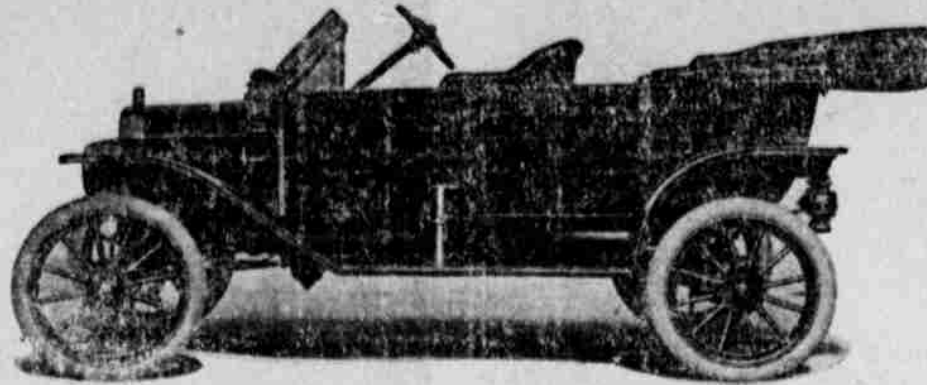


GREAT "UNIVERSAL CLUB"

"UNIVERSAL CLUB"
Opens October 24th



The above is a cut of the 1914 Ford, which is our first Grand Award.

"UNIVERSAL CLUB"
Closed Before Dec. 24

The Universal Club offering is the largest and most liberal ever presented to the ambitious men and women of Box Butte county and adjoining territory. The Club will give four or more grand awards, besides many special awards, to its liveliest members. Ten per cent commission will be given to all club members who fail to win an award and who make a cash report each week.

WHAT THE AWARDS WILL BE

The "Universal Club" list of awards is headed with a 1914 Five Passenger Ford—value \$635 00. Three other grand awards will be given, such as Diamond Rings and High Grade Watches. Full list of awards will appear in an early issue.

How Awards Will Be Given

The Ford Touring Car will be given to the club member who has the highest number of credits at the close of the club, which will be about December 23rd. The second award, which will likely be a \$100 Diamond, will be given to the club member who has the second highest number of credits at the close of the club. The third and fourth awards will be given to the club members having the third and fourth highest number of credits at the close of the club.

How Credits Will Be Given

Credits will be given free as with the free coupon, good for five credits which appears at the bottom of this ad. The principal way of securing credits, however, will be on cash subscriptions to the Weekly Alliance Herald, or The Daily Herald. On each one year cash subscription to the Weekly Herald from people now taking the paper, we will give 1,000 credits, while we will give 2,000 credits on one year subscriptions to the Weekly Herald from people who are new subscribers (new subscribers are people who are not now taking the paper). On each three month's subscription to The Daily Herald we will give 2,000 credits. The complete credit schedule will be given in an early issue. The price of the Weekly Herald is \$1.50 per year, while The Daily Herald is 50 cents a month, unless paid a year at a time, in which case it is \$5.00 per year.

YOU CAN'T LOSE

In the Universal Club you merely invest your spare time (a total of ninety-six hours has often been enough). You stand to win an up-to-date 1914 Ford or some other fine prize, and in case you failed to win a prize, you would receive 10 per cent of the amount you turned in if you had made a cash report each week.

ACT TODAY!

FILL IN THE APPLICATION BLANK BELOW AND YOU ARE STARTED WITH 5,000 CREDITS. YOU CAN APPLY FOR YOUR OWN MEMBERSHIP OR THAT OF A FRIEND. DO IT NOW. ALSO COMMENCE COLLECTING THE FREE COUPONS GOOD FOR 5 CREDITS.

OBEY THAT IMPULSE

FREE 5 CREDITS FREE
Good For 5 Credits

For _____
Address _____

To count, must be turned in by Oct. 25th. Do not wad or roll. Send to "Universal Club" Manager, care of The Herald, Alliance, Nebraska.

APPLICATION BLANK.

I hereby apply for "Universal Club" Membership and cast 5,000 free credits for

Address _____

Signed _____

Only one of these application blanks will be credited to each club member. Send to "Universal Club" Manager, care of The Herald, Alliance, Nebraska.

For Further Information, Call Phone 340, or Address "Universal Club" Manager, care Herald, Alliance, Nebraska.

BURGESS, JOHNSON & CO., OF BROOKFIELD, MO., CLUB MANAGERS