

**MALTED MILK TO REPLACE BREW**

(Continued from page 1)

and eight thousand dollars to change hands.

Perhaps some of the Colorado brewers arrived at the conclusion that the fates were aligned against them and that the limit had about arrived, but not so with Adolph Coors and his sons.

Within two days after the state had determined on prohibition, Grover Coors was manufacturing malted milk.

That was eight months ago. The manufacture could hardly be called such, for it was, in reality, a series of chemical experiments. Now after eight months have elapsed, Grover Coors is still experimenting, but success is assured, and any uncertainty so far as chemical work is concerned, is passed. Mr. Coors showed me a large container of malted milk, finer, clearer and undeniably cleaner looking than samples from three of the largest malted milk factories in the United States—concerns which have been in business for years and whose product last year sold for over ten million dollars.

**No Machinery to Be Had**

Were you to consider the manufacture of malted milk, your first thought, no doubt, would be on the purchase of malted milk machinery. Perhaps you would start to look for catalogues. Right there you would bump into your first great obstacle. There are no manufacturers of malted milk machinery. At least none are visible to the naked eye. There are but three malted milk factories of any size in this country. One of these manufactures two-thirds of the country's supply. Their secrets as to machinery and process were so closely guarded that Mr. Coors soon found that he could expect little help from that source. Text books were equally unremunerative. Therefore, since the house of Coors is prone to finish that which it starts, Grover Coors set to work for himself.

First, he made chemical analysis to find out just what was in malted milk, and, as nearly as possible, in what proportions the ingredients were combined. Having taken the animal apart, so to speak, the work of reconstruction began. For eight months the Coors have been devising, for themselves, the necessary machinery. Many, many times when some part of the machinery had been designed and built, it was found faulty and had to be redesigned and corrected, and all the time the work has been done with the view of using as much as possible of the brewing machinery already on hand.

**Brewing Equipment Used**

The salvaging of an eight hundred thousand dollar plant is no small task, but already, through the maze of experiments, Mr. Coors sees where he can use more than half of the old equipment. He plans not to make just malted milk, but to make a better malted milk than has ever before been produced in America. In the latter ambition, he has what he needs of three natural allies. They are Colorado air, Colorado water and Colorado barley. All three are unsurpassed anywhere. Add to these advantages the fact that Coors Malted Milk will be made largely from milk supplied from the company's own selected herd of cows; also the energy, perseverance and foresight of a family of business men which has a reputation for making a success of anything which it undertakes and you have a "sure go" of Colorado's newest industry.

**Lloyd's Column**

**The Perfect Man**  
There is a man who never drinks,  
Nor smokes nor chews nor swears;  
Who never gambles, never flirts,  
And shuns all sinful snares—  
He's paralyzed!

There is a man who never does  
A thing that is not right;  
His wife can tell just where he is  
At morning, noon and night—  
He's dead!

Woman, woman, boss of man,  
Tell me truly, if you can,  
Why should not the female race  
Let their husbands set the pace.  
Why should man be henpecked so  
When he rustles for the dough.  
Why should not the weaker sex  
On a pay day bring us checks.  
Why should man be forced to toil  
And for autos furnish oil.  
Why not pass his wife the sword,  
Let her drive the cows and Ford.  
Why not hand your wife the hoe  
And let her make the garden grow.  
If she thinks she's good at bridge  
Let her span a 'tater ridge.  
Why not let her trim the trees,  
Keep the house dog rid of fleas.  
Tend the furnace and the yard,  
Not be always talking card.  
If your wife talks equal rights  
Make her dress right up in tight.  
Then the neighbors all can yell,  
"Yes she surely looks like Sam Hill."

A friend of mine while out camping  
tore a hole in one of his waders.  
It leaked so he couldn't use it any

**At the Denver a Child Can Buy as Safely as its Parents**



BUILDING OF THE DENVER DRY GOODS CO.—400 FEET LONG

"THE DENVER" IS DECIDEDLY THE LARGEST STORE IN THE CENTRAL WEST, CARRYING THE LARGEST STOCKS OF EVERYTHING WORN BY MAN, WOMAN, MISS, BOY, CHILD OR INFANT, AND EVERYTHING FOR HOUSEHOLD USE OR ORNAMENT  
PREPAID TO YOUR NEAREST POST OFFICE OR STATION, excepting in such heavy merchandise as Furniture, etc.  
THIS HAS BEEN MADE THE LARGEST WESTERN STORE THROUGH ITS CONSTANT ENDEAVOR TO BE THE BEST WESTERN STORE—NEVER FORGETTING ITS CHANGELESS MOTTO OF "ABSOLUTE RELIABILITY"

