

SOUTH OMAHA LIVE STOCK MARKET

A Clean Market for Clean Live Stock

That's Where the Eastern
Feeder Buyers Are Coming
Next Fall for Their
Requirements



Assets of the South Omaha Market

- Most Convenient, as Well as Efficient and Sanitary Cattle and Sheep Division Offered to the Shipper.
- Best and Most Sanitary Horse Barn in the World.
- Finest and Most Modernly Equipped Hog Division in the World.
- Every Pen in the Stock Yards Supplied with an Unlimited Amount of Pure Well Water that "Fills".

Added to These Facilities

South Omaha Has Prices That Attract

Lloyd's Column

Which Room?
Strickland Gillilan tells this one in Judge:

At O'Neill, Nebr., there was once a hotel that all traveling salesmen avoided except when they couldn't. There was no heating system, the only warmth in the house being supplied by a small stove in the office.

One howling night, when the wind was making about thirty knots per hour and the mercury was twenty below zero, a traveling man shivered beneath the insufficient bedclothes in his drafty room until about 3 a. m. Unable to stand it any longer, though he dreaded to leave the bed, he leaped out, seized his clothes and ran to the office. There he shuddered into his garments, and then began building up the fire.

The fire-poking roused the landlord, who came out and said, "What're you gettin' up this time o' night for? You left a call for six-thirty." "What did I get up for?" shouted the traveling man. "I couldn't stay in bed any longer in that room of mine! I was freezing!"

The landlord defended his hostelry and the traveling man assailed it, in a regular quarrel.

During the disagreement an old doctor of the town, who had been out in the inclement night and was almost frozen, saw the light in the hotel and came in. The old man's long whiskers were covered with frost and festooned with enormous icicles.

As the traveling man turned from his quarrel and saw the old man's condition and the pendant ice, he exclaimed, "My God, man! Which room did you have?"

The Yale freshman year was proving very expensive to father, so father decided to have a "heart-to-heart" talk with Johnny, home for the week.

"Now, son," said he, gravely, but affectionately, "your mother and I are spending just as little as we possibly can. I get up in the morning at half past six and I work until after five. But, son, the money just won't go around at the rate your expenses are running. Now, I ask you, as one man to another, what do you think we had better do?"

For a moment Johnny's head was buried in thought—and then he replied:

"Well, father, I don't see any way out but for you to work nights."—Cincinnati Enquirer.

Money will buy practically everything except a few little details like health, happiness, self-respect.

What Is "Punch"?

What is that force in an advertisement that makes you buy the thing advertised?

What is it that enables one man to sell two or three cars while the other fellow isn't selling any?

We call it "punch" in a general way, but what is "punch"?

Punch is vim vitalized. It is vigor with a voltage behind it. It is "pepper" coupled with "push". It is power, personality, persistency and pugnacity done up in the same package.

It is knowing enough—not too much.

It is talking enough—not too much.

It is the correct sizing up of a situation.

It is knowing how to say and do forceful things in a forceful way.

It is knowing when to pull the order blank. It is the ability to get out of a tight place with the order.

It is dominating the interview and coming away with the check.

"Punch" is just plain, everyday horse-sense" with a "kick" in it.—Ford Times.

Wishing

Do you wish the world were better? Let me tell you what to do:

Set a watch upon your actions, Keep them always straight and true;

Rid your mind of selfish motives; Let your thoughts be clean and high.

You can make a little Eden Of the sphere you occupy.

Do you wish the world were wiser? Well, suppose you make a start, By accumulating wisdom

In the scrapbook of your heart; Do not waste one page on folly;

Live to learn, and learn to live. If you want to give men knowledge You must get it, ere you give.

Do you wish the world were happy? Then remember day by day

Just to scatter seeds of kindness As you pass along the way;

For the pleasures of the many May be oftentimes traced to one.

As the hand that plants an acorn Shelters armies from the sun.

—ELLA WHEELER WILCOX.

Knocking

Put the hammer in the locker; Hide the sounding board likewise;

Anyone can be a knocker; Anyone can criticize.

Cultivate a manner winning, Though it hurts your face to smile

And seems awkward in the beginning Be a booster for a while.

Let the blacksmith do the pounding; That's the way he draws his pay;

You don't get a cent for hounding Saint and sinner night and day.

Just for solid satisfaction Drop a kind word in the slot.

And I'll warrant you'll get action On your effort on the spot.

Kindness every time beats kicking; Mirth is better than a frown.

Don't waste your time picking Flaws with brothers who are down

And it isn't distressing If you give a little boost

To the man whom fates are pressing, When the chick comes home to roost.

Only five blocks from the Court House, four blocks to the City Hall, and five blocks to the Bank corner—you can't ask for a more convenient location and, where can you find a more sightly and pleasant one.



"S-O-M-E Doughnut!"

"Any time you want goodies use Calumet Baking Powder! My mother uses it—she's tried all others—she's learned her lesson—now she sticks to Calumet."

"Unequaled for making tender, wholesome, light bakings. Wonderful leavening and raising qualities—uniform results. Mother says Calumet is the most economical to buy—most economical to use. Try it at once."

Received Highest Awards
New Cook Book Free
See Slip in Pouch Can



Cheap and big can Baking Powders don't save you money. Calumet does—it's Pure and far superior to sour milk and soda.

LIKED CRAWFORD FAIR

State Fair at Sister City Well Pleased with Entertainment

Alliance people are still talking of the fine entertainment given visitors at the Tri-State fair and race meet, held at Crawford September 9, 10 and 11, and which was visited on Friday, September 10, by a large number of auto loads of Alliance people.

