

10¢ Outing Flannels, yard **7½c**

GOLDEN RULE STORE

Men's heavy fleece lined Union Suits **79c**

Demonstrating to the people of Alliance and vicinity that the Golden Rule is the place to save money on your purchases. Bargains will greet you in every spot in this store---

Cash Buying - Co-operative Buying - Quantity Buying - Cash Selling - Means Low Prices

Women's Coats and Suits

New things for this department arriving every day—sent to us by our New York buyer.

New Coats for Women

In **CORDUROY, PLUSHES, MAT LAMB, ARABIAN LAMB, FANCY MIXTURES**, at

**\$4.98, \$7.90, \$9.90,
\$14.90, \$16.90, \$19.90
and \$23.90**

We will guarantee you a saving from \$3 to \$10 on every garment.

New Tailored Suits for Women

Some Fur Trimmed—Broadcloth, Poplins, Whipcoords, Serges.
Special values at—

**\$12.90, \$14.90, \$17.90,
\$19.90, \$24.90**

You can save from \$5.00 to \$10.00 on your Suit at the Golden Rule.

Women's Union Suits

75c fleece lined union suits, 49c
\$1 fleece lined union suits, 75c
1.25 fleece lined union suits, 98c
\$2 wool union suits **\$1.48**

BLANKETS

A good Cotton Blanket **63c**
\$1 Cotton Blanket **75c**
\$1.25 Cotton Blanket **98c**
\$1.50 Cotton Blanket **\$1.23**
\$1.75 Cotton Blanket **\$1.48**

WOOL NAP BLANKETS

Heavy wool nap blankets in pink, blue and gray plaids—
\$4.00 values, for **\$3.69**
\$2.50 wool nap blankets **\$1.98**
\$3 wool nap blankets **\$2.29**
\$3.25 wool nap blankets **\$2.69**
\$3.50 wool nap blankets **\$2.98**

ALL-WOOL BLANKETS

50 pairs of heavy, large size, fine all-wool blankets, worth up to \$8.00 pair, at **\$5.69**

Men's Union Suits

A heavy fleeced union suit **49c**
\$1.00 heavy fleeced unions, 79c
\$1.50 heavy fleeced unions **98c**
\$2.00 wool union suits **\$1.48**
\$2.50 wool union suits **\$1.98**
\$3.00 wool union suits **\$2.23**
\$3.50 wool union suits **\$2.98**

MEN'S SWEATERS

A heavy sweater **49c**
\$1.00 sweaters for **79c**
\$1.50 sweaters for **98c**
\$2.00 sweaters for **\$1.48**
\$2.50 sweaters for **\$1.98**
\$3.50 sweaters for **\$2.48**
\$4.00 sweaters for **\$2.98**
\$4.50 sweaters for **\$3.48**
\$5.00 sweaters for **\$3.98**
\$6.00 sweaters for **\$4.98**

Boy's Sweaters

49c and 98c

Men's Clothing

No doubt the Greatest Clothing Values that are offered to Men will be found at the Golden Rule, at Golden Rule Prices—a saving to you of several dollars on each suit—nothing but Honest Goods—Honest Tailoring—Honest Prices.

\$7.90 | \$9.90

is what we ask you for Suits that we ask you to compare with other suits at \$15.00. for values up to \$16.50. Pure wool suits, cassimeres, worsted or blue serge.

\$14.90

Look all around and you will find these Suits equal to any Suits Shown You at \$20.00 to \$22.50—Some of our Customers say more.

Ask to see See this **NEW FALL CLOTHING**

You will be surprised at the values we are able to offer you.

Around About Town

Mrs. C. B. Glenn departed today for Lindsborg, Kans., for an extended visit with relatives and friends.

R. Pattison departed today for Grand Island, for a few weeks with relatives and friends. Mr. Pattison sustained a broken arm and other injuries when he fell from a hay stacker near Alliance about three weeks ago, and will visit with his parents at Grand Island until he is able to work again.

Mr. and Mrs. C. J. Toothill, of Ft. Wayne, Ind., came in last evening for a few days' visit with the L. J. Schill family. The Toothills are on their way to Denver for a short visit with relatives and friends.

Mrs. A. Saquest came up from Bridgeport today to look after business matters and visit with relatives and friends.

