JAN. 18.

DATES IN HISTORY

NATION S

TRIBUTE

### THE ALLIANCE HERALD

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THE HERALD PUBLISHING COMPANY, Owners (Incorporated)



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PAVING AND HIGH PRICES

onded by a large major ty of those pense of public improvements than who own property in the district we are today.
which will be affected by the new We are three paving. We broached the subject of buildings in Alliance on streets which will be paved. "Cost?" said Mr. Holsten, "Of course it will cost plenty of money, but it will benefit the property more than the expense, and I am for paving in spite of the fact that it will cost me a lot of money."

The experience of Urbana, Illinois, was shown by an editorial in the Daily Courier which appeared on j January 14, 1919. That editorial expressed the following sentiments, which we have changed to fit Alli-

The average citizen of Alliance would agree without much argument to describe. that it would be a splendid step forward for this community to lay some ty spelled fighting-first line trenchfour or five miles of pavement this es, communicating trenches, first aid year. There are a half dozen streets station, pointing the artillery pieces. that ought to be paved which are etc. Duty was military first of all. now unimproved, and there are as Sure, there was duty at home for evmany more which have been paved eryone. Second, after the fighter in in years gone by, but whose present duty was the money lender, the man titude taken during recent months undue tire trouble is a rigid inspeccondition is a reflection on the pro- or woman who bought bonds so that gressive spirit of the community, as the fighter could fight and do it sucwell as a continuing annoyance to cessfully. It was fighter first and those who have to make use of lender second during the War.

These facts are generally admitted but when it comes to concrete proposals to remedy the situation, the first barrier raised is that of exces-

Paving does cost more than before the war. It costs a great deal more. Some claim twice as much.

This, in itself, is not as great an objection as some people would have you think. Costs, after all, are relative. When paving prices are low, the prices of other commodities are also low, and those of us who make our living by disposing of the commodities we produce or the services we have for sale, are in no better position, relatively, to buy paving when prices are low than when prices are high.

When prices are high, as at present, money is plentiful, and practically every one has work at profitable Altho living expenses are high, it is possible to pick and choose what we shall buy, and it is feasible so to conduct our personal affairs as to have a surplus, if we make up our

mind to it. When prices are low, employment is uncertain, irregular, and for some impossible to obtain. Money circulates less freely; and most of us are afraid to spend a nickel for fear we will never get another.

If we wait for prices to go down before we start to pave, we will be in in a franked government envelope no position to pave when the condimarked "First Class Mail" a detailtion demanded is attained. It is ed circular entitled "Annual Report truch more of a hardship on a com- of W. G. McAdoo, Director General munity to thrust an ambitious of Railroads" with the implied rescheme of public improvement on its quest that it be published. property owners in the face of stagnation and panicky conditions, than it is when conditions are what they ments of Mr. McAdoo and the railare today, with money circulating freely, with every one employed, and We would like to have published it with no one feeling the pinch of hunger or privation.

and flush conditions is to keep busi- twice what it formerly did; if printness going. We must keep the dol- ers didn't look forward to their pay lar turning over, and over, and over, checks; and if papers were mailed We make money, in a business sense, by spending it not by saving it. Saving has its uses, and its virtues are

our dollar will not buy as much paving as it used to do; neither are we funds. justified in waiting to start such enterprise, for the day when the dollar ular advertising at regular rates for

I will buy as much as it did in 1892 The spirit shown by a well knewn or even 1915. Those days may come and progressive Alliance business again—which God forbid—but when man with whom we talked a day or they do, we will be far less able as two ago regarding the paving is sec- a community to undertake the ex-

We are thru with the war; we are entering the channels of peace; the paving and its costs to Mr. F. E. road to prosperity lies invitingly Holsten, owner of The Herald build- ahead of him who will seize his oping and a number of other business portunity in time. Action is demanded. We should not remain asleep at the switch, nor let the rising sun of a renewed prosperity find our train hopelessly blocked on a side track while the rains on the main line rust from disuse. Alliance's watchword this year should be "Full Speed Ahead."

#### DO YOUR DUTY THIS TIME

"Duty." Nice short little word, isn't it? What does it mean to you?

