



Lower Prices on Ford Cars

Effective August 1st 1914 to August 1st 1915 and guaranteed against any reductions during that time. All cars fully equipped f. o. b. Detroit.

Runabout	\$440
Touring Car	490
Town Car	690

(In the United States of America only)

Buyers to Share in Profit

All retail buyers of new Ford cars from August 1st 1914 to August 1st 1915 will share in the profits of the company to the extent of \$40 to \$60 per car, on each car they buy, PROVIDED: we sell and deliver 300,000 new Ford cars during that period.

Ford Motor Company
KEELER-COURSEY Co., Alliance

Dierks Lumber & Coal Company

Headquarters for Building Material

Celebrated Bradley & Vroman Paints

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




DYE & OWENS Transfer Line

Household goods moved promptly and transfer work solicited.

Dray Phone 64 Residence phone 636 and Blue 67.

Something New in Alliance

H. Thiele recently purchased a supply of the best Eczema remedy on the market. If you are afflicted, call and ask them about Dry Zensal for the crusty, scaly skin and Moist Zensal for all watery eruptions—clean, odorless ointments for the two distinct types of Eczema. Here is your chance to get the relief you have been seeking.



What happens after it lights?

The fact that a match lights only on a box does not make it a safe match.

Does it "spark" or fly? Does the head drop off? Does the stick break?

What happens when it lights and after it lights? That is what counts.

A match that does any of these things is dangerous. You cannot afford to use it.

Safe Home Matches are absolutely safe.

They light not only on the box, but also on any ordinary abrasive surface. They burn evenly. They are non-poisonous. When you blow one out, it goes out and it stays out—there is no after-glow.



All grocers. Five cents a box.

The Diamond Match Company

Lloyd's Column



Human Nature the Same

Human nature never changes, according to some philosophers. Writings of the ancient Egyptians, inscribed on papyrus, a primitive kind of paper made from the inner bark of reeds, recently discovered and exhibited in London, reveal the people of Pharaoh's day as having tastes and characteristics which still mark human nature the world around. One of the documents relates to the death of a man who fell from a roof to which he had climbed in order to get a closer view of some dancing girls. Announcements of horse races and athletic sports were found, as well as the record of the complaint of a wife against her husband based on his refusal to give her the keys to their house.

The Traveling Man

One night a Traveling Man dreamed a dream, and dreaming dreamt he died;

And straight away to the pearly gates his sin-stained spirit hied.

And there before the saints he stood, with downcast head and low, My record's pretty rank he said, I guess I'm bound below.

I've smoked a lot and drank a lot, confess it all I must; I've flirted, too—and then besides, oh, see, how I've cussed.

The good St. Peter looked at him, with kindly smiling eyes, But shook his head—don't ask, he said, a mansion in the skies.

But let me ask some questions: Are you a Traveling Man? I am, replied the Traveler, and the aged Saint began:

You've gotten up at 4 a. m. and chased a train a mile; Only to find as usual your train leaves after while.

You've spent your time in bum hotels, and eaten still worse meals, With oleo and waiter girls all run down at the heels.

You've taken usome good customer out and spent a ten or more, And then he calmly said, I sent my order in the day before.

You've had your mail go astray, your trunks have wandered, too; With porters, clerks and bell boys, you're in a constant stew.

And once a year you see your folks, pray tell me is that so? It is, replied the Traveler, as he took his hat to go.

The good St. Peter looked at him as he opened the portals wide, I'm very glad to meet you, sir; pray kindly step inside.

We'll try and make you happy here, we'll do the best we can, You've served your time in Hades for you've been a Traveling Man.

—The Sample Case.

A Fly and a Flea and a Flue

A fly and a flea in a flue Were in prison, so what could they do?

Said the fly, "Let us flee," "Let us fly," said the flea, So they flew through a flaw in the flue.

Only One Dry

In Milwaukee there is one ward that is full of breweries and Germans. In a recent election a local option question was up. After the election some Germans were counting the votes.

One German was calling off and another taking down the option votes. The first German, running rapidly through the ballots, said: "Vet, vet, vet, vet." Suddenly he stopped. "Mein Gott!" he cried. "Dry!"

Then he went on: "Vet, vet, vet, vet." Presently he stopped again and mopped his brow. "Himmel!" he said. "Der son of a gun repeated!"

Liked the Ford Stories

A lady in Illinois who reads The Herald wrote us as follows: "Dear Lloyd, I have just read the Ford stories in your column of funniness. They gave me the first real laugh that I have had for a year. Thank you so much."

A gentleman reader in Washington, D. C., writes and sends the following additional stories:

1. A tourist came into the Elks Club at Colorado Springs and said he had seen five Fords lying on their backs in the road between there and Pueblo.

