

For Your Baby.

The Signature of

Chas. H. Fletcher
is the only guarantee that you have the

Genuine CASTORIA

prepared by him for over 30 years.

YOU'LL give YOUR baby the BEST

Your Physician Knows Fletcher's Castoria.
Sold only in one size bottle, never in bulk
or otherwise; to protect the
babies.

The Centaur Company, *Chas. H. Fletcher* Prop.



A Gift Suggestion

Doesn't this describe to you a most suitable gift for the person for whom you seek something useful and distinctive?

A dainty one-quire box of Crane's Linen Lawn, the socially correct writing paper, in note or letter size, or correspondence cards, plain or with gold bevel.

Then, for added character and to make the gift more truly individual, have this stamped with an initial or monogram embossed in dainty colors, or in plain gold or silver.

The name "CRANE'S" insures the correctness of the paper, and the embossing, which is done by the C. C. Gill Engraving Company, insures painstaking care and the best of workmanship.

Why not order several boxes now and let this be the solution of your troubles in finding a gift that will be truly prized?

HERALD PUBLISHING CO.

Sunshine Parties

are every day affairs in the South in the Winter time—for when blizzards, slush and snow are quite the fashion in the North, balmy breezes, sunny skies, moonlit bays and tropical flowers are the fashion in the South. And, those who pack their grips and go South at this time reap rich rewards in health dividends and delightful recreation, and return, realizing more than ever before, the real value of a winter in that romantic, historic and beautiful land South of the Mason and Dixon line.

The cost is low—perhaps not as much as you thought it would be. Come in and let's talk it over.



J. Kridelbaugh,
TICKET AGENT

It pays to advertise in The Alliance Herald. The Alliance Herald prints all the news all the time.

RED CROSS SEAL FUNDS NOT FOR WAR RELIEF.

American Red Cross Director Urges Fund For Tuberculosis Prevention.

None of the proceeds from the sale of Red Cross Christmas Seals, which are being sold widely throughout the United States for the benefit of the anti-tuberculosis movement, will be used for any relief purposes, according to a statement by Ernest P. Bicknell, National Director of the American Red Cross.

Mr. Bicknell says: "The American Red Cross is deeply appreciative of the sympathetic interest which has inspired the suggestion from various parts of the United States that a certain percentage of the Red Cross Seal Sales Fund, which has been used for the last seven years exclusively for the prevention and treatment of tuberculosis in the United States, be expended this year to aid the European war sufferers. While the Red Cross is desirous of securing contributions which will increase this war relief fund, we do not feel justified in adopting any policy which will tend to cripple the tuberculosis work in this country, dependent as it is for support to so large an extent on the sale of Red Cross Christmas Seals. The announcement that a percentage of the Red Cross Seal money would go to our war relief fund might possibly increase the sale; but, in our opinion, the final results would show a distinct loss in that part of the proceeds going for tuberculosis work."

"At the present time there are over 1,200 anti-tuberculosis societies distributed through nearly every state in the Union and even in Porto Rico, the Canal Zone and far off Hawaii, which are dependent almost entirely upon the receipts from the Red Cross Seal sale for their work during the year 1916. The people of the United States must support this local war against tuberculosis, which annually kills 200,000 people and at the present time is leaving a trail of a million wounded."

HE DID HIS SHARE.

How the Rich Man Changed His Mind When Tuberculosis Struck Home.

Anthony Schofield lived in Missouri and had made his money in copper and zinc. He had worked hard from a boy in the drift up to the rank of foreman, then to superintendent and finally to owner. Sickness never worried him. His six foot giant frame had stood many hard knocks and was good for many more. A year ago in answer to a pretty girl who asked him to buy some seals to help the miners who had tuberculosis he replied gruffly: "Let 'em work and save. That's what I did when I was young, and I've never been sick and have got enough to keep me now."

It was a different Schofield who approached the Red Cross Seal girl at one of the booths yesterday. In twelve months his daughter had been stolen away by the monster Tuberculosis and his son, just graduating from college, had been compelled to drop everything else in his search for health from this same disease. The doctor had said that the disease could be traced back probably to childhood, when his two children had been nursed by the consumptive daughter of a consumptive miner. The rickety, disease breeding tenements in which the miner was compelled to live were owned by Schofield now. "I'd give my two eyes and both legs and arms to have my daughter with me and my son restored to health," he confided to the Red Cross Seal girl. "I can't get away from the thought that my girl might be alive and my boy well; if I'd given some attention to the prevention of this disease ten or fifteen years ago. Now it's too late for that, but I'll keep somebody else's son and daughter safe. Here, give me all the seals you've got and then go and get all you can find and charge them all to me. If money can make amends, which it can't, I'll do my share."

As the astonished girl handed over to him her entire supply of 20,000 seals and took his check in return she heard him mutter his daughter's name and repeat: "I'll do my share."

RED CROSS SEAL FIGURES.

225,000,000 Holiday Stickers Already Distributed in United States.

