

TO BUSINESS MEN

A Heart to Heart Talk with Business Men on Subject of Vital Importance

MAIL ORDER HOUSE MENACE

It is not uncommon to see in the local newspapers short items relative to the mail order houses of the large cities and the detriment they are to local merchants in the smaller towns. Almost invariably in these articles the editors advise their readers to patronize home merchants and thus work for their own interests by helping to build up their home town.

These articles are prompted generally, no doubt, by a desire to assist in a business way those who give the local papers their best patronage. But aside from this consideration there is a further reason why the indiscriminate patronage of mail order houses should be discouraged. Those who have given this matter study and investigation are well aware that many mail order concerns, if not altogether fraudulent, are patronized at a great loss to the customer. Many times those who send for goods find upon their arrival that they are of a very inferior quality, and, quality and price considered, are really more expensive than goods purchased of a reliable home dealer. We are not saying this to tickle the ears of business men in our home town, but because we know it to be a fact. If necessary we could give plenty of instances to prove the statement.

It may be asked why, if this statement is true, that so many people patronize the mail order houses instead of dealing exclusively with their home merchants. We believe it is very largely the fault of the local merchants. They make an effort to meet the competition of the mail order houses by selling on a close margin and usually furnish a better grade of goods. If, in addition to this, they would probably set these facts before the public through the columns of their local paper and by other printed matter such as would be read, we are confident that much money that is sent to the mail order concerns would be spent at home where it ought to be.

The following article from the Lincoln Evening News is worth perusal by merchants and customers, as it presents some cold facts worthy of careful consideration:

"The man who travels much over Nebraska is struck by the large number of packages he sees in the railroad depots that come direct from the mail order houses. Many of these are directed to residents of towns, although the major portion goes to the farmers. This has given rise to the speculation whether or not this isn't due to unprogressiveness on the part of many country merchants. Much is made in discussions of this question of the superior buying ability of the catalogue houses, but it is insisted by men who ought to know that their selling cost is above that of the country merchant. No inconsiderable amount of this selling cost is consumed in advertising, the printing of costly catalogues. Some small town merchants have taken the hint, and advertise intelligently. They are not suffering much from mail order competition. Newspapers will doubtless be accused of using this fact for self-serving purposes, but it is a cold fact, nevertheless."

AN ALLIANCE NURSERYMAN

Nurseryman Barger of Chariton, Ia., Moves to Alliance

J. P. Barger, the nurseryman of Chariton, Ia., who purchased a part of the Reed place, one and one-half miles east of town and has been experimenting in growing nursery stock here, became convinced that it could be made a success in north-western Nebraska, and has come to Alliance to make this city his home. He arrived a week ago last Sunday with a car which he had shipped from Chariton, his family, consisting of wife and three sons, coming two days later. They have taken up their residence for the winter at 210 Toluca avenue. Mr. Barger contemplates building a residence on his nursery farm, and making his home there. If he does not do that they will make their home in the city per-



manently. The Herald is glad to welcome Mr. and Mrs. Barger and family to Alliance.

'T WAS EVER THUS

It has long been recognized as a fact in human affairs that the more you do for some people by bestowing upon them undeserved favors the worse they will treat you when the favors cease—and sometimes they don't even wait for the favors to cease, to begin to mistreat you. An instance of this kind has come to light in Broken Bow. Last summer a migratory gentleman by the name of Adair was arrested for some meanness and would have gone to jail or possibly to the penitentiary had it not been that J. O. A. Thomas, proprietor of the Broken Bow laundry, defended him. Thomas kept Adair out of jail by going his bail pending his trial, and gave him employment in the laundry. Afterwards he succeeded in having the charge against him dismissed. But Adair's services in the laundry were so unsatisfactory that Thomas was compelled to let him out. In return for all the kindness shown by the laundryman, Adair assaulted him, knocking him down when he was not looking and kicking him, breaking his nose and otherwise badly injuring him. Adair is now in jail waiting trial on the charge of assault with intent to do bodily injury, which means a penitentiary term if convicted. It is to be hoped that no one will be foolish enough to bail him out this time or have the charge against him dismissed.

MEETING OF WOMAN'S CLUB

The Woman's Club will be entertained at the home of Mrs. L. H. Highland, Thursday afternoon, Jan. 4th. The following program will be rendered:

Roll Call—New Year's Resolutions. Vocal Solo—Mrs. Phillips. Book Review, "Maurine", Mrs. Highland. Review of December Magazines—Mrs. Pate, Mrs. Hamilton, Mrs. Rubendall. Table Talk, The Santa Claus Myth and Christmas Romances. Instrumental Duet—Mrs. Phillips and Mrs. Bennett. Please note the change of date.

TUBERCULOSIS FIGHTERS

Over \$14,500,000 spent in 1911—66.6 per cent public money—\$10,000,000 appropriated for 1912—New York leads.

