

**Progressive Women Demand Admiration**

For the fight they are waging against influences that tend to demoralize the home. From time immemorial they have been the prime movers in home building. From our experience few homes are built in which woman does not have a hand, and when it comes to selecting lumber it does not take them long to see the saving in the carpenter's labor bill by supplying him with nice, smooth lumber that comes ready to be nailed on. The modernly equipped mills, from which we buy our lumber, pride themselves on smooth, high grade stock, and the finish, flooring, ceiling, siding, casing and base we handle certainly justify a careful comparison by any home builder who wants the most for his money. Come in and see it.

"There's No Place Like Home"

**Forest Lumber Co.**  
ALLIANCE, NEBRASKA

1610-52-21—Advertisement

**Building Contractor**

See me before you build. I can do your work and save you money.

Plans & Estimates Furnished Free.

**O. H. MOON**

**West Florida Lands**

Small farms, improved and unimproved, easier terms to purchasers than rent, crops grown all the year round. Oranges, pecans, figs, corn and cotton. Healthy climate; tuberculosis, asthma, catarrh, rheumatism, all disappear here. Large bodies of fine timber lands. Excellent mill sites, subdivisions to the deep water city of Pensacola.

Ask us questions, the answers are FREE.

Charter Land Co., Pensacola, Florida  
Advertisement 1568—48-13t

**The Portrait Habit**

Habit is acquired. Some will appear before our camera regularly—others, less mindful of their friends, only at long intervals.

Get the Habit and come often

**Alliance Art Studio**  
114 E. 4th Street

**It Can Be Relied Upon**

The American Drug and Press Association authorizes its members to guarantee absolutely Meritol Hair Tonic. It has no equal. It is a wonderful remedy. A trial will convince you. F. J. Brennan. Advertisement.

**SIMPLE MIXTURE HELPS ALLIANCE PEOPLE**

That simple remedies are best has again been proven. Harry Thiele, Drugist, reports that many Alliance people are receiving QUICK benefit from simple buckthorn bark, glycerine, etc., as mixed in Adler-i-ka, the German appendicitis remedy. A SINGLE DOSE helps sour stomach, gas on the stomach and constipation INSTANTLY because this simple mixture antiseptizes the digestive organs and draws off the impurities. Advertisement.

**HEMINGFORD**

Mrs. Ady Sr. and children are moving into town this week.

The Misses Gwendoline and Nora Johnson were passengers to Alliance Monday.

Charles Bushnell was attending to business matters at Alliance Monday.

Mrs. Bert Mart and little son left Tuesday on 44 for their home at Alliance.

Mrs. Rolla Johnson was an Alliance visitor Monday, going down on 44.

David Scott came in from Iowa Monday for a visit with his grandmother, Mrs. McCluskey.

Fred Melick returned Sunday from a few days' business trip to the eastern part of the state.

George Baker returned Sunday from a two weeks' visit with old friends in Vermont.

Miss Ella Delsing was an incoming passenger on 43 Sunday from Alliance.

George Walker and family left Thursday for a few weeks' visit with relatives in Missouri.

Miss Della Reed of Alliance spent several days the last of the week visiting the schools in this part of the county.

Miss Katie Fremont was an incoming passenger Sunday from Alliance, going out to Leo Moller's for a few days' visit.

Ed Steigel loaded his car Wednesday and left Thursday for his new home in Wyoming. Mrs. Steigel and children will visit friends here until after Thanksgiving before they go.

Bert Mart moved his household goods to Alliance Thursday. Mr. Mart and Mr. Bacon each took a load down for him. They expect to make their home at Alliance for the winter and will go on their homestead in the spring.

Miss Opal Maloon, who has been assisting with the house work at the home of Mrs. E. A. Clark, left on 43 Thursday for her home in South Dakota.

Mr. and Mrs. Fred Neeland and children returned Friday from Council Bluffs, Iowa, where they have been for the past few weeks visiting with Mrs. Neeland's mother.

Mr. and Mrs. Ernest Kinsley left on 44 Monday for their home at Ravenna. They came up Thursday to attend the funeral Sunday of Mrs. Kinsley's mother, Mrs. Thorpe.

Miss Blanche Humphrey, who has been clerking in the Bushnell store for the past few months, left Tuesday for her home at Vantassel, Wyo. Miss Humphrey made many friends during her short stay here who will regret very much to see her leave.

**DR. F. W. BOLAND**  
First Door South of Post-office  
Hemingford, Nebr.

**COLDS AFFECT THE KIDNEYS**

Many Alliance People Have Found This to Be True

Are you wretched in bad weather? Does every cold settle on your kidneys? Does your back ache and become weak? Are urinary passages irregular and distressing?

