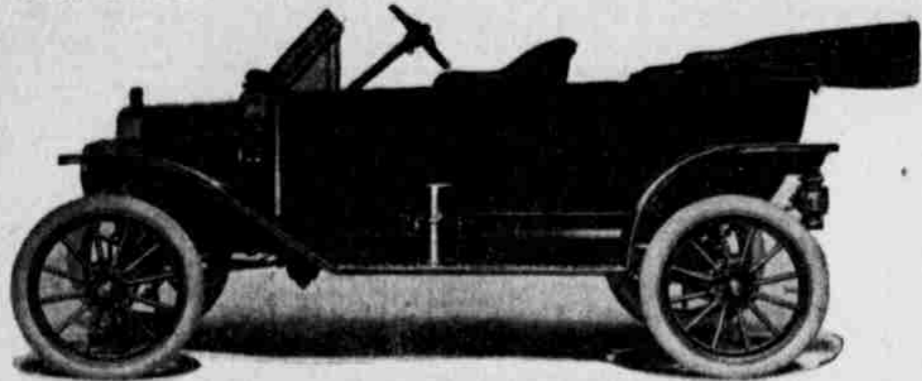


ARE YOU AMBITIOUS

Do You Want To Own An **Automobile** Opportunity is knocking at your door. Apply for membership today and be a member of the "Universal Club". Fine Special Prizes for members who accomplish most by Saturday, November 8th. List of possible members will be published in next week's issue.

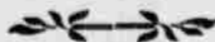
FIRST GRAND PRIZE—1914 FORD FIVE PASSENGER TOURING CAR



Bought of LINCOLN LOWRY, Exclusive County Agent

SECOND GRAND PRIZE

A beautiful diamond ring, either ladies' or gents' mounting. It is now on display at Holsten's popular store. Weight over one-half karat.



SPECIAL PRIZES

Two fine wrist watches will be awarded November 8th to the two members who turn in the most cash to that date.

THIRD GRAND PRIZE

An elegant gold watch. One of the best on the market. Either lady's or gent's. Purchased of W. O. Barnes.



FOURTH GRAND PRIZE

A fine gold watch a little less value than our third prize. Purchased of F. J. Brennan.



F. 3158

HOW THE PRIZES WILL BE GIVEN

The Ford five passenger touring car will be given to the club member who has the largest number of credits at the close of the club; the other prizes will be awarded in their order to the club members having the next largest number of credits. All who fail to win a prize and who make a cash report each week of the club will receive ten per cent of the amount turned in by them. The club will last about eight weeks.

HOW TO SECURE CREDITS

Credits may be secured by getting people to subscribe or pay their subscription accounts to the Herald and by collecting the free coupons good for five credits which appear in the Herald. Any cash subscription to the Herald will count credits, whether it is a new subscription or the payment of any old subscription account. Subscriptions from any place count credits. Club Members are not restricted to any certain field, but may get subscriptions any place they wish. However, it would be wise to take care of your own territory first.

The price of the Weekly Herald is \$1.50 a year; the Daily Herald, \$5 a year. Credits on subscriptions will be given in accordance with the schedule which appears below. Members will be furnished with receipt books and supplies on request, and we will also give each club member a list of our subscribers in any field.

HOW TO ENTER IN THE CLUB

If your application has not yet been sent in, fill one out and send it to the Club Manager, care The Alliance Herald. As soon as this is

A cash Commission of 10 percent to every candidate who does not win a prize and who makes cash report each week

CREDIT SCHEDULE FOR WEEKLY HERALD

Showing value of subscriptions in Credits, from one to ten years. Old subscribers are those who are now getting either paper, new subscribers are those who are not now taking either paper. We give twice as many Credits for new subscribers as for old. Draw an X through OLD if the subscriber is a new one and an X through NEW if he is an old one.

	Old Sub.	New Sub.
1 Year	1000 Credits	2000 Credits
2 Years	2100 Credits	4200 Credits
3 Years	3300 Credits	6600 Credits
4 Years	4600 Credits	9200 Credits
5 Years	6000 Credits	12000 Credits
6 Years	7500 Credits	15000 Credits
7 Years	9100 Credits	18200 Credits
8 Years	10800 Credits	21600 Credits
9 Years	12600 Credits	25200 Credits
10 Years	14500 Credits	29000 Credits

Weekly Paper \$1.50 per year.

CREDIT SCHEDULE FOR DAILY HERALD

3 Months, \$1.50	2,000 Credits
6 Months, \$3.00	4,200 Credits
1 Year, \$5.00	9,200 Credits
2 Years, \$10.00	20,000 Credits
3 Years, \$15.00	31,000 Credits

done you will be credited with 5,000 credits and we will send you the necessary supplies. Call on your friends and acquaintances and get their subscription or their promise to give it to you, and have them save the free coupons good for five credits which will appear in The Herald for a short time. Just a little trial on your part will soon convince you that it is an easy matter to secure thousands of credits. Try two or three weeks and see

how you get along. We know from experience that only about ten per cent of those nominated will start at all, and the list of workers will eventually simmer down to five or six who are running for the automobile.

CLUB RULES AND PLANS

The Club Manager reserves the right to decline any application.

No employee of the Herald will be allowed to membership in the Club; however, correspondents of

the paper are eligible.

A free ballot will be found in several issues of the Herald, and may be cast at any time prior to the date thereon.

A number of disinterested Box Butte county men will make the final count and award the prizes to the fortunate members.

Credits may be procured by turning in cash subscriptions to the Herald, and by clipping the free ballot from the paper. To enter the name of a friend fill out the application

blank and mail to Club Manager for the Alliance Herald. You will then be credited with 5,000 credits.

All questions of dispute and interpretation of the rules will be settled by the Club Manager.

Receipt books, subscription report blanks and all supplies will be furnished members and their friends and sample copies will be mailed to prospective subscribers upon request of the members. In fact, the Club Manager will do all he can to help each member. Cash subscriptions on which credits are issued must be turned in to the Club Department before Credits are cast thereon.

In case of a tie between two or more members the prize or prizes tied for will be awarded jointly. All members who work to the close of the club, making a cash report each week, and who do not win a prize, will receive ten per cent commission on all money turned in by them.

Credits are not transferable after having been issued. Every subscription paid into the office during the Club entitles the subscriber to credits according to the schedule printed in this issue.

SPECIAL PRIZES NOVEMBER 8th

We are going to start the club right off by offering two fine special prizes to the members who do the best work from now until Nov. 8. That is, the members who turn in the largest amount of money on subscriptions up until and including Saturday, November 8th will get these special prizes.

The special prizes are two wrist watches worth \$6 each, purchased of Holsten. Winners may have anything else of same value from Holsten's stock of goods.

FREE 5 CREDITS FREE
Good For 5 Credits

For _____

Address _____

To count, must be turned in by Oct. 28th. 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