

Give the Boy of the Country Town a Chance to Develop a Future for Himself at Home

The National Indoor Game Association is a philanthropic organization which has for its object the safeguarding of the young man's leisure hours by giving him his favorite games under wholesome influences.

What is the matter with the business man in the smaller towns of this country? Why is it that he is everlastingly asleep?

The Country Merchant represents the very best development in American manhood. He is healthy, strong and unusually intellectual, but he simply will not get out of the rut made in the road of his kind of trade, by the footsteps of his predecessors.

Here is the whole story in a nutshell; contrast the following examples: On the one hand we have the present prosperous condition of the country, originating in extraordinary good crops. We never had better.

Now comes the Country Merchant, the Doctor, Lawyer, Hotel Man, etc., and the Amusement Man. Their share of the harvest depends entirely upon their ability to keep abreast with rapidly changing conditions.

Representative Earl D. Mallery arrived in Alliance on Monday from Lincoln. Prof. Meyers, who taught in Alliance high school last year, is here for a visit of a few days.

The Clipless Fastening is Far Handier than a Clip--and Better. THE Clipless Paper Fastener is made in two styles, a hand machine and a stand machine. The fastener cuts a hinged tongue from the paper itself, bends it back and inserts in a slot, where it locks securely, all in a single operation.

come one after another, thick and fast. First of all, there is the bugaboo of the Mail Order House in the big cities, next is the Parcel Post, then comes the Interurban Car, the Automobile and Good Roads.

The Merchant, Hotel or Amusement Man in one of these smaller places is quite likely to see customers pass his door en route to the city, if he is willing to rest content with the methods employed by his predecessors.

How do the big stores in the city get the orders of the country trade? First, by full page display ads in the big papers. These are almost a complete catalog of each of the various departments of the entire store.

Suppose for example, five of the big department stores of Chicago should adopt the methods of the average country merchant, cut off their advertising in the papers, discontinue soliciting orders by mail, refuse to send out samples and all of the proprietors should sit quietly down and wait for customers to happen along, as is usually done in the country store.

Do it now. Start the weekly catalog in the very next issue of your local papers and keep it up until every item of merchandise in your town is listed for the inspection of the buyers of the country.

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month here. This is a dandy town. Think we'll stay. Webster. Representative Earl D. Mallery arrived in Alliance on Monday from Lincoln.

Members of the Federation, even though not of his political complexion, will be pleased to learn of his success.—Omaha Trade Exhibit.

For Burns, Bruises and Sores. The quickest and surest cure for burns, bruises, boils, sores, inflammation and all skin diseases is Bucklen's Arnica Salve. In four days it cured L. H. Haffin, of Iredell, Tex., of a sore on his ankle which pained so that he could hardly walk.

cannot afford high priced advertisements, costing \$5,000.00 to \$10,000, neither can he afford to issue a catalog or have a mail order department. That's perfectly true and nobody will try to dispute it, but he has his local newspaper and its working force at his disposal, and it's the greatest and best working force in this entire world.

Let us repeat that country newspapers, if properly used, are positively the best advertising mediums in the world for the money.

There is not a country town in America where three or four pages of this class of advertising would not boom the local trade and put the city stores out of business, as far as orders from that locality are concerned.

Get together and put your shoulders to the wheel. Improve your street lighting; encourage life in the town by promoting amusements. Some towns make the mistake of suppressing them. Remember that idle minds create idleness, the plague before which empires fall.

The answer is self-evident. Their expenses would eat them up and put them out of business inside of ten months.

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Railroad News of Interest from Burlington Employes' Magazine for April—Written by F. A. Hively

The following railroad notes were published in the April issue of the Burlington Employes' Magazine. The notes are written by F. A. Hively, chief clerk, and although a few of them have already been published in The Herald they are all interesting.

Switchman E. H. Bateman, who was injured a short time ago, has gone to Kansas City for a few days. Switchman Wm. Sowers has returned to work after being off for several days on account of sickness.

Conductor D. W. Kenner has returned to work after a sixty day vacation spent in California. Following new brakemen have entered service account of rush of business: R. L. Donovan, R. R. Rice, F. C. Walbridge, C. F. Rice, H. P. Large and C. H. McGee.

