

# NAVY BASE BALL TEAM, BAND AND SHOW HERE SOON

MAYOR RODGERS ADVISES DEPARTMENT THAT ALLIANCE WILL ENTERTAIN.

Party Will Tour Middle West During August and September—Details Later.

Mayor A. D. Rodgers this week received a letter from the U. S. Navy Recruiting office at Omaha asking that arrangements be made for the entertainment of a party of sailors, which will tour the Middle West during the months of August and September, for one day in Alliance. They will come prepared for a game of base ball; with a band and a minstrel show and will during its stay in the city endeavor to give the people of Alliance an idea of the pleasant side of the life in the navy.

While, of course, the exact date of the visit in Alliance can not yet be ascertained the mayor in reply to the letter informed the department that our citizens will be glad to accommodate the party and that upon the receipt of further particulars the arrangements would be made for the ball game and the other numbers of the day's program. It is to be expected that the ball tossers of the party will be in shape to put up a good stiff fight and with the strengthening of the Alliance club an exhibition of the great national pastime worth coming miles to see is very promising and a crowd of fans that will exceed, by far, the turnout to the regular games should witness the match. Immediately upon the arrival of the additional information The Herald will advise its readers of the date and plans. Watch for it and plan now to give the sailor lads a real welcome and to help make their stay in Alliance one to be long remembered.

Inventories of purchased or raised crops and livestock on hand at the beginning of the year which were submitted last winter in making income tax returns will be accepted, according to a letter received by the University Department of Rural Economics from Income Tax Collector Loomis at Omaha. This reverses the stand taken a few weeks ago by the Omaha Office. Letters sent out to farmers in June stated that these inventories could not include crops and livestock raised on the farm. It is now acknowledged that these letters were in error. Inventories should include both purchased and farm raised crops and stock. According to this letter, farmers who were advised to omit farm raised crops and stock, and did so, should take the matter up with Collector Loomis at Omaha.

How a good sire will improve a dairy herd is the subject discussed in a new circular of the Nebraska Agricultural Experiment Station at Lincoln. The records of three sires used in the University dairy herd are cited. In one case the average increase of the production of the daughters over that of their dams was 42 per cent in both butterfat and milk. Another sire produced two daughters that showed a 100 per cent increase over their dams and still a third sire had daughters that beat their mothers, even though they were among the best producing cows ever owned by the University. Persons interested in improving their dairy herd should write for experiment station circular No. 8, "Purebred Sires Effect Herd Improvement."

Scores of prizes are being offered for excellence among the more than 30,000 boys and girls of the State organized into clubs under the direction of the College of Agriculture Extension Service and the United States Department of Agriculture. In addition to the certificate of achievement given every boy and girl completing the year's work, the live stock exchanges or stock yards companies of Omaha, Sioux City and

## SALTS IF KIDNEYS OR BLADDER BOTHER

Harmless to flush Kidneys and neutralize irritating acids—Splendid for system.

Kidney and Bladder weakness result from uric acid, says a noted authority. The kidneys filter this acid from the blood and pass it on to the bladder, where it often remains to irritate and inflame, causing a burning, scalding sensation, or setting up an irritation at the neck of the bladder, obliging you to seek relief two or three times during the night. The sufferer is in constant dread, the water passes sometimes with a scalding sensation and is very profuse; again, there is difficulty in voiding it.

Bladder weakness, most folks call it, because they can't control urination. While it is extremely annoying and sometimes very painful, this is really one of the most simple ailments to overcome. Get about four ounces of Jad Salts from your pharmacist and take a tablespoonful in a glass of water before breakfast, continue this for two or three days. This will neutralize the acids in the urine so it no longer is a source of irritation to the bladder and urinary organs which then act normally again. Jad Salts is inexpensive, harmless, and is made from the acid of grapes and lemon juice, combined with lithia, and is used by thousands of folks who are subject to urinary disorders caused by uric acid irritation. Jad Salts is splendid for kidneys and causes no bad effects whatever.

Here you have a pleasant, effervescent lithia-water drink, which quickly relieves bladder trouble.

St. Joseph are offering special prizes in nearly fifty counties, and a dozen or more other companies have added liberally to the list. Twelve hundred and sixty dollars are offered in prizes at the State Fair for boys and girls' club exhibits. Six hundred dollars of this will go to canning and baking demonstration teams. One entire barn at the Fair has been set aside for junior swine exhibits. This is the first year that members of boys and girls' clubs have had strong features at the State Fair.

## LAW IS FREAKISH AND DIFFICULT TO OBEY

Merchants Can Display Cigarettes, But No Advertising—Rule as to Restaurant Smoking.

In common with dealers in cigarettes throughout Nebraska, the local merchants have been asking many questions lately with reference to some of the peculiar ramifications of the law. The law states for one thing that cigarettes shall not be advertised in any public place within view of the public, or on any sign, billboard or building.

