant (Plant No. 2) to specialize in tires for small cars and got results which have been passed on to you at low cost—most miles per dollar.

It is *more* than thickness of tread, the mystery of rubber compounding, the size of the breaker strip, the number of plies of fabric, the heavy cushion or the greater air displacement that has put greater tire mileage—more economy—more comfort at your call.

It is the *balanced* co-ordination of all parts of the Firestone 3½ by specialists who have given eighteen years' study and practice to tire needs. Ask your dealer.



**30x3½**  
(non skid)

**\$22 50**

Gray Tube \$3.75  
Red Tube \$4.50



Firestone  
30x3½  
TUBE

Stop Worrying--Let

## Curtis "Best"

Do Your Baking

Have you experienced the joy of baking with selected flour? There is a world of difference in the results to be obtained. We have carried for many months the best flour we can buy—flour that particular housewives have tried and found not wanting, to the smallest perfection.

WE URGE YOU TO TRY A SACK TODAY  
"It Will Simplify Your Baking"

Buy Your Winter Coal Now

You should be laying in your winter's supply of coal right now. We are receiving shipments of coal from time to time, and we suggest that you place your order TODAY to be filled as soon as your turn comes. You will not be able to get it cheaper for several months.

OWL CREEK	KIRBY COAL	MOFFAT COAL
Lump or Nut	Lump or Nut	Lump or Nut

All Kinds of Rock Salt

We have a large supply of all kinds of Rock Salt, suitable for any use on the farm, in the shape and form most convenient for you to handle.

**Stephenson & O'Bannon**

WHOLESALE AND RETAIL  
HAY, GRAIN, FEED, FLOUR, AND COAL

