

## THE HERALD

THURSDAY, APRIL 16, 1874.

### LETTER FROM AVOCA.

AVOCA, NEB., March 27th, 1874.

MR. EDITOR:—In these times of temperance awakening, perhaps a few lines in regard to what we are doing in this locality, may not prove uninteresting.

A meeting was held in the stone school house of district No. 77, of this precinct, on Tuesday evening, 24th ult., in pursuance of a call issued by Mrs. E. K. Tefft., for the purpose of organizing a temperance society.

Quite an assembly congregated, and, after listening to several speeches, delineating, with remarkable power, the necessity of organization, in opposition to the great evil of the day, intemperance, the meeting proceeded to organize a home temperance society, to be known as the Avoca Temperance Society.

The following persons were elected officers for the first quarter:

President—L. C. Peters.  
Vice-President—Isaac Moore.  
Cor. and Recording Sec.—E. K. Tefft.  
Financial Sec.—Mrs. S. A. Moore.  
Treasurer—Mrs. E. E. Shoopman.  
Chaplain—Orlando Tefft.

The meetings are to be open to all.

If some temperance organization was in existence in every school district in our county what an influence it would exert. Will not some person or persons in every school district move in this matter? Who will be the next to report.

• O. T.

### GRANGE RESOLUTIONS.

GLENDALE, CASS CO. NEB.,  
March 28th, 1874.

ED. HERALD:—The following resolutions were adopted this day by Glendale Grange No. 32, assembled. Please give this a place in your excellent paper.

*Resolved*, that we will not purchase any farming implements of those manufacturing companies or their agents, who have refused to sell to Grangers direct.

*Resolved*, that the secretary of this Grange be instructed to request the editor of the HERALD to publish these resolutions in his valuable paper.

Names of manufacturers referred to in the above resolutions:—Moline Plow Company.; Deere & Co.; F. D. Brewster & Co.; Parlin & Orendorf; F. & H. Smith, & Co.; Furst & Bradley; St. Joseph Manufacturing Company, Mishawaka, Ind.; Morenoffer, Dent & Co.; Briggs & Enoch, and many others we will not take time to give, as they will find out in due time who we mean.

The 18th ballot for the Massachusetts Senatorship was taken on the 9th., and stood;

On the eighteenth ballot the whole number of votes was 273—necessary to choice, 137. Dawes, 91; Hoar, 72; Curtis, 74; Adams, 15; Sanford, 9; Banks, 7; Washburn, 4; Whittier, 1.

### CORN IN CASS COUNTY.

#### Large Yield of Corn.

The Nebraska State Board of Agriculture last year offered a premium of fifty dollars for the best yield of corn in that State in 1873, which was awarded to Mr. M. M. Nelson, of Cass County, upon the following showings:

The crop was raised on thirty-five acres of ground, first prairie broken in 1871, and the cost of cultivation was as follows:

Plowing, \$1.25 per acre	- - -	\$43.75
Planting per acre, 45c	- - -	15.75
Cultivating per acre, \$1.80	- - -	63.00
Harvesting, \$1.25 per acre	- - -	43.75

Total cost, \$4.75 per acre - \$166.25

These thirty-five acres yielded three thousand two hundred and two one-half bushels—being ninety-one and one-half bushels per acre. The variety was the "mahogany," and its weight averaged sixty-three pounds to the bushel.—*Chicago Post and Mail.*

We have published Mr. Nelson's big yield, and the fact of his drawing the prize, before; but we call attention to this synopsis of the fact from a Chicago paper, to show the benefit it has been to us in the way of an advertisement, and also to impress on the minds of our farmers once more the importance of cultivating smaller quantities of land in a more thorough and workman-like manner. Thirty-five acres here yielded as much as seventy acres do under the ordinary half-cultivation; and just think of the horse flesh saved and toil avoided by tending thirty-five acres instead of seventy. Men need their strength and time too, and it can be put in elsewhere to better advantage than in half tending a huge corn field to obtain quarter results.

#### To Nebraska Quill-Drivers.

Major Caffery long and favorably known as the accomplished editor of the Brownville *Advertiser*, proposes to issue on or about the 20th day of April, the Lincoln Daily *Blade*, and is anxious to number among his exchanges every paper published in the State of Nebraska. We hope the brethren will "take due notice and govern themselves accordingly." We can assure our friends that aside from the *Journal*, the *Blade* will be the liveliest sheet in the State.—*Lincoln Journal.*

#### GRANT PARDONS THE FOXES.

President Grant has issued the Executive pardon in favor of Leander Fox and Byron Fox, father and son, of the firm of B. Fox & Co., 391 Canal street, New York, who, at the instance of Anthony Comstock, were prosecuted and convicted last year of sending obscene books through the mails.—They claimed at the time that they had bought the books as purely scientific medical works, and were not aware of their containing anything that could be construed into mere obscenity. They were, nevertheless, found guilty and sentenced to one year's imprisonment and a fine of \$500 each.—The President now remits the term of imprisonment and orders their discharge, on condition of their paying the fine and costs.—*N. Y. Sunday News.*

Would be pleased to have everybody call and examine my stock of Boots, Shoes, and Gaiters, before purchasing elsewhere, for I sell cheaper than ever. No charge for showing them.

