

Closing Out of the Entire Basement Department
China and glassware, aluminum and granteaware, shelf hardware and notions of every description must be closed out during this sale.

See Large Posters for
Prices and Full
Particulars

THE HORACE BOGUE STORE

SATURDAY, JUNE 17th

Worth of
\$8,000
MERCHANDISE
TO BE SACRIFICED

We will open the greatest sale in the history of our store. \$8,000.00 worth of Dry Goods, ready-to-wear, Millinery, China, Glassware, Granite ware, and Notions. Positively must be closed out in two weeks at a great sacrifice. We will positively close out our entire Basement Department.

Hundreds of Dollars Worth of Summer Dress Goods

Will be enclosed in this sale at cost and less than cost. Muslin Underwear, Hosiery and Shoes and Oxfords for women, misses and children, all must go. We will give you some genuine BARGAIN PRICES.

SUMMER DRESS GOODS REMNANTS

Hundreds of yards will be put on sale in the basement to close them out.

THE ALLIANCE HERALD

LLOYD C. THOMAS, Business Manager
JOHN W. THOMAS, Editor

Published every Thursday by
THE HERALD PUBLISHING COMPANY
Incorporated

Lloyd C. Thomas, President J. Carl Thomas, Vice Pres.
John W. Thomas, Secretary

Entered at the post office at Alliance, Nebraska, for transmission through the mails as second-class matter.

SUBSCRIPTION PRICE, \$1.50 PER YEAR IN ADVANCE
If your copy of The Herald does not reach you regularly or satisfactorily, you should phone 240 or drop a card to the office. The best of service is what we are anxious to give, so don't hesitate to notify us without delay when you miss your paper.

HOT AIR PATRIOTISM

There is a great deal of it on exhibition in this country now. Leaders of fake patriotic organizations, whose interest in "preparedness" is fostered by the gain they are making by furnishing military equipment and supplies to the government at exorbitant profits, or who hope to promote their political fortunes by militarism, are loud in their demands that the government increase its expenditures for war preparations by millions and billions of dollars, and denounce those who oppose such expenditures as "copperheads", "mollycoddles", "peace-at-any-price", etc.

But when a call is made for enlistments that may mean the furnishing of human bodies to be cannon fodder or the targets for snipers' bullets, these hot air patriots fail to put in an appearance at the recruiting stations and leave it to the men whom they denounce as "copperheads" and "mollycoddles" to fill up the ranks.

If we should accept the statements of fake patriots at what they want them accepted for, and not for what they are really worth, we would think that the cities of Boston and New York were teeming with men, and women, too, who were almost dying to go to war for their country; and that some of the western states, notably Nebraska, are inhabited by a lot of white livered citizens who turn pale at the thought of war. Let people who wish to be deceived believe such false representations, if they wish to do so. We will not, but rather do our best to expose them.

The following press report was published in the daily papers last month:

Boston Urges Break With Berlin

Boston, Mass., May 7.—Resolutions urging President Wilson to break off diplomatic relations with Germany were adopted at a meeting today in observance of the first anniversary of the sinking of the Lusitania.

About 2,500 persons attended the meeting, which was under the auspices of the Citizens' League of America and the allies. James M. Beck, former assistant attorney general of the United States, and Professor Josiah Royce of Harvard were the principal speakers.

The Omaha World-Herald of May 25 contained a cartoon by Spencer which, while not referring directly to the above item, gives a splendid setting for it. In the cartoon are two soldiers, one a giant and the other a pigmy, the giant representing the enlistments in Omaha since increase in the army was authorized, one man for every 2,697 men of the population; the pigmy representing the enlistments in Boston during the same time, one man for every 71,620 men of the population, the enlistments in Omaha being more than twenty-six times as many in proportion to adult male population as in Boston. The same issue of the World-Herald contained the following editorial, which shows how the populace in the storm centers of preparedness are clamoring (not) to push their way into positions of danger in defense of the country:

"Figures that Bore Us"

"Uncle Sam," says the Chicago Tribune, "wants about 30,000 more regulars; 145,000 persons marched in New York's preparedness pageant; 1,000,000 watched them. Last week 400 applied as recruits; of these 49 were accepted. Not that figures prove anything. They always bore us."

Unquestionably such figures bore the Tribune. The Tribune is the leading western organ of militarism as opposed to reasonable preparedness. It is an unsparing critic of President Wilson and a democratic congress because they have provided for a standing army of only a quarter of a million. The Tribune wants a million—two million. Better than that, it demands universal service, as in Germany, where every healthy adult male human being is obliged to be a soldier.

In view of the figures that "bore" it, may it not dawn upon the Tribune before long, and upon all the other republican critics of the "inadequate" democratic preparedness program, that their quarrel is not with the democratic party but with the whole people of the United States?

When that hard, cold fact does at last penetrate to their inner consciousness, may we not expect them to admit that the democratic party is really giving the country about as big a dose of preparedness as the country is prepared to assimilate?

THE COST OF PRINTING GROWS

As every reader of a newspaper who keeps in touch with the rising cost of materials knows, the cost of paper, ink and other materials has increased nearly one hundred per cent since January 1st. That this must result in an increase of rates for printing of all kinds, including advertising, is an evident fact. The Columbus Telegram, edited by Edgar Howard, in its issue of last week had the following to say regarding the matter:

Because of the evervaulting price of print paper many western newspapers are now close to the danger line of a deficit.

