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THE ALLIANCE HERALD

LLOYD C. THOMAS, Editor E. B. SMITH Associate Editor
JOHN W. THOMAS, Live Stock Editor

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ALLIANCE'S COMMERCIAL ORGANIZATION.

By E. B. Smith

The Herald takes pride in the fact that it is a member of the Alliance Community Club.

There was a time when communities debated the advantages of possessing a commercial organization. That time has gone, never to return. In this modern era no one argues as to the advisability of such an organization, any more than he wonders whether it is advantageous that a municipality shall have electric lights and sewerage.

Inasmuch, then, as Alliance must have a commercial organization, and, no doubt, will always have one, The Herald is glad that we have one worth while.

And we have. The organization as at present constituted is an effective one—more so, perhaps, than any of its predecessors; equally so, at any rate. The directors are working—and when we say working we mean working—every day in the week to aid the salaried secretary in his projects and efforts.

There are nine of these directors. The board is made up of nine of the shrewdest business individuals in Alliance. They come pretty near knowing whether headquarters of the organization is being conducted as intelligently and indefatigably as it should be.

If The Herald's observation is correct, the salaried secretary is earning his money. He is a kind of secretary rather new to Alliance—new, as a matter of fact, to most towns. He seems to The Herald to be imbued with the rather foolish idea that he is being paid a salary to advertise Alliance, and not himself. You rarely see his name in either of the two newspapers of Alliance, mainly for the reason that one of the first things he did after reaching here was to ask the editor of each of the newspapers to mention the Community Club as often as seemed necessary, but to leave his name as secretary out of the news columns. As a result, there are people in Alliance who do not know the secretary's name.

But if you will ask any of the directors, they will tell you, as they have told The Herald, that the secretary—whose name, incidentally, is Rufus Jones—is doing what he is being paid to do, viz: working. He is "taking his out" in read work instead of in grand-stand plays. When he talks at all, it is about Alliance, not about himself. This is something new to Alliance, but so far as The Herald is concerned we like the style, and from what we can hear the town generally likes it.

A half dozen big things are on tap, and within the next few weeks there are liable to be some interesting announcements from the club's headquarters.

But what we started out to say, we now repeat again. The Herald is glad to be a member of the organization—an active member, with its dues paid in advance. If we were not a member, we would be, in our

own opinion, a "piker," taking advantage of the benefits of this organization while refusing to aid in its support. Or would "sniper" be a better word?

OBSERVE FLAG DAY.

Governor S. R. McKelvie has issued the following proclamation urging that the residents of the state of Nebraska observe Flag Day:

"It needs no eulogium on my part to glorify the flag of our country for the reason that it is loved by all its friends and respected even by its enemies at home and abroad. During the past year our flag has been in the front ranks and has received a new baptism of fire on foreign soil, in the great war waged for the preservation of the principles for which our country stands and has at all times been ready to defend. On the battle fields in France, on the ocean and in the air, in the hospitals and camps here and over there, our men and women have served and thousands have laid down their lives in defense of the Stars and Stripes.

For a number of years, June 14 has been recognized as Flag day by most of the states, and that it may more generally be celebrated this year, I make special mention of the day and request that it be observed by all the public institutions of the state, public and private schools, churches and the private homes of the citizens, by the appropriate display of the national colors from 9 o'clock in the morning until evening on Saturday the 14th day of June, 1919."

IMPROVEMENT MUST NOT LAG

Every up-to-date business firm has adopted as its motto: "Unless we grow, we go behind." All business which does not have an ironclad monopoly realizes that unless there is constant striving after improvement, even that which the particular business has can not be retained. Yet strange as it may seem many of our prominent business leaders have adopted just the opposite point of view for our nation.

There is a widespread propaganda to the effect that our ways of doing things political and governmental are good enough. There should be no change, no amendments to our Constitution, no new functions for our government other than those decided on by our forefathers, away with those who advocate improvement.

Our nation, however, is in just the position business is. It must, as a whole, be constantly striving after improvement or it will go behind. What was sufficient for a nation of 5,000,000 people in 1800, or 30,000,000 in 1860 may be woefully insufficient for a nation of over 100,000,000 people in 1919. Our forefathers were very radical in striving after improvement in their day. It is their spirit and not their temporary plans that we need for national vigor and success.

To use a homely illustration, the hide of the animal must grow as fast as the animal. Otherwise the animal must suffer and in time, if the animal does not die, the hide must break. We are right now danger-

ously hidebound, for we have failed to keep pace with our own best thought and that of the world and are not applying new solutions as we should to the new and dangerous conditions now confronting us.

If many of our independent business men do not feel free to push for improvement themselves, they should at least welcome such movements as the new political organization of farmers and the Labor party which are springing up, as a means of overcoming the special privilege standpatters. In them is the promise of steady, peaceful growth to meet twentieth century needs.

"PRODUCTION DEPENDS ON CONSTRUCTION."

Cutting down production, producing less food, less clothing, less fuel, never has and never will reduce prices. Increase production is the answer to the question of how we can reduce living costs.

We must have production if we are to have lower living costs. In modern industry production is stimulated by construction. Building is a basic industry. If you build a home you make business for more than a hundred correlated and contributing industries. Each building erected sends its wave of demand through the industrial organization,

from the ditch diggers to the bank presidents and back, and, by way of pay envelopes, to the ditch digger again.

An immediate resumption of building activities will do more than any one thing to stimulate general business and accelerate the transition of industry from war demobilization to the peace normal.

