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## The Burlington's Policy

Has Been a Potent Factor in Developing the West.

The NEWS-HERALD is more than pleased to note that someone has seen fit from an unprejudiced point of view to give the great reading public a plain and simple statement of the good work that has been done and is being done by the Chicago, Burlington & Quincy railroad, as an advance agent of prosperity, and the development of the great west. Katharine Coman, in the Review of Reviews says: Our Western railroads have been built in advance of population and have been obliged to develop their territory industrially as an essential preliminary to profitable business. The Chicago, Burlington & Quincy is a case in point. The first railroad to strike west from Chicago and make connection between the Great Lakes and the Mississippi River, its lines have been steadily pushed across the prairies to the base of the Rocky Mountains, outstripping the westward movement of industry. Burlington and Quincy were frontier towns in 1855, as are Billings, Guernsey, and Cheyenne today. It has been the consistent policy of the management throughout its half-century fight for existence to make the prosperity of its subsidiary territory a matter of prime concern, sacrificing, if need be, immediate profits to ultimate business success.

The first factor in industrial development, land, was provided in generous measure by the Government. Though the original Illinois company received no land grant, the Chicago, Burlington & Quincy inherited from the Hannibal & St. Joseph and the Burlington & Missouri railways, purchased and incorporated in the Burlington system, more than 3,000,000 acres of prairie soil. Northern Missouri, Southern Iowa and Eastern Nebraska, the region covered by the subsidized lines, is surpassed by none in the United States for natural endowment. At the present price of \$100 an acre, these lands would represent a handsome revenue; but at the time the roads were built quarter-sections of prairie were a drug in the market, even at the Government price of \$1.25 per acre. The consistent policy of the management has been, not to hold its hands for advance in value, but to put them on sale as rapidly as proved feasible, and at such a price as would attract to the region bona-fide farmers who should grow crops and raise cattle and furnish a demand for goods from the East, thus creating business for the road. To this end, land commissioners were appointed and advertising agents sent throughout the old Northwest, where soils were comparatively poor or had been exhausted. In the years before the Interstate Commerce law forbade such favors, passes and special rates brought would-be purchasers by the trainload into the districts advertised. Special freight rates on "colonist" goods, agricultural implements, and household supplies rendered the offer of cheap land in the new West doubly attractive. It was

the part of wisdom not merely to get farmers onto the land, but to keep them there and to enable them to earn a living. During the early '70s, when hard times and the grasshoppers reduced Nebraska to the verge of ruin, the railroad came to the rescue of the farmers. Thousands of people were passed back to their homes, carloads of supplies contributed by Eastern cities were sent out free of charge, seed for the next planting was freighted into the devastated districts and sold to the farmers on credit. The present prosperity of Nebraska is in good measure due to this timely aid.

West of the hundredth meridian, where the average annual rainfall was seldom more than ten to fourteen inches, and agriculture seemed impossible, land was selling in grazing tracts at 25 cents an acre until the advent of dry-farming. Under the supervision of H. W. Campbell, the prophet of this latest agricultural gospel, three experiment farms were started,—one in Kansas, one in Nebraska, and one in Colorado,—and it was soon conclusively proved that all the crops suitable to this latitude could be grown without irrigation. In 1895 the Chicago, Burlington & Quincy inaugurated a new campaign of advertisement, printing pamphlets and folders and sending a deluge of literature into the older farming states. A very effective device was the demonstration car, fitted out with simple yields and carrying one or more practical farmers to explain the method and its results. Converts to the new idea came in the main from Indiana, Illinois, Wisconsin, Minnesota, and Iowa. "People move along climatic lines," said an experienced land commissioner to me. "There is no use in going south of the Ohio River or east of Buffalo for recruits. They won't believe the evidence of their own senses." This costly educational campaign was carried on for the purpose of selling, not the railroad lands, which were practically exhausted, but the Government lands in western Nebraska, the cultivation of which would none the less bring a revenue to the Chicago, Burlington & Quincy.

Farther west, in the arid foothills of the Rockies and along the mountain river valleys, recent irrigation projects are converting wastes of sagebrush and cactus into productive farming country. Whether reservoirs and ditches are built by co-operative associations of land-owners, by syndicates that have taken advantage of the Cary act, or by the federal Government, the enterprise is regarded by the railroad management as tributary to its own development, and therefore to be aided and promoted. The Interstate Canal, built by the Reclamation Service on the North Platte River, where it flows from Wyoming into Nebraska, and the various private projects in this neighborhood, have placed 450,000 acres of land "under water" and converted the despair of the overland emigrant, into highly profitable alfalfa, sugar-beet, and potato farms. The valley of the Big Horn River, once the goal and too often the grave of the trapper and Indiana trader, is being rapidly settled. Fully 600,000 acres is now under irrigation. The Cody branch of the Chi-

cago, Burlington & Quincy brings this remote region within two days of Omaha, and within three days of the Chicago markets. Above and below Billings, on the Yellowstone River, Government and private projects are being pushed to completion that will add another 100,000 acres to the irrigated area subsidiary to the Burlington transportation system. In the disposition of these lands the railroad plays a small part, advertising sales, describing crop possibilities, and organizing homeseekers' excursions to its western termini. Intelligent guides are sent with each expedition to assist purchasers to get at the facts, and prospective settlers are urged to see for themselves.