Few people have any conception of the magnitude of the Red Cross Christmas Seal Campaign. Here are a few figures that will show what a gigantic movement this is. Already 225,000,000 seals have been printed and practically that entire number distributed to agents in every state and territory of the Union from Alaska in the North to the Canal Zone in the South and from Porto Rico in the East to Hawaii in the West. Advertising circulars, posters, cards, etc., to the number of several million have also been distributed. Not less than 1,000,000 personal letters asking people to buy seals have been sent out. It is estimated that the army of workers, nearly all of whom are volunteers, engaged in selling the seals numbers well over 500,000. The advertising and publicity donated to the campaign amounts to several hundred thousand dollars. Every effort is being put forth to sell 75,000,000 seals, or less than one for every man, woman and child in the United States. This will mean \$750,000 for the anti-tuberculosis campaign in the United States, and particularly all of the 1,200 anti-tuberculosis associations of the country derive their support from Red Cross Seals.

Red Cross Seal Jingle.
Hippity hop to the Christmas shop
To buy some Red Cross seals.
With one on each letter
Of course you feel better.
You've heeded your brother's appeal.

QUIT MEAT IF YOUR KIDNEYS ACT BADLY

Take tablespoonful of Salts if Back hurts or Bladder bothers—Drink lots of water.

We are a nation of meat eaters and our blood is filled with uric acid, says a well-known authority, who warns us to be constantly on guard against kidney trouble.

The kidneys do their utmost to free the blood of this irritating acid, but become weak from the overwork; they get sluggish; the eliminative tissues clog and thus the waste is retained in the blood to poison the entire system.

When your kidneys ache and feel like lumps of lead, and you have stinging pains in the back or the urine is cloudy, full of sediment, or the bladder is irritable, obliging you to seek relief during the night; when you have severe headaches, nervous and dizzy spells, sleeplessness, acid stomach or rheumatism in bad weather, get from your pharmacist about four ounces of Jad Salts; take a tablespoonful in a glass of water before breakfast each morning and in a few days your kidneys will act fine. This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to flush and stimulate clogged kidneys, to neutralize the acids in urine so it is no longer a source of irritation, thus ending urinary and bladder disorders.

Jad Salts is inexpensive and cannot injure; makes a delightful effervescent lithia-water drink, and nobody can make a mistake by taking a little occasionally to keep the kidneys clean and active.

WHAT NEW ENGLAND MISSED

Not Until Late in the '60s Was Observance of Christmas Festival General.

General as are today both the religious and secular observance of the Christmas festival, it is barely half a century since Christmas was tabooed in large sections of the United States as well as in other countries where the old Puritan element predominated, says an exchange. Even as late as the '60s all through New England Christmas as a holiday was ousted by New Year's, except in Catholic or Episcopal families.

The old hatreds growing out of the wars of the Reformation, both on the continent and in Great Britain, for centuries practically abrogated this annual festival wherever the Puritan element or its posterity was the dominating factor in the community. The following from Edward Eggleston's "Transit of Civilization," will give something of an idea of the eclipse which darkened the joyous holiday history of the United States:

"In 1670 the Massachusetts legislature ordained that the mere abstaining from labor on December 25 should be a penal offense. The observance of Christmas was held objectionable not only because it afforded opportunity for the playing of games and profanity, but because Christmas observance was iniquitous on its own account, for all honoring of days, times or seasons other than the Sabbath seemed to the fine spun Puritan mind a masked idolatry. The strict Puritan Sabbath, first rigidly enforced in England and Scotland, was early transplanted in New England, where its observance was, under similar penalties, made as strictly compulsory as was the nonobservance of Christmas."

One of the old as well as the modern features of the Christmas service was its magnificent music. But during the Puritan eclipse not only Christmas music, but practically all church music worthy the name, disappeared.

As the religious prejudices and hatreds, born in persecutions, softened with time, the Christmas festival grew in favor even throughout the hostile communities of both Great Britain and America.

"TIZ" FOR ACHING, SORE, TIRED FEET

Good-bye sore feet, burning feet, swollen feet, sweaty feet, smelling feet, tired feet.

Good-bye corns, callouses, bunions and raw spots. No more shoe tightness, no more limping with pain or drawing up your face in a groan.

"TIZ" is magical, acts right off. "TIZ" draws out all the poisonous exudations which puff up the feet. Use "TIZ" and forget your foot misery. Ah! how comfortable your feet feel. Get a 25 cent box of "TIZ" now at any druggist or department store. Don't suffer. Have good feet, glad feet, feet that never swell, never hurt, never get tired. A year's foot comfort guaranteed or money refunded.

NOTICE
All Automobile Owners may make application to renew their License for the year 1916. Amount to renew, \$3.00. Be sure to give make of Car and maker's number with application.

E. M. MARTIN,
County Treasurer.

1-11-6544

To the Public:
The Burlington Hotel now serves dining room meals for 35 cents. W. R. Barrett, Proprietor.

1-11-6545

Save Money on Your Coal

Use Colorado Nut and Lump

For genuine economy, Colorado Nut and Colorado Lump can't be beat. They possess so many distinctive features that you will see as soon as you use them WHY they are better for both heating and cook stoves.