These symptoms are cause to suspect kidney weakness. Weakened kidneys need quick help. Doan's Kidney Pills are especially prepared for weakened kidneys. Alliance people recommend them. Mrs. L. A. Benedict, Sweetwater Ave., N. Alliance, Nebr., says: "For several years I have used Doan's Kidney Pills and consider them an excellent kidney remedy. During the winter months my kidneys become disordered but I always procure a supply of Doan's Kidney Pills at Holsten's drug store and they drive away my trouble. Doan's Kidney Pills have been taken by other members of my family and have brought great benefit. I highly recommend this remedy to other kidney sufferers."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

The present exact value of gold is \$20.671834625223 per fine ounce, according to the computation tables of the United States Geological Survey and the Bureau of the Mint. The average commercial price of silver in 1917 was 53 cents per fine ounce.



**Make your Christmas Gifts Attractive at Our Expense**

Regardless of the size or value of the gift itself, wrap it up in a neat paper, put on a few Xmas seals and Xmas stamps, inclose a pretty gift card, and attach a fancy tag or express label. It is quite the thing to do—the practice is growing year by year. Besides, it adds a lot to the holiday sentiment. Perhaps you have priced these "fancy fixings" in the stores and found them "too expensive." If not, price them now. Then you will fully appreciate this liberal offer.

**A 226-Piece Assortment Free To Every Subscriber**

Each piece is distinctly designed and colored, beautifully embossed on fine white stock and fully equal in appearance and quality to the "very best" subjects offered in the stores at "those high prices." Here is a comprehensive assortment, a variety to meet every want and large enough for the whole family's use. It contains:

- 6 Large Cards
- 8 Medium Cards
- 10 Small Cards
- 25 Large Seals
- 50 Medium Seals
- 50 Small Seals
- 16 Stamps
- 2 Christmas Folders
- 10 "Do Not Open" Stickers
- 15 Post Cards
- 6 Large Tags
- 8 Medium Tags
- 10 Small Tags
- 10 "Merry Christmas" Stickers

We have tried to realize every want of our readers in this assortment—to make it complete and of the best quality. We have given a great deal of thought to a balanced variety, even including Xmas Post Cards, so that you may "remember" those to whom you will not send gifts. It is with great satisfaction that we offer this assortment to our readers, realizing that not only the quantity but the quality will favorably impress every recipient—that every one who receives this package will be more than satisfied.

**The Weekly Inter Ocean and Farmer**

Is the only weekly published by a great Chicago Daily. Thus the special advantages in securing and printing important world's news are clearly obvious. From both THE DAILY and THE SUNDAY editions of THE INTER OCEAN, which is acknowledged to be the ablest edited publication in the West, the cream of editorial thought has been selected for THE WEEKLY INTER OCEAN and FARMER. When you add the special features of its own various attractive departments you will realize and appreciate the big money's worth given in each issue of THE WEEKLY INTER OCEAN and FARMER at its regular subscription price of \$4 a year.

**Farm and Home**

Is published twice a month, 24 issues a year, of from 16 to 48 large pages; chock-full of information and suggestions which you will find nowhere else. It deals with everything of interest to the Housekeeper, Farmer, Gardener, Fruit Grower, Dairyman, Live Stock and Poultry Keeper. Each issue has several special articles by well-known writers about the farm and how to make it pay. A year's subscription will include the big Poultry Annual issue, printed in February, which alone is worth the entire price of the whole year's subscription. Every one who has or ever expects to have poultry should be sure to get the Poultry Annual.

**OUR BIG CHRISTMAS SUBSCRIPTION BARGAIN**

The Alliance Herald, 1 year	\$1.50	} ALL FOR ONLY
The Weekly Inter Ocean and Farmer, 1 year	1.00	
Farm and Home, 1 year	.50	
Big (226-Piece) Xmas Package	.50	
<b>Total Regular Price</b>	<b>\$3.50</b>	<b>\$1.75</b>

NOTE—If you are already a subscriber to any one of these publications your time will be extended one full year from the date of your present expiration.

Address all orders and make all remittances payable to

**HERALD PUBLISHING CO.,**

**Alliance, Nebr.**

**Costs Less Bakes Better**

**CALUMET BAKING POWDER**

**ECONOMY**—that's one thing you are looking for in these days of high living cost—Calumet insures a wonderful saving in your baking. But it does more. It insures wholesome food, tasty food—uniformly raised food. Calumet is made right—to sell right—to bake right. Ask one of the millions of women who use it—or ask your grocer.

RECEIVED HIGHEST AWARDS  
World's Pure Food Exposition, Chicago, Ill.  
Paris Exposition, France, March, 1912.

You don't save money when you buy cheap or big-can baking powder. Don't be misled. Buy Calumet. It's more economical—more wholesome—gives best results. Calumet is far superior to sour milk and soda.

**Shop the Easy Way--by Telephone**

Thousands of housewives all over the state make the wires tingle to store and shop every day.

Telephoning is the convenient way to shop. Just a few words every morning and your day's shopping is done.

The Bell Telephone brings the stores to you, making shopping a pleasure, whereas it used to be a burden.

Most everything you want you can get here, but occasionally you'll wish to inquire about prices in other towns, and then you'll find the long distance telephone a necessity.

You can talk nearly everywhere over the "Bell."

**Nebraska Telephone Co.**  
"Bell System"



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