There is only one way to meet the danger. It must be met by a raise in the price of subscription and advertising in harmony with the increase in the cost of newspaper materials. Publishers hesitate about adopting this policy, although it has been adopted by all other interests whose commodities have been increased by the war troubles. But this is the very course which publishers must adopt, or very soon many country newspapers will be compelled to suspend publication. The situation is worse in this western section of the country, because of the heavy freight charges.

After all, perhaps this danger situation will in the end be a good thing for the average country newspaper, because the sad fact is that the newspaper publishers have for years been doing business on a smaller margin of profit than any other tradesmen. A Nebraska publisher who has made careful study of the situation has estimated that a country newspaper, with a circulation list of 1,000 must necessarily lose money at the present price of paper, ink, rollers, machinery and labor, if he shall accept advertising at less than 15 cents per inch, and that a paper with 3,000 circulation must receive 25 cents an inch for advertising in order to make both ends meet.

Two years ago an edition of The Herald like this week's regular edition would have cost us for paper, ink and labor about \$175. The labor, ink and paper expense of this present edition will exceed \$225.

Business men in other lines are probably also suffering from the effects of high prices but none have been hit harder than the country newspaper publishers by high prices, for which the war is blamed.

A NEW DAILY NEWSPAPER

The Daily Platte Valley Star-Herald is a new daily newspaper, recently started at Scottsbluff by the Star-Herald Printing Company, of which A. B. Wood is president, R. J. Dobell, vice president, and H. J. Wisner, secretary and treasurer. Mr. Dobell is business manager, and Mr. Wisner editor of the new daily, which comes out in bright, newsy, four-page style, with telegraph news. The Herald wishes the new paper success.

WANT AD DEPARTMENT

MISCELLANEOUS

BUSINESS OPPORTUNITY for man with small amount of capital to get into good, paying business in western Nebraska. Prefer man with some experience in farming. Must be steady and reliable. Address, with particulars, Box 6645, care Alliance Herald.
12-1f-6645

MONEY TO LOAN on real estate. Apply to H. M. Bullock, Room 4, Reddish Block, Alliance.
6-1f-6307

MONEY TO LOAN—On Box Butte county land and ranches in the sand hills. No delay in making the loan; we inspect our lands and furnish the money at once. J. C. McCorkle, McCorkle Building, Alliance, Nebr.
1-1f-6554

RECORD FOR TRAINERS Railroad men can secure a very useful book at The Herald office. It is a daily time book for trainmen and engineers. The price is reasonable.
1-1f-5733

MOVE FURNITURE SAFELY We have equipped our dray wagons and auto truck with the latest appliances for moving furniture without marring or scratching or damage. Up-to-date wagon pads will be used by us on all moving jobs.
JOHN R. SNYDER, Phone 15.
37-1f-5950

Money to loan on real estate.
F. M. REDDICK

FOR RENT

ROOM FOR RENT—Phone 31. H. J. YOUNG.

FOR SALE

My modern house at 911 Laramie avenue, Alliance. Eight rooms and bath, splendid hot water heating plant, extraordinarily well built. Price \$6000, cost \$6000. Bruce Wilcox, Bridgeport, Nebr.
28-1f-7344

FOR RENT—For two months, five room furnished house. Phone 776.
27-1f-6990

BARN FOR RENT—At 493 Sweetwater avenue. Phone 175.

FOR RENT—Small, four-room house, modern except heat. Phone 151.
28-1f-7351

WANTED

WANTED—100 head of cattle for pasture. Phone or write, WM. MORAVIK, Canton, Nebr.
26-2f-6984

FOR SALE—On account of the illness of the owner, a flourishing restaurant business in a good town near Alliance is offered for sale at a bargain. Business is well located and a money-maker. A bargain for \$500. For full description write box 6983, care Alliance Herald, Alliance, Nebraska.
26-2f-6983

LOST AND FOUND

LOST—A music roll on Alliance streets, Saturday, June 3rd. Finder return to Herald office.
27-1f-6993

FOUND—Bunch of keys. Owner may have same by identifying same and paying for this ad.
6-15-7346-1f

Hally at Voegel School House Dry Federation meeting at Voegel's school house, southwest of Alliance, Sunday, June 18, at 3 p. m. Good music provided. Addressed by Rev. J. B. Carns, D. D. Everybody invited.

Wisdom From Buddha.

If a man speaks or acts with a pure thought, happiness follows him like a shadow that never leaves him.—Buddha.

WHOLESOME, AND SATISFYING — "OLD KENTUCKY"

Delicious Fruity Flavor That Lasts as Long as The Chew Lasts

MADE OF CHOICEST BURLEY

When you put a chew of good plug tobacco into your mouth you are using tobacco in its most perfect form.

You get more enjoyment and healthful satisfaction out of chewing—and Old Kentucky is your ideal chew.

This famous old brand has been a favorite for years, because of its unique fruity flavor and long-lasting quality.

Sweet and mellow, Old Kentucky overflows with the delicious natural juices of the choicest Burley leaf. It puts an edge on your appetite, and helps to keep your whole system in first-class working order.

Old Kentucky is the tastiest of all chews. Try a 10c plug and see for yourself how much genuine tobacco satisfaction it gives you. Your dealer has Old Kentucky.