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take with you a box of good CIGARETTES and a late Magazine
Get them at up-town news stand or at depot.
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"When your short comings are advertised, the other fellow buys the space."
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WHEN IN OMAHA VISIT THE Gayety "Omaha's Fun Centre"
Grand New Show EVERY WEEK MUSICAL BURLESQUE
Class, Class Entertainment. Everybody Goes. Ask Anybody. LADY'S BIRD MATHEW BULLY.
DON'T GO HOME SAYING: I DIDN'T VISIT THE GAYETY

PAPER RAISES IN PRICE

Wholesale Paper Dealers Blame High Price of Rags for Raises in Cost of Paper Stock

The Herald Publishing Company, publisher of The Herald, is daily receiving notices from the wholesale paper houses of advances in the cost of paper stock of all kinds. Notices received this morning from two wholesale houses quote a raise of twenty-five per cent in the cost of print paper, and of higher amounts on other papers.

Because of contracts for print paper, which is used in immense quantities at this office, we will not be affected on this stock until the contracts expire.

The manufacturers state that cotton rags which sold for from one and one-half to two and one-half cents per pound in 1915 are now bringing from three to five and one-half cents. Bleach, which sold at \$1.35 per cwt., now sells for \$1.50 to \$2. The shortage in bleach is responsible for the yellowish color of most of the newspapers. Aniline colors which sold at from 40c to \$1 per pound now sell for \$1.10 to \$2. Bleach, caustic and sulphite are not to be obtained except by contract. Aniline colors are over-sold and every mill is in want. Cotton rags are being bought by ammunition factories which are willing to pay high prices, and importations are entirely cut off.

If it were not for prosperous times the large dailies in the cities would be forced to decrease the size of their papers and the smaller newspapers would probably be forced to follow suit. With a weekly paper of the circulation of The Herald, running in size from twelve to twenty-four pages, it keeps us hustling to keep supplied with paper stock.

War upon Pain!

Pain is a visitor to every home and usually it comes quite unexpectedly. But you are prepared for every emergency if you keep a small bottle of Sloan's Liniment handy. It is the greatest pain killer ever discovered. Simply laid on the skin—no rubbing required—it drives the pain away. It is really wonderful.

Mervin H. Soister, Berkley, Calif., writes: "Last Saturday, after tramping around the Panama Exposition with wet feet, I came home with my neck so stiff that I couldn't turn. I applied Sloan's Liniment freely and went to bed. To my surprise, next morning the stiffness had almost disappeared. Four hours after the second application I was as good as new." March, 1915. At Druggists, 25c. Adv.—1

SCHOOL OF METHODS

Rev. Young Attends Meeting Conducted by National Heads of S. S. of Christian Church

Rev. H. J. Young, pastor of the Christian church, returned Sunday from Hastings where he spent last week in attendance at the Bible School of Methods conducted by the three national heads of Sunday School work of the Christian church, W. J. Clark, adult superintendent; Miss Cynthia Pearl Maus, secondary superintendent; and Miss Hazel A. Lewis, elementary superintendent.

A five-day session was held at which thirty-three lectures were given. Twenty-five lectures were required for graduation, which entitled the graduate to an International Sunday School certificate. One hundred and three were in attendance representing twenty-six churches, and Rev. Young was among the fifty graduating and securing certificates.

Many Children Have Worms

Worms are a common childhood ailment. They make children irritable, nervous and restless, besides robbing the body and mind of proper nourishment. Watch your child. Examine the stools and at first signs of worms give your child a treatment of Kickapoo Worm Killer. They kill the worms, act as a laxative and expel the worms and poisonous waste. Tone the system and help restore your child's health and happy disposition. Only 25c at your druggist. Adv.—No 1

Washington, D. C., March 2—Answering a blood call, perhaps, the below named enlisted men of the United States Marine Corps are sailing away o'er the U. S. S. Machias; Private Haddock on the U. S. S. Castine; Private Seals on the U. S. S. Delaware; Private Pike on the U. S. S. Prairie; Private Sturgeon on the U. S. S. Utah.