Well, come to think about it, duty means one thing one time and another thing another. Sort of hard For instance. During the war du-

But the war is over. There is a change of significance of the word "duty." The fighter and the lender have changed places. The first duty now is with the lender. His work is the one that must come to the front. The fighter has done his part. Yes, he must be brought back, to be sure. And that is what makes the lender's

duty more pronounced. The fighter's laurels are won. Now lose. That saved of our fighters.

Your boy and your neighbor's boy who will soon be home might easily have been among the thousands sacrificed if we hadn't spent millions on equipment an dtraining. Aren't these boys worth something to you?

Duty calls to the lender. Let your conscience direct you through the Victory Liberty Loan. From now on the laurels are for you. No man's work will be more important than yours. The Yanks are watching and will applaud you if you do your duty. You'll be in the front line, not in the

#### MORE FREE ADVERTISING

The Herald, as did probably every other newspaper in the United States, received one day last week,

This report contained some interesting paragraphs of the accomplishroads under government operation. especially if there was no expense in the newspaper game—if paper cost The way to maintain good times us nothing instead of more than postage free.

But we remembered that not long ago we received a notice that the indisputable, but there is a time to paid advertising for the Burlington save and a time to spend. Stagna- railroad was to be discontinued, with tion is not prosperity. It is business the suggestion that we might during the coming year receive some paid We should not be alarmed because advertising-sort of to help the paper along in case we got short of

Formerly the newspapers ran reg

the railroads. It was good advertistimely warnings regarding the cold tightly to tire just to eliminate the ing. It produced results. It helped weather care of tires. the railroad business. From the at-

HOME TO ROOST

The very first precaution against we are led to believe that under government administration the newspapers of the country will publish railtire putty. Tires should be kept water road announcements free of charge. tight as protection against the wet, We know that advertising is a good slushy roads and pavements. Water thing for the railroads, as it is for seeping into tire quickly rots and any business, and we trust that if deteriorates the cotton fabric and the railroads are to continue under causes blowouts. government management the only

Do not apply anti-skid devices too fice.

clanking and racket of the chains beating against the mud guards or tion of the casing for cuts and small tight chains. Chains should also be holes, which should be plugged with periodically inspected and when the cross links become worn, rough or placed.

HE WILL HAVE TO DROWN A LOT OF HIS PETS IF HE EXPECTS TO USE HIS TICKET

U.S. GOES DRY

WANTED TO BUY-Will pay five cents per pound for clean cotton rags. Bring them to The Herald of-

### HERALD ADVANCED TO \$2.00 MARCH FIRST Still Increasing Production Costs

Makes It Necessary to Raise Sub-scription Rates—\$1.50 Now Long ago other newspapers of this

section of t'e country as well as those over the entire United Sates found it absolutely necessary bething entering into the production of a newspaper to increase the selling prices of both subscription and adver tising. The Herald has made every effort to avoid doing this, but has now reached the place where we must advance the subscription price to \$2.00 per year.

It will be readily understood by those versed in newspaper costs that this increase will by no means meet the cost increases, but it will help to take care of them. The newsprint situation has been a serious one for the newspapers for many months and the following taken from the Publishers Auxiliary, the largest trade publication in the country, offers no encouragement, indeed:

" It is on the cards—and this is the view not of pessimists, but of publishers keenly observant-that the year 1919 will see a large number of newspaper properties, small only as compared with the great metropolitan dailies, either closing their plants because they cannot get supplies of newsprint at any price, or combining with others in the same locality for the same reason. This without consideration of the other factors that have greatly enhanced the cost of production of a news-"Remedy for the high cost of news

print, as well as of labor, must be found in advancing the selling price of newspapers and increasing advertising rates; two actions that it is freely prophesied will have to occur anyway.\*\*\*"When the federal trade commission first fixed a price-\$3.10 —the manufacturers said openly that they might better close their mills than produce paper at less than \$4 a hundred, f. o. b. mill. They have kept on reapeating it ever since—and the production for 1918 has fallen 100,000 tons. \*\* "Prices are almfost anything the manufacturers wish to name, from \$3.50 a hundred to \$4, and publishers are scrambling to assure themselves a safety during the coming year on the best terms they can make. It is reported that the Philadelphia Bulletin has closed its contract with the Great Northern at \$3.50 for the entire year, but some others are signing up for \$4 on the theory that they will thus be assured of paper for the entire twelve months, and at a figure little if any higher than others will pay ultimately who accept other arrangements offered.

