

## APPROPRIATELY OBSERVED HERE

Lincoln Day Program Nicely Rendered at Methodist Episcopal Church Sunday Morning

### OTHER CHURCHES TO DO SAME

As announced in The Herald last week, Lincoln Legion Day was observed at the M. E. church last Sunday as an appropriate celebration of the anniversary of Abraham Lincoln's birthday. The time for the Sunday school was cut short fifteen minutes, the Sunday school being merged into the program, which took the place of the regular preaching services. A large audience attended the exercises and all were highly pleased.

#### Program

Opening Song, Battle Hymn of Republic.  
 Scripture reading and invocation, Rev. Baker.  
 Song, Hear the Temperance Call, Chorus.  
 Recitation, A Strike, Ralph Moon.  
 Recitation, My First Speech, Parker Davis.  
 Recitation, No, Ray Smith.  
 Song, Temperance Bells, Ruth Donovan, Marjory Grebe, Virginia Warrick.  
 Recitation, No, Sir, John Ozman.  
 Evangeline Acheson, Raymond Brown and Leota Becker.  
 Recitation, Francis Willard's Pledge, Lucile Paucet.  
 Recitation, What's Total Abstinence? Dean Harris.  
 Recitation, His Father's Pipe, William Lunn.  
 Song, Some Glad Day, Chorus.  
 Recitation, Something to You, Frank Gaddis.  
 Recitation, One Glass Too Much, Beatrice Pate.  
 Recitation, An Old Man's Story, Janet Grassman.  
 Recitation, The Angel Side of All, Lura Hawkins.  
 Story of the Lincoln Pledge, by Mrs. Warrick.  
 Letter from W. H. Taft, Harold Weidenhamer; Coe I. Crawford, Merritt Chaffee; Fredrick D. Grant, Webster Bernhard; Judge Ben B. Lindsey, Chas. Lamont; Gov. Chester H. Aldrich, J. W. Mollring.  
 Signing of the pledges, music by orchestra.  
 Song, America, by all.  
 Benediction.  
 In addition to the above the following three numbers that were on the program were omitted on account of sickness: recitation, "The Drink for Me," Harold Dickens; recitation, "You Can All Help," Tom Martin; recitation, "It Is Right," William Williams.  
 Some of the other churches of the city will observe Lincoln Legion Day soon, due announcement of which will be made.

### FLOWER SEEDS FROM FLORIDA

Alice Warner of Jacksonville, Florida, Sends The Herald Some

We are in receipt of a letter from Miss Alice Warner of Jacksonville, Florida, sending us some samples of Florida flower seeds. In her letter Miss Warner says that almost everybody has some sort of a hobby, and that hers is an intense interest in all plants and flowers. She suggests that palmetto palms and camphor trees (which are evergreen bushes) might be grown in Nebraska as potted plants. She offers to send to any of our readers seeds of these and other plants free if they will but send a stamp to pay postage. Simply address a letter to her at Jacksonville, Florida, enclosing a two cent stamp, and mention that you saw this item in The Herald. Miss Warner requests that those who receive these free flower seeds report to her the success they have in growing plants from them.

### SPECIAL FEATURES

Expense Incurred to Keep in Front Rank Among Newspapers

Readers of The Herald could not fail to observe the many interesting special features that appear in this paper from time to time. Local papers generally use more or less of what is termed plate matter, that is, stereotype plates ready to print, sent by freight or express from establishments operated for that purpose in the larger cities. There are two advantages to be derived from making use of these plates. First, by using them the publisher of the local paper may secure special features which, if prepared for only one paper would be too expensive to be practicable. In the second place, ordinary reading matter can be secured in this form for much less than the cost of setting type. The reason for this is that the establish-

ments making these plates make a very large number of them from one setting of the type.

There is a great difference in the cost of the kind of stereotype plates furnished. For instance, the page of Lincoln birthday anniversary matter which appeared in last week's Herald cost in Omaha three times as much as the same amount of plates devoted to cheap stories which so often run in local papers. But we prefer to incur the additional expense in order to keep in the front rank of Nebraska newspapers.