Money to the amount of over \$14,500,000 was spent in anti-tuberculosis work during the year 1911, according to the third annual statement of expenditures in the war against consumption issued by The National Association for the Study and Prevention of Tuberculosis. The statement is based largely on reports received from anti-tuberculosis agencies in all parts of the United States. Where actual reports were not available, the figures were necessarily estimated.

By far the largest item of expense was that for treatment in sanatoria and hospitals, and for the erection of institutions of this kind, over \$11,800,000 being spent for this purpose alone. Dispensaries for the examination and treatment of tuberculosis spent \$850,000, and associations and committees in their educational campaign against tuberculosis spent \$500,000. The remaining \$1,300,000 was spent for treatment in open air schools, prisons and hospitals for the insane, and also for the work of state and local boards of health against tuberculosis.

Compared with the expenditures in 1910, those of the past year are practically the same in the aggregate, but they are almost double those of 1909. The National Association points out, however, what it considers more significant than the aggregate expenditures, namely, that the percentage of money spent from public funds is greater in 1911 than ever before, being 66.2 per cent of the total. In 1909 only 53.5 per cent of the total expenditures was from public funds, and in 1910 it had increased to 62.6 per cent. In 1911, over \$9,500,000 of the \$14,500,000 spent was from federal, state, municipal, or county funds. Since the chief work of the anti-tuberculosis associations is to urge the public authorities to provide for tuberculosis patients, and thus to assume the responsibility for stamping out this disease, the increased percentage of public money is regarded as a very favorable sign of progress.

Appropriations of over \$10,000,000 for tuberculosis work in 1912 have al-

ready been made by state legislatures and municipal and county bodies. Of this sum about \$4,700,000 is from state appropriations, and about \$5,700,000 for county and municipal purposes. In addition to these sums, the federal government spends about \$1,000,000 every year, supporting its several special tuberculosis sanatoria.

New York State, which has led the country in its anti-tuberculosis expenditures for the past two years, still maintains its lead, with a total of \$3,550,000 spent. Pennsylvania and Massachusetts are the second and third states, as they were in 1910. The following table shows the estimated public and private expenditures for tuberculosis in the ten leading states:

EXPENDITURES IN 1911			
State	Public	Private	Total
N. Y.	\$2,495,000	\$1,055,000	\$3,550,000
Pa.	1,720,000	545,000	2,265,000
Mass.	814,000	294,000	1,108,000
Cal.	66,000	680,000	746,000
Ohio	647,000	75,000	722,000
Ill.	314,200	350,000	670,700
Conn.	467,500	129,500	597,000
N. M.	245,500	345,500	590,500
Ill.	370,825	103,595	474,420
Md.	325,000	74,000	399,000

CHANGED PICTURE FILMS

Practical Joke that Caused Consternation at Church Entertainment

Of all jokes the "practical joke" is often the funniest, if harmless. A practical joke was perpetrated at a church entertainment Christmas eve at Council Bluffs, Iowa, that has caused a good many people, outside the limits of that city, to smile.

Plans were made for an entertainment on Sunday night, preceding Christmas day, under the auspices of the young people of the church. There were songs and recitations, and someone had negotiated for the loan of the Young Men's Christian Association moving picture machine, and also for a series of pictures from another source.

Everything was duly arranged and the program began before a good sized crowd. The songs were applauded, the recitations received with gratitude and some of the pictures shown proved a success. But the interest of the evening centered in the star number of the picture series.

It was announced in good form by Gus Miller as "A Fairy Story."

Details of this, the main event, are unnecessary. Suffice it to say that little was left for the imagination. Someone had perpetrated a practical joke by changing the films so that instead of a scene such as would be befitting a Sunday evening entertainment in a Methodist church, there was flashed upon the screen a scene of the "serpentine dance," varied with other versions of racy entertainment including "tights," etc. The picture held the audience spell-bound—with indignation. Finally the Rev. Mr. Whitman, pastor of the church, arose and ordered the exhibition stopped at once as hardly suited for the church, much less on a Sunday night.

DEBATE ON SOCIALISM

New Feature to Be Added to The Herald in Near Future

Whether we believe in the theories advocated by socialists or not, it is a fact that socialism has grown to such an extent in the United States, as well as in other countries, that it is demanding recognition, and its teachings are being given close study by many of the strongest minds of the world today. In justice to our readers who oppose socialism, as well as those who uphold it, we shall be pleased to devote at least a small space in each issue of The Herald to a discussion of the things believed in and advocated by socialists.

An educated gentleman of western Nebraska, who is a socialist, offers to debate the subject through the columns of this paper with some one who is opposed to socialism. We wish to secure, if possible, some one to take the anti-socialist side of the discussion.

It will be expected that these articles will not be so long as to be burdensome to the paper, but of sufficient length to permit the writers to clearly define their position on any point. It will be expected of the disputants that they will conduct the discussion in a manner becoming gentlemen, avoiding unpleasant personalities, or slighting remarks, that would reflect on persons who differ in belief with the writers.