Good roads bring higher rental tf incomes.

# PURE

#### Wholesome Candy

Made under absolutely sanitary conditions and of pure ingredi-

announcements received will not be

with the "Please publish free of

To the winter motorist who would

reduce to a minimum his discounts to repair tires under unpleasant conditions of zero weather the B. F. Goodrich Rubber Co. offers some

charge" label.

All prices have been lowered

#### 10c Per Pound

THE ALLIANCE CANDY STORE

#### OLD-TIME COLD CURE DRINK HOT TEA!

Get a small package of Hamburg Breast Tea at any pharmacy. Take a tablespoonful of the tea, put a cup of boiling water upon it, pour through a sieve and drink a teacup full at any time during the day or before retiring. It is the most effective way to break a cold and cure grip, as it opens the pores of the skin, relieving congestion.

Also loosens the bowels, thus breaking up a cold.

Try it the next time you suffer from a cold or the grip. It is inexpensive and entirely vegetable, therefore safe and harmless.

### **RUB RHEUMATISM FROM** STIFF ACHING JOINTS

Rub Soreness from joints and muscles with a small trial bottle of old St. Jacobs Liniment

St. Jacobs Liniment

Stop "dosing" Rheumatism.

It's pain only; not one case in fifty requires internal treatment. Rub soothing, penetrating "St. Jacobs Liniment" right on the "tender spot," and by the time you say Jack Robinson—out comes the rheumatic pain. "St. Jacob's Liniment" is a harmless rheumatism cure which never disappoints and doesn't burn the skin. It takes pain, soreness and stiffness from aching joints, muscles and bones; stops sciatica, lumbago, backache, neuralgia.

Limber up! Get a 30 cent bottle of old-time, honest "St. Jacobs Liniment" from any drug store, and in a moment you"li be free from pains, aches and stiffness. Don't suffer! Rub rheumatism away.

## W. E. ROUSEY RETIRES

OWING TO ILL HEALTH, IT BECAME NECESSARY FOR MR. ROUSEY TO SEVER HIS CONNECTION WITH OUR BUSINESS. YOUR PATRON-AGE FOR THE PAST ALMOST FOUR YEARS HAS BEEN APPRECIAT-ED. "COURTESY AND SERVICE" HAS BEEN OUR MOTTO, AND WE HAVE BEEN EXCEEDINGLY ANXIOUS THAT THIS BE IN THE FORE-FRONT IN ALL DEALINGS AT ALL TIMES. THIS, TOGETHER WITH EXPERIENCED BUYING OF QUALITY GOODS BEING THE FOUNDA-TION OF SUCCESSFUL BUSINESS, THIS POLICY WILL BE CONTIN-UED. IF POSSIBLE, WE WILL TRY TO GIVE MORE IN THE FUTURE THAN WE HAVE IN THE PAST. OUR AIM SHALL BE, THROUGH THIS RECONSTRUCTION PERIOD, TO TAKE THE VERY BEST POSSIBLE CARE OF OUR FORMER CUSTOMERS AND BASED ON THE ABOVE PRINCIPLES WE SOLICIT THOSE WHO HAVE NOT DEALT WITH US TO AT LEAST INVESTIGATE OUR LINES AND METHODS.

RHEIN HARDWARE CO. Successors to RHEIN-ROUSEY COMPANY

### **TOMORROW'S MAN**

What is done in childhood days to enrich the blood and build up rugged health often makes or breaks the man of tomorrow. The growing youth, with nervous energy overwrought, needs constant care and

to help maintain strength and vitality equal to withstanding the dual strain of growth and wear and tear of the body. The reputation of Scott's is based upon its abundant nourishing qualities and its ability to build up strength. Scott & Bowne, Bloomfield, N. J.