

DON'T ASK CENTRAL THE TIME OF DAY

Practice of Telephone Operators Giving Time Discontinued on September First.

In line with the policy of the government to conserve labor and materials for war needs, the former practice of the telephone company of giving the time of day was discontinued September 1.

When a telephone subscriber asks: "What is the time, please?" it takes as much time on the part of the operator and an equal use of telephone equipment as would be required to complete an ordinary telephone call. In Alliance more than 300 requests for the time are made daily over the telephone, so when this practice is discontinued 300 more important telephone calls can be handled with the same operating force and same equipment.

The telephone operators have also been instructed to courteously decline to give information regarding other matters not directly relating to the furnishing of telephone service. One quite common practice which has been eliminated is the calling of people in the morning. Requests for this service have been made in larger numbers than most people realize, particularly by people without alarm clocks or those who desire to be sure of being awakened in the morning.

With the growing requirements of the government for telephone equipment for the fighting forces abroad and service for training camps, supply depots and other parts of the "war machine" in this country, telephone facilities are taxed to their utmost. The telephone people say that to eliminate calls not relating to the giving of telephone service will permit the release of operators and equipment for more important messages and result in the company being better able to take care of the service with the present telephone forces and facilities.

WHEN IN OMAHA VISIT THE Gayety "Omaha's Fun Centre"
Grand New Show Every Week... **MUSICAL EXTRAVAGANZA**
Clean, Classy Entertainment. Everybody Goes! Ask Anybody. **LADIES DIME THEATRE DAILY**
DON'T GO HOME SAYING: I DIDN'T VISIT THE GAYETY



"Bear" In Mind
CERVA
The World's Best Beverage

A pure, non-intoxicating drink. Banishes thirst. Helps digestion. Has the refreshing taste of hops. Bear in mind CERVA and ask for it at grocers', at druggists', etc.—in fact, at all places where good drinks are sold.

Forty United Profit-Sharing Coupons (2 coupons each denomination 20) are packed in every case. Exchangeable for valuable premiums.



LEMP Manufacturers
ST. LOUIS
EVERETT COOK
Distributor
Alliance, Nebraska

MRS. B. W. SMITH GAINS 52 POUNDS

"I'll Praise Tanlac as Long as I Live," She Says—Was in Bed Ten Long Months.

"I'll praise Tanlac the longest day I live for giving me back my health," said Mrs. B. W. Smith, of 3113 Burdett street, Omaha, Neb., recently, when the special Tanlac representative, who had heard of her remarkable recovery, called to ascertain the facts.

"Eight years ago," continued Mrs. Smith, "I began suffering from stomach trouble, loss of appetite and nervousness. My head ached so at times it felt like it would jump from my shoulders. Then acute rheumatism got hold of me, and pained me so I could not sleep. My feet, knee joints and elbows would swell terribly and the pain was almost unbearable. Before I took Tanlac I had not been up and about, nor able to go down town for three long years, and was in bed for ten months perfectly helpless. I was under treatment every day for three months and I tried everything until the bills go so big I dreaded to think of them, but I never got able to be out of bed but very little.

"I suffered until I lost thirty-five pounds, but I have gotten back every ounce of it since I began taking Tanlac. Pretty soon after I started on it my appetite came back, and I got so I could eat anything. My nerves got stronger, and my pain commenced to get less. After this second bottle I felt much stronger and it wasn't long before I could get about the house and do my work. I haven't a pain of any kind now, and my sleep is as sound and restful as a baby. I am full of life and energy and feel able to go down town when I please, as I can walk and stay on my feet all day. In fact I can do as much work as I ever could in my life, if not more, and I just feel so happy over what Tanlac has done for me that I want everybody to know about it. I have told lots of people about it already and know many who are taking it on account of what it has done for me."

Tanlac is sold in Alliance by F. E. Holsten and in Hemingford by the Olds Drug company.

HANDLING POTATOES FOR STORAGE

Potatoes Should Be Placed in Storage as Soon as Practicable After Being Harvested.

Potatoes for storage should be "practically free from frost injury and decay and free from serious damage caused by dirt or other foreign matter, sunburn, second growth, cuts, scab, blight, dry rot and other diseases, insects, or mechanical means," as described in market document No. 7. Potato grades recommended by the United States department of agriculture and the United States food administration.

In order to reduce the danger of deterioration from disease and from exposure to atmospheric changes, potatoes should be placed in storage as soon as practicable after being harvested. When stored in bulk in either common or cold storage, potatoes should be piled not deeper than six feet, and the bins or compartments should be constructed with slat sides and bottoms to provide ample ventilation. They should not be stowed on earth floors. Each bin should contain not to exceed 50,000 pounds of potatoes. When stowed in crates or bags, the containers should be so piled as to permit unobstructed circulation of air on all sides.

