



The Alliance Herald Pure Food Directory



Every Article Advertised In This Department Is Guaranteed Pure

For the Middle of August

We have received a fresh shipment of Kellogg's Corn Flakes in the new Waxtite Package

TRY THEM THE NEW WAY

Alliance Grocery Company

Phone 56 Phone 58

See Joe

The Original Soda Man for

Ice Cream, Brick Ice Cream, Ices and Punch for Parties and dances

Also a Full Line of Luncheonettes

Joe Smith
Phone 172



RAILROAD MEN

practice Safety First for their own protection.



THEIR WIVES

believe in the protection we give them

PURE FOODS

Co-Operative Premiums

Let us furnish your kitchen with pure aluminum ware, free of charge, through our co-operative premium plan. Please call and see these goods and let us explain in detail.

Hamilton's

Phone 589



FRESH EVERY MORNING
Pure, Clean Meats

When you purchase your meats from this market you can feel that they are pure and fresh.

CITY MEAT MARKET
Phone 40 402 Box Butte Ave.

Clean, Pure and Fresh

Groceries

At this store you will find a complete line of Fancy and Staple Groceries

A. D. Rodgers
Phone 54



HIGH TIME to DRINK PURE COFFEE

A selected blend of Choice Coffees, in moisture and dust proof packages.

Capitol Blend, 30c lb. Morning Cup, 35c lb. Breakfast Delight, 40c lb.

MOORE GROCERY CO.
Phone 9



HEISEY'S

That clear, sparkling

Glassware

Appropriate for all occasions

Exclusive Agents

Alliance Grocery Company

Absolutely Pure, Made From Pasteurized Cream

Ask Your Grocer for

THE



BRAND

Fancy Creamery Butter

Alliance Creamery & Produce Comp.

Alliance, Nebraska

ANNOUNCEMENT

I have purchased the business of the

Alliance Cafe

Will continue to serve its patrons in the same location. Our experience in the restaurant business covers a number of years. We know how to give the meals that satisfy. A trial is all we ask.

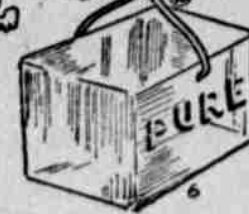
Watch for announcements of Sunday special dinners

ALLIANCE CAFE

Jesse M. Miller, Prop.



To keep your ice box clean and sanitary you must have pure ice.



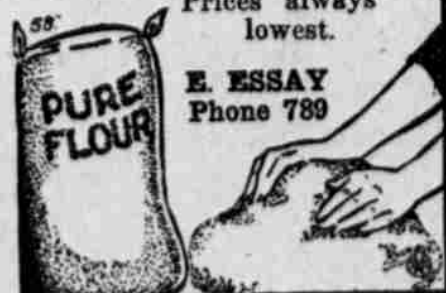
For fresh, pure ice, delivered promptly, phone 737

A. B. Sturgeon

FLOUR THAT IS PURE

is the kind you want for cooking. Clean and free from dust. Buy your flour before advance in prices on account of the war. Sugar and canned goods.

Prices always lowest.



E. ESSAY
Phone 789

Bakery Wagon

Will start delivering in Alliance
FRIDAY MORNING

It will carry a complete line of bakery goods. Watch for it.

Manewal & Son

Phone 572 or 745



Sugar, Corn Syrup, Pure Fruit Flavored Extracts and Nut Meats

Sugar Bowl Candy Kitchen

405 Box Butte Avenue



We want YOU to be the JUDGE of

our line of

PURE FOOD GROCERIES

Quality is guaranteed

G. W. DUNCAN

Phone 32 Phone 32



Light, Nutritious, Clean and Tasty

Ask your grocer to send you

SNOW WHITE BREAD

Stephenson & Reed—Phone 133

Save the Coupons

With each ten cent purchase of our bakery goods, we give free a coupon. For 100 coupons and \$3.40 in cash we will give a 45 piece dinner set; for 600 coupons we give the set free; or a 42 piece dinner set for 90 coupons and \$3.25 in cash, or free with 550 coupons; a 31 piece dinner set for 80 coupons and \$2.35 in cash, or free for 450 coupons; a 30 piece dinner set for 65 coupons and \$2.25 in cash or free for 400 coupons. Buy Nohe's PURE FOOD goods and save the coupons.

NOHE'S

117 Box Butte Avenue

Insist on Receiving the Article Advertised—Accept No Substitute—If Your Grocer Has Not Got It, Make Him Get It For You