

Go to Theatre Week
in Alliance

Oct. 23-29
IMPERIAL
THEATRE

SUNDAY, OCT. 23

The day of rest, relief from labor.
When work is laid away.
When you, your family, your neighbor
Just loaf about and play
And hear the sprite.
Amusement calls—
"The Biggest Goldwyn
Night of All."

TOM MOORE, in—
"Made In Heaven"

USUAL COMEDY
Adm. 9 and 27c and W. T.

Monday & Tuesday
OCTOBER 24 and 25

When the Sun first takes a peek
And ushers washday in.
The Housewife knows it's
Goldwyn Week
And washes with a grin.
Oct. 24th and 25th's the days
To see a Goldwyn extra
good photoplay.

Reginald Baker's
production of—

"Godless Men"
USUAL COMEDY

NO ADVANCE IN PRICE
Adm.—9 and 27c, and W. T.

Wed. and Thurs.
OCTOBER 26 and 27

There are many things to
keep the home abuzzin'
But as she darn this Mrs.
Sings Cantatas by the
dozen.
And this is why she sings
her songs.
Tonight she'll join the
Goldwyn throngs
And see the Goldwyn special
for the week.

RUPERT HUGHES Master
Production

"Dangerous
Curve Ahead"

Adm.—20 and 50c & W. T.

Friday and Saturday
OCTOBER 28 and 29

Now Friday marches with
the days
That number only seven
This lucky numeral purveys
A bit of MOVIE Heaven.

REX BEACH'S
"North Wind's
Malice"

USUAL COMEDY
Adm.—9 and 36c & W. T.

THIS IS "GO-TO-THE-
THEATRE" WEEK
IN ALLIANCE

Notice the above attraction
and notice the
Admission.

Cut Below Big City Prices.

COMING
OCTOBER 11 and 12

"The Old Nest"
The biggest picture ever in
our city, at let-live
prices.

Usual Matinee Daily, 2:30

George D. Darling
Returns from Trip to
Des Moines Convention

George D. Darling has just returned from Des Moines, Ia., where he attended the annual convention of the National Selected Morticians, of which he is a member.

The convention was the largest and most successful in the entire history of the organization. The speakers, in most instances, were national figures, attracting members from the most remote sections of the country to Des Moines.

The National Selected Morticians bears resemblance to Rotary organization, with this major difference: That only one member in a given locality is privileged to join. Further, a better knowledge of its exclusiveness may be gained from the fact that its membership is limited to two hundred in a field of approximately thirty thousand practitioners, scattered all over the United States. In fact, this organization beyond question, is the most exclusive trade association functioning, and its membership must measure up to the most exacting demands of character and progressiveness.

A better idea may be gained of how high the ideals of a modern, ethical trade organization may be set, from the "aims" of the organization developed by President H. G. Samson in his opening address, as follows:

1. We aim to eventually have a high-minded, progressive mortician in every center of population on the continent.
2. We aim to lead our members to the highest moral and ethical standards.
3. We aim to recognize character and ability and disregard religions, creed and politics.
4. We aim to make our organization a brotherhood of friends.
5. We aim to make our calling an honored one.
6. We aim by efficiency of our members to make it unnecessary that there should be more than fifteen thousand funeral directors in the nation.
7. We aim to encourage any government rules and regulations which will be just to our members and of benefit to the public.
8. We aim to pass on the good things discovered and practiced by any one of our members to all our members and then to all other members of our profession.
9. We aim that our members shall be quickly advised of any discoveries or inventions in business or science which may be of benefit to them.
10. We aim to have our members thoroughly familiar with, and then truthfully represent all materials furnished by them.
11. We aim that all funeral directors and their clients shall be treated with due regard for the Golden Rule.
12. We aim that our members shall respect and demand respect, under all circumstances, for the dead human body.
13. We aim that the deceased who has been needy or destitute shall have decent burial without the financial impoverishment of their relatives or friends.
14. We aim that those in moderate circumstances shall have substantial material and efficient service at a fair price.
15. We aim that the wealthy shall have furnishings and attention in due keeping with their surroundings and requirements in life.
16. We aim that the duration of life shall be increased and the number of all premature deaths be greatly decreased.
17. We aim that in time of public calamity our members shall give un-

stintingly of material and service without a thought of financial gain.

These aims and more are our goal which we must ever hold before us; our Pike's Peak which we must strive to reach, the West which we must win, as Roosevelt said, "by individual effort and co-operative endeavor."