One of the first queries made was whether or not the display of cigarettes on shelves or in showcases amounted to fracture of the law. Attorney General Davis has ruled that the stacking of cigarettes in showcases or on shelves will not be construed as breaking the law. Window displays, however, will probably be barred.

The attorney general has also ruled that when one dealer has a number of places in the same town or city, one license will serve them all so long as the several places are of exactly the same character. One dealer cannot do both a wholesale and retail business without taking out separate licenses.

What possibly "gets the goat" of cigarette users more than any other clause of the law is that barring cigarettes from being smoked in restaurants or other eating places. Nothing is said in the law with reference to pipe or cigar, and while the cigarette smoker is barred, his companion at the table can light and smoke a pipe to his heart's content, so far as the law is concerned, no matter if the pipe is so strong that it has to be nailed down to prevent it from wandering from under its own power. The cigar smoker can also puff away, according to the law.

This peculiar situation, however, is being remedied in the better class of restaurants in the cities by the rule of the house management barring smoking of any kind herein, thus placing all smokers on a par. Signs barring cigarettes have appeared in some of the Alliance restaurants, but nothing has been said as to the barring of other means of making a smudge, following a comfortable dinner and prior to "beating it to the street."

Daily Thought.  
He who loses wealth, loses much;  
He who loses a friend, loses more;  
But he that loses his courage, loses all.—Cervantes.

## MERCHANTS AND ADVERTISING.

During the past ten years a great many small towns have been on the down-grade, from a commercial standpoint, owing to the inroads made on their business interests by the large cities, the mail order houses, farmers unions and other forms of outside competition. Many a country merchant blames the automobile for taking the business away from him, but it is quite likely the automobile could be made to bring trade to him as readily as it is made to take it elsewhere. The fact is that the country merchant, like most of us, will blame everybody and everything for his condition before he will begin to lay the fault to himself.

There is a store in a city of less than 1,200 inhabitants, in the state of Ohio, which in the year 1916 sold over \$400,000 worth of merchandise. It is the biggest country store in the United States and has made its town one of the most important trading points in the state of Ohio. Yet this town has no better surrounding trade territory than any other town of 1,200. It was done simply by modern merchandising and advertising.

The merchant in the country town has as good a chance to sell merchandise as anyone in the world if he will only sell it; but a great many country merchants have allowed modern methods to leave them away in the rear of the progress parade and have laid down and let someone else do the selling. In this connection it is safe to say that in the trade territory of nearly every small town, outside competition is doing more advertising, twice over, than the local merchant. The only way the country town can successfully meet this competition is by using the same tactics. In short the only remedy for a town that is going down hill is modern merchandising and scientific, systematic and persistent advertising.—Clarion (Pa.) Clipper.

## "FAKE" ASPIRIN WAS TALCUM

Therefore Insist Upon Genuine "Bayer Tablets of Aspirin"



Millions of fraudulent Aspirin Tablets were sold by a Brooklyn manufacturer which later proved to be composed mainly of Talcum Powder. "Bayer Tablets of Aspirin" the true, genuine, American made and American owned Tablets are marked with the safety "Bayer Cross." Ask for and then insist upon "Bayer Tablets of Aspirin" and always buy them in the original Bayer package which contains proper directions and dosage. Aspirin is the trade mark of Bayer Manufacture of Monocetacidester of Salicylic acid.

# WRIGLEY'S



**KEPT secret and special and personal for you is**

## WRIGLEY'S

In its air-tight sealed package.

A goody that is worthy of your lasting regard because of its lasting quality.

Three flavors to suit all tastes.

Be SURE to get WRIGLEY'S

Sealed Tight Kept Right

The Flavor Lasts



When a Nut Isn't.  
The peanut isn't a nut at all, but a member of the pea, bean and clover family. It is a legume and gathers nitrogen from the air. Peanuts do not grow from roots, but on shoots which grow out from the plant above ground, bear a little sterile yellow blossom and they shoot directly into the ground, where they peg—that is, where peanuts begin to grow on them.—St. Nicholas.

## DRAKE & DRAKE OPTOMETRISTS



Glasses Accurately Fitted  
We Can Duplicate Any Broken Lens.  
813 1/2 Box Butte Ave Phone 131

# Yes, it's toasted

YOU know how much toasting improves bread. Makes it taste good. Of course—more flavor.

Same with tobacco—especially Kentucky Burley.

Buy yourself a package of Lucky Strike cigarettes. Notice the toasted flavor. Great! Nothing like it. The real Burley cigarette.



Guaranteed by The American Tobacco Co.

TIRES are such an important part of car enjoyment and car economy that they deserve your serious consideration—for a time.

But if you've owned a car for as much as a year and have not yet discovered outstanding quality, try a Firestone Gray Sidewall Tire.

You'll no longer be trying first one tire, then another. With Firestone equipment, tire uncertainties come to an end.

# Firestone TIRES

Most Miles per Dollar