

She Knows What She Wants

The well informed housekeeper objects to the use of alum in food. She might read in an advertisement or be told that it was all right in the quantities used, but in the end she would merely ask, "Do you mean to say that these baking powders contain alum?"

If the answer, however qualified, were in the affirmative, that would be enough. She would not buy it. Why?

Because she knows that cream of tartar has always been accepted as the most wholesome product for raising cake and biscuit, and she wants a baking powder made of cream of tartar, like Dr. Price's.

This conclusion is the result of unconscious absorption, either her own or her mother's, of the opinions of the highest authorities on hygiene and home cooking.

The prudent housekeeper looks at the ingredients printed on the label. She knows what she wants.

DR. PRICE'S CREAM BAKING POWDER
Made from Cream of Tartar

Advertising

Advertising—the force that enables the modern business man to disregard the distance between himself and his prospective customer.

The force that gives a million eloquent tongues with which to tell his business story to the world.

The force that enables him to create new desires and to point out new ways of supplying old needs.

The force which, properly directed, will make a worthy business prosper; but which, no matter how cleverly applied, cannot give permanence to an enterprise that is founded on falsehood.

That force by which a business may be built or wrecked, and which, in the last analysis, brings to him who uses it just that measure of success that his efforts deserve.

Advertising—the force that has transformed the parlor melodeon into a pianola, the cracker barrel into an Iner-Seal package, the crane over the hearth into a fireless cooker, and everything else in the world in a like degree.

The Habit of Taking Cold

With many people taking cold is a habit, but fortunately one that is easily broken. Take a cold sponge bath every morning when you first get out of bed—not ice cold, but a temperature of about 90 degrees F. Also sleep with your window up. Do this and you will seldom take cold. When you do take cold take Chamberlain's Cough Remedy and get rid of it as quickly as possible. Obtainable everywhere. Adv—Jan

ALL WRONG

The Mistake is Made by Many Alliance Citizens

Look for the cause of backache.

To be cured you must know the cause.

If it's weak kidneys

You must set the kidneys working right.

A resident of this vicinity shows you how.

Eugene K. Fisher, Chadron, Nebr., says: "For twenty years kidney trouble kept me in misery, being caused by heavy lifting. My back was extremely painful, especially when I stooped or lifted and in the morning when I got up, I was lame and sore. I often had headaches and dizzy spells and I was always languid and tired. At night I had to get up to pass the kidney secretions and this weakness convinced me that something was wrong with my kidneys. Two boxes of Doan's Kidney Pills cured me and during the past three years I haven't had a sign of the trouble."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that cured Mr. Fisher. Foster-Milburn Co., Props., Buffalo, N. Y. adv—Jan 6-13

Don't forget the Father and Sons' Banquet January 14th, Phelan Opera House.

Old papers for sale at The Herald office. Five cents a bunch; six bunches for a quarter.

WRESTLED STECHER

Former Burlington Special Agent Was the First Man Thrown by Champion 3 Years Ago

A. B. Wheeler, who came here recently to take the position of Burlington special agent, but who has since resigned to take up other pursuits, was the first man, so far as is known, to be thrown by Joe Stecher. This event occurred three years ago, but Mr. Wheeler still recalls it with pride, for at that time the present champion was what was termed a "scrub" wrestler, and had not yet appeared in public.

This is how it happened, according to Mr. Wheeler: At that time he was managing the wrestling crew of the Lincoln Y. M. C. A., and a meet was arranged for between his crew and that of the Y. M. C. A. at Fremont. When the time came for the meet, the Fremonters had a shade the advantage in weight. Opponents for all but Stecher were singled out, and this man was introduced as an amateur who had wrestled "once or twice." Being director of the Lincoln organization, and a wrestler of no mean ability, Mr. Wheeler decided to "take on" Stecher to complete the couples.

To make a long story short, Wheeler was on his back in seven seconds—count 'em—and it was six weeks before he had fully recovered. To use his words in describing the match Stecher bent him double, then treble, then straightened him out, and as an afterthought twisted him around a couple of times.

When Stecher was in Lincoln for his recent championship match, an effort was made to get him and Wheeler to go onto the mat—"just for practice", but Wheeler said he found right away that he was dreadfully sick and that he would have to postpone the match—indeinitely.

In the opinion of Wheeler, Stecher could put Gotch to the mat in short order, and says he would go a long distance to see these two in action together.

Mr. Wheeler is well acquainted with McLeod, who wrestled with Ross Robinson, of Lincoln, here last summer, and has gained some of his acquaintance with that worthy thru "official" channels—when deputy sheriff at Lincoln.

Considering the fact that Stecher is now champion of the world and that shortly after he threw him he threw some of the best professionals in the game, Mr. Wheeler considers that he did pretty well to stay with him for even seven seconds.