W. O. Barnes went to Lakeside today in answer to a call from the Lakeside Mercantile saying that they could not open their safe. Mr. Barnes is a safe expert, and will probably enter it without the use of "soup".

J. Woods of Hemingford was an Alliance visitor Saturday.

Chas. C. Jameson of Ellsworth, and son, were visitors in Alliance the first of the week.

Rev. E. E. Halsup, district superintendent of the Alliance district of the Methodist church, left Saturday for Scottsbluff.

Kenneth Naylor came over from Chadron today for a few days' visit with the W. B. Young family.

Dr. Stagle went to Lakeside on professional business today.

Mrs. W. J. Adams, a sister of Mrs. W. E. Cotant, arrived the first of the week for a visit of ten days. She will leave for Cleveland, Ohio, after her visit.

All business houses are asked to close from 12:30 to 2 o'clock next Wednesday afternoon, October 20, during the sale of "Fairview" lots. The banks, drug stores, variety stores and others have agreed to close. By request of the Box Butte County Fair Association.

Mrs. Lucy J. Sisco was over from Ellsworth the first of this week looking after her property interests here. She went to Hyannis today to attend the Lady Macabee rally.

Mr. and Mrs. D. J. Aites, of Guernsey, Wyo., are in the city for a few days on a combined business and pleasure trip.

H. J. Ellis, of Alliance, writes Mrs. Ellis, from Memphis, Tenn., that the weather in that part of the United States is cold and murky, not at all to be compared with the fine weather now being enjoyed here. Mr. Ellis is taking an extended recreation trip, having been gone about three weeks. He went by steamboat from St. Louis to Memphis. He will probably be gone a week or two longer.

J. D. Heywood and Clyde J. Hornsby, prominent Crawford citizens and members of the volunteer fire department there, visited Alliance Sunday on a mission connected with the plans being made to care for the big annual firemen's convention to be held at Crawford next January.

D. N. Shamblin and family arrived today from Minatare to make Alliance their home. Mr. Shamblin is one of the oldest contractors in this part of the country, and for many years was located in Scottsbluff and Gering. For the past two years he has been located at Minatare in the contracting business, but believes there is a larger and better field in and around Alliance.

Julius Pierce, Jr., of Denver, a member of the well known firm which handles fire department supplies and equipment, was a caller at The Herald office Saturday on his way north. His company are planning to have a big fire truck at Crawford during the annual convention next January.

The band has been engaged to play at the big sale of Fairview lots next Wednesday, October 20. Follow the band. There will be no prizes, no gifts, no free lots, nothing of the sort—just a straight business proposition, selling solely on merit.

James A. Graham is now employed by the Alliance National Bank in a clerical capacity.

W. S. Acheson left Sunday noon for Omaha. He was one of thirty Nebraska citizens subpoenaed for jury duty in the federal court at Omaha.

A Line That's Always Good

Geo. A. Mollring's, the "Store of Quality", has a nice ad in this issue regarding Style Craft clothes for women. For many years Mr. Mollring has handled the Style Craft line, and has always found that it gives satisfaction. They have a very pretty and assorted line to choose from this season.

Merchants Will Meet Monday

In order to further the plans for Market Week, the merchants of Alliance have been asked to attend a luncheon at Nohe's Cafe on Monday, October 18. Alliance merchants are urged to attend this luncheon and business meeting.

MUCH BUSINESS TRANSACTED

(Continued from page 1)

cement sidewalks. The bid of J. J. Vance at twenty-five cents per square yard was the only one received and the contract was awarded to him. Mr. Vance stated that he had two contracts there for the construction of sidewalks and retaining walls from the owners of property and it was agreed that he be allowed to construct these walks and walls.

Bids were opened for the construction of cement sidewalks in the same location as the grading. There were two bidders, J. J. Vance at thirteen cents per square foot, and T. J. Beal at twelve and one-half cents per square foot. The contract was awarded to T. J. Beal.

Bids were opened for the laying of water mains on Platte avenue from Third to Sixth streets. P. O. Beckwell bid eighteen cents per lineal foot, W. D. Zediker bid eighteen and one-half cents per lineal foot, and E. A. Jeffers bid nineteen cents per lineal foot. The contract was awarded to P. O. Beckwell.

