

WATCH FOR THE DATE OF THE
OPENING OF THE NEW MILLINERY
STORE.—MRS. ZEHRUNG.

Films Developed Any Size 10c

Packs developed, 20c.
Prints, 3c to 5c.
Post Cards, 5c.
Return postage prepaid.

We specialize in mail order service. All work returned
24 hours after received.

We carry a full line of Cameras and Photo Supplies.

The Photo Craft Shop

"Film Specialists"
416 Bee Bldg., Omaha, Nebr.

Dierks Lumber & Coal Company

Headquarters for
Building Material

Celebrated Bradley & Vroman Paints

Barbed Wire, Cement Blocks, Lightning Rods, E. & S. Floor Covering



Dray Phone 54 Residence phone 638 and Blue 47

DYE & OWENS Transfer Line

Household goods
moved promptly
and transfer work
solicited.

"For travellers, mariners,
etc., Promethean fire and phosphorus;
G. Watts respectfully
acquaints the public that he
has prepared a large quantity
of machines of a portable and
durable kind, with Promethean
fire, paper and match enclosed,
most admirably calculated to
prevent those disagreeable
sensations which most frequently
arise in the dreary hour of
midnight from sudden alarms,
thieves, fire or sickness."

This Advertisement is 125 Years Old

In the Morning Post, published in London, in 1788, appeared this, the first match advertisement ever published.

In the 125 years that have slipped by since this advertisement was printed, extraordinary changes have taken place in the manufacture of matches.

The last word in matches is the Safe Home brand. These matches conform with the new Federal law, designed to protect match factory employees, and remove a poison from



The Diamond Match Company

Lloyd's Column



Jokes on Ford Automobile
The Ford automobile, being the most popular auto made, is naturally the butt of many jokes. We reproduce herewith a few of these jokes heard by us within the last few days. Herald readers are invited to send in additional jokes to add to our collection.

No. 1. Down in Denver a man entered a large men's clothing store and asked to see a \$2 suit. After making his selection he purchased a \$6 pair of shoes. This aroused the curiosity of the salesman, who asked him why it was that he purchased a \$2 suit and a \$6 pair of shoes. "Oh," said the customer, "I own a Ford car and spend most of my time on my back under the car, so all that shows is my shoes and it doesn't matter about my suit."

No. 2. "I see that every 1915 Ford car is to have a phonograph with it as part of its regular equipment," said a Scottsbluff business man to us the other day. We of course asked why a phonograph should be added to the Ford as part of its regular equipment. "Why, you see," said the man, "the phonograph is attached to the speedometer on the Ford and whenever the car gets to running over 20 miles per hour it starts the phonograph, which sings, 'Nearer, My God to Thee.'"

No. 3. "I had my car equipped with a magnetized axle," said an Alliance man who owns a large touring car, "and when I came into the garage the other day I found three Ford clings to this axle, that I had run across out in the country."

No. 4. Here is one by a New York traveling man. A farmer boy in eastern Nebraska was sitting under a bridge fishing. Along came an auto and rattled over the bridge. A big frog sitting in the shade of a water lily said, "BUICK, BUICK, BUICK, BUICK." Along came another auto and a guinea hen in a nearby field sang, "Cadillac, Cadillac, Cadillac." Then along came a Ford car and a little sparrow up in a tree sang out, "Cheep, cheep, cheep."

No. 5. The Ford has sometimes been called a "road louse" by envious owners. A popular Alliance young lady is authority for the following story. A Kansas man who owned a big, heavy automobile was envious of the Ford owners who swept past him so lightly in their "road lice". So this auto owner went into a drug store, purchased \$2 worth of lice powder, went out into the country where many Fords passed, and sprinkled the powder along the road for a mile or two. That afternoon six Fords came along, breathed the powder and immediately turned over in the roadside and died.