### NEWSPAPER HEADINGS

Important Feature of Publications Seeking Public Approval

Newspaper headings constitute an important item in getting out a publication to suit the reading public. But in newspaper headings, as in some other things, "Enough is enough and too much is worse than none at all." We have been trying to improve The Herald in the matter of the headings used as well as in other respects, and judging from the words of approval which we have received we have succeeded to some extent all along the line. In up-to-date newspaper headings, neatness is aimed at and some degree of uniformity, while giving in a condensed form some idea what is contained in the article following.

There are some newspapers that become head-heavy in the articles which they publish. We have one before us, an exchange which does not publish any advertisements on its first page, which contains seven columns each twenty inches long, not including the newspaper head at the top. Of the one hundred forty inches, column measure, which the page contains, supposed to be devoted to reading matter, fifty-three inches, or considerably more than one-third, is occupied by the headings, leaving only eighty-seven inches for the other reading matter. As these headings are set in large type, spaced out with "leads" and "slugs", it's a quick way of filling up the page, but in our opinion it would be as acceptable to readers to have the surplus space filled with the advertisements of reliable home business men.

### DON'TS FOR YOUNG MEN

Crisp Advice That Will Do Boys Good to Read and Heed

An exchange gives boys and young men some advice in short items that will do them good to follow: Do not speak of the 'old gent' and the 'old woman.' Fathers and mothers are a necessary evil in the present system of things. They have spoken respectfully of you when outsiders could not see anything on which they could hang even a small compliment.

Do not give all your attention to the education of the brains on the outside of your head. Football hair and a letter on your jersey are not a sufficient training for life. The young fellow who is old fashioned enough to go to school for study still has a place in the world. Do not invest your nickel in a glass of beer, then afterwards criticize the other fellow who has invested his nickel in a savings bank. Beer checks and savings bank checks are not in the same class. Do not be a stranger to the church of your father. The old pew looks lonesome without you.

### BAKERY IN CHARTERS HOTEL

Increasing Business Makes Down-Town Location Necessary

Mrs. J. H. Curtis, who some weeks ago began baking bread and pastry for the trade and advertising the same in The Herald as the Home Bakery, soon found her business increasing to such an extent as to make a down town location necessary. Accordingly, she rented quarters in the Charters Hotel building, including the office room, and has moved into the same this week. She has ordered a large hotel range to take the place of the kitchen range which she has been using and will soon be able to supply a larger number of customers than she has heretofore been able to serve.

J. C. Schafer and family will move into the brick residence vacated by Mrs. Curtis, at 518 Toluca avenue.

### BIRTHDAY DINNER PARTY

Tuesday, February 6, was the anniversary of Mrs. S. K. Warrick's birthday. She had planned to have a dinner party on that day for a few friends but owing to Mr. Warrick's absence on business it was deferred till Thursday evening, when a few invited guests enjoyed the splendid hospitality of Mr. and Mrs. Warrick and family.

In answering Herald want ads please mention that you saw it in this paper.

## A ROMAN WEDDING

Classical Play by Latin Club, at High School Auditorium, Saturday, Feb. 17th

### PROGRAM TO FOLLOW PLAY

The Latin Club, a very active society of the Alliance High school, will give an entertainment and play at the High school building, Saturday evening, at 8 o'clock.

For some time the students have been preparing, in the original language, a play entitled "A Roman Wedding," which portrays the early Roman custom. The following is the cast of characters:

Bride, Tullia—Evalyn McBurney.  
 Bride's Mother, Tarentia—Neil Shrewsbury.

Groom's Mother—Alta Young.  
 Bridesmaid—Mabel Worley.

Maid—Ruth Montgomery.  
 Bridegroom, Gaius Piso—Michael Nolan.

Bride's Father, Marcus Cicero—William Eldred.

Groom's Father, Lucius Piso—Merritt Chaffee.

Son of Marcus Cicero—Archie Blackwood.

Lawyer—Max Wilcox.  
 Pontifex—Claude Renneau.

Priests—Lloyd Tully, Bernard Holsten.

Witness—Charley Spacht.  
 Servants—David Beach, Charles Hannan.

Musicians—Hattie Renswold, Paul Thomas.

In addition to the above play the following program will be given:

Piano Duet—Hazel Bennett, Cynthia Davenport.

Reading, "The Sign of the Cross"—Carrie Niedermeyer.

