

THE ALLIANCE HERALD

OFFICIAL ORGAN NEBRASKA STOCK GROWERS ASSOCIATION. REACHES EVERY MEMBER

OFFICIAL ORGAN NEBRASKA VOLUNTEER FIREMEN'S ASSOCIATION. IT REACHES EVERY DEPARTMENT. HEADQUARTERS FOR 15,000 VOLUNTEER FIREMEN

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DARLING WAS STAR FEATURE

Alliance Business Men Will Profit by Taking Advice of an Expert Business Builder

Nelson S. Darling was the star feature on the list of chautauqua attractions this season. So say those who listened to his stirring speech last Friday evening. Darling is a man who has made a study of business building, advertising, and the problems of the small town merchant. He has been a traveling salesman, merchant, sales manager and advertising manager.

Darling had his audience with him from start to finish. It is impossible to tell in this article all the good things he said. The Herald has engaged Mr. Darling to write a series of twenty-four articles dealing with these problems. These will begin soon and one will be run in each issue. They should be read by every man, woman and child in Alliance and surrounding towns.

Darling is a powerful speaker and brought his audience from smiles to tears and back again. One Alliance man who had never been seen to smile before in public laughed right out loud. And with all of his good stories Darling brought home telling points that will do Alliance much good.

"The man who believes in the 'open town' is of 22 calibre, short, rim fire," said Darling. "Don't delay the social and spiritual life of your town. Will this town grow and increase in population? In fifteen to twenty years from now, seventy-five per cent of the towns of one thousand population or under will be wiped off the map, many towns of five thousand will be cut in half, and towns of ten thousand will go backward. Our population is going from the small town to the cities. Dr. Hillis, the great speaker, told me that the United States had reached its halcyon days. That some of these days the country will go back so far that it will take us one thousand years to get back. There is only one chance for saving the country—and that is by the people in the small towns and on the farms.

"The big problems before this country today are the re-distribution of wealth and population. Seventy-four per cent of the wealth of the country is controlled by four per cent of the population."

Darling is from a prohibition state and is for prohibition. He said, "In fifteen years there will be no saloons. The United States government will close every saloon in fifteen years." He cited statistics showing the advancement made by the state of Kansas under prohibition.

"Twenty-two states in the Union lost in population during the last five years," said Darling. Among these states were Nebraska and Iowa. "The population is becoming congested in the great centers. There are only two solutions. The socialists' plan and one which I have to give you. Perhaps you don't think the socialists are strong. Watch the vote this fall. I am not a socialist. I am a bull mooser."

Mr. Darling spoke on social service, spiritual service and commercial service. He questioned several in the audience regarding the courses taught in the public schools of Alliance. "This is the best town I have been in in Nebraska," he said. "Your educational system is of the very highest."

"Help keep the woman on the farm," he continued. "Farmers are constantly buying new and improved machinery for their own work but they are not modernizing their homes so as to make the work easier for their women folks. No farmer should buy an automobile until he has furnished his wife with running water in the house, modern washing machines, and other modern conveniences to save her steps and labor."

"You have a live wire for a secretary of your commercial club here in Alliance. When I arrived in Alliance I found that he had been called away by sickness but that he had left a letter for me telling all about your town."

"Alliance is called 'the sucker town of Nebraska' by the big mail order houses. Every thirty days \$15,000 is sent outside of town to the catalog and mail order houses for goods that could be purchased at home. The merchants are to blame for this. Their advertisements are usually run simply to help out the home paper. Their advertisements should be run to produce results. Here is an advertisement that gives a picture, the price and description of the goods offered. That is the kind of an ad that produces business. The reason that the catalog houses get the business is because they do the advertising that pays. A big mail order house pays \$15,000 per year to the man who superintends the getting up of its catalog."

"Make the buyer want your goods. Run cuts, give prices and descriptions. And do constant advertising. I would rather see a half-page advertisement every week than two pages once a

EVERYBODY VOTES BUT MOTHER



month. Your local newspapers can get a contract for a full back page to run one year at twenty-five cents an inch if they would take it, from a big mail order house.