52tf PETER MERGES.

### ON ADVERTISING.

WEEPING WATER, NEB.,  
June 28th, 1873.

ED. HERALD:—The man who depends on advertising alone will fail.—This was beautifully illustrated in your place a few years since. A man to succeed in business, must advertise, but at the same time he must live up to his advertisements. He must buy goods cheap; he must sell goods cheap; he must sell *good* goods; he must sell the *best* for the best, not *second* or *third* rate for the best; he must make it a study to know *how cheap* he can sell goods, not *how much* he can get for them. Then advertising will pay.—Advertising helps only to bring in new customers. After they have come in, they forget the advertisement, and the merchant must hold them by fair, honest dealing. Of course a man cannot keep every customer. We have lost a few; some never have any regular place to trade; some have left us because we were temperance men; some because we would not sell them goods on the Sabbath, and some for other similar reasons; some Grange men left us because we would not sell to them cheaper than to other farmers; but most of all these classes have come back, acknowledging that they could find no other place where they could do as well as with us.

Judicious, common sense advertising does pay; and we know of no better medium than the HERALD.

Very Respectfully,

REED BROS.

#### A National School of Cookery.

The recently instituted National School of Cookery, in England, has had its objects explained very clearly by Lady Barker in a little volume. She writes: "The great point which I have reason to believe the Committee of the National School of Cookery will insist upon is thoroughness. No one will be allowed to run or try to run before she can walk. The elementary knowledge of how to light and manage a kitchen fire, of scrupulous cleanliness in pots and pans, or attention to a thousand small but all-important details, will be taught and insisted upon before the learner is allowed to do anything worthy of the name of cooking. She will then, probably, be surprised to find how comparatively easy it will be to acquire the art, and she may be very sure she will not be allowed to try a second thing until she can do the first, if it be only boiling a kettle or toasting a piece of bread to perfection. Such is the plan for complete beginners, who, by the way, generally prove the most successful pupils; but for servants or artisans' wives who wish to 'better' themselves in their kitchens there will be a different mode of instruction, into which I need not enter here. Ladies will also have an opportunity either of sitting in a chair and listening to a lecture or series of lectures on cooking, beginning with a mutton chop and ending with *souffle*, or they may turn back their sleeves, take off their rings and bracelets, and try for themselves. It will be hard if any eager inquirer does not find some course or class to meet her needs, and it is hoped that, whatever excuse may hereafter be urged for our national bad cookery, the reproach of the want of a place and opportunity of instruction will be done away with forever."

A Kansas gentleman has thoughtfully put his front gate in the parlor, so that his daughter and her young man can swing on it without taking cold during the cold weather.—This is a humane suggestion to all fathers. A front gate in the parlor may save a good many dollars that would otherwise be paid out for cough sirup.

Oh, how we wish that father would move to Plattsmouth, and put a gate up in his parlor here.

### BUSINESS NOT AFFECTED.

The recent depression in business has not affected the passenger traffic of the St. Louis, Kansas City & Northern Short Line, as they continue to run six fast express trains, *two more than any other line* between the Missouri and Mississippi Rivers. This road enjoys great immunity from accidents, by reason of immense expenditures, in the last two years, of over two million dollars, besides earnings in wonderful improvements, in relaying their line with new steel and iron rails, on broad, new ties, in new rolling stock supplied with all modern appliances for comfort and safety, and as another safeguard, employ night and day watchmen to inspect the road before and after the passage of each train, to see that everything is in order. Conspicuous among new improvements is the substitution for ordinary cars, of new reclining chair coaches, elegantly carpeted and fitted with dressing rooms for ladies, gentlemen and families, *without any extra charge*. The St. Louis, Kansas City & Northern and the Kansas City, St. Joseph & Council Bluffs Railroad, form the only line running through Pullman Palace Sleepers between Omaha and St. Louis. The shortest line between the West and the East is over the St. Louis, Kansas City & Northern Short Line, either through St. Louis, the great metropolis of over 450,000 inhabitants, or through Chicago, *via* the Chicago & Alton Short Line, over the Louisiana Bridge low open for passage of through trains.—Ticket Agents of connecting roads selling through tickets to the East, North or South, will furnish tickets by this excellent line. For map, circulars, time cards and information relative to rates, &c., apply to or address Lyman McCarty, Kansas City, Mo., or P. B. Groat, St. Louis, Mo. 441

CALL AT

*Dick Streight's*

Livery, Feed & Sale Stables,

Corner 6th and Pearl sts.

PLATTSMOUTH, NEB.

Horses Boarded by the Day  
Week or Month.

HORSES BOUGHT, SOLD, OR TRADED, FOR A FAIR COMMISSION.

LIVERY AT ALL TIMES.

Particular Attention Paid to  
Driving and Training  
Trotting Stock.

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