

THE HERALDS PUR

ABSOLUTE PURITY

in our milk, cream and butter is a hobby with us. Our policy always has been to act in the initiative in this regard and we adopt all the methods and means known to modern science in carrying out this policy without waiting for orders or instructions from the state, county, city or any other authority.

Many municipalities are just beginning to learn what we have realized for a long time—that the health of any community depends largely on the pasteurization of the milk supply.



Ask for Diamond A Butter and the Alliance Creamery's Pasteurized Cream at your Grocer's

Alliance Creamery Co.

PASTEURIZED MILK

It is

100 per cent pure

YOU SHOULD DRINK MORE MILK

Much of the food on the modern table is refined to the point of being foodless. Milk helps to make up these deficiencies.

The more milk you drink the more it makes for a balanced diet. Good milk contains everything required to build healthy bodies and is rich in the vital mineral salts needed for red blood and sound teeth.

Use plenty of milk, but be sure it's

ALLIANCE CREAMERY'S

PERFECTLY PASTEURIZED MILK AND CREAM

DIAMOND — A — BUTTER

is made from Pasteurized Cream



We, as citizens of this state, have many things to be thankful of pride. Nebraska is one of the largest food producing states in should be brought home to every citizen of the state.

STAND UP FOR NEBRASKA is a good slogan, but in food, and every effort should be made to keep this slogan in the food to realize that the foods produced and manufactured here are seen in justice to ourselves as consumers, we should all join hands in or manufactured within the state.

It would seem proper that a certain time be fixed wherein the state and also of the producers and consumers of food produce **FOOD WEEK.**

All organizations of commercial endeavor, all societies of ing an dmanufacturing foods, and all persons engaged in the pro ment.

Believing that our citizens will agree with me in this matter, I hereby set apart the week of April 3rd for the purpose.

Pure Food

In harmony with the proclamation of Governor Morehead Food Week in Nebraska, it is suggested by this department that effort during the time mentioned to display and advertise such food ness that the best possible state of cleanliness and attractiveness

The slogan "Nebraska Foods First" should be adopted by should be given the preference in displays and advertising.

As this is the land of peace and plenty it is suggested that "Our Flag" will represent peace and the foods will stand for plenty Your co-operation is very necessary to make the Pure Food sist in every way possible.

NEBR



Every Day—

you hold on to that old refrigerator, you lose money and take chances.

☛ You are throwing away nickels and dimes for ice, dimes and quarters for food—that you should save.

☛ You are taking chances on your health; your family's health. You are holding onto an enemy—a bad investment.

The ALASKA

is your friend—the best friend any family can have—because it saves ice and saves foods. It pays for itself over and over. You should see it and learn about it. Don't pass judgment now—but come down to the store—this store—and come TODAY.

GEO. D. DARLING



Do Your Cooking on a JEWEL OIL COOKER



This stove will prove a wonderful convenience in your kitchen and will be a big factor in maintaining sanitary conditions. No smoke—no dirt or dust—no odor.

Geo. D. Darling
Furniture and House Furnishings

Cleanest Sanitary ICE And Purest ICE Delivered to Your Door Daily

I am prepared to supply ice in any quantity at any time to the business houses and residences in Alliance
Alliance Creamery Ice
Made under absolutely sanitary conditions
Ask for a coupon book good for 500 lbs., 1000 lbs. or 2000 lbs.

W. A. WADUM
PHONE 515



L. H. Alliance
Boy Butter
Alliance

Dear Madam:—

You no doubt feel under obligation with the PUREST of FOOD PRODUCTS and the advice of your grocer it is advised to make this matter of PURE FOOD our business. We cannot make good without going in for the affair. You will not find a cleaner business in Alliance than we have.

Our fresh Fruits and Vegetables arrive at the time of their arrival until the

In fact we make a specialty of PARTICULAR PEOPLE. The BEST is not

The Week of April 3d Has Been Designated Pure Food Week by the Governor

WE ARE DISPLAYING THE FOLLOWING PURE FOOD GOODS

Heinz Sweet, Sour, and Dill Pickles, Apple Butter and Catsup.

Beechnut Jellies, Peanut Butter and Catsup.

Iten Biscuit Co. Pure Food Products.

Sprague-Warner's Jellies, Jams and Olives.

Gold Leaf and R. B. C. Fruits and Vegetables.

Price's and Gillett's Pure Extracts.

Pure Vermont Maple Syrup.

All of our Dried Fruits and Bulk Goods are shown in our sanitary display counter, which insures perfect sanitation

MOORE & BLOOD

319 West Third

Phone 88

DO YOU KNOW



WHERE TO FIND ALL THE BEST OF NEBRASKA.
WHAT NEWSPAPER IN WESTERN NEBRASKA WHERE TO GET RELIABLE NEWS WHERE TO GET THE BEST THAT EVERY ONE OF US WEEK IS INTERESTING THAT YOU SHOULD PARTICIPATE IN THAT YOU SHOULD PARTICIPATE FULLY.

READ and

Phone 340