The Crawford boosters certainly proved that they are second to none when it comes to being capital entertainers. Special boxes had been reserved for our visitors and they were shown every courtesy—and it is safe to say that not a dull moment was experienced by anyone who attended. New buildings were in evidence at the fair grounds and we were advised that most of the work on these fine buildings had been done by the boosters.

The men who took part in making a success of the fair and worked on the committees were Dr. E. P. Richards, president; Dr. J. E. Hartwell, vice president; Rev. Walter C. L. Edin, secretary; J. D. Heywood, a co-sec. secretary; Dr. A. W. Sprague, speed secretary; City of J. Horn, treasurer; W. M. Sandway, Geo. J. Adams, L. L. Lease, S. M. Knapp and C. A. Minick, directors; Col. P. G. Cooper, marshal of the day; Col. Wm. J. A. Raum, assistant marshal of the day; W. E. Barnum, W. E. Elswick, Con. Lindeman, C. L. Leithoff, James Nestor, Ben Hanlon, J. N. Hartranft, Sid Williams, L. M. McBride, members of committees.

Alliance has a warm spot in her heart for Crawford and will have opportunity later to return the many courtesies shown her visitors.

New Books at Public Library

Rental shelf:

Pollyanna Grows Up—Eleanor Porter.

Michael O'Halloran—Gene Stratton Porter.

Nancy the Joyous—Edith Stowe.

Harding of Allenwood—Harold Bindloss.

Far Country—Winston Churchill.

Lovely Meddler—Leona Dalrymple.

Through the kindness of the Odd Fellows organization, the library has five volumes of the American statesman series:

Life of Alexander Hamilton.

Life of Thomas Jefferson.

Life of Daniel Webster.

Life of Benjamin Franklin.

Life of Andrew Jackson.

Thanks are due A. J. Macy for a copy of Algot Lange's "On the Lower Amazon."

None Equal to Chamberlain's

"I have tried most all of the cough cures and find that there is none that equal Chamberlain's Cough Remedy. It has never failed to give me prompt relief," writes W. V. Garner, Montpelier, Ind. When you have a cold give this remedy a trial and see for yourself what a splendid medicine it is. Obtainable everywhere.

SHIP TO THE MUTUAL

Sellers of

CATTLE, HOGS AND SHEEP

Both cattle salesmen, both hog salesmen and office manager with the "National" up to the time it sold out.



THEO. TILLOTSON
Cattle Salesman



DELL JOHNSON
Cattle Salesman

Fully equipped in every department. Every salesman a member of the firm. Best yard help obtainable in every division. All mixed shipments sorted for ownership and everything sold on its own merits.

The firm was organized Dec. 1st and handled 1772 loads of stock in its first seven months of business.

Mutual Live Stock Commission Co.

SOUTH OMAHA, NEBRASKA

HOTEL ROME OMAHA

Room Without Bath \$1.00 or \$1.25

Room With Bath \$1.50 Up

Cafe Prices Moderate

ROME MILLER
Proprietor

SAGE AND SULPHUR DARKENS GRAY HAIR

Brush this through faded, lifeless locks and they become dark, glossy, youthful.

Hair that loses its color and lustre, or when it fades, turns gray, dull and lifeless, is caused by a lack of sulphur in the hair. Our grandmother made up a mixture of Sage Tea and Sulphur to keep her locks dark and beautiful, and thousands of women and men who value that even color, that beautiful dark shade of hair which is so attractive, use only this hair-time recipe.

Sometimes we get this famous mixture looking at any drug store for a 50 cent bottle of "Wyeth's Sage and Sulphur Hair Remedy," which darkens the hair so naturally, so evenly, that nobody can possibly tell it has been applied. Besides, it takes off dandruff, stops scalp itching and falling hair. You just dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time. By morning the gray hair disappears; but what delights the ladies with Wyeth's Sage and Sulphur is that, besides beautifully darkening the hair after a few applications, it also brings back the gloss and lustre and gives it an appearance of abundance.

not of themselves serious, but infection or low vitality may make them dangerous. Don't neglect a cut, sore, bruise or hurt because it's small. Blood Poison has resulted from a pin-prick or scratch. For all such ailments Bucklen's Arnica Salve is excellent. It protects and heals the hurt; is antiseptic, kills infection and prevents dangerous complications. Good for all Skin Blemishes, Pimples, Salt Rheum, Eczema. Get an original 2-ounce 25c box from your druggist. Adv.—No 2

TRAINMEN'S daily time books for sale at The Herald office for twenty cents each. Ask to see them.

Serial No. 017164.
Notice for Publication—
Isolated Tract
PUBLIC LAND SALE
Department of the Interior, U. S. Land Office at Alliance, Nebraska, August 14, 1915.
NOTICE is hereby given that, as directed by the Commissioner of the General Land office, under provisions of Sec. 2455, R. S., pursuant to the application of James E. Rice, Serial No. 017164, we will offer at public sale, to the highest bidder, but not less than \$2.50 per acre, at 10 o'clock A. M., on the 12th day of October, next, at this office, the following tract of land: The W 1/4 NE 1/4 Sec. 33, T. 23 N., R. 47 W., 6th P.

M.
The sale will not be kept open, but will be declared closed when those present at the hour named have ceased bidding. The person making the highest bid will be required to immediately pay to the Receiver the amount thereof.
Any persons claiming adversely the above-described land are advised to file their claims, or objections, on or before the time designated for sale.
T. J. O'KEEFE, Register.
J. C. MORROW, Receiver.
aug 19-31-5974
A Good Household Salve
Ordinary ailments and injuries are