

Merchants' Three-Course Lunch

SERVED AT

The Drake

during the entire month of January, from noon till 2 p. m., for 35c

MEN AND BOYS

BEFORE buying your foot wear, see M. D. Nichols' stock of New Shoes. Better goods and lower prices. It won't cost you anything to look at them. Remember the place, at the sign of the boot, 217 Box Butte avenue.



The Marlin Repeating Shotgun
12 or 16 GAUGE

Made famous by its dependability. The solid top and side ejection keep gas and powder away from your eyes. The mechanism is strong, simple, wear-resisting. The double ejection pull any shell instantly; two special safety devices prevent accidental discharge while action is unlocked, and an automatic recoil block makes bang fire harmless. All Marlins are strongly made, finely balanced, accurate, hard hitting guns, and are the quickest and easiest to take down and clean. Illustration shows Model 24 grade "A" 12 gauge; it has all the features that make for a perfect gun. Send three stamps postage today for our 136 page catalog describing the full Marlin line. **The Marlin Firearms Co.** 42 Willow Street, New Haven, Conn.

It pays to reload your shells! Your empty fired shells are the expensive part of factory ammunition. They're as strong and good as new, and it's easy to reload! Merely de-cap and re-cap shell, insert powder, crimp shell on to bullet. You reload 100 .45-40 S. R. cartridges (buying bullets) in 32 hour at total expense 77c; casting bullets yourself 38c; new factory cartridges cost \$2.52. Free—Ideal Hand Book tells all about reloading all rifle, pistol and shotgun ammunition; 160 pages of valuable information; free for 3 stamps postage. **The Marlin Firearms Co.**, 42 Willow St., New Haven, Conn.

ESTABLISH A RANCH ON PUBLIC LAND

HIGH PRICES OF CATTLE INSURE THIS TO BE A GOOD BUSINESS FOR MANY YEARS

It is not generally known, but it is a fact, that one person can now take up 640 acres of government land in Wyoming as follows:

First, file a Desert land entry on 160 acres where you can catch the drainage from 1000 acres, in a series of small storage reservoirs sufficient to irrigate as much as 81 acres of the entry and at least 2 acres on any 40 of the 160. For this 160 you pay the government 25 cents an acre at the time of filing and \$1.00 an acre when proof is made.

Second, file on 320 as a homestead—no charge for the land but entryman must reside upon the homestead seven months each year for three years and raise a crop on 20 acres the second year and have 40 acres in crop the third year.

Third, buy 160 acres from the government at \$1.25 per acre. This 160 must join the homestead.

There are hundreds of such locations now open to entry. If you want one of these ranches write me today for map and particulars.

Burlington Route

D. Clem Deaver, Immigration Agent

1004 Farnam Street, Omaha, Nebraska

Phone 649

We Guarantee Satisfaction

Buy Nohe's Bread

Do not accept a substitute but be sure every loaf has our label, which reads:

NOHE'S HOME-MADE BREAD

We also make VIENNA BREAD and all kinds of FANCY CAKES.

Phone 649

ORDER BY PHONE 649

W. C. T. U. DEPARTMENT

MRS. J. J. VANCE, Press Supt.

W. C. T. U. PARLOR MEETING

Tuesday evening, January 14, the W. C. T. U. held a parlor meeting at the home of Mrs. W. S. Acheson. The spacious rooms were crowded with members and friends, about fifty being present.

The guests were received by the hostess, assisted by Mrs. I. E. Tash, president of the Union. The early part of the evening was spent in friendly greetings, general conversation and a social good time.

Mrs. James Gaddis was in charge of the program which was much enjoyed by all present. Delightful music was furnished by a selected orchestra composed of Prof. Clements, Paul and Carl Thomas, accompanied by Miss Hattie Renswold.

Mrs. E. G. Laing gave two of her choicest readings which are always so much appreciated. The instrumental solos by Mrs. Zediker brought much applause, which shows how her skill is accepted by Alliance audiences. Miss Angela Ware favored the company with two beautiful vocal selections. Her sweet voice, so carefully trained, captivated the listeners and they hope to hear her sing frequently. She was accompanied by Mrs. Zediker.

The orchestra made pleasant music during the refreshment hour; the hostess being assisted in serving by Miss Alice Acheson, Miss Frances Gilbert and Miss Mabel Young.