Piano Solo—Elting Bennett.  
 Chorus—Latin Glee Club.

English-Latin Reading—Leone Malley, Grace Johnston.

Duet, Violin and Cello—Paul Thomas, Carl Thomas.

Piano Duet—Hattie Renswold, Eunice Eldred.

Admission, 15 cents. Proceeds to be used for art decoration in the High school room.

### OMITTED LAST WEEK

Some Interesting Local Items Crowded Out on Press Day

The Herald appreciates any assistance that may be rendered in securing local news items for publication and it is a source of sincere regret when any such items are crowded out. For the information of any persons who wish to know, we will say that during the first day or two of the week it is almost impossible to secure enough "copy", local news items, country correspondence, etc., to keep our linotype operator going. On Wednesday it is an easy matter to keep him busy and on Thursday forenoons we are snowed under.

The following items were handed us last week by one of our assistant news gatherers and although inadvertently omitted from the issue for which intended, we wish to show our appreciation by printing them this week: The little son of Mr. and Mrs. R. Simmons has been very sick the past few days. \* \* \* Mr. and Mrs. John Burton of Bingham came in the first of the week on business, and were entertained at the home of Mrs. Will Acheson. \* \* \* R. R. Reddish, a prosperous ranchman living about fourteen miles southwest of Alliance, was transacting business in town last week. \* \* \* Mrs. Stanley Crook is reported quite ill at the home of Mrs. C. F. Black. Mr. Crook is traveling salesman for the National Biscuit Company, with headquarters at Alliance. \* \* \* C. W. Reade has resigned his position with the Co-Operative store and expects to leave soon for Lincoln and other eastern points. Mrs. Reade will accompany him. They expect to be absent several months. \* \* \* C. F. Black, who is with the Newberry Hardware Co., spent ten days at McGrew, Nebr., looking after the company's business. \* \* \* Mrs. Martin of Edgemont, S. D., is visiting at the home of Mrs. W. H. Miller.

### NURSERY CATALOGS

J. P. Barger, the nurseryman, has received the illustrated catalogs which he recently ordered for the Alliance Nursery. Persons who wish to order nursery stock may secure one of these catalogs by applying to him. He has also a quantity of circulars descriptive of the Russian Olive and the Compass Cherry, two trees which are claimed to be well adapted to this country. In addition to the catalogs and circulars he has a supply of price lists just turned out by The Herald job

department which customers may secure upon application. A number of the Russian Olive and Compass Cherry circulars have been left at The Herald office to be handed out to persons who may wish them.

### WAS BURIED IN ALLIANCE

Minature Woman Laid to Rest by Side of Son and Daughter

The funeral of Mrs. Rosanna Smith of Minature was held in Darling's undertaking establishment, Alliance, at 9 o'clock last Saturday morning, conducted by Rev. Father Donnelly, interment being in Greenwood cemetery by the side of a son and daughter, Ormsby and Laura Smith, who were buried there some years ago. The remains of the deceased arrived in Alliance on the train from Minature on Thursday of last week, accompanied by her son, Walter Smith.

The following is taken from the Minature Free Press of last Friday: "We were called upon to mention last week the dangerous illness of Mrs. Rosanna A. Smith, and so the community was prepared for the news of her death, which occurred Monday afternoon at the family home a mile west of the village.

"Mrs. Smith was in her sixty-first year, and leaves besides her husband, Joseph P. Smith, two sons, Walter Smith of Minature and Chas. P. Smith of Denver, Colo. The remains were taken to Alliance, Thursday, where the funeral takes place today."

### IT WAS COLD IN OKLAHOMA

The winter just passing will go down into history as one of the most severe for the entire country for many years. The long cold spell of last month was not confined to the northern and central parts of the United States, but reached far to the south. An Alliance lady recently received a letter from a friend at Fern, Oklahoma. She describes some of the suffering in that state caused by the cold winter. A number of persons froze to death, thousands of cattle perished, and other damage done. In one place, at least, there was a coal famine, and because of the lack of fuel several families would go to one house so that one fire would suffice to keep the entire number from freezing. In a few instances houses that had been vacated were used for fuel.