No. 6. An Iowa man who had a Ford wanted to sell it. He advertised it in the paper for several weeks for \$500 but no buyer came. He then advertised it for \$250, but no buyer. Then he advertised that on a certain morning at 6 o'clock he would run the Ford down to the corner by the First National bank and the first person who came and got it could have it free of charge. So on the appointed morning he ran the car down to the bank corner but there was no one in sight. He left the car standing by the corner and stepped out of sight around the building. After waiting about five minutes he wondered who was going to get the car and decided to peek around and see who the lucky person was. Imagine his amazement when on looking he found five more Fords lined up in a row behind his car.

Should Watch Their Lights
Alliance motorists are cautioned to keep their lights securely fastened when taking trips in the country. We remember how three or four years ago an Alliance auto owner, while riding in the country after dark, lost his tail light and one of his side lights being brought into town the next day by a farmer who had found them laying by the road. In order to avoid this, we would suggest that motorists also confine their attention strictly to driving the car.

Here is the latest story of one of the most popular after dinner speakers of New York: "Mamma, am I descended from a monkey? I don't know she answered. 'I never met your fathers people.'"

The suffrage parade was rounding the plaza. A jeering youth with his velvet hat far back on his head and a pair of large yellow shoes, made facetious remarks as the marchers trailed by.

"Back to the cook stove!" he cried. An elderly man looked around at him.

"Is your mother in the parade?" he asked.

"My mother!" gasped the youth.

"Well I should say not! My mother

ain't got no time for such foolin'. She goes out washin'."—Philadelphia Ledger.

"What did they say to you?" asked little Harry's mother after his first visit to the new Sunday school.

"The teacher said she was glad to see me there."

"Yes."

"And she said she hoped I would come every Sunday."

"And was that all she said?"

"No, she asked me if our family belonged to that abomination." — Chicago Record-Herald.

Little drops of water, poured into the milk, gives the milkman's daughter lovely gowns of silk. Little grains of sugar mingled with the grocer's sand make the grocer's assets swell to beat the band. Little bowls of custard, humble though they seem, help enrich the fellow selling pure ice cream. Little rocks and bowlders, little chunks of slate, make the coal man's fortune something fierce and great. Little drops of rosin on the fiddler's bow makes the pretty music in the biggest show. Little drops of hot air, from the grafter's tongue, draws the eager suckers to get caught and stung. Little gobs of knowledge, from the teacher's pen, makes the little children wise as all the men. Little rays of sunlight, coming in one spot, makes the steady worker wonder why it's hot. Little bits of whiskers, on the dandy's face, gets the busy barbers in a running race. Little calves and colties, eating on the grass, make the happy ranchman rich so very fast. Little bits of armies, coming more and more, kept on increasing until Europe got in war.

A STORY WITHOUT AN END (By Walter Phillip Connors)

He appeared to be a rather gay young chap and he was a fairly good talker, although he had a peculiar absent minded way of watching everything that was going on in the car. We were on our way to New York from Chicago and had become acquainted in the usual way, in a game of cards.

He was an Englishman and was going home to get his sweetheart and bring her back to his Wyoming ranch. His name was Peal, George L. Peal, and his father was a wealthy English barrister. We parted in New York. He went for his boat and I for my train.

Five years later we met again. We did not know each other because of the time and also because of his clothing, for he was a jallbird, dressed in stripes. He recognized me first but was too proud to let me know that it was he. However he soon told me his story, heart broken and with sobs, one dark, chilly autumn day in the Leavenworth prison.

When he had arrived home in England he had gone direct to her home and found her dying. She had pneumonia. She was buried three days after he arrived. He had then come back to the United States, fought the homestead law, was arrested for defrauding the government. "And now I am a poor, penniless, miserable jallbird," he exclaimed.

I left him and tried to obtain a pardon for him. It was slowly progressing when news came that he had escaped. Where did he go? I hope he will read this story because there is waiting for him in the Bank of London a deposit of 100,000 pounds, \$500,000, left to him by a distant relative and he will also find a pardon for himself in the Leavenworth vaults, under the care of the warden.