After refreshments Rev. Gordon was introduced and brought greetings and good wishes to the women of the W. C. T. U. He spoke of the good work being done in their many lines of endeavor. He gave a backward glimpse of the work of the W. C. T. U. of Alliance in the early days, Mrs. Gordon having been the first president of the W. C. T. U. in Alliance. Mrs. Rowan pleased all present by giving some reminiscences of early days in Alliance.

At a late hour the guests of the evening departed feeling that it was good to have been present. These parlor or social meetings represent but one of the forty different departments of W. C. T. U. work, and are in charge of Mrs. James Gaddis for the present year. We hope she will prepare more of these pleasant meetings.

Thanks and gratitude are extended by the Union to all who assisted on the program, thus adding pleasure to the evening.

William Sulzer, governor of New York, in a recent letter to the Men's League for Woman Suffrage, said: "There is no man in the country more in favor of woman suffrage than I am, and I will do all I can for it."

In a public statement made by Fred Coursey of Philadelphia, who is awaiting sentence for murder, he gives the following pathetic warning to the youth of his town: "If I had not been under the influence of liquor it would never have happened. Young men, take a poor unfortunate's advice: Take the pledge just once for a year not to touch, taste or handle, and if you can succeed for that length of time, why, most assuredly you can do it at all times. Would you actually believe that to this moment I can hardly believe I really killed this young man. No, I cannot. I have led a good life, and this is the first time in my life I was ever locked up. I have never hung around street corners or committed disorderly conduct of any kind. This terrible drinking with young men on lots or in alleys may lead you to anything. This was the first time that I ever indulged in such a party. Drink and cigarettes are things that cause crime. Now, young men, take me as a warning. Follow my advice when I say to you to put yourself in the place where you can say, 'I neither drink, smoke or chew!'"

The Minister of Public Inspection of Hungary has issued an official proclamation to the effect that each year, hereafter, one day shall be set aside in all the public schools when teachers shall devote special attention to the scientific facts regarding alcohol. The day will be known as "anti-alcohol day."

Whisky is the blood of tragedy—of bleeding wounds and bleeding hearts. It is composed of the blood of the lion, the monkey, the goat and the hog. Give the most cultivated man a drink and he feigns bold as brass, wise as Solomon, strong as a lion—that's the lion's blood. Give him more and he becomes irrepressibly funny and everything is funny to him—that's the monkey's blood. Give yet more and he becomes silly and stupid as a goat—that's the goat's blood. Give him still more and he wallows in the mire, lost to honor, dead to shame—that's the blood of the hog, to the level of which whis-

ky will at last bring all!—Colorado Record.

There is a French saying that "It is the women who make the morals of a country." This is not true, cannot be true, so long as men alone make the laws. For the law is a mighty teacher of morality or immorality, justice or injustice.—Mrs. Josephine E. Butler.

The use of alcohol among officers of the army and navy is declared the "most baffling obstacle to progress" in a report by Colonel Mervin Maus, chief surgeon of the Eastern Division of the Army. In this report, made public in the Journal of the Military Service, published by the officers at Governor's Island, Colonel Maus recommends that "no one who uses alcoholic beverages should be appointed to important positions, civil or military, to the command of military or naval forces, or any other positions of importance and responsibility."

The United States Government, which has taken a leading part in the movement to suppress the world's opium evil, would logically have greater influence did it not tolerate and receive revenue from a trade which is quite as abominable, and as ruinous, as is the opium trade.

C. W. Madison, proprietor of the Mitchell moving picture theatre, visited with Alliance friends last Friday afternoon, enroute to Denver.

EASY PUMPING

Get water easy from Deep Wells with the "Wilson Pump Counterbalance." Four foot windmill sufficient with this device. Saves \$5 to \$20 cost of windmill, wear and jerk. Price \$5. Satisfaction guaranteed. Reference: Farmers & Traders Bank of Waco. Order of Wilson Counterbalance Co., Waco, Nebr. Adv.—1784-5-2*



More Economical Both in Use and Cost CALUMET BAKING POWDER

—And it does better work. Simply follow your customary method of preparation—add a little less of Calumet than when using ordinary baking powder. Then watch the result. Light, fluffy, and evenly raised—the baking comes from the oven more tempting, tastier, more wholesome.

Calumet insures the baking of an expert. Ask your grocer to-day.

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.

SELLING FOOD PRODUCTS

Merchants handling provisions should understand better than anyone else the value of advertising. You can always wake people up by talking about good things to eat.