The promotion of fakes is no part of this far-sighted policy. Every irrigation scheme is examined by a trusted agent, and no lands are advertised until the water is actually in the canals and ready for distribution. Great pains are taken to fit the farmers for the new conditions, of husbandry. Simple treatises on dry-farming, on irrigation, on diversification of crops, on stock-raising and dairy farming are among publications regularly printed and distributed by the Landseekers' Information Bureau at Omaha. New industries that promise to develop the region experience the same fostering care. The beet-sugar mills at Denver, Billings, and Grand Island were aided by special rates on raw material, machinery, and product while such privileges were legal, and are still assured of cheap transportation during the summer months from the centers whence a labor supply may be drawn. At the opening of the "campaign" whole trainloads of men, women, and children are moved from eastern Kansas and Nebraska to the sugar-beet belt, at slightly more than a single fare for the round trip.

In the adjustment of freight rates, that most difficult problem of railway finance, the Burlington management is governed by its established policy of basing the prosperity of the road on the prosperity of its clientele. The nice adjustment of rates to "what the traffic will bear" is undertaken, not for the purpose of extracting the highest possible profit, but with a view to the ultimate capacity of each and every industry that contributes to the freight receipts of the system. To crush nascent prosperity by exorbitant charges would be to throttle the hen that is to lay the golden eggs of future dividends. In a statement submitted to the Senate Committee on Interstate Commerce in 1885, Charles E. Perkins, president of the road from 1881 to 1901, and the determining influence in its history, voiced this policy in his assertion that "the desire of the railroad to increase the volume of business and to promote the prosperity of the country upon which it depends for its support" is a sufficient guaranty of fair dealing with its constituency.

## Tompkins' Hired Man

Drama in Three Acts to be Given at Rock Bluffs School House.

Following is the cast of characters:  
Mr. Asa Tompkins a prosperous farmer who can not tolerate deceit, Carl Hunger.  
Dixey, the hired man, one of nature's noblemen, Ernest Hutcheson.  
John Remington, a fine young man in love with Louise, Percy Wheeler.  
Jerry, a half grown awkward country lad, Will Smith.  
Louise, the daughter whom Mr. Tompkins believes to be his own, Winnie Hutcheson.  
Julia, the only child born to Mr. and Mrs. Tompkins, Beulah Sans.  
Ruth, a niece of Mr. Tompkins, boarding at the Tompkins homestead, Florence Hutcheson.  
Mrs. Sarah Tompkins, a woman with a secret the embitters her, Eva Porter.

The latter part of the week Sheriff Quinton brought Joseph Van Horn from Union to this city on the charge of insanity. It seems that the unfortunate man's insanity is due to injuries received in a runaway some years ago. On order of the insanity board the Sheriff took him to the insane hospital at Lincoln.

The local lodge of the Improved Order of Redmen gave one of their dances at Coates Hall on Friday night. It proved a splendid success. This lodge has some great hustlers among its membership and they make a success of whatever they undertake.

## Talks to Young Men

Young Men's Bible Class Hold Interesting Session.

At the Young Men's Bible Class of the Methodist church last Wednesday evening Mr. H. A. Holdrege, of Omaha, son of General Manager George W. Holdrege, gave a most instructive address on "Electrical Engineering." Mr. Holdrege is a practical man of affairs and is general manager of the Omaha Light and Power Company. His address was intensely practical and instructive.

E. H. Wescott, the leader of the class read a letter he had received from President W. C. Brown of the New York Central Railway. The letter is worthy of reproducing, and below is given the text in full:

New York, April 9, 1909.  
Mr. E. H. Wescott,  
Care of C. E. Wescott's Sons,  
Plattsmouth, Neb.

My dear Sir:

I am in receipt of your very kind letter of March 31st, and have read with much interest of the work you are doing in trying to aid the young men in your community. Although I am driven with work at present, I am glad of the opportunity to speak an encouraging word to these young men, and shall feel amply repaid if some word that I may write shall be helpful to one of your boys entering upon life's duties and responsibilities.

In these days we are easily led to believe that each succeeding generation has settled the larger problems of life and of governments; not only for itself but for much for the future.