FREE FROM SOOT, FREE FROM CLANKERS,
LESS ASH, LASTS LONGER, QUICK IGNITION,
LESS DUST, WELL SCREENED

There is a combination of features that are found in very few coals, no matter where they come from nor how much they cost. In addition, Colorado coal makes a hotter fire, and HOLDS FIRE longer.

Nut \$8.25 Lump \$8.50

Feed, Ice, Kerosene, Gasoline and Lubricating Oils

Phone 5

VAUGHAN & SON

ILER GRAND HOTEL

16th and Howard Streets OMAHA, NEBR.
All Stockmen know this Hotel—Most of them stop with us
Well Located Always Comfortable

South Omaha Cars Pass Our Door
RATES: \$1.00 to \$2.00 Single; 75 cts. to \$1.50 Double
Try us once under the new management
You will come again

Harry Ryan still in charge of the Bar
Popular Priced Cafe P. W. MIKESSELL, Prop.
A half dozen fine Bone Tipped Corn Cob Pipes, symbols of the comfort we furnish, mailed to you FREE OF ALL CHARGE, if you send us this add with your address

INVEST \$10.00 80% Guaranteed INVEST \$10.00

THE EARNING POSSIBILITIES OF A TEN-DOLLAR BILL

In The Ford Motor Car Company it has returned..... \$25,000.00
" Bell Telephone Company " 10,000.00
" Welsbach Mantle Company " 5,000.00
" National Cash Register Co. " 4,257.00
" Diamond Rubber Company " 1,472.00
" Fisk Rubber Company " 1,240.00
" Goodyear Tire & Rubber Co. " 1,290.00

The stock in the above companies went begging when it was first offered—investors could not believe the profits the management predicted. The above enormous profits made by the shrewd investors with the courage to back a young business are a matter of record and fact, and are being duplicated by present stock offerings. You have such an OPPORTUNITY in this offering.

THE WEALTH we offer is a real and an accomplished fact—our Company, if we did not increase our manufacturing facilities and working capital one cent, still could pay 80 per cent on the investment offered in this advertisement. This we are now earning—this is an accomplished fact.

The proceeds from the sale of our stock will enable us to increase our output at least fourfold and with the economies this increased production will effect, we will then be earning about 300 per cent on this investment.

THIS IS THE SMALL INVESTORS' OPPORTUNITY

By a special arrangement, we are enabled to offer one thousand investors this EXTRAORDINARY proposition:

Mail us ten dollars (\$10.00), no more and no less, and we will mail you a Certificate for Forty (40) shares of the Treasury Stock of our Company, Fully Paid and Forever Non-Assessable, and descriptive literature of our Company and its business.

This offer is made only to the first one thousand investors who answer this advertisement. "First come, first served." If you are too late or if you send any more or less than ten dollars, your money will be returned by the next mail.

This offer is made to secure the co-operation of one thousand small stockholders in boosting the sale of Double Service Tires and to prevent large financial interests from securing control.

The Double Service Tire and Rubber Company is incorporated under the stringent laws of the State of Ohio at \$250,000.00, divided into 250,000 shares of a par value of \$1.00 per share, all common, Fully Paid and Non-Assessable. Every share of stock and every stockholder being absolutely on an equal and even basis, all sharing alike in all earnings of the Company.

This is an established and going business and one which is at present earning net dividends equal to 20 per cent on its entire capitalization, and with future dividend possibilities so big and so alluring that they seem almost unbelievable.

The history of practically any one of Akron's famous rubber tire companies reads more like a fairy tale than business facts. Early investors have made fortunes almost unbelievable and are still making them. The growth and success of the Double Service Tire and Rubber Company but adds another chapter to this never-ending story of the fortunes made through the popularity of the automobile.

OUR GUARANTEE—YOUR PROTECTION

The fact that this Company is no wearing at the rate of 20 per cent on its entire capitalization, with less than one-third issued, is a positive guarantee of your 80 per cent and proof of the still larger earnings you will receive when their production facilities have been increased.

Your protection is made still more secure by the fact that after you have received our literature and your stock, you may return the same any time within ten days of its receipt by you and receive your money back in full if you are not entirely satisfied with your investment. This gives you ten days in which to investigate and to assure yourself that this is not a chance, but the best and biggest little investment you ever made. Could anything be more fair and square? Was ever an investment offered so attractive and so sure?

Just tear off and fill out this coupon and attach a ten-dollar bill to it, or a check, or a Money Order, and mail it today. REMEMBER, this offer is made only to the first one thousand who answer this advertisement.

THE DOUBLE SERVICE TIRE & RUBBER CO.,

Akron, Ohio.
I hereby accept your offer as made in the above advertisement, and am enclosing ten dollars, for which please send me Stock Certificate for Forty (40) shares of Stock of your Company, Fully Paid and Non-Assessable, with descriptive literature regarding the same, with the understanding that if I am not entirely satisfied with my investment, you will return my money in full any time within ten days of my receipt of my Stock Certificate and literature.

Name.....

Address.....

State.....