THE ALLIANCE HERALD

VOLUME XX

ALLIANCE. BOX BUTTE COUNTY, NEBRASKA: THURSDAY, APRIL 24, 1913

NUMBER 20

Give the Boy of the Country Town a Railroad News of Interest from Burlington Chance to Develop a Future for Himself at Home Employes' Magazine for April-Written by F. A. Hively

ation is a philanthropic organization fast. iness or into higher ideals of conducting it. It seeks to encourage the smaller place. It seeks to encourage the smaller place. rural communities to become public The Merchant, Hotel or Amuse the world for the money. of its work to build up the country tent with the methods employed by towns, including those of a few thousand population commonly spoken of as small cities. In this part of its work it tries to induce the vailing good times. Others do not log, with a good illustration and a log, with a good illustration and a merchants of such towns to pursue a course that will place them in pos- as a remedy for the disease: ition to not be at the mercy of the mail order houses of the large cit- City Man's methods of getting bus-F. J. Milnes, Evanston, Ill., iness. who is president-treasurer of

sess man in the smaller towns of help, therefore: this country? Why is it that he is The Country Merchant or Amuseeverlastingly asleep?

decessors.

Here is the whole story in a

at present.

Next comes the wage earmer. His which means a sale. condition is undeniably better than the vast sums of money that must be used to sum of the man of the sum of the months, to gather and transport the farmers and residents of the smaller be known that you are a lot of good immense crops, the laborer's services will be well paid for. Money stores exist if they did not use outside, who fight to the last ditch in politics, but welcome the compensant to the farmer from the purchase advertising pullers to draw these advertising pullers to draw the world in cheap prices. sent to the farmer from the pur-chasers in the East will be used for trade. Old farming machinery business is a good baro- months. meter indicating this condition.

tend with, almost unsurmountable sun in the sky. obstacles to overcome. These, like Banco's ghost, will not down. They small store in the country town and increased business will follow!

The following message on a postal

card received by The Herald from

formation that they have arrived in

The National Indoor Game Associ-| come one after another, thick and cannot afford high priced advertise-

which has for its object the safe- First of all, there is the bugaboo neither can be afford to issue a catguarding of the young man's leisure of the Mail Order House in the big hours by giving him his favorite cities, next is the Parcels Post, then comes the Interurban Car, the Auhas his local newspaper and its Its motto is: "To ameliorate the comobile and Good Roads. Rapid conditions, not to annihilate the games." It seeks to force unscrupulous game room-keepers out of bus-

spirited and to offer recreations and ment Man in one of these smaller Mr. Merchant, just store this amusements for its young men in places is quite likely to see cust hought under your hat—every count order to check their migration to tomers pass his door en route to try town that has a daily or weekly the larger cities. It seeks as a part the city, if he is willing to rest connewspaper is missing a harvest if Now then, here is what we have

A country town which has no pas- ery article shown should be quoted association, sends The Herald the following with permission to publish:

times, no athletic sports or no placate at a price that compares favorably es of amusement that are clean and with the prices in the advertise-wholesome, is not likely to be at ments of the city concerns. What is the matter with the busi- tractive to the farmer and his

regressingly asleep?

The Country Merchant or Amuse of this class of advertising would not boom the local trade and put the city stores out of his class of advertising would not boom the local trade and put the city stores out of his class of advertising would not boom the local trade and put the city stores out of his class of advertising would not be city stores out of his class of advertising would not be city stores out of his class of advertising would not be city stores out of his class of advertising would not be city stores out of his class of advertising would not be common interpretation. The Country Merchant represents est, and that is, make a trade cen- the city stores out of business, as the very best development in Amer- ter; get the people to come to far as orders from that locality are the very best development in American manhood. He is healthy, strong and unusually intellectual, but he simply will not get out of the surrounding country and prevent its going to the made in the road of his kind of larger cities. That is the first proposition. Everybody is agreed on the surrounding country and prevent its going to the larger cities. That is the first proposition. Everybody is agreed on the surrounding country and prevent its going to the larger cities. That is the first proposition. Everybody is agreed on the surrounding country and prevent its going to the larger cities. That is the first proposition. Everybody is agreed on that score.

The Country Merchant represents ext, and that is, make a trade cell the city stores out of business, as 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.

CHANT SHOULD MAKE IT A J. A. Shay, formerly night clerk at the round house, has transferred to the service as brakemen have entered service account of rush of business, as formerly stores out of the stores out of business, as formerly stores out of busine that score.

