

HOLIDAY OPENING

SATURDAY, NOVEMBER 20



Next Saturday we will have on display our line of Christmas goods for 1915. This line is a varied one, and consists of

TOYS, DOLLS, BOOKS, GAMES, NOVELTIES, AND HUNDREDS OF USEFUL AND ORNAMENTAL ARTICLES

This year's line is the strongest we have ever carried, and came direct from the greatest toy-making center of the world—Germany.

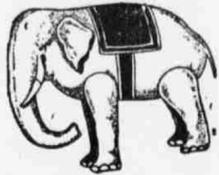
Special shelving has been erected for the proper display of these goods, and they can be seen from our front window.

While we have a large line, it might be well to make your selections early and avoid the rush of the last two weeks before Christmas.

Besides these special goods, we have beautiful lines of Haviland china, hand painted china, and hundreds of appropriate presents for almost any member of the family, and especially for the beautifying of the home.

We are always ready to replace any goods that are not perfectly satisfactory.

Do Your Christmas Shopping Early



MILLER BROTHERS

Western Nebraska's Housefurnishers

For its wonderful accuracy, its safety and convenience, and its effectiveness for small game and target shooting, you should buy

The Marlin
22 CALIBRE
Repeating Rifle

The Marlin 22 repeater has simple, quick mechanism and strong, safety construction. Has sensible, visible hammer. It takes down easily. You can look through the barrel—it cleans from both ends.

Model 20, as illustrated, 24-inch octagon barrel, 15 or 25 shots, \$12.50.

Model 29, 23-inch round barrel, 15 shots, \$10.50.

Its Solid Steel Top protects your face and eyes against injury from defective cartridges, from shells, powder and gases. The Side Ejection throws shells away to the side—never up across your line of sight.

Handles all .22 short, .22 long and .22 long-rifle cartridges, including the hollow-point hunting cartridges. Accurate to 200 yards. A perfect gun for rabbits, squirrels, hawks, crows, etc.

Marlin 22 repeaters also made in hammerless and lever-action models.

Send 3c postage for complete catalog of all Marlin repeating rifles and shotguns.

The Marlin Firearms Co.
42 Willow St., New Haven, Conn.

SALES AT BEE HIVE

List of Desirable Bargains for Sale for Ten Days Announced by Bee Hive Variety Store

The Bee Hive variety store announces a desirable list of bargains which will go on special sale for ten days, beginning November 17. It will pay purchasers and readers of The Herald to give careful attention to this ad.

This store is stocking up with a fine holiday stock and will have some interesting announcements for Herald readers.

LOCAL NEWS

Rough Dry, 6 cents a pound—Alliance Steam Laundry.

Johnathan Apples, \$2.25 per barrel, 85c per bushel.

A. D. RODGERS.

Rolland Eberley, a mail clerk on the Burlington, who travels between Lincoln and Alliance, was in the city Wednesday. Mr. Eberley was raised in Alliance and enjoys his stops here greatly.

Rough Dry, 6 cents a pound—Alliance Steam Laundry.

The Golden Rule store installed on Wednesday one of the very latest models of the product of the National Cash Register Company. The register has six separate cash drawers, and is operated by electricity. This is the latest installed in the country, and is as nearly perfect as can be made.

Rough Dry, 6 cents a pound—Alliance Steam Laundry.

H. O. Mullender, formerly of Downs, Kansas, is now making his home in Alliance. He is employed by Rowan & Wright and is making his home at 612 Missouri avenue. Mr. Mullender is related to Moses Wright.

Johnathan Apples, 85c a bushel.

L. H. HIGHLAND.

C. J. Boyd, proprietor of the Alnsworth Nurseries, was in Alliance on Tuesday, on business. E. W. Ray of Alliance handles the agency here for the nurseries.

Rough Dry, 6 cents a pound—Alliance Steam Laundry.

Harry Mollring, of the Mollring store, left Wednesday night for a business trip to eastern points.

The School of Music Choral Society and women's chorus will meet at the school on Tuesday, November 23, at 8 o'clock p. m. We shall organize and elect officers for the coming season's work. Miss Burnett will test voices of applicants at the school Sunday afternoon.

ASHBY

Ashby, Nebr., Nov. 17—Mr. and Mrs. T. A. Shafer left Monday for Clark, Nebr., where they will spend the winter visiting with friends and relatives.

C. H. Rowley left Wednesday for Alliance after spending the past few months on his homestead.

G. W. Van Nortwick left Sunday for Broken Bow where he went to husk corn on his farm.

E. S. Gifford, carpenter, came to Sunday and began the work on the new opera house here.

Mrs. John Sampson of Ellsworth spent a few days with Chas. H. Fields this week.

A. E. Noah returned from Rockport, Mo., Saturday after spending a few days there on business.

Dr. V. A. Thomas was a passenger to Hyannis Monday.

Mrs. Mary E. Powell, who spent the summer here with her son, J. T. Stevens, left Monday for Orleans, where she will spend the winter with her son W. L. Stevens.

Irving Thurston and wife were shopping in Alliance the last of the week.

J. Nelson, who has been working for the John Halloran Lumber Co. for the past few months, left Saturday for Ottawa, Kans., where he will continue working in the company employment.

Lee Clinch of Rapid City spent a few days here looking after business affairs for the Ashby Lumber Co.

Miss Anna Crumroy left Monday for a few days' visit with friends in Valentine.

Miss Lula Dikes came in Tuesday from out north of Hyannis and began working at the Ashby hotel.

The Hubbard Mercantile Co. is located in the new quarters south of the old location.