The sooner we can secure a correspondent to take the anti-socialist side of this discussion the sooner we will begin the publication of the articles.

AUTOMOBILE STARTER

Invention Which Adds Greatly to Convenience of Automobile Owners

"Sure-Go Gasoline Starter" is the name of an invention recently patented which is creating great interest among automobile owners. Ever since automobiles have come into general use one of the ridiculous things about the machine costing large sums of money was the manner of starting the engine. The driver of the machine could maintain his dignity and temper while sitting in the seat driving, but in starting the machine it has heretofore been necessary for him to perform the humiliating feat of going in front of the car, jerking his right arm loose in trying to crank up and run the risk of having a few of his front teeth knocked out before he could get the engine started. With the "Sure-Go Starter" the driver, when ready to start, puts his hand down by his side, draws up and pushes down gently on a hand pump, touches the coil box button and off he goes.

Readers of The Herald will be interested in this invention because of its usefulness and also because the inventor is interested financially in this part of the west. Mr. Davis is president of the North Platte Canal & Colonization Company, which has large holdings in the vicinity of Lingle, Wyoming. He is also owner of the Davista ranch, formerly known as the Valley View ranch, and owned by Hiram D. Lingle. It is partly, if not altogether, on account of the large business that this invention was bringing to Mr. Davis that Mr. and Mrs. Lloyd C. Thomas were transferred from Lingle to Indianapolis to remain during the winter and perhaps longer.

W. A. Eversull received a telegram Thursday morning announcing the death of his uncle, Charles Eversull, at Stuart, Iowa, and left for that place on Thursday evening.—Crawford Tribune, Dec. 29.

FARMERS' CONVENTION

Meeting in Omaha of Three Nebraska Farmers' Organizations January 10-13

FINE PROGRAM PREPARED

Omaha, Nebr., Jan. 2.—When the farmers of Nebraska meet in annual convention in Omaha on January 10 to 13, they will be privileged to hear exhaustive discourses on various questions. The program, which has been arranged by the secretaries of the three organizations, the Farmers Congress, the Rural Life Commission, and the Farmers Co-Operative Shipping Association, includes addresses by men who have made a life study of the economic conditions.

"How the Aldrich currency plan will affect the farmer" will be discussed from every angle by Henry W. Yates of Omaha. Mr. Yates will deliver his address on the evening of January 11.

Dr. George O. Virtue, of the University of Nebraska, will deliver an address on "Substitutes for the personal tax." This address, which is scheduled for the same evening will deal with the possible elimination of the personal tax element, and will suggest ways and means to get revenue from other sources, which will mean a more equitable division.

Secretary Odell of the Rural Life Commission is conducting an investigation and is asking a series of questions, which have for their object the ascertaining of facts and suggestions, which will increase the desirability of farm life and check the drift from the farm to the city.

Indications are that nearly 1,000 farmers will attend the joint congress of the three associations.

All farmers are urged to attend the congress, whether they are regularly appointed delegates or not. Every one will have a voice in the convention and will be entitled to vote on any question that is raised. The officers of the three associations have joined in an invitation to every farmer in the state. All are urged to be present and be prepared to discuss the various questions, which will be raised during the three days' session.

SOME INTERESTING LETTERS

Mr. and Mrs. Phillip Nohe, Sr., have recently received very interesting letters from persons who have many friends in Alliance. While these letters were not written for publication, The Herald had the privilege of learning their contents and has taken the liberty of giving some of the same to our readers. Camille Nohe writes from Ann Arbor, Michigan, where he is attending law college of the Michigan State University, telling how well he is enjoying his school work. Recently he submitted a composition for graduation in rhetoric and obtained the marking of ninety-eight. As any grade above ninety is especially good in that department, Camille was, of course, jubilant over the grade he received. His many friends here will be pleased to learn that he is enjoying good health as well as his school work. Another letter above referred to, also one Mr. and Mrs. Nohe received a few days ago, from their nephew, Freddie Funk, of Colorado Springs. He has joined the musicians union of that city and besides attending High school, plays two or more evenings of each week, for which he receives a neat sum, besides having an experience that is valuable to him as a musician.

A RESOLVE

For Every Morning of the New Year

I will this day try to live a simple, sincere and serene life; repelling promptly every thought of discontent, anxiety, discouragement, impurity and self-seeking; cultivating cheerfulness, magnanimity, charity, and the habit of holy silence; exercising economy in expenditure, carefulness in conversation, diligence in appointed service, fidelity to every trust, and a child-like faith in God.

BISHOP JOHN H. VINCENT.

Clarence Miller and L. A. Baschkey of Alliance have both been assigned to the bill run and will move their families to Crawford about the first of the year.—Crawford Courier, Dec. 30.