Found a Sure Thing

I. B. Wixon, Farmers Mills, N. Y., has used Chamberlain's Tablets for years for disorders of the stomach and liver and says, "Chamberlain's Tablets are the best I have ever used." Obtainable everywhere. Adv—Jan

STILL WRITING POETRY

Former Western Nebraska School Teacher-Poet Continues to Write Verses for the Press

Leslie H. Ball, who formerly taught school in western Nebraska and was well known among the teachers who attended the Alliance Junior State Normal a few years ago, is now located at Normal, Illinois, which is a suburb of the city of Bloomington and the seat of the Illinois State Normal. When teaching in Nebraska, Mr. Ball acted as correspondent for The Alliance Herald and some times expressed his thoughts in poetical form. He is still indulging his taste for writing poetry, as may be seen by a recent number of The Bloomington Daily Pantagraph, in which the following was printed:

The Zeppelin

(Told by a New Yorker just landed from a west-bound Atlantic liner.)

But ten short days ago, beyond the sea,

I trod alone by night a city street.

I heard the lingering echoes of a song,

I heard the long applause the singer greet.

Then came a gust of warm and perfumed air.

The doors swung open, and the people past

Adown the stair upon their homeward way.

And so the city sank to rest at last.

I, too, strode on, and for a while my ears

Buzzed with disjointed fragments of their talk—

News of the day and comments on the war.

So, while my footsteps echoed on the walk,

I heard them not, but caught another note

Struck from the heartstrings of the passing throng;

For most of these had men folks at "the front",

Till in my heart a cry rose up, "How long?"

And, while I pondered thus, a sudden roar

Shattered the stillness like a thunder peal.

Then quivering silence, that was torn again

In swift succession from the throats of steel.

Beinging forth menace to a hidden foe,

Who hovered lurking at some dizzy height

Above the sleeping city, ready to hurl

Death and destruction from the unfathomed night.

Silence again once more, and then I heard

The throb and shudder of mighty wings that soar.

The grim war-eagles of these latter days

Rising the unseen danger to explore.

Eager for battle, and taking to the air

With every nerve a'thrill, as seabirds do

That shriek defiance as they wheel again

To meet the storm and welcome it anew.

So, from the island home that seabirds love,

The same free spirit soared aloft that night

To guard the well-loved nest, mocking at death,

And flouting fear in stern absorbed delight.

And now a flashing sword divides the dark,

Sweeps thru the air and hovers, as tho the hand

Of some titanic champion of the right

Swung from the scabbard his enchanted brand.

And raised it to strike down incarnate wrong.

Another, and yet another, cleave the gloom,

And search the heavens, until at last revealed

There floats the ghastly form of threatning doom!

And now the people throng the darkened streets,

Hastening half-clad to stand with upturned gaze;

Not huddled like the panic-stricken prey

That fears the hawk, but rather as if days

Of anxious expectation of the foe

Had made the hideous peril commonplace.

And only curiosity remained

Writ in the lines of each dim-shadowed face.

The murderous missiles fall, and fire breaks forth,

Walls tremble; windows break; civilians die.

Women and babes are wounded. Then once more

The grisly phantom fades into the sky.

—LESLIE H. BALL.

212 School street, Normal.

"Sudden pain from over-strain"

Every Housewife or Mother is ever under that Nervous Strain which so often results in Headaches, Dizzy Sensations, Faintness, Depression and other Nervous Disorders.



Dr. Miles' NERVINE is Highly Recommended in Such Cases.

IF FIRST BOTTLE FAILS TO BENEFIT, YOUR MONEY WILL BE REFUNDED.

BADLY RUN DOWN.
"I had become greatly run down and my nerves were in terrible condition. I had frequent headaches and became very weak and was unable to do anything. I bought a bottle of Dr. Miles' Nervine. I soon began to feel better, my nerves were quieted. I recovered my strength, and have since recommended Dr. Miles' Nervine to many of my friends who have used it with satisfactory results."
MRS. FRANCES WHITLOCK,
179 Broadway, Schenectady, N. Y.

Chamberlain's Cough Remedy Most Effective

"I have taken a great many bottles of Chamberlain's Cough Remedy and every time it has cured me. I have found it most effectual for a hacking cough and for colds. After taking it a cough always disappears," writes J. R. Moore, Lost Valley, Ga. Obtainable everywhere. Adv—Jan

SAYS HOT WATER WASHES POISONS FROM THE LIVER

Everyone should drink hot water with phosphate in it, before breakfast.

To feel as fine as the proverbial fiddle, we must keep the liver washed clean, almost every morning, to prevent its sponge-like pores from clogging with indigestible material, sour bile and poisonous toxins, says a noted physician.