"The Larkin Soap Club is another evil. I will purchase all the articles, including the premium, in a \$11.12 Larkin order, from your home merchants for \$7.12.

"I know a lot more about this town than you think I do," said Mr. Darling, as he took a rap at the Sunday booster excursions. He then repeated The Town Creed, printed elsewhere in this issue of The Herald. This has been printed on cards for hanging up. Copies will be furnished free to Herald readers on application.

Following the lecture Mr. Darling was kept busy for several minutes shaking hands with people in the audience, who crowded around, anxious to express their appreciation of the good thoughts in his speech. Herald readers should watch for the copyrighted articles by Mr. Darling which will appear in The Herald regularly for twenty-four weeks.

TO RE-ORGANIZE NORMAL SCHOOLS

Methods of Instruction in State Normal Schools will be Standardized on Plan Adopted

Ten departments of instruction in each of the state normal schools are provided for in a plan adopted by the state normal board at its meeting in Wayne this week. The new scheme of dividing up the work was formulated by a special committee, of which A. L. Caviness was chairman. The board empowered this committee some time ago to undertake the task of unifying and consolidating departments, which are now conducted on a rather hit-and-miss basis.

One of the main objects is to put each department under a single head, as is done at the state university. The committee report provides that this shall be effected without working any injustice as to salary upon any member of the faculties. Heads of departments must have bachelors' degrees and at least two years' successful experience in teaching, of which one year must have been in some training school of recognized standing.

Special departments will be established from time to time as the need for them may arise. Extension work to be done by faculty members will receive encouragement from the board, but aside from receiving expenses the teachers who engage in it will get no additional compensation. The regular departments which have been created are:

English (this includes grammar, rhetoric, literature, debating, etc.); mathematics; physical science (chemistry, physics, etc.); biological sciences (botany, zoology, physiology and agriculture); Latin and other ancient languages; German and other modern languages; geography (political, physical and industrial, etc.); history (civil, political and social science); education (history of, psychology, child study, etc.); training of teachers (practice and theory of education, physical education).

Members of the faculty at each normal school will rank in this order: President, dean, professor, associate professor, teacher and assistant. Salaries will be as follows: Professor, or head of standard department, \$140 to \$200 per month; assistant professor, \$100 to \$150; teacher, \$90 to \$125; assistant, not exceeding \$90. Salaries will be increased regularly each year, \$5 per month being added until the maximum is reached. Teachers on leave of absence will be paid the regular increase when they return, provided they attend some school approved by the president and the normal board. —Lincoln Star.

BURLINGTON TO EXTEND LINE

General Superintendent E. E. Young of Alliance and Other Officials Start Laying New Road

Casper, Wyo., June 26—The Chicago, Burlington & Quincy today put 500 men to work laying steel on its extension from this place to Orin Junction, where a connection with the Colorado & Southern will be made and a Hill system line from Puget Sound to the Mexican gulf so completed. General Superintendent E. E. Young, Assistant General Manager E. S. Koeller and several other officials are here in connection with the resumption of track laying.

Four hundred of the men put to work today will be employed in connection with a track-laying machine which will place steel at the rate of one and one-half miles daily. At this rate the connection at Orin Junction can be made within forty days. Division Superintendent M. J. Foley stated that through trains over the Denver-Kirby Colorado & Southern-Burlington combination track will be run this fall, and that within a year three fast trains in each direction daily will be operating over the new system between the sound and the gulf.

"The statement that the southern passenger traffic will be taken via Guernsey is erroneous," said Foley. "The Colorado & Southern line to Cheyenne will be reconstructed to handle the passenger business to the gulf. It will require two years time and an expenditure of \$2,000,000 to complete the cutoff and tunnel work between Wendorf and Guernsey."

The reconstruction of the Cheyenne line of the Colorado & Southern, as forecast, will include an entirely new line from Cheyenne to Chugwater, reducing the rail distance between the two points about twenty miles, and a new line from a point about six miles north of Chugwater to Guernsey, where connection will be made with the Guernsey-Wendorf link of the Burlington which now is in construction. This work will mean rerouting of about 100 miles of the Colorado & Southern line between Cheyenne and Orin Junction.