Mrs. H. E. Morrill came down from Rapid City last week for a few weeks' visit with her husband, who is manager of the Ashby Lumber Co.

HEMINGFORD

Mr. and Mrs. E. E. Franzen returned Wednesday from their trip to Edgemont.

Theodore Neeland returned Sunday from Boulder, Colo., where he had been to visit his wife, who is in the hospital there.

Invitations are out for the wedding of Miss Helen Huss and Charles Blakeley, November 20, at the Methodist church.

Mr. and Mrs. Cliff Hubble were week end visitors in town.

Walt Weddie of Curly autoed to Hemingford Monday.

Mr. and Mrs. B. U. Shepherd, Miss Elsie Green and Mrs. McClung autoed to Alliance Monday afternoon.

Paul Thomas and Bennie Humphrey were Alliance visitors Monday, going down via motorcycle.

Miss Katura Shall is spending a few days with Alliance friends this week.

Mrs. R. Mobley, who was operated on at the Alliance hospital a couple of weeks ago, is doing nicely and expects to come home the middle of the week.

ers of near Hay Springs, Nebr. This wheat is to be delivered at the rate of a thousand bushels a week.

Mrs. Rupert Walker will entertain on Wednesday evening for Miss Helen Huss.

Several of the young people attended the dance at Freeman's, Saturday night.

F. W. Melick and wife were Alliance visitors Tuesday.

Mrs. Donovan of Alliance visited from Saturday until Monday with her mother, Mrs. Brown.

A. M. Miller bought 5,000 bushels of milling wheat from Herman Pet-

Miss Ella Brown returned to Chadron Monday after a week's visit with home folks.

Mr. and Mrs. Ray Brown have rented the Frank Hongland cottage and will move into it this week.

Rough Dry, 6 cents a pound—Alliance Steam Laundry.

Florida Grape Fruit, 10 cents. L. H. HIGHLAND.

Subscribe for The Herald—\$1.50 per year.



WATCH THE FORDS GO BY!

You'll see them spinning along in any kind of weather—they come the nearest of being the "all-year" car of any kind made. They skim along, whether the roads are smooth or rough and they "stand up" under this kind of going. Cheaper than keeping a team? Well, somewhat. The horse has its place, but when you're not using a Ford it's not eating its head off. It isn't a question as to whether you can afford to have one—the question is whether you can afford to be WITHOUT one. Winter weather doesn't stop the Ford—just put on your curtains and you have the inside warm and comfortable.

Ford Owners are Ford Boosters

Touring Car \$476.75 Roadster \$426.75

Delivered at Alliance

Demonstrations Aren't Obligations

KEELER-COURSEY CO.

FORD GARAGE

COMBINATION ACCORDION PLEATED SKIRT

With alternate groups of Two 2-inch Box Pleats--Groups of 12 Accordion Pleats.

Above skirt should be prepared from straight width of goods and should not be cut gored at top. Allow two inches for the hem and two inches for shrinkage on each width of goods used. Material should measure three yards around bottom before pleating. Price \$2.50 for pleating only. All wool or all silk goods hold pleat best. Avoid cotton mixtures.

SEND YOUR GOODS.

ORDERS FILLED PROMPTLY. WATCH FOR OTHER MODELS.

Everything in Pleating, Covered Buttons, Hemstitching, Picot Edging. Send for free price lists.



THE IDEAL BUTTON & PLEATING CO. 167-169-111 So. 16th St. OMAHA, NEBRASKA

WE WANT YOUR HIDES - FURS - PELTS

We buy outright and pay Highest Prices, or we tan and make them into Garments, Robes or Leather. Our new tannery now in full operation. Added facilities insure better work, quicker service. Ship us your hides and save the middleman's profit yourself. We guarantee highest prices for raw hides and furs and make lowest prices for tanning and garment making. We do taxidermy and repair work. Reference any bank in city. Come in and see us.

OMAHA ROBE & TANNING CO.,
405 No. 27th Street, South Omaha, Nebr.

That Obstinate Headache

so often caused by eyestrain need no longer bother you if you will come here and be fitted with the proper glasses. Did you say they are not becoming? Now listen: some glasses are not, we will admit. With the passing of the old style high-bridge mounting, which was conspicuous and uncomfortable, we are now using the low-bridge eyeglasses which works with the fingers, is artistic in design and really becoming.

DRAKE & DRAKE
Over Lotspeich's Variety Store

HARNESS

Hand made from best material. Outlast any factory made goods. Call and see. Harness repairing by experienced harness maker.

J. M. COVERT
At M. D. Nichols' stand, Alliance

What is the good of holding the key to the situation if you cannot find the key hole? To get rid of a bore ask him to repeat his longest and favorite story twice. Even he cannot stand that.



"THE BUTTER THAT BETTERS THE BREAD"

That's "Diamond A", made right here in Alliance by a home institution. Made from rich PASTEURIZED cream separated by modern cream separators. After the cream comes out of the separators it is immediately put into sterilized cans, transported to the creamery, and here made into the one-pound squares—untouched by human hands during the entire butter-making process.

From the mold it is transferred directly into the air-tight, wax-sealed cartons, in which it comes to you, pure, fresh and delicious. If everything you eat is as pure and clean as "Diamond A" you will never have cause for complaint.

Spread it on thick! Use it in your cake-making and your candy-making, because it helps produce delicious cakes and candies; and it also helps in reducing your table expenses.

"Diamond A" can rightfully be called "The Butter That Betters the Bread."

Sold by All Alliance Grocers, and by Good Grocers in the Surrounding Towns

MANUFACTURED BY

ALLIANCE CREAMERY COMPANY

Look for the "Diamond A" Sign on Each Package