Construction stimulates production—it creates the demand—and production must increase until it reaches the volume production necessary to decrease unit costs before prices are lower.

Assist business and serve your own and the Nation's interests—BUILD NOW.

SUMMER COLDS

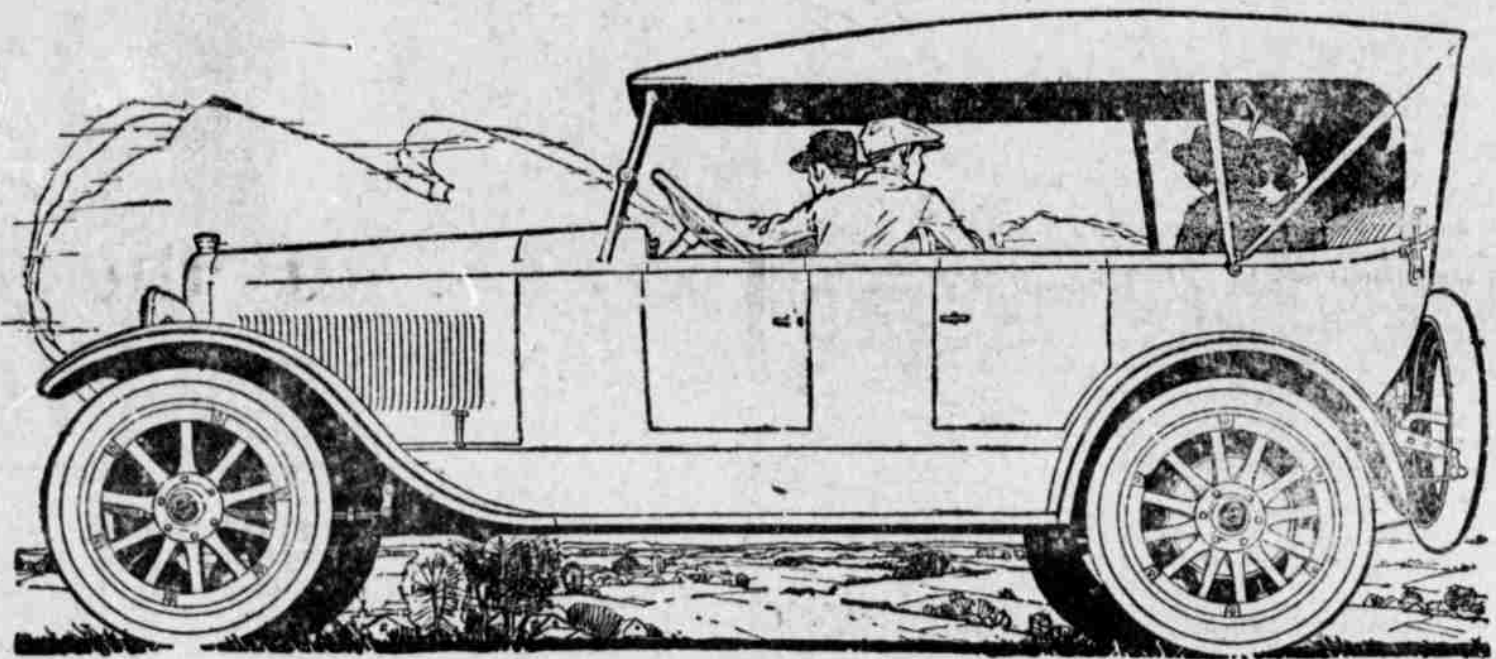
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after meals, puts that quality into the blood that helps thwart that rundown condition that is so depressing. Build up your vitality—try Scott's.

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Come and See the New Chandler Touring Car

Most Beautiful Big-Car Offering of the Season, and the Price is Only \$1795

THE new Chandler touring model is here. We have waited for it. Old Chandler owners have waited for it. It's here now and we are all proud and happy.

The Chandler of the past has had splendid bodies, but the new Chandler touring car even surpasses its immediate fore-runner in beauty of line, in bigness, in comfort of its cushioning, in the nicety of its custom-like workmanship and in its lustrous finish.

The new Chandler Touring is a big car. Its high hood and radiator, its broad cowl, its wide and deep doors give it distinctive appearance.

And it RIDES,—it rides like a dream

Nothing has been cut out to permit the delivery of this fine big touring car at the Chandler price. Indeed, many little details of nicety are added. The back curtain window is beveled plate glass. The clear-vision side curtains fit snugly and open with the doors. There are detachable rear quarter-bow curtains. There are outside door handles.

Features which have been standard Chandler qualities in the past are continued. The cushions are upholstered in genuine hand-buffed plaited leather. The front compartment floor boards are covered with heavy gray linoleum, aluminum-bound. The two comfortable auxiliary chairs fold away, entirely concealed, when not in use.

Carrying this Handsome Body Is the Famous Chandler Chassis

You will choose the new Chandler touring for its bigness and its comfort and its handsome dignity. But you will choose it, too, for its mechanical excellence. Fifty thousand Chandler owners know, better than we can tell you, what a good car the Chandler is. The famous Chandler motor and the sturdy excellence of the whole chassis make the Chandler notable among fine cars.

The Chandler continues for 1919 all its distinguished mechanical features; solid cast aluminum motor base extending from frame to frame, silent chain drive for the auxiliary motor shafts, annular ball bearings, Bosch Magneto ignition and many other features of design and equipment characteristic of the highest-class motor car construction.

SIX SPLENDID BODY TYPES

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