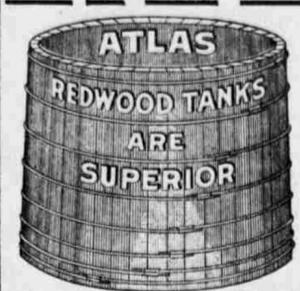
How Appendicitis Can Be Prevented
Alliance people should know that a few doses of simple buckthorn bark, glycerine, etc., as mixed in Adler-i-ka, often relieve or prevent appendicitis. This simple mixture removes such surprising foul matter that ONE SPOONFUL relieves almost ANY CASE constipation, sour stomach or gas. A short treatment helps chronic stomach trouble. Adler-i-ka has easiest and most thorough action of anything we ever sold. Harry Thiele, druggist. Adv.—G-5

Function of the Stomach
The teacher was examining the class in physiology "tell me," she asked, "what is the function of the stomach?"
"The function of the stomach," the little girl answered, "is to hold up the petticoat."—Chicago American.

How to Prevent Croup
When the child is subject to attacks of croup, see to it that he eats a light evening meal, as an overloaded stomach may bring on an attack, also watch for the first symptom—hoarseness, and give Chamberlain's Cough Remedy as soon as the child becomes hoarse. Obtainable everywhere. Adv.—March

This Paper can furnish you any kind of engraving for circulars, folders, booklets or catalogs. We stand back of the Quality and Service. Brook-Haffner Press, Denver - Colorado

Stock and Supply Tanks



Will outlast several steel tanks or several tanks made from other material, and cost less money. These tanks will keep the water cooler in summer and warmer in winter. Send for price list today.

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the best real estate paper. The paper with 1000 sale and exchange propositions and live clean general real estate information. Time limited. Write for sample copy now.

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VARICOCELE CURED WITHOUT THE KNIFE

Since 1885 in Kansas City, I have successfully treated thousands of cases of Varicocele, Hydrocele, and allied troubles. The knotted veins, pain, enlargement, weakness and other symptoms quickly disappear. Write for illustrated book "Without the Knife" and full particulars free, sealed. Call or address
DR. WHITTIER Pay when CURED
K McGee & 11th Kansas City, Mo. If afflicted, ask for new booklet on Varicocele and Leg Sores.

The Imperial Orchestra

MILT H. WHALEY and H. A. DUBUQUE, Managers
High Class Concert and Dance Work
Prices on Application Members of A. F. of M.

Some of the most interesting news to be found in The Herald each week will be found in the advertisements. Don't overlook them.

Why it Pays to Trade With Firms that Advertise

Advertising creates sales. The modern business man knows this. He also knows he must depend upon many sales with a small profit, rather than on a few with big profits on each. The world knows the firm that advertises most can sell cheapest.

THE "LAND OF PLENTY"

Observations given from One Who Is Interested in Humanity—Also Contrasting Fortunes of Many

From a great many varying sources come the records of families who are satisfied with life and its many comforts and luxuries. The newspapers report the growing prosperity of all parts of our land, business men are going to and from their offices with that "puffer-up" appearance and a face illuminated with a smile of satisfaction over good deals put thru which increase their bank account to the limit where they feel free to enjoy life and its pleasures. And why shouldn't we who have plenty be joyful all the year around, and let the spirit of thanksgiving permeate our being to overflowing. Surely "America is the Land of Plenty" for many, who have either thru their own efforts been successful in accumulating fortunes, or have had them handed to them.

Accepting all the above facts, do we stop to think that perhaps there are many who need assistance, and are actually destitute and needy. The next time you take a trip east cast your eyes about and see if there is not someone near who is actually in want of a little help. We think that you will not be long in picking out from the hurrying masses a person or persons who would appreciate a little charity and attention. The cry of many to the effect that "some are not deserving" is fast being forgotten, and we believe we are beginning to read the face of our "brother" as never before.