"What was the matter with them?" somebody asked.

"Oh," he said, "some mean man sprinkled insect powder in the road."

2. "Hurry up and pass that Ford," urged the wife of a tourist crossing the plains in a big car.

"What's the use?" wearily retort-

A Man Can Sharpen a pencil.

Drive a nail.

Take his sweetheart to the theatre and never once leave her side.

Take the same sweetheart to the theatre a year after, when she has become his wife, and go out between every act.

Go to a baseball game and howl like a Comanche Indian from pure enjoyment.

Spend his last \$5 for a good dinner and consider it well spent.

Wear a chrysanthemum the size of a young cabbage and not feel conspicuous.

Make more trouble over a slight cold in the head than a woman would if she had the typhoid fever.

Wear loose, warm, comfortable clothes in winter and thin, equally sensible and comfortable clothes in the summer.

Pay little or no attention to fashions and yet be always well dressed.

Be generous and fair where his wife's relatives are concerned.

Admire other women and adore his wife.

Talk about the hard times to his wife when she hints about a new bonnet, and tells all his male friends that he has not felt the stringency in the money market at all.

To Protect Live Stock from Flies

The problem of protecting live stock, especially milch cows and work animals, from flies is almost continuously before the farmer, most of the repelling substances which might be named are of only temporary value, as with practically all of them the flies begin biting again within a very few hours after application. This necessitates considerable expense for the ingredients and the application of the material, and with many substances some ill effects are produced on the host by their continued application. A mixture of fish oil (1 gallon), oil of tar (2 ounces), oil of pennyroyal (2 ounces), and kerosene (½ pint) applied lightly to the parts most attacked by the flies will tend to keep them off.

Work animals may be largely protected by placing blankets over their backs and trousers on their legs. Dairy stock and horses when in barns may be protected by having the barns screened and brushing the flies off with burlap as the animals are driven in. The use of hodge fly-traps in a few of the windows will also aid in the destruction of the flies which endeavor to escape from or enter the barn. This flytrap is of simple construction. When large numbers of flies are within a barn the catching of the flies may be facilitated by darkening the windows which are not fitted with traps.

TELLS ON THE KIDNEYS Alliance People Have Found This to be True

The strain of overwork tells on the weakened kidneys. The hurry and worry of business men, the heavy lifting and stooping of workmen, the women's household cares, tend to wear, weaken and injure the kidneys until they can no longer filter the poison from the blood and the whole body suffers from the waste matter that accumulates. Weakened kidneys need quick assistance. Doan's Kidney Pills are especially prepared for weakened kidneys; tired, worn-out backs—have proven their merit in thousands of cases. Below is convincing proof from this locality:


Mrs. E. T. Lehman, Sidney, Nebr., says: "For a long time I was troubled by pains in the small of my back. Whenever I caught cold, it settled in my kidneys and brought on stiffness and lameness across my loins. A few doses of Doan's Kidney Pills removed the trouble and made me feel like a different woman."

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

Rowan & Wright, coal, wood and posts. Phone 71.

Job Printing

Because of our unique organization we are able to turn out superior job printing quickly and satisfactorily. We employ only printers who are experts. Our plant, the most completely equipped in western Nebraska, is in a position to turn out any size job of work on short notice. Why get unsatisfactory, shoddy printing done when you can get the kind that satisfies for the right price. Phone 340 and we will call. Mail orders given prompt attention.



Herald Publishing Co.

Alliance, Nebraska



Have You A Long Head For Figures?

YOU want to keep down the running expense of your car. We can help you.

How? Buy your gasoline from us. We'll save you many a dollar before fall comes. We sell gasoline, oil and grease at lowest figures obtainable anywhere.

Our customers save money by buying their gasoline from us. We positively sell at cheapest figure. Gasoline is of best quality.

REO GARAGE

J. L. Nicolai, Prop.

116 Box Butte Ave. Livery Cars

America's and Europe's Use of the Telephone

The city of Chicago has more telephones than the entire country of France, Omaha more than all of Spain, Minneapolis and St. Paul more than all Italy, and Des Moines more than Greece and Portugal combined.

Wherever government ownership of telephones has been tried the rates are higher and the service poorer, and the number of telephones, per capita, lower, than under private ownership in America.

Here is the record of government ownership in five leading countries of Europe, and that of private ownership in America:

Country	Operated by	Telephones per 100 Population.
United States	Private	9.1
Germany	Government	1.9
Great Britain	Government	1.6
Belgium	Government	0.8
France	Government	0.7
Austria	Government	0.5

NEBRASKA TELEPHONE COMPANY