PEOPLES' INDEPENDENT STATE CONVENTION

The state convention of the Peoples' Independent party of Nebraska is hereby called to meet at Hastings, Nebr., on Tuesday, July 28, 1914, at 2:30 p. m., for the purpose of adopting a platform of principles, for the election of a new state committee and for the transaction of such other business as may be regularly brought before said convention. It has been decided to base the representation at on delegate at large and one delegate for each 100 votes cast for Edward Roth, presidential elector in 1912, which will entitle the various counties to the following vote:

Adams	22	Jefferson	15
Antelope	13	Johnson	10
Banner	2	Kearney	11
Blaine	3	Keith	4
Boone	15	Keya Paha	3
Box Butte	6	Kimball	2
Boyd	8	Knox	20
Brown	6	Lancaster	68
Buffalo	22	Lincoln	12
Burt	11	Logan	3
Butler	19	Loup	2
Cass	21	McPherson	3
Cedar	16	Madison	18
Chase	4	Merrick	11
Cherry	12	Morrill	8
Cheyenne	4	Nance	5
Clay	18	Nemaha	15
Colfax	11	Nuckolls	14
Cuming	16	Otoe	2
Custer	26	Pawnee	11
Dakota	7	Perkins	4
Dawes	7	Phelps	11
Dawson	17	Pierce	10
Deuel	2	Platte	21
Dixon	9	Polk	11
Dodge	21	Red Willow	10
Douglas	13	Richardson	21
Dundy	4	Rock	4
Fillmore	18	Saline	20
Franklin	12	Sarpy	9
Frontier	8	Saunders	22
Furnas	14	Scotts Bluff	6
Gage	27	Seward	17
Garden	4	Sheridan	7
Garfield	3	Sherman	8
Gosper	6	Sioux	5
Grant	2	Stanton	8
Greeley	10	Thayer	16
Hall	22	Thomas	3
Hamilton	15	Thurston	9
Harrison	10	Valley	9
Hayes	3	Washington	13
Hitchcock	6	Wayne	9
Holt	16	Webster	13
Hooker	2	Wheeler	3
Howard	12	York	20
Total	1188		

CIVIL SERVICE EXAMINATIONS

The United States Civil Service Commission announced the following examinations for Alliance on the dates given:

July 13. Metallurgical engineer (male), salary \$2,000 to \$4,500, for service at Pittsburgh, Pa. Assistant mining engineer (male), salary \$1,800 to \$2,400.

July 22. Dental interne (male), salary \$600 per annum with maintenance in the government hospital for the insane, Washington, D. C. Map colorist, both male and female, salaries from \$600 to \$720. Transmittan (male), salary \$800 to \$900 for position in the forest service.

July 27. Assistant in plant nutrition (male), salary from \$1800 to \$2400, to fill vacancy in the bureau of plant industry, Washington, D. C. Instrument maker (male), salary \$3.84 per diem, for duty at the Naval Observatory, Washington, D. C. Assistant in agricultural education (male), salary \$1800 to \$2,500, to fill vacancies in the office of Experiment stations, Washington, D. C.

THE TOWN CREED

By Nelson S. Darling

I BELIEVE IN ALLIANCE. I believe in her people, in her boys and in her girls. I will make myself a committee of one to make of Alliance a good place in which to live and a mighty hard place to leave.

I BELIEVE IN ALLIANCE. I believe in her institutions, in her schools, in her churches and in her stores. I believe in the street broom and street sweeper and in the paint pot. I believe in ne'er an empty can on vacant lot or plot but many a full one in the larder. Never again will I throw waste paper or rubbish in the street or alley. Never again will I spit on sidewalk or on floor.

I BELIEVE IN ALLIANCE. I believe in trees, God's first temples, grass instead of ash heaps, and flowers instead of weeds. I will forget jealousies if I have any and treat all people with charity and consideration. May God bless the tongue that gives honest praise and commendation and may He doubly bless the ear that is deaf to scandal and to gossip. If I cannot speak good of my neighbor I will hold my peace. When it costs me nothing, at least, I will spend my money here, and by so doing leave a part of the purchase price to circulate in the channels where its equivalent in wealth was originally created, to circulate and do good among the folks who are a part of the community of which I am a part, in the place that I call home, sweet home.