How do the big stores in the city NAME. nutshell; contrast the following ex- get the orders of the country trade? on the one hand we have the present prosperous condition of the country, originating in extraordinary good crops. We never had better.

The country reade:

First, by full page display ads in the country originating in extraordinary is complete catalog of each of the various departments of the entire store. Think of it, an issue of a well illustrated educate his clients into the country reade:

First, by full page display ads in the country reade:

The country editor should remember to that publicity advertising makes the only kind which sells goods and is best calculated to pull in orders, and should educate his clients into Then there must be demand. An trated catalog with catchy descripthat form as rapidly as possible.

•ver-supply without a market is altions and skillfully phrased talk. Get together and put your shouldmost as had for the farmer as no about prices, spread out before 75, ers to the wheel. crops at all. The demand, as well 000 to 200,000 women, who have street lighting; encourage life as the price, were never better than money to spend and who need the the town by promoting amusements. goods. There can be but one result, Some towns make the mistake of

Then again, these same big stores idle minds create indolence, the has been for years. Because of all have their mail order depart- plague before which empires fall.

The answer is self-evident. Their qualities and in implements will be discarded and expenses would eat them up and put enterprise and go-ahead progressivereplaced by new. The harvesting them out of business inside of ten ness, and you can bid defiance to

Suppose for example, five of the the threatened invasion of the big comes the Country Mer- big department stores of Chicago store monopoly of the great cities. chant, the Doctor, Lawyer, Hotel should adopt the methods of the av-Man, etc., and the Amusement Man. erage country merchant, cut off alog in the very next issue of your Their share of the harvest depends their advertising in the papers, dis- local papers and keep it up until eventirely upon their ability to keep continue soliciting orders by mail, any item of merchandise abreast with rapidly changing con-refuse to send out samples and all town is listed for the inspection of ditions. The Merchant in the rural of the proprietors should sit quietly the buyers of the county. Your districts, who imagines that he can down and wait for customers to handle his business on the same happen along, as is usually done in follow just as sure as the light slip-shod plan as that employed by the country store. Can anyone follows the sun.

his predecessors forty years ago, is doubt the result? Contrast the difbadly mistaken. He has new conference between the two methods for rapid transit to the larger towns ditions to face, new forces to con- and the remedy is as plain as the are here to stay. So is the Parcels

Of course, the answer is, that the advantage of it to reach your trade,

BERNHARDTS ARRIVE SAFELY month here. This is a dandy town. Think we'll stay. Webster."

Representative Earl D. Mallery ar-

Webster Bernhardt contains the in- Lincoln. Los Angeles safely. The message Prof. Meyers, who taught in Alli-reads as follows: "Los Angeles, ance high school last year, is here Prof. Meyers, who taught in Alli-

Calif., April 17, 1913. Alliance Her- for a visit of a few days. ald: Send paper to 2318 West 30th.

Please send back numbers from Ap- Judge L. A. Berry went to Lin-ril 1st. Alliance should not kick on coin on legal business Monday, rephone charges. They are \$2.00 per turning yesterday.

The following railroad notes were to promote several engineers to hanments, costing \$5,000.00 to \$10,000, 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

turned to work after being off for several days on account of sickness. Walter C. Jessup has entered the service as switchman in Alliance yar Night Yardmaster F. E. Irwin at

Edgemont has resigned in order to go on a farm in Kansas. Switchman Chas, Benns at Seneca

log, with a good illustration and a Conductor F. Hill has resigned in catchy description of every article of order to go on his farm near Chad-Conductor F. Hill has resigned in

> Mr. John T. Kelley has entered the service as brakeman on the Alliance division

> Passenger Brakeman J. R. Hoke, who has been on leave of absence for the past sixty days, has returned

> to work. Conductor D. W. Kenner has returned to work after a sixty day vacation spent in California.

Following new brakemen have en-

the service as brakeman.

Brakeman C. A. Hill, who has been at Gandy, Nebr., for the past months, has returned to work.

Engineers F. E. Allen and C. Wills, from Alliance, and Engineer Feign 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 Improve your get much game account of the storm. They were lucky, they say, to get

Brakeman T. A. McMurry, who has been on sixty days leave of absence, has returned to work.

Alliance

Business has been very good since the snow blockade, it being necessary

The Nettleton

published in the April issue of the die 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 filled by Conductor F. Horn. Engineer Dietlein is on the sick list and will probably be laid up for

some time. 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 Switchman Chas. Benns at Seneca has been off duty for several days on account of sickness.