When people get tired of politics and sports, they will still read a well written advertisement of table supplies.

See how money is poured out like water to advertise food products on a national scale. It must pay or it would not be spent. The same field can be worked in the local newspaper with equal profit proportionately.

In the average newspaper the butchers, grocers, and other provision men do not advertise as freely as dry goods, clothing, furnishings and furniture dealers, notwithstanding the power of the food appeal.

Here is a sample notice clipped from an exchange, showing how not to do it.

B—'s Corner Grocery
Remember to make this your trading place. Highest market price paid for country products. Always a square deal. Full line of staple and fancy groceries. Canned goods a specialty.
Phone 451

That advertisement is good as far as it goes, for it shows that B—is on the job, and doing his best to get trade. But it proves nothing else, and it whets no appetite for his goods.

Take by way of contrast several paragraphs clipped from another ad in the same paper, no attempt being made to reproduce display:

"Celery, Presley's white plume, crisp, tender, aromatic flavor, large bunch, five cents."

"Sweet cider, made from selected apples, decayed fruit rejected, bright, pungent tasting russets. The nut brown cream of the orchard, 20 cents a gallon."

"Oysters. Our oysters come in sealed packages. The ice never touches. From oyster farms, guaranteed sanitary. Solid meats. Shipped by fast express, all the tang and flavor of sea food preserved, 40 cents a quart."

An expert would probably say that the second notice would draw three times as much business as the first. It is superior through giving definite details that suggest to the reader that good goods, carefully handled, are being offered. Then, too, it makes him hungry to read it.

The trick of this style of advertising is just writing your notice the same as you would talk to a customer. Try it and see!

DOING INSURANCE BUSINESS

C. U. Canfield, who was formerly connected with the Peoples Bank of Hemingford, is now engaged in the insurance business, and puts in a large part of his time traveling, appointing agents and assisting them in their work. He resides now in Fremont, Nebr., but devotes part of his time to this part of the state. He was in Alliance and Hemingford last week. Mr. Canfield is an energetic, young business man, and we are pleased to learn of his success. Hereafter The Herald will keep him posted on Alliance and Box Butte county news.

"I Am Well"

writes Mrs. L. R. Barker, of Bud, Ky., "and can do all my housework. For years I suffered with such pains, I could scarcely stand on my feet. After three different doctors had failed to help me, I gave Cardui a trial. Now, I feel like a new woman."

Take **CARDUI**

The Woman's Tonic

A woman's health depends so much upon her delicate organs, that the least trouble there affects her whole system. It is the little things that count, in a woman's life and health. If you suffer from any of the aches and pains, due to womanly weakness, take Cardui at once, and avoid more serious troubles. We urge you to try it. Begin today.

Are You Afflicted With Piles? This disease, whether acute or chronic, is easily and rapidly overcome by using Meritol Pile Remedy. Gives positive and permanent relief when all others fail, and we heartily recommend it to any sufferer. F. J. BRENNAN. Advertisement—Jan 2-30

WILLIAM MITCHELL

ATTORNEY AT LAW.

ALLIANCE, NEBRASKA

BURTON & WESTOVER

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Long experience as Receiver U. S. Land Office
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Practitioner in civil courts since 1920 and Register U. S. Land Office from 1905 to 1917
Information by mail a specialty.
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Eye, Ear, Nose and Throat

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Office Phone 340
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Calls answered promptly day and night from office. Offices—Alliance National Bank Building over the Post Office.

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Surveyor and Engineer,
ALLIANCE, NEBRASKA
Parties out of town should write as I am out much of the time. Charges will not exceed \$5.00 and expenses per day.

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Physician and Surgeon
HEMINGFORD, NEBR.
SPECIALTIES: Diseases of Women and Children and Genito Urinary Organs
All calls answered promptly day or night

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Farm Sales a Specialty

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All Electrical Equipment
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Let the Gold Dust Twins Shine Your Shoes

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G. J. CURTIS, Prop.

A. J. KENNEDY

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Office in Alliance National Bank Bldg
Over Postoffice.
Phone 391.

L. M. Scott, Auctioneer

Lakeside, Nebraska
Will cry your sales anywhere. See me or leave dates at the Alliance Herald.

Old papers at The Herald office at 5 cents per bunch.

GET WISE—ADVERTISE 30