The railroad station is a good place to watch out, and learn by observing the conditions of life existing with many. Not long ago our attention was called to a woman in the Alliance depot who came off one of the trains, directing and piloting a group of six children, the oldest about eleven and the youngest just at the "walking age". Being interested at once we inquired concerning the place from which she arrived and her destination, and found that she had come from Missouri with only a ticket and \$1.60 to go to a claim some distance away. She looked weary, worn and hungry, as did all the children, and she inquired from a nearby local hotel for food, saying that she had only ten cents to pay for same. The kind hearted proprietor graciously supplied the woman with a large sack of fresh bread and butter, adding hot coffee to the bill of fare. All of the party greedily ate of the provisions, and when to all appearances the sustenance had vanished, we noticed that the children hungrily picked the crumbs out of the seats, and two of the oldest ones took pieces of paper, scraped the crumbs from the floor onto the paper and then eating the crumbs. Think of it! We who have all that heart could wish! Can you imagine that such a condition is really existing? But this actually happened.

We believe that there is plenty for all, and the fact lies perhaps in that it is not evenly distributed. The thought of people in need does not make a pleasant one to dwell long upon. Let us share up with the unfortunates and so give them an opportunity to call America "The Land of Plenty".

NEW TELEPHONE DIRECTORY

To assure the entry of your name in the next Telephone Directory, which will be out April 1st, you should order a telephone not later than March 10th. If not convenient to come to the telephone office, drop me a postal, or telephone.

P. D. GLEASON,
Commercial Manager.

13-21-6628

Why Is It Like a Ford?

The following question was recently propounded to us: "Why is it that squirrels are never allowed around the insane asylum at Hastings?" We were told, when unable to reply, "They might eat the nuts."

DRINK HOT TEA FOR A BAD COLD

Get a small package of Hamburg Brewster 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!

Going Away

on one of the mid-day trains.

Don't Bother

About getting lunch at home. Stop here and try one of our famous "home-cooked" short-orders.

They're appetizing.

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Electric Repairing and Supplies

Automobile Starter repairing a specialty by expert workmen.

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Call at our studio in the Rumer block and see the fine quality of workmanship in the work we are putting out. Inspect the large line of the very newest in mountings.

Our prices are no higher than is usually charged for much inferior work.

Ten years experience.

Shuler Studio

Victor Shuler

Absolutely Floored

Another kid absolutely floored her parents with an unanswerable argument at the dinner table. She wanted a fork to eat her cake with, and her mother did not think it necessary.

"Fingers were made before forks, my dear," quoted the mother.

"This was a new thought for the child. She pondered a minute, and then said: "How old am I?" "You are seven."

"Well, didn't I hear you say you got those forks for a wedding present?"—Cleveland Plain Dealer.

Everyone Should

Drink Hot Water

in the Morning

Wash away all the stomach, liver, and bowel poisons before breakfast.

To feel your best day in and day out, to feel clean inside; no sour bile to coat your tongue and sicken your breath or cull your head, no constipation, bilious attacks, sick headache, colds, rheumatism or gassy stomach, you must bathe on the inside like you bathe outside. This is vastly more important, because the skin pores do not absorb impurities into the blood, while the bowel pores do, says a well-known physician.

To keep these poisons and toxins well flushed from the stomach, liver, kidneys and bowels, drink before breakfast each day, a glass of hot water with a teaspoonful of limestone phosphate in it. This will cleanse, purify and freshen the entire alimentary tract, before putting more food into the stomach.

Get a quarter pound of limestone phosphate from your pharmacist. It is inexpensive and almost tasteless, except a sourish twinge which is not unpleasant. Drink phosphated hot water every morning to rid your system of these vile poisons and toxins; also to prevent their formation.

To feel like young folks feel; like you felt before your blood, nerves and muscles became saturated with an accumulation of body poisons, begin this treatment and above all, keep it up! As soap and hot water act on the skin, cleansing, sweetening and purifying, so limestone phosphate and hot water before breakfast, act on the stomach, liver, kidneys and bowels.