Brakeman C. A. Hill, who has been at Gandy, Nebr., for the past two months, has returned to work. Engineers F. E. Allen and C. E. Wills, from Alliance, and Engineer Feigen from Sheridan, were out on a duck hunt, leaving Alliance about the 5th of March and returning on the 21st, but were sorry they did not get much game account of the storm.

Brakeman H. A. Hollwagon from Ravenna has been transferred to the west end and is now working out of Alliance. Business has been very good since the snow blockade, it being necessary

to promote several engineers to handle the business and put on several new firemen, also necessitating double-crewing the helpers. Yardmaster G. A. Hillebrand of Crawford has been laying off for the past few days. His place has been filled by Conductor F. Horn.

Engineer G. L. Milliken is laying off until April 10th, and will work on his ranch at Minatare. Engine 954 was received from the Havelock shops, where the engine received a general overhauling.

Engineers H. P. Harbottle and F. J. Carter have taken a trip to Seattle and into the Canadian states. It is very probable that they will have a good time.

Engine 3109 and 3163 were received from Sheridan division on March 22nd, en route to Havelock shops, and passed thru Alliance. Engineer Austin, who has been running switch engine in Seneca yard for last five years, is again trying the road and is on Engineer W. A. Miller's turn between Alliance and Seneca, which was made vacant on account of Miller going to Crawford Hill.

Fireman Eberly is laying off for about ten days, and is making a trip in the east to Detroit and other cities visiting relatives. Fireman J. A. Bacon has been on the sick list for last week with tonsillitis, but will soon be able to resume work.

April 4, 1895.—Extra East, Conductor Dodge, Engineer Nolan, engine 295, made run Alliance to Whitman, 72 miles, without stop, had 15 cars sheep and 9 cars DF.

April 6, 1897.—Nine inches snow fell at Alliance, April 7th, four inches fell. April 19, 1897.—No. 41, engine 211, Mallery and Cornwall, made run Alliance to Seneca (108 miles), in 2 hrs., 12 mins.

April 22, 1898.—No. 201, Cotant and Rocky, engine 302, with 3 cars, made run from Edgemont to Deadwood in 3 hrs., 35 mins.

April 22, 1902.—No. 45, Conductor J. H. Cantlin, Engineer S. W. Jacoby, engine 64, 22 loads, 827 tons, left Seneca 4:33 p.m., arrived Alliance 8:20 p.m.

May 9, 1904.—Second Vice-President Willard's special, Conductor Andrews, Engineer Jacoby, engine 33, made run Newcastle to Alliance, 155 miles, in 3 hrs., 58 mins.

October 1, 1906.—At 12:01 a.m., line Edgemont to Newcastle turned over to Sheridan division. November 24, 1906.—Alliance depot burned.

ON THEIR WAY HOME. A post card was received by The Herald Monday morning on which was written the following: West Kirby, Cheshire, England, April 7, 1913.

Mrs. E. Mewhirter has returned from visiting with relatives in Kans. and Iowa. Izola Worley and Clare Mewhirter are among the number to receive diplomas in May.

Mrs. Edith Barker is called "The Doctor" by the girls at Oak Glen dormitory because she always has a remedy for all their ills.

Peru is justly proud of being the first school to send aid to the Omaha tornado sufferers. Over forty-five dollars was sent.

WILL VISIT OLD IOWA HOME. Mrs. Andy Davidson of Des Moines, Iowa, arrived Monday of last week to attend the funeral of William Lawrence, but as she came in on 43 she was too late for the funeral.

BUILDING AT BEREA. Mr. and Mrs. J. A. Wells of Berea were in Alliance Monday. The Herald learned from Mr. Wells that he is building a house, 24x34, on his farm which comes up to Berea.

THIS COUPON WHEN PRESENTED AT The Herald Office is good for one Vest Pocket Diary and Memorandum Book, with useful information. Present in person or send by mail with 2c postage for return of book.

The Nettleton Delphi Model A Professional Man's Shoe. The footwear taste of the average professional man is best served by a simple, unobtrusive style—best expressed by the Delphi Model of the Nettleton make. We illustrate the Delphi in a Glazed Kid with a light single sole. It is a shoe of excellent quality and lasting good appearance. F. W. Irish & Co.