If you get headaches, it's your liver. If you catch cold easily, it's your liver. If you wake up with a heavy, furred tongue, nasty breath, a sore, it's your liver. If you have a yellowish complexion, it's your liver. If you have a heavy, furred tongue, nasty breath, a sore, it's your liver. If you have a yellowish complexion, it's your liver. If you have a heavy, furred tongue, nasty breath, a sore, it's your liver. If you have a yellowish complexion, it's your liver.

Every man and woman, sick or well, should drink each morning before breakfast, a glass of hot water with a teaspoonful of limestone phosphate in it, to wash from the liver and bowels the previous day's indigestible material, the poisons, sour bile and toxins; thus cleansing, sweetening and freshening the entire alimentary canal before putting more food into the stomach.

Limestone phosphate does not restrict the diet like calomel, because it can not salivate, for it is harmless and you can eat anything afterwards. It is inexpensive and almost tasteless, and any pharmacist will sell you a quarter pound, which is sufficient for a demonstration of how hot water and limestone phosphate cleans, stimulates and freshens the liver, keeping you feeling fit day in and day out.

How's This?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

Hall's Catarrh Cure has been taken by catarrh sufferers for the past thirty-five years, and has become known as the most reliable remedy for Catarrh. Hall's Catarrh Cure acts thru the Blood on the Mucous surfaces, expelling the Poison from the Blood and healing the diseased portions.

After you have taken Hall's Catarrh Cure for a short time you will see a great improvement in your general health. Start taking Hall's Catarrh Cure at once and get rid of catarrh. Send for testimonials, free. F. J. Cheney, Toledo, Ohio. Sold by all Druggists, 75c. Adv—Jan

DRINK HOT TEA FOR A BAD COLD

Get a small package of Hamburg Sweet Tea, or as the German folks call it, "Hamburger Brust Thee," at any pharmacy. Take a tablespoonful of the tea, put a cup of boiling water upon it, pour through a sieve and drink a teacup full at any time during the day or before retiring. It is the most effective way to break a cold and cure grip, as it opens the pores of the skin, relieving congestion. Also loosens the bowels, thus driving a cold from the system.

Try it the next time you suffer from a cold or the grip. It is inexpensive and entirely vegetable, therefore safe and harmless.

RUB BACKACHE AND LUMBAGO RIGHT OUT

Rub Pain and Stiffness away with a small bottle of old honest St. Jacobs Oil

When your back is sore and lame or lumbago, sciatica or rheumatism has you stiffened up, don't suffer! Get a 25 cent bottle of old, honest "St. Jacobs Oil" at any drug store, pour a little in your hand and rub it right into the pain or ache, and by the time you count fifty, the soreness and lameness is gone.

Don't stay crippled! This soothing, penetrating oil needs to be used only once. It takes the ache and pain right out of your back and ends the misery. It is magical, yet absolutely harmless and doesn't burn the skin.

Nothing else stops lumbago, sciatica and lame back misery so promptly!

HARNESS

Hand made from best material. Outlast any factory made goods. Call and see. Harness repairing by experienced harness maker. J. M. COVERT At M. D. Nichols' stand, Alliance

YOUR HAY

is all figured for you; any measurements; any shape stacks; both government and local or Western rule; endorsed and used by bankers and hay dealers wherever introduced; as essential to the farmer as the interest table to the banker or the adding machine to the office.

Price of tables, 50c each; set of three, \$1.00.

Herald Publishing Co. Alliance, Nebraska

You've hit the right tobacco

when you fire-up some Prince Albert in your old jimmy pipe or in a makin's cigarette. And you know it! Can't get in wrong with P. A. for it is made right; made to spread-smoke-sunshine among men who have suffered with scorched tongues and parched throats! The patented process fixes that—and cuts out bite and parch. All day long you'll sing how glad you are you're pals with



It's an easy job to change the shape and color of unsalable brands to imitate the Prince Albert tidy red tin, but it is impossible to imitate the flavor of Prince Albert tobacco! The patented process protects that!

PRINCE ALBERT

the national joy smoke

You take this testimony straight from the shoulder, men. You can smoke a barrel of P. A. without a kick! It hands out all the tobacco happiness any man ever dreamed about, it's so smooth and friendly. It's a mighty cheerful thing to be on talking-terms with your pipe and your tongue at the same time—but that's what's coming to you sure as you pin your faith to Prince Albert!

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

Everywhere tobacco is sold you'll find Prince Albert awaiting your cheerful visit. Buy it in tippy red bags, 5c a tidy red tin, 10c; handsome pound and half-pound humidors—and in that classy pound crystal-glass humidors with sponge-moistener top that keeps the tobacco so fit!