

THE HERALDS PURE

ABSOLUTE PURITY

in our milk, cream and butter is a hobby with us. Our policy always has been to act in the initiative in this regard and we adopt all the methods and means known to modern science in carrying out this policy without waiting for orders or instructions from the state, county, city or any other authority.

Many municipalities are just beginning to learn what we have realized for a long time—that the health of any community depends largely on the pasteurization of the milk supply.



Ask for Diamond A Butter and the Alliance Creamery's Pasteurized Cream at your Grocer's

Alliance Creamery Co.

PASTEURIZED MILK

It is

100 per cent pure

YOU SHOULD DRINK MORE MILK

Much of the food on the modern table is refined to the point of being foodless. Milk helps to make up these deficiencies.

The more milk you drink the more it makes for a balanced diet. Good milk contains everything required to build healthy bodies and is rich in the vital mineral salts needed for red blood and sound teeth.

Use plenty of milk, but be sure it's

ALLIANCE CREAMERY'S PERFECTLY PASTEURIZED MILK AND CREAM

DIAMOND — A — BUTTER

is made from Pasteurized Cream



Proclamation

We, as citizens of this state, have many things to be thankful of pride. Nebraska is one of the largest food producing states in the world. It should be brought home to every citizen of the state.

STAND UP FOR NEBRASKA is a good slogan, but in food production, and every effort should be made to keep this slogan in the foreground to realize that the foods produced and manufactured here are superior in justice to ourselves as consumers, we should all join hands in action or manufactured within the state.

It would seem proper that a certain time be fixed wherein a proclamation should be issued by the state and also of the producers and consumers of food products for **FOOD WEEK.**

All organizations of commercial endeavor, all societies of pure food, all manufacturing foods, and all persons engaged in the production of food should cooperate in this movement.

Believing that our citizens will agree with me in this matter, I hereby set apart the week of April 3rd for the purpose of **PURE FOOD WEEK.**

Pure

In harmony with the proclamation of Governor Morehead for Pure Food Week in Nebraska, it is suggested by this department that all efforts during the time mentioned to display and advertise such food products that the best possible state of cleanliness and attractiveness will be maintained.

The slogan "Nebraska Foods First" should be adopted by all exhibitors. It should be given the preference in displays and advertising.

As this is the land of peace and plenty it is suggested that the "Our Flag" will represent peace and the foods will stand for plenty.

Your co-operation is very necessary to make the Pure Food Week a success in every way possible.

NEBRASKA



Every Day—

if you hold on to that old refrigerator, you lose money and take chances.

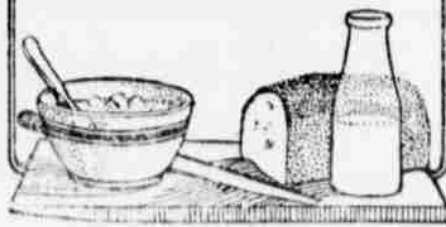
☛ You are throwing away nickels and dimes for ice; dimes and quarters for food—that you should save.

☛ You are taking chances on your health; your family's health. You are holding onto an enemy—a bad investment.

The ALASKA REFRIGERATOR

is your friend—the best friend any family can have—because it saves ice and saves foods. It pays for itself over and over. You should see it and learn about it. Don't pass judgment now—but come down to the store—this store—and come TODAY.

GEO. D. DARLING



Do Your Cooking on a JEWEL OIL COOKER



This stove will prove a wonderful convenience in your kitchen and will be a big factor in maintaining sanitary conditions. No smoke—no dirt or dust—no odor.

Geo. D. Darling
Furniture and House Furnishings

Cleanest Sanitary and Purest ICE
Delivered to Your Door Daily



I am prepared to supply ice in any quantity at any time to the business houses and residences in Alliance

Alliance Creamery Ice

Made under absolutely sanitary conditions
Ask for a coupon book good for 500 lbs., 1000 lbs. or 2000 lbs.

W. A. WADUM

PHONE 515



L. H. M.
Alliance

Boy Butte Ave.
Alliance

Dear Madam:—

You no doubt feel under obligation to purchase with the PUREST of FOOD PRODUCTS and the advice of your grocer it is advised to make this matter of PURE FOOD our special affair. You will not find a cleaner product in Alliance than we have.

Our fresh Fruits and Vegetables are delivered at the time of their arrival until they are fresh.

In fact we make a specialty of **PARTICULAR PEOPLE.** The BEST is none other than **PURE FOOD.**

The Week of April 3d Has Been Designated Pure Food Week by the Governor

WE ARE DISPLAYING THE FOLLOWING
PURE FOOD GOODS

Heinz Sweet, Sour, and Dill Pickles, Apple Butter and Catsup.

Beechnut Jellies, Peanut Butter and Catsup.

Iten Biscuit Co. Pure Food Products.

Sprague-Warner's Jellies, Jams and Olives.

Gold Leaf and R. B. C. Fruits and Vegetables.

Price's and Gillett's Pure Extracts.

Pure Vermont Maple Syrup.

All of our Dried Fruits and Bulk Goods are shown in our sanitary display counter, which insures perfect sanitation

MOORE & BLOOD

319 West Third

Phone 88

DO YOU KNOW



WHERE TO FIND ALL THE PURE FOOD GOODS IN NEBRASKA.

WHAT NEWSPAPER HAS THE BEST ADVERTISING IN WESTERN NEBRASKA?

WHERE TO GET RELIABLE INFORMATION?

WHERE TO GET THE BEST VALUE FOR YOUR MONEY?

THAT EVERY ONE OF THEM IS INTERESTING?

THAT YOU SHOULD PATRONIZE THEM?

THAT YOU SHOULD READ THEM FULLY.

READ and

Phone 340