J. Carter have taken a trip to Seattle and into the Canadian states. It is very probable that they will have a

> Engineer P. J. Nolan has just returned from his ranch, where he has been while laying off.

Engineers H. Rennau, Cole and Firemen Shawver and Bell went on a duck hunt about March 12th, and were snowed in and just returned on March 22nd. They say they all had a good job holding down the sides of the tent while the storm was raging;

Engines 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 run ning 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

Fireman Eberly is laying off for about ten days, and is making a trip in the east to Detroit and other citles visiting relatives.

Fireman J. A. Bacon has been on the sick list for last week with ton-silitis, but will soon be able to re-

Below are given a few extracts A very enjoyable and instructive from Dispatchers Log Book at Alli- talk was given in Chapel recently by ance, Nebr.

April 4, 1895.—Extra East, Conduc-tor Dodge, Engineer Nolan, engine 295, made run Alliance to Whitman, 72 miles, without stop, had 15 cars

mins., 4 cars.

May 27, 1895 .- When did it rain? Mewhirter is on this team. Mosher says he can't answer, "only been here 7 years."

June 4, 1895.—No. 42, engine 194, April 11 was one of the finest ever Johnson and Thompson, made run alliance to Ravenna, 238 miles, in 5 hrs., 28 mins., with 5 cars. Run Seneca to Ravenna in 3 hrs., 2 mins.

August 31, 1895. No. 41, engine 319, Conductor Cotant, Engineer Mc-Fall, with 4 cars made run Alliance ence Johnson, Mrs. Edith Barker and Harviette Masses. to Edgemont, 111 miles, in 2 hours, Henrietta Myers,

July 6, 1896.—No. 42, engine 205, Peru is justly proud of being the Conductor Andrews, Engineer Thompson, made run Alliance to Ravenna, ha tornado sufferers. Over forty-five

238 miles, in 4 hrs., 56 mins.
August 7, 1896.—No. 42, engine 266,
Conductor Johnson, Engineer Miliken,
made run Alliance to Ravenna in 5
hrs., 11 mins. April 2, 1897.—No. 42, engine 211, Mallery and Cornwall, made run Alli-

ance to Seneca (108 miles, in 2 hrs.,

April 6, 1897,—Nine inches snow fell at Alliance, April 7th, four inch-April 19, 1897 .- No. 41, engine 21, Mallery and Eaton, made run Alliance

o Edgement in 2 hrs., 25 mins. April 26, 1897.-No. 41, Engineer Milliken, Conductor Cotant, made run Seneca to Alliance in 2 hrs., 41 mins. March 27, 1898.—Mallery and Heid-eman, engine 302, train 201, made run Edgemont to Deadwood in 3 hrs.,

Sept. 22, 1898.—No. 201, Cotant and Rockey, engine 302, with 3 cars, made run from Edgement to Deadwood in 3 hrs., 38 mins.

April 20, 1899 .- No. 43, Betebenner and Reid, engine 1196, made run New castle to Alliance in 6 hrs., 45 mins. February 10, 1899.-57 degrees be-

low zero at Billings; 46 degrees below at Alliance. April 24, 1899.—Began filling in Sheep canyon bridge on Deadwood

April 36, 1899.-Two inches snow fell at Alliance. January 16, 1901.—No. 42, Conduc-tor McClellan, Engineer M. F. Nolan, engine 347, made run Alliance to Ravenna in 5 hrs., 22 mins.

February 28, 1901.-No. 301, Ryan and Franklin, engine 69, made run Alliance to Sterling, 115 miles, in 2 run

hrs., 37 mins.

July 22, 1902.—No. 45, Conductor
J. H. Cantlin, Engineer S. W. Jacoby,
engine 64, 32 loads, 827 tons, left Sen eca 4:33 p.m., arrived Alliance 8:20

May 28, 1903.—Conductor Andrews, Engineer Milliken, made run Seneca to Alliance in 2 hrs., 30 mirs. May 27, 1903.—Cotant and M. F. Nolan, engine 64, on No. 41, made run Ravenna to Alliance in 5 hrs., 11 mins., actual running time. June 16, 1903.—No. 42, Conductor Zoilinger, Engineer M. F. Nolan, en-gine 3687, made run Alliance to Ra-venna in 4 hrs., 53 mins.

December 21, 1903.-No. 42, Conductor Cotant, engine 44. Engineer Milliken, made run Alliance to Ra-

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.