### GOOD WORK

Done Daily in Alliance. Many Citizens Tell of It

Nearly every reader has heard of Doan's Kidney Pills. Their good work in Alliance still continues and our citizens are constantly adding endorsement by public testimony. No better proof of merit can be had than the experience of friends and neighbors. Read this case:

Mrs. Laura Dickinson, 107 Yellowstone Ave., Alliance, Nebr., says: "I was afflicted with kidney complaint for many years and had about all the difficulties that accompany this disease. I finally commenced using Doan's Kidney Pills, and they disposed of the pains and aches in my back and corrected difficulty with the kidney secretions. I also tried Doan's Kidney Pills in my daughter's case and they strengthened her kidneys. I do not hesitate to recommend this sterling remedy."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

### LADIES' HOME JOURNAL

IF YOUR COPIES OF THE LADIES HOME JOURNAL HAVE NOT REACHED YOU:

I want to know it and make good. It is due to no fault of mine or the publishers. Every copy was mailed; but all publishers have had difficulty reaching subscribers since the post office authorities commenced sending monthly magazines by freight.

GIVE ME DEFINITE INFORMATION:

Just what copies were missed, whether due on old or new subscription. Cooperate with me for better service, both the Company and myself want you to have it. Drop me a postal today.

G. J. ROUSSEAU,  
 The Curtis Representative.  
 Phone Red 509. 10-2-1060

### UP-TO-DATE BARBER SHOP

Having taken charge of the barber shop at 206 Box Butte Ave. (O'Keefe building), I wish to announce to my former customers and all others that we are now ready to serve them in anything they may want in the barber line, and guarantee satisfaction. Bath in connection.  
 J. L. WINTERS.  
 2011055

# THE OLD TRUSTY INCUBATOR

has the new patented copper-pipe heating system in full size of egg chamber and extends to all four corners; no cold corners or hot centers, a rapid circulation of warm water that distributes the heat evenly over all the eggs.

See them at

## NEWBERRY'S HARDWARE CO.

# February Travel Bulletin

\$25.00 TO CALIFORNIA AND THE NORTHWEST

This will be the general basis of one way colonist rates from March 1st to April 15th.

THROUGH TOURIST SLEEPERS TO THE COAST

Every day from Nebraska and Denver to Los Angeles via Salt Lake route.

Every Wednesday from Western Nebraska to Los Angeles via Denver and the Santa Fe route.

Every day to San Francisco from Nebraska and Denver via Scenic Colorado, Salt Lake and Southern Pacific and Western Pacific roads beyond.

Every day through Standard sleepers to San Francisco from Nebraska and Denver via Salt Lake and Southern Pacific.

Every day through tourist sleepers to Montana, Idaho, Washington and Puget Sound via Billings, over the Northern Pacific and Great Northern roads.

Every First and Third Tuesday Homeseekers' Rates from the East to Your Locality. Advise Your Rates.

WINTER TOURIST RATES

Every day attractive tourist rates to the Southeast, Texas, the Gulf and Florida.

Let me explain our special rate inducements available during February and March.

Burlington  
 Route

J. KRIDELBAUGH, Agent  
 Alliance

L. W. WAKELEY, G. P. A., Omaha

G. H. Wood

N. S. Cook

# WOOD & COOK

Painting, Paper Hanging, Decorating  
 Carriage Work a Specialty

All work guaranteed.

Prices reasonable.

PHONES 434 and 679

## Important Special Offer!

Good until March 15, 1912

FOR  
 \$3.00

We will send The Lincoln Daily Star (regular price \$3.00) to any address for one year, and The Lincoln Weekly Star, "The Farmer's Family Paper", (regular price 50c per year) to any address for three years. If preferred we will send the weekly to two different addresses for one year each. If desired the daily and weekly will be sent to different addresses.

Think of it—\$4.50 worth of papers for \$3.00. The Lincoln Daily Star for one year and the Weekly Star for three years, all for \$3.00. For the Daily and Sunday Star, with the above offer on the Weekly, the price is \$4.00.

The Lincoln Daily Star is Nebraska's Best Newspaper, Independent, Fearless, Truthful. No political entanglements or alliances.

The Lincoln Weekly Star is an interesting and valuable farm paper.

Remember this offer is good only until March 15. Act quickly. Send all remittances to

The Star Publishing Co., Lincoln, Nebraska