**We Want You to Visit the Denver---You Are Just as Welcome as a Visitor as a Buyer**

The great "Denver" is right in the heart of the business district, and its management extends you a cordial invitation to check your hand baggage and parcels at the check booth, find needed relaxation in its rest balconies or vestibules, or the seats variously placed throughout the store; use the writing desks and free stationery always liberally provided in our balconies; meet your friends and visit there at will, and from this vantage point enjoy the pleasurable entertainment of looking down upon the activities of the great main floor, through which runs the longest straight

store aisle in America. (If this statement causes you to be incredulous, it is nevertheless an admitted fact.)

Inquire at our Information Bureau concerning the various points of interest about the city, the plays at the theaters, etc. These attendants will also call messengers, sell postage stamps, issue money orders, furnish railway time tables and extend many other acceptable helps to our guests.

Our Tea Room will serve you a full meal or a light lunch at any time from 8:30 a. m. to 3:00 p. m.; light lunches to 5:00.

**A Special Request---Test the Honor of this Store!**

The Denver is the New, Different Kind of Store. All price Marks are in plain figures, and everybody pays the marked price; there is no deception or favoritism.

We Respectfully Solicit a Share of Your Trade

**The Denver Dry Goods Company**

DENVER, COLORADO

We Respectfully Solicit a Share of Your Trade

more. He hung the waders outside the tent on a tree and hid a quart of red licker in the leaky one. His wife knew about the leak, but not about the booze. A farmer came along and she sold the waders to him for fifty cents. That night she proud told her husband what a good bargain she had made, but he couldn't see it for tears. It was twelve miles to a saloon.

The farmers in Iowa and eastern Nebraska are offering to trade their automobiles for boats. If the seasons of next year are as wet as this year they are planning to plant rice. It grows under water. Why don't they come out to Box Butte county where the influence of our genial farm demonstrator seems to have prevailed on the Almighty to provide just the right amount of rainfall.

Verily, verily, Box Butte county will lead them all this year.

An Alliance man who has wanted an auto for some time but who has been too tight to buy one, told us the other day that he figures that he will have one practically free by waiting five more years. Ford plans to build 500,000 using the next twelve months and the rest of the manufacturers will build as many more, making the production a million for the year. He figures that if the present increase keeps up every man, woman and child in the country will be provided for within twelve months.

It is amusing to a newspaper man to see the attempts of the political, moral and business crooks to hide their sins behind their money or their influence. If the average news-

paperman was to publish only one-half of the truths that he knows about many of those who pose as leaders in his town there would be a sudden and serious epidemic of divorces, suicides, sudden departures for parts unknown and the circulation of the paper would undoubtedly improve wonderfully.

**Time Avenue**

In the great town of Lifeopolis, There runs the city through A broad highway; the fingerpost Spells out: "Time Avenue". Its way leads o'er the Sunshine Hills, Through Valleys of Despair; Of golden years the milestones are, As onward you must fare.

Pleasant companions of the road Will join you for awhile,

And sometimes those you love the best Will vanish with a smile; Upon the hilltops you may pause A moment for a view, But one who journeys may not stop Along Time Avenue.

Some carry burdens great or small, And each must bear his own; Some go in merry company— A few fare all alone; And when at last you reach the sea, The long, hard journey done, The good ship "Peace" will carry you Into the setting sun.

**The Parcels Post Man**

Like Atlas, his load is a back-breaking one, As he trudges along with his pack, Or you'd thin kthat old Santa had come down too soon

With his presents all piled on his back.