June 15, 1904.—Extra 356 West,
Conductor A. O. Gordon, Engineer J.
A. McDonald, made run Alliance to
Crawford in 2 hrs., 8 mins., with 25

Cars stock, 700 tons. October 1, 1906.—At 12:61 a.m., line Edgement to Newcastle turned over to Sheridan division. November 24, 1996.—Alliance depot

ON THEIR WAY HOME

A post card was received by The Herald Monday morning on which was written the following: West Kirby, Cheshire, England,

As the latest news from Allian Alliance which will reach us here will be published about April 5th-two days old now-would appreciate it if you would mail extra copies, beginning with April 1st, to me care S. S. Celtic (arriving), New York, April 25th, and they will be delivered to the ship on arrival. All well. Sail April 17th. Yrs. sincerely,

A. T. LUNN.

PERU NEWS

By Henrietta Myers

Newsy notes of Alliance people and others at Peru State Normal

Mrs. B. Mewhirter has returned from fisiting with relatives in Kans. and Iowa.

Izola Worley and Clare Mewhirter are among the number to receive di-plomas in May.

Dean Rouse

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

Peru has an excellent base ball team this year. They have played several games in lown and Missouri and won all so far as reported. Clare

The Junior-Senior banquet held on June 4, 1895 .- No. 42, engine 104, April 11 was one of the finest ever

dollars was sent.

Owing to the care of our head janitor, Mr. Burr, the plants in the green-house are in splendid condition. The geraniums are all biossoming and made a fine showing when used in the decorations at the Junior-Senior banquet.

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 fraeral. Since then she has been visiting the Lawrences. She is a sister-in law of John Lawrence, Sr. He and Mrs. Lawrence have decided to accompany Mrs. Davidson upon her return to lowa. They came from that state to Nobraska in 1888 and have not been back there since coming west, although Mr. Lawrence made a trip to eastern Nebraska within the last few years. The Hreald hopes they will have a pleasant visit among the scenes of their younger

BUILDING AT BEREA

Mr. and Mrs. J. A. Wells of Berea were in Alliance Monday. Herald learned from Mr. Wells that he is building a house, 24x34, on his farm which comes up to Berea. Mr. King of Hemingford is doing the carpenter work. While in the city Monday Mr. Wells ordered his name reenrolled on The Herald's subscrip-tion list, having formerly been 3 subscriber to this family paper.

THIS COUPON WHEN PRESENTED AT

The Herald Office

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.

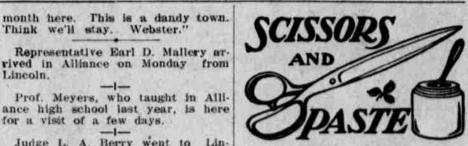
NAME ADDRESS

The Clipless Fastening is Far Handier than a Clip--and Better

HE 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. No pins or fasteners needed. You are certain that your papers will be bound together just as you want them.

> May we call and demonstrate to you? Phone 340.

Publishing Company Herald



merchandise carried in stock in your

town, no matter whether it be a

package of onion seed, a gas engine, hay scale or a flannel shirt, and ev-

There is not a country town in

America where three or four pages

AND PRICES, INSTEAD OF HIS

The country editor should remem-

suppressing them. Remember that

the bugaboo of the Parcels Post and

Do it now. Start the weekly cat

share of the present prosperky will

Post. Get ready and meet it. Take

ors of the Federation of Nebraska Retailers, has just been elected mayor of his home town, Alliance, Neb. According to the newspaper giv-ing the report (The Herald), also publishing his picture, Mr. Rodgers s a very prominent and important man in his locality. Besides being mayor he is president of the Alliance Commercial Club, and is also quite prominent and active politically. He has a prosperouos grocery store in Alliance and is interested in the Alliance Fruit company.

Members of the Federation, even though not of his political complexion, will be pleased to learn of his success.—Omaha Trade Exhibit. C. H. Harpole purchased a new

Ford car from Link Lowry and accompanied by him, drove it over to Alliance Tuesday. The friends Mr. Harpole are glad to note his prosperity and hope that he may not even encounter borrow pits in his driving, or at least not another one. -Bayard Transcript.

Frank Kicken and daughter, of Elisworth, were in Alliance Monday on business connected with the land

For Burns, Bruises and Sores The quickest and surest cure for burns, bruises, boils, sores, inflammation and all skin diseases is Buckien's Arnica Salve. In four days it cured L. H. Haflin, of Iredeil, Tex., of a sore on his ankle which pained so that he could hardly walk. Should be in every house. Only 25c. Eccommended by Fred E. Holsten. Advertisement 17-4t-2015.

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.