J. M. Miller, proprietor of the Hotel Alliance and the Alliance Cafe, asked for a refund of \$9.75 on his electric light bill. He has five meters, and asked for a refund of what the difference would have been between the charge on one meter under the larger consumption rate and the five meters. The matter was referred to the council for investigation. There are a number of similar cases in the city which will be looked up and a ruling made to cover all of them.

"Sl Sells Shoes"

Sl Miller, who "sells shoes", gives his second reason why you should buy your shoes at his store. The second reason is "because"—the same as the first—but if you'll think a minute you'll say that is reason enough. Sl has recently added the Reed Cushion Sole shoe to his large line, and it is finding ready response from those who like solid comfort, combined with style, in their shoes.

Sickening headaches, indigestion, constipation, indicate unhealthy condition of the bowels. Hollister's Rocky Mountain Tea makes the bowels work naturally and restores your system to perfect health and strength—begin tonight. H. F. THIELE.

NOTICE

TO R. C. GLANVILLE, AND TO HIS HEIRS, DEVISEES, LEGATEES AND PERSONAL REPRESENTATIVES, AND TO ALL OTHER PERSONS INTERESTED IN HIS ESTATE BY SUCH DESIGNATION:

You will take notice that on the 9th day of October, 1915, Charles A. Posvar, Plaintiff, filed his petition in the District Court of Box Butte County, Nebraska, against the above named and designated defendants, the object and prayer of which are to quiet the title of the plaintiff in the following described premises, to-wit: The Southeast Quarter (SE¼) of

Section Twenty (20), Township Twenty-seven (27), North Range Fifty-two (52), West of the 6th principal meridian, Box Butte County, Nebraska, and to exclude said defendants and each of them from any interest therein, and for such other and further relief as equity may require.

You are required to answer said petition on or before the 22nd day of November, A. D. 1915.

CHARLES A. POSVAR.

45-61-654-6088

SHERIFF'S SALE

By virtue of an Order of Sale directed to me from the Clerk of the District Court of Box Butte County, Nebraska, on a Decree rendered in said court, on the 28th day of December, A. D. 1914, in favor of W. E. Hurst as Plaintiff, and against Roscoe P. Hurst, an unmarried man, Tollef O. Sands, Nettie M. Sands, his wife, Albert P. Easton, and John Doe, as Defendants, for the sum of

Fifteen Hundred Fifty-six and 40-100ths Dollars and Costs and accruing costs; and directing that the premises therein described, to-wit: The Southeast Quarter (SE¼) of Section Two (2), in Township Twenty-seven (27), North of Range Forty-eight (48), West of the Sixth Principal Meridian, in Box Butte County, and State of Nebraska, be advertised and sold to satisfy said sum of \$1556.40, and costs and accruing costs, I will offer said land above described for cash in hand, on the 15th day of November, A. D. 1915, in front of the west front door of the Court House, in Alliance, in said county (that being the building wherein the last term of Court was held), at the hour of ten o'clock a. m., of said day, when and where due attendance will be given by the undersigned.

Dated October 13th, 1915.
C. M. COX,
Sheriff of Said County

45-61-653-6086

Specials For Saturday and Monday, Oct. 16 and 18

25 cent Soda Crackers **20c**
"Snappy" Ginger Snaps, 4 lbs. for **25c**
A Good Coffee, 15c a pound, 7 lbs. for **\$1**
Utah Tomatoes, 2½ lb. can **9c**
2½ lb. can Baked Beans **10c**
E. C. Corn Flakes **5c**
Gallon can Peaches **35c**
Michigan Concord Grapes **35c**
Tokay Grapes **40c**

New Florida Grape Fruit

Jersey Sweet Potatoes, per pound **5c**
Fancy Valley Cabbage, in 100 lb. lots, per hundred **\$1**
Try our Purity Flour, milled by Lexington mill. Strictly fancy Patent Hard Wheat Flour.

"White House" Coffee

We will have a car load of Fancy Bulk Apples in the first of next week

The Cash Grocery

"The Economy Store"

PHONE 88

119 WEST THIRD ST.

APPLES

A Carload of MISSOURI APPLES---all Hand Picked and Sprayed---the very finest grown.

BEN DAVIS, \$1 per bu.
PEWAUKEE, \$1 per bu.
JONATHON, 1.10 per bu.

Also some very fine Pears at \$1.75 per bushel.

In car on side track near electric light plant.

Charley Burge, Owner