As Daniel Webster was closing a long and distinguished public service, Charles Sumner was just entering upon a public career, equally long, and, if possible, more distinguished. In congratulating Mr. Sumner upon his election to Congress, the venerable Webster said, "Sumner, you have come too late. All the great public questions have been settled." Yet Sumner was a participant in the

consideration and solution of questions so momentous in importance that Webster and his colleagues shrank from seriously discussing them—questions which involved the Nation in four years of civil war before they could be decided, emancipating a race which had been held in bondage for centuries, and making this country, in fact, as well as in name, a "land of freedom."

I am often asked if, in my opinion, the opportunities for young men leaving school or college are now as favorable as they were thirty years ago, and I am glad to say that I believe the opportunities of young men today are better than they have ever been. The world is looking for young men with health and strength, high moral character, and clean wholesome habits; young men with nothing but brains and hands, backed by industry, loyalty and fidelity to duty.

Commerce wants them, manufacturing is looking for them, the railroads are absorbing them; and the supply never equals the demands. The ministry and the schools are calling for them, and the success of the right kind of young men in any line of activity is absolutely certain.

Faithful, intelligent service is better paid and more rapidly promoted today than it has ever since it was ordained that man should "Eat bread by the sweat of his brow."

The man who works with hands or brain is each year receiving an increasing share of the wealth he helps to create.

When preachers of discontent try to discourage young men by the false and disheartening wall that the rich are growing richer and the poor poorer, that the day of opportunity is past, they forget the fact that, almost without exception, the men who have made this great country what it is in religion, in education; the men at the head of our great banks, manufacturing industries, railroads, etc.; the men who are doing things, began life in the humble home and frequently knew the pangs of hunger and the pinching of honest poverty.

The door of opportunity swings farther than it has in all the past, and invites to greater things than have

been enjoyed by former generations. With best wishes for yourself and the members of the Young Men's Bible Class, I am  
Yours very truly,  
W. C. Browns.

## A Handsome Booklet

Issued by the Burlington and Advertising the A-Y-P Exposition.

The NEWS-HERALD is in receipt of a copy of an exposition booklet issued by the Burlington route, which is just off the press. It is a handsome folder of forty pages, printed in three colors, profusely illustrated. It contains a large plat showing the grounds and buildings in detail, a street map of Seattle which, in addition to the usual features, shows the location of the Exposition and the street car lines thereto, and a very fine colored map of the Puget Sound region, which will be particularly useful to those desiring to make any of the many very attractive short side trips on this most beautiful of all the landlocked salt water seas of the world.

The great expositions of the past have depended to a large extent for publicity on the printed matter of the various railroads interested and, while the Alaska-Yukon-Pacific Exposition to be held at Seattle has been unusually energetic in the publicity campaign carried on by itself, the printed matter which is being issued by the railroad companies and will be placed in the hands of the prospective traveler, will do as much if not more to advertise the Exposition than anything else.

The folder in question contains a concise write-up of the Exposition and particulars in regard to the rates and routes thereto. It also contains a large amount of information in regard to Pacific Coast tours in general for the summer season of 1909 and shows how the grand tour of the Coast, including the Exposition and California, can best and most interestingly be made.

Copies of this very useful publication may be had on application to any of the company's agents.

## Khaki Uniforms

This is the newest thing in overall wear. We have the genuine army goods, made by Frink & Co., that "wear like a pig's nose" and fit like tailor made. Full cut, wide legs, high bib. Also peg top pannts with wide turn up. Coats to match. Price \$1.00 each. Also have the Everett blue and Steiffe stripe. The best overalls made. Any size, 30 to 52.

C. E. Wescott's Sons

"Where Quality Counts."



THERE are two principles that we are establishing in our new store. One is, that nothing except good merchandise can come into our place; and by that we mean such lines as Stetson Hats, Barker collars, Interwoven and Everywhere Sox, Manhattan, Wilson Bros., and Ferguson-McKinley Shirts, Mentor Union Suits, Carhartt Gloves and Working Clothes.

Hart Schaffner & Marx Clothes and other strong lines, are finding their place here. The other principle is that we are going to sell these good things as low as it is humanly possible. When we mark our goods we don't think of how much we can make on an article, but of how low a price we can put on it, and still make an honest profit.

We think that in the end we'll make more money, because well co more business. "True always wins."  
H. S. & M. Suits, \$18 to \$30. Others, good too, \$7.50 to \$16.50.

THE HOME OF Hart Schaffner & Marx Clothes. Manhattan Shirts. Stetson Hats.

It's a pleasure to show you. *Falter & Thierolf* We refund money cheerfully. VALUE GIVING CLOTHIERS

Our large immediate delivery purchase of Hart Schaffner & Marx suits is all here now. Assortment larger, patterns more attractive, prices that sell. Hang-up system still calling forth lots of attention. Come and see it.