Investors Are Warned
to Watch Their Step
in Buying Securities

Persons planning to invest in foreign bonds and securities should investigate exchange rates, according to G. T. TouVelle, chief of the state bureau of securities. Tou Velle, in a statement Friday, says there are a number of syndicates in this country for the disposal of foreign securities.

Tou Velle says his department does not have jurisdiction over the sale of these securities, but that he proposes to advise the investing public.

According to Tou Velle, a syndicate has appeared in Nebraska to dispose of bonds of the city of Warsaw, Poland. The city of Warsaw issued 1,000,000 marks of bonds in the common denomination, of 10,000 marks per bond. The issue was authorized February 27, 1920, and are redeemable in Polish marks.

The syndicate, Tou Velle says, is offering these bonds at from \$17 to \$19.85 each, and stress the normal exchange rate of the Polish mark, which is claimed to be 23.80 cents. It is pointed out that if exchange goes back to normal, the 10,000 mark bond will be worth \$2,380, a gain of 11,000 per cent. October 6, Tou Velle adds, Polish marks were quoted at .99025, which would make the value of the 10,000 mark bond \$2.50.

Other Polish bonds are being offered in this country, according to Tou Velle.

SIDELIGHTS

About the only difference between the old-fashioned dime novel and the wild west movie show is the war tax.

The worst pirates on the high seas are the summer troupes of alleged grand opera singers.

"It will have to be pulled" is the way a dentist words his invitations to a coming-out party.

It's easier to be a pessimist than to think up new ways of getting business.

Some people appear to cling to their money in the belief that Heaven is operated on the pay-as-you-enter plan.

There are people in hot weather with so little faith in their own judgment that they have to look at the thermometer before they will believe it.

"There are natives of Central Africa who can jump five feet into the air from a standing position," observes a contemporary. Of what use then would universities be in the dark continent?

One trouble about having another revolution in Russia is that Russia has already tried nearly all the varieties and made a mess of them.

Nature's Remedy
NR-TABLETS-NR
Better than Pills **GET A**
For Liver Ills. **25c Box**

Thiele, Prescription Druggist

Every Women Should
Have a Savings Account

These are days of uncertainty. One can't tell when the bread-earner of the family will be taken away. Even if that is spared you, sickness, adversity or hard times is pretty sure to come to everyone at some time in life.

The woman in every family should have a Savings Account—as an incentive to provide against that inevitable "rainy day." For who wants to be dependent upon the uncertain charity of relatives or friends in such an event?

This Bank is well equipped to serve you and help you in every possible way. Start a savings account TODAY. Don't put off this important event on which your life's happiness and that of your family may depend. \$1 starts a savings account.

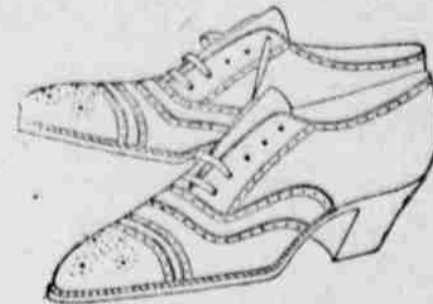
We Pay 5% Interest on Time Deposits.

Call and see any one of our officers. They'll be glad to introduce you around the Bank and see that every banking facility at our command is put at your disposal.

First National Bank

New Brogue Oxfords
\$6.50

In dark brown Calf with a brown heel. Insert in Vamp and Saddle Strap. Welt sole, Military Heel



Also of the new shade of Tan Calf, with Saddle Strap, Welt Sole, Cuban Heel.

BLACK KID OXFORDS of a fine Shoe, soft Kid stock Flexible Welt Sole, Cuban Heel at \$6.50.

Billiken and Educator
Shoes for Children

Tweedie Boot Top Spats
in all Shades of Brown, Tan, Grey and Black.

Horace Bogue Store

IF YOU HAVE SOMETHING ABOUT THE HOUSE FOR SALE—TRY A HERALD WANT AD

It took
YEARS and YEARS
to develop
CAMEL QUALITY

We worked on Camels for years before we put them on the market. Years of testing—blending—experimenting with the world's choicest tobaccos.

And now, EVERY DAY, all our skill, manufacturing experience and lifelong knowledge of fine tobaccos are concentrated on making Camel the best cigarette that can be produced.

There's nothing else like Camel QUALITY. And there's nothing else like Camels wonderful smoothness, fine tobacco flavor and FREEDOM FROM CIGARETTY AFTERTASTE.

That's why Camel popularity is growing faster than ever.

A better cigarette cannot be made.

We put the utmost quality into THIS ONE BRAND.



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R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.