I BELIEVE IN ALLIANCE

SPECIAL TRAIN PLATTE VALLEY

Eight Coaches Will Leave Alliance Early Saturday Morning, Returning Late That Night

Alliance people who wish to spend the Fourth of July in the North Platte valley can do so by leaving on the special train of eight coaches which will leave at 5 o'clock Saturday morning, arriving at Scottsbluff at 8 o'clock, and Guernsey at 10:20. The train will start the return trip from Guernsey at 8:30 o'clock that evening. The Scottsbluff program will be found elsewhere in this edition of The Herald.

Special Train Schedule

Leave	A.M.
Alliance	5:00
Letan	5:13
Bonner	5:25
Angora	5:42
Vance	5:54
Northport	6:05
Arrive	
Bridgeport	6:15
Leave	
Bridgeport	6:30
Atkins	6:48
Bayard	7:12
Bradley	7:19
Snell	7:28
Minatare	7:38
Heyward	7:48
Scottsbluff	8:00
Covert	8:11
Mitchell	8:26
Toohay	8:32
Morrill	8:41
Henry	8:55
Torrington	9:58
Vaughn	9:20
Lingle	9:30
Barnes	9:41
Ft. Laramie	9:52
Whalen	10:05
Arrive	
Guernsey	10:20
Return Trip	P.M.
Guernsey	8:30

All passengers will hold regular forms of transportation. Agent will sell round trip tickets to as many as possible in order to avoid congestion at Guernsey the evening of July 4th.

NEW BOOKS FOR LIBRARY

List of Books Just Received for Alliance Public Library

Mrs. Wilson, librarian at the Alliance public library, kindly furnishes The Herald the following list of the new books received and put on the shelves this week:

Fiction
 Dark Hollow—Anna Katharine Green.
 People's Man—Phillips Oppenheim.
 Burbury Stoke—William John Hopkins.
 Full of the Moon—Caroline Lockhart.
 Forrester's Daughter—Hamblin Garland.
 Diane of the Green Van—Leona Dalrymple.
 Shea of the Irish Brigade—Randall Gage.
 Fortunate Youth—William J. Locke.
 Best Man—Lutz.
 Flying U Ranch—B. M. Bower.
 Precipice—Ella W. Peattie.
 Red Emerald—John Reed Scott.
 Intriguers—Harold Bindloss.
 Bobby, General Manager—Olive Higgins Prouty.

Non-Fiction
 Poems of Pleasure—Ella Wheeler Wilcox.
 Poems of Sentiment—Ella Wheeler Wilcox.
 Maurice.
 Princess Maleine—Maurice Maeterlinck.
 Complete Works of James Whitcomb Riley.
 In Tune with the Infinite—Ralph Waldo Trine.
 What All the World's a-Seeking—Ralph Waldo Trine.
Juvenile
 Adventures of Peter Cottontail—Thornton W. Burgess.
 Adventures of Uncle Billy Possum—Thornton W. Burgess.
 Rolf in the Woods—Ernest Thompson Seton.
 Girls of Fairmount—Etta Authority Baker.
 Cattle March to College—Russell Doubleday.
 Beatrice Leigh at College—Julia A. Schwartz.
 Williams of West Point—Hugh S. Johnson.

Manager Wheat Crop
 From all parts of the state comes reports of a record breaking wheat crop. The twenty acres of wheat planted on the site reserved for a tractor exhibit at the state fair grounds has been harvested. A number of the heads contained as high as 64 grains. After making allowance for lodging in one portion of the field it was estimated that the average yield could not fall below forty bushels.

Will Inspect Fire Trucks
 Councilman P. E. Romig will leave Alliance next Sunday for a two weeks' trip inspecting the different makes of auto fire trucks. He will visit Chicago, St. Louis, Kansas City, Denver and Pueblo, and make a thorough investigation of the different makes.

The Alliance Herald—\$1.50 year.