The temperature of storage rooms should not be lower than 35 degrees nor higher than 40 degrees. In cellars or common storage houses the ventilators should be of ample size to permit of quick cooling in the autumn to a temperature of 40 degrees or lower. The relative humidity of the storage rooms should be from 80 to 90 per cent to prevent shriveling or softening of the potatoes, but it should not be high enough to cause a deposit of moisture on the potatoes. Daylight should be entirely excluded from the storage room unless the potatoes are to be used for seed.

In properly constructed and well managed common storages, potatoes which are sound and mature when stored in the autumn should keep in a good merchantable condition from four to six months. Under less favorable conditions earlier deterioration may be expected which may require the removal and marketing of the products within three or four months. In sections where a sufficiently low temperature cannot be maintained, potatoes can be held in common storages for only short periods without danger of serious deterioration. When common storage is used, frequent inspection is necessary to avoid holding them beyond their prime market condition. However, it is important to avoid temperatures below 35 degrees because of the pronounced sweetening effect of such low temperatures upon the flavor of the potatoes.

WHEAT FLOUR MAY NOW BE USED WITH LESS SUBSTITUTES

ADMINISTRATOR ANNOUNCES SWEEPING CHANGES IN EFFECT SEPTEMBER 1.

MIXED FLOURS PERMITTED

Consumers May Either Buy One Pound of Substitutes With Each 4 Pounds of Standard Wheat Flour, or They May Buy Regulation Mixed Flours Instead—Rye the Only Exception.

Omaha, Neb., Sept. 1.—Sweeping rules and regulations governing the manufacture and sale of wheat flour have been promulgated by Herbert Hoover, United States Food Administrator, and are announced by Gurdon W. Wattles, Federal Food Administrator for Nebraska.

The new rules are effective September 1.

The new rules affect consumers, manufacturers of all products using wheat flour, and all distributors.

The outstanding features of the new rules are:

FIRST—Consumers may now buy one pound of substitutes with each four pounds of standard wheat flour or in place thereof, they may buy regulation mixed flours, milled according to the new regulations, without substitutes.

SECOND—Millers are permitted to manufacture mixed flours which must conform to the specifications laid down in the new rules. These mixed flours make it unnecessary for consumers to buy substitutes if they use the mixed flours. However, if they buy standard wheat flour, they must buy one pound of substitutes with each four pounds of standard wheat flour.

THIRD—Mixed flours cannot be sold at a higher price than the price charged for standard wheat flour. This ruling standardizes the price of substitutes and prevents the soaring prices of substitutes.

FOURTH—The amount in pounds that consumers may buy is not limited, except that no one can buy more than a sufficient amount for the family for sixty days. Consumers, however, are requested to exercise great conservation in the use of wheat flour.

FIFTH—The new substitutes are: Corn flour, corn meal, barley flour, kaffir flour, milo flour, bean flour, potato flour, sweet potato flour, buckwheat flour, rice flour, oat flour, feterita flours and meals, peanut flour and rye flour or meals. All these substitutes, with the sole exception of rye flour or rye meal, must be bought in the proportion of one pound of substitutes to four pounds of wheat flour. Rye flour or rye meal must be bought in the proportion of 2 pounds to 3 pounds of standard wheat flour. There are no other substitutes than those named here.

SIXTH—Retailers must carry one of the following three substitutes in stock at all times: Barley flour, corn flour or corn meal. They may carry such other of the substitutes named as they may desire. Under no circumstances can a retailer sell standard wheat flour without selling one or more of the accredited substitutes in the proportion named.

SEVENTH—Victory mixed flours must be milled in the following ratios: Mixed wheat and barley flour, 4 pounds wheat flour to 1 pound barley flour; mixed wheat and corn flour, 4 pounds wheat flour to 1 pound corn flour; mixed wheat, barley and corn flour, 8 pounds wheat flour to 1 pound barley flour and 1 pound corn flour; mixed wheat and rye flour, 3 pounds wheat flour and not less than 2 pounds of rye flour. Whole wheat, entire wheat, or graham flours must contain not less than 95% of the wheat berry and may be sold without substitutes.

EIGHTH—Bakers' bread must contain at least 20% substitutes, unless the substitute is rye, when the percentage must be not less than 40%.

"The new wheat program is the result of a conference of food administrators of the allied countries and the United States. It has been agreed that the wheat bread of the allies shall contain 20% other grains than wheat and it is only just that we should bear our share in the saving," says Herbert Hoover, U. S. Food Administrator.

"Our bread should be universal with those who are fighting for us and who are suffering more greatly from the war than we. We have 220,000,000 of people to feed, one hundred and twenty million of our associates, and one hundred million of our own. We must feed them equitably and at prices which will put this necessary of life within reach of all."

Strict observance of the new rules is urged by Gurdon W. Wattles, Nebraska administrator.

"We must continue to use great care in our eating of wheat," says he. "Our people have accomplished what has never been accomplished before and through voluntary response. When our people sent 140,000,000 bushels of wheat across and with only 20,000,000 bushels visible to draw from, they gave the last answer to the sacrifice that Democracy will make."