Some complaint has come regarding the giving of half the road in case of an automobile coming up behind a team. The parties claim that when they come up behind a fellow with a team he stubbornly refuses to give any of the road, no matter if there is plenty of room to turn out. Now the law recognizes the rights of both the man with the team and the man with the auto, and these rights should be respected. There are plenty of men who are running autos who should be driving ox teams an dvice versa, but all men should not be treated that way. The law says that when a man driving is overtaken by a faster vehicle the man driving the slower vehicle shall turn out and give half of the beaten path.

NOTICE
As I have been appointed to take charge of the Box Butte county exhibit at the state fair this year, I wish each farmer and ranchman would contribute liberally of samples of both sheep and threshed grains. Help make Box Butte county's exhibit a grand success this year. C. O. ROSENBERGER. 35-41-3869

REACHING THE SPOT
It Has Been Done, So Scores of Alliance Citizens Say
To get rid of an aching back,
The sharp twinges,
The tired-out feelings,
You must reach the spot—get at the cause.

In many cases 'tis the kidneys. Doan's Kidney Pills are for weak kidneys.

Alliance citizens testify.
Mrs. L. A. Benedict, Sweetwater Ave., Alliance, Nebr., says: "For several years I have used Doan's Kidney Pills and consider them a fine kidney remedy. During the winter months my kidneys became disordered but I always used Doan's Kidney Pills and they drive away the trouble. Doan's Kidney Pills have been taken by others of my family and have brought great benefit. I highly recommend this remedy to other kidney sufferers."

Price 50c. at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Benedict had. Foster-Milburn Co., Props., Buffalo, N. Y.

Get your Peacock coal from the Forest Lumber Company.

YOUNG MEN! YOUNG WOMEN!

Now is the time to make your school plans for September. If you want to prepare for a position in the civil service, bank, wholesale house, railroad superintendent's office, and the 101 other lines of work, this big school will help you.

If you want to better your general education, if you want to be a more successful farmer, we want you to see our big year book.

PARENTS—Your girl needs a business education! She will be a better home manager, and her knowledge will be a source of protection to her throughout life.

For catalog, address,
HASTINGS BUSINESS COLLEGE,
The Mid-west School
HASTINGS, NEBRASKA
(WE DO NOT EMPLOY SOLICITORS)



Stock Yards Saddlery Co.

I. G. BLESSING, Proprietor

Wholesale and Retail

Harness and Saddles Fly Nets and Lap Dusters

Cheapest on Earth, Quality Considered

Everything Hand Made

Factory, 314 North 25 St. S. Omaha, Neb.



Paste These Facts In Your Hat!

We employ only careful and expert auto mechanics.
We attend to all tire and engine trouble promptly.
We guarantee our prices for auto repairing cheaper than anywhere else for quality of service rendered.
We are entirely trustworthy. Utmost care given to all cars.
We carry a big line of accessories at low prices.

This is the biggest and most reliable garage in this part of the state. Best service at lowest cost. We save you worry.

REO GARAGE

J. L. Nicolai, Prop.

116 Box Butte Ave.

Livery Cars

Use of the Telephone in U. S. and Europe

When telephone rates are low and service good, the use of the telephone is liberal; if rates are high and service poor, the use of the telephone is restricted.

Because telephone service in the U. S. is the best and the rates the lowest in the world, Americans use the telephone more than twice as much as the people of any other nation.

Here are some interesting official figures:

Country	Operated by	Av. Tel. Calls per Person per Year.	Per Cent of U. S.
United States	Private	161.99	100.0
Sweden	Priv. and Gov.	77.47	47.8
Norway	Priv. and Gov.	70.09	43.3
Germany	Government	34.89	21.5
Great Britain	Government	23.21	14.7
Belgium	Government	18.23	11.3
Austria	Government	12.55	7.1
Hungary	Government	9.59	5.9
France	Government	8.36	5.3

NEBRASKA TELEPHONE COMPANY