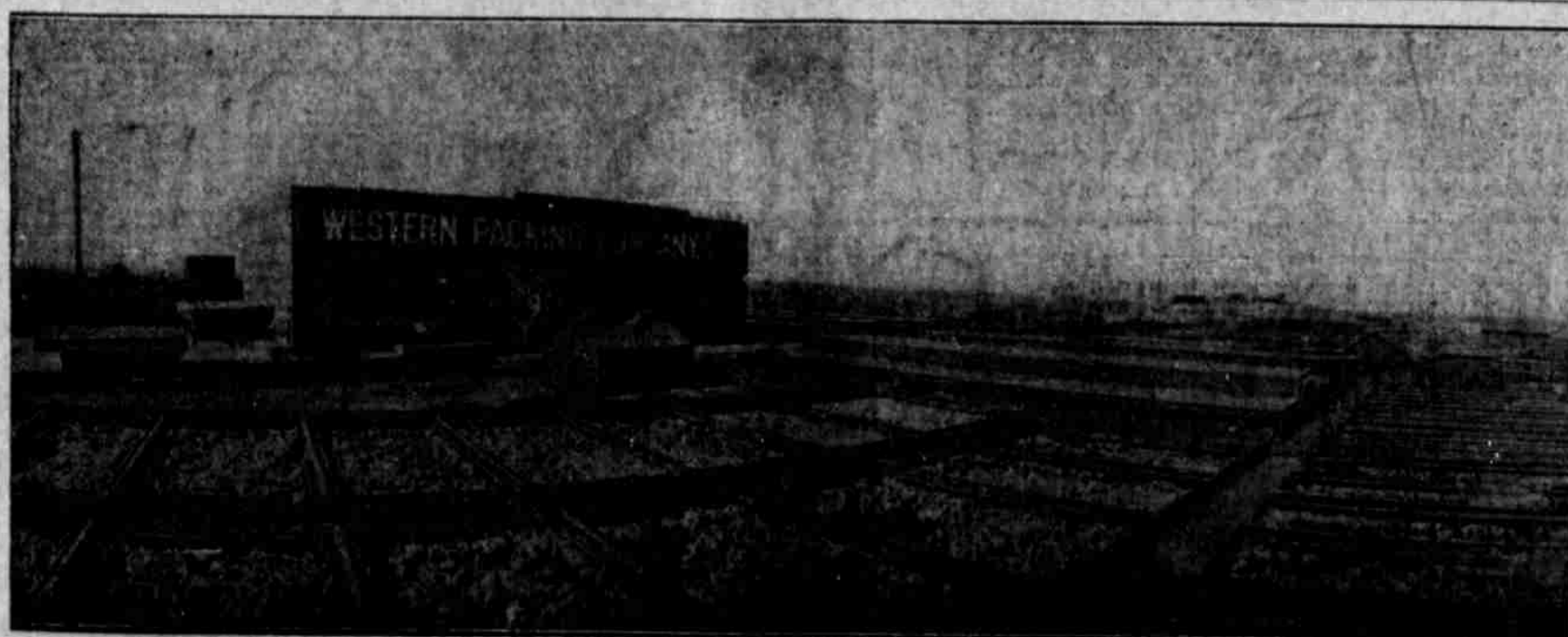
They can still load him down to the very last straw, Like an Orient-bound caravan, Yet he never complains but he smiles through it all, Does the good-natured parcels post man.

There are parrots and dogs and a few sample bricks, A baby, a venison roast, A dozen cut roses, a Limburger cheese All sent C. O. D., parcels post, A ham an da hatbox, a live rattlesnake,

A pudding, a sixteen-inch fan— But he smiles through it all as he trudges along, Does the good-natured parcels post man.

**Tired, Aching Muscles Relieved**  
Hard work, over-exertion, mean stiff, sore muscles. Sloan's Liniment lightly applied, a little quiet, and your soreness disappears like magic. "Nothing ever helped like your Sloan's Liniment. I can never thank you enough," writes one grateful user. Stops suffering, aches and pains. An excellent counter-irritant, better and cleaner than mustard. All druggists, 25c. Get a bottle today. Penetrates without rubbing.

**A Unique Exhibit**  
For many years past a unique display has been made each fall at the Nebraska State Fair by The Lincoln Tannery, of which Henry Holm is proprietor. Tanning and the making of fur garments and robes have been Mr. Holm's life work, he having learned the trade when a boy in the old country. He takes a justifiable pride in the work that is being turned out by The Lincoln Tannery, under his supervision, and enjoys showing samples of his goods and giving interesting explanations to visitors. When at the State Fair this year if you will call at his booth, you will find him ready to give you interesting information without charge.



SCENE IN SHEEP FEEDER DIVISION, DENVER UNION STOCK YARDS