"Fortune has smiled on us and on the allies. Now we have greater

stocks of wheat and we are permitted to use more wheat. But the great lesson has been learned, and we should continue our conservation along intelligent lines, and we must avoid all semblance of waste."

HOUSEWIVES MAY HAVE SUGAR FOR CANNING PURPOSES

Fruits and Vegetables Must Be Saved and Winter Supplies Laid By, Says Food Administration.

Omaha, Neb.—The Nebraska housewife today has a great problem to solve—it is that of saving the fruits and vegetables by canning and preserving, and in so doing to use just enough sugar to properly preserve these commodities.

Fruits and vegetables must be saved at all hazards. Winter supplies must be laid by so that food will be available and also that transportation will be relieved when the demands are heaviest.

Sugar is an all important factor in the preserving of fruits and vegetables. It must be available in sufficient quantities to properly preserve these commodities and the Federal Food Administration for Nebraska has made it available, even in the face of scant supplies of sugar.

Sufficient sugar will be allotted the housewife to preserve and can her fruits and vegetables, but she must get her certificates from the Federal Food Administrator of her county or his representative. These certificates will be given on a showing that the sugar is to be used for canning and preserving.

"Every patriotic housewife will cooperate with the government in this regard," says Gurdon W. Wattles, Food Administrator. "Our Nebraska housewives showed what they could do in conserving wheat. Their response in using sugar wisely will be even more pronounced."

"It is a time for every woman to use her ingenuity and to make her sugar go as far as possible. Since about 70 per cent of the country's sugar supply passes through the housewife, it is evident that she is the important cog in sugar conservation. She has two patriotic duties to perform:

"She must see that not more than 2 pounds per person per month is used in her family; and

"She must preserve and can sufficient fruits and vegetables to carry her family through the winter and until the next crop."

UNCLE SAM FACES GREATEST OF ALL TASKS THIS YEAR

Must Furnish Food in Greater Quantities and Will Do It, Says Wattles.

America has her greatest duty to perform during the coming year, says Gurdon W. Wattles, Federal Food Administrator for Nebraska. She must furnish food for our soldiers, 3,000,000 men of them, and in addition the greater part of the food needed by the Allies. The Allies will need 500,000,000 bushels of cereals for human consumption, 4,000,000,000 lbs. of fat and fat products, 1,500,000 tons of sugar, and 900,000,000 pounds of beef.

"It is the greatest call for foods the United States has ever undertaken," says Wattles. "But we have told them we would furnish these foods. And we can do it. We must make good."

CUT OUT WASTE, AS EACH OUNCE SAVED IS FOOD PRODUCED

Food Administrator Wattles Gives Conservation Suggestions That Work.

Gurdon W. Wattles, Federal Food Administrator for Nebraska, gives the following suggestions to Nebraskans that they may assist in winning the war.

Limit your sugar for household purposes to two pounds per person per month. The scant supplies make this drastic consumption necessary so that the Allies may have enough sugar to sustain morale.

Can and preserve every ounce of available fruit and vegetables. Sufficient sugar will be provided for this purpose. Every housewife should "put up" enough fruit to carry through the winter.

Use wheat flour and other wheat products wisely and economically. Adhere rigidly to the substitute rules and use 1 pound of substitutes with every 4 pounds of wheat flour.

Use beef in moderation and buy beef from the lighter cuts of carcasses. Beef dressing less than 475 pounds to the animal should be utilized for home consumption. The heavier carcasses are needed for export to "Our Boys Over There."

Wherever possible use other foods for sugar, beef, bacon, wheat, and fats. Many foods are available which may be used instead of these foods and with satisfaction.

Cut out all waste. Remember that every ounce of food saved is an ounce of food produced.

ATLAS REDWOOD 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.

ATLAS TANK MFG. COMPANY
Fred Boisen, Manager
1102 W. O. W. BUILDING, OMAHA, NEBRASKA

"Stop that headache! It's stopping your work"



Pain and Ill Health rob you of all your efficiency.

DR. MILES' ANTI-PAIN PILLS

quickly relieve Pain, but at the same time, when over-work or nervousness is the cause,

Dr. Miles' Restorative Nervine

should be used to relieve the cause.

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

SEVERE HEADACHE.
"I once had terrible headaches and feared La Grippe. I could not attend to my work. I took some of Dr. Miles' Anti-Pain Pills and the pain was quickly gone. Then I started using Dr. Miles' Nervine and the trouble vanished completely and I felt well and active once more."
HENRY FARNHAM,
Spring Valley, Minn.

Terms Strictly Cash

FROM NOW ON

Those indebted to me please call, settle and start over on a cash basis

W. L. Carroll, :: Blacksmith
CORNER SECOND AND LARAMIE, ALLIANCE



WILL WATER HURT IT?

If water won't hurt it, we won't hurt it.

We can launder anything that is washable.

We take extra care with the sheer and delicate garments—even go so far as to wash many pieces in individual net bags.

And of course all these delicate garments are entirely ironed by hand.

You need have no hesitancy in sending us your daintiest garments and most prized linens. We will launder them just as carefully as you would yourself.

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