

DISAPPEARANCE MYSTERY

STANTON MAN BOUGHT CHEESE AND BEER—THEN VANISHED.

SEARCHING PARTIES ARE OUT

Rather Unusual Circumstances Surround Disappearance of Joseph Truncer of Stanton Who Walked Down Town and Vanished.

Stanton, Neb., July 16.—Special to The News: Rather unusual circumstances surround the disappearance of Joseph Truncer, a resident of Stanton who has not been seen since Monday.

About noon Truncer told his wife he was going up town. His movements have been traced from his home to Davison's Implement store. From there he went to Fred Schultz's grocery, where he purchased some cheese. From the grocery he evidently went to Paul Kraeber's saloon, where he purchased a single glass of beer. About 1 o'clock he was seen sitting on a pile of telephone poles at the end of the depot grounds.

This was the last ever seen of him. He did not return to his home for either dinner or supper, and no one has seen him since. He did not have to exceed \$3 or \$4 with him.

He has a wife and small children here. There has been no domestic difficulties of any sort.

Today a searching party was organized which searched along the Elkhorn and also along the Northwestern right of way, both east and west of town. But no clues were discovered.

Some time ago Truncer purchased a residence here paying a small amount down. A payment of some \$300.00 was due on the 1st of July. Truncer had recently sold his farm in Colfax county for \$5,000.00 so that the payment should not have caused him any trouble.

The missing man was a Bohemian, about thirty-five years of age, weighed about 160 pounds, had light hair and light mustache.

FRIDAY FACTS.

E. E. Coleman was in Wayne Thursday.

J. W. Gibson went to Pierce at noon.

C. E. Burnham left at noon for Omaha.

Miss Adella Buchholz left for Pierce at noon.

R. F. Schiller left for Columbus this morning.

B. T. Reid returned from Farrel, Wyo., Thursday.

Mr. and Mrs. J. Pofahl are visiting friends at Ewing.

Miss Lue Harris of Omaha is visiting Mrs. J. Piant.

Miss May Schwenk returned from Madison last evening.

Miss Maude Clark returned last evening from Madison.

F. L. Kautzman returned from Lincoln Wednesday evening.

Miss Edith Schram is visiting friends in Missouri Valley.

George Kendall and family returned from their Colorado trip today.

Dr. J. C. Myers went to Bonesteel Wednesday on a business trip.

J. B. Maylard went to Humphrey yesterday afternoon on business.

Dr. Chas. W. Ray went to Battle Creek Friday to deliver a lecture.

George E. Schiller and brother, John A. Schiller, went to Iowa today on a visit.

C. W. Kirkland left for Atkinson today to spend Sunday with his parents.

Mrs. Emborg and grand children of Anoka were the guests of Miss Nona O'Brien.

Mrs. T. Willis and Mrs. L. E. Honey-sap are guests at the home of D. E. Roseborough.

Charles and Ed Biersdorf went to Minneapolis this morning to spend their vacation.

Frank Hirsch and son, Fritz, returned Thursday from a six weeks' trip in Wyoming.

Mrs. W. C. Hopkins of Meadow Grove arrived at noon for a short visit with Mrs. Hicks.

B. L. Scoville and family of Chadron stayed over night with T. S. Sheehan and family Thursday.

General Superintendent S. M. Braden left for the scene of the washout near Davey this morning.

Miss Effie Cunningham of Tilden arrived Friday to be the guest of her sister, Mrs. Jennie Gibson.

Miss Dessa Cramer and Miss Edith Paterson went to Battle Creek Friday noon to attend a picnic.

C. W. Thomas of Douglas, Kan., and Mr. and Mrs. D. S. Bullock left for David City Thursday to visit relatives.

Mrs. A. L. Laggar leaves Monday to spend a month visiting relatives in Davenport, Rockford and Ft. Byron, Ill.

Miss Mable Rouse returned last evening from West Point, where she attended the funeral of her grandfather.

Mrs. W. D. Goldsworthy and daughter, who have been visiting at the home of A. W. Goldsworthy, returned home last evening.

Chauncy Y. Robe, an instructor in the Indian schools of Rapid City, S. D., passed through the city at noon enroute for Bonesteel.

S. D. Robertson went to Omaha at noon on his way to Dallas, Texas, to attend the national convention of Elks. Mr. Robertson is a past exalted ruler of Norfolk lodge, No. 653, Ed. Lamb has bought the house directly west of the high school and will move it east of the junction.

Dr. C. W. Ray, pastor of the Methodist church, will lecture on "Life and Customs of the People in the Holy

Land" at Battle Creek in the M. E. church this evening.

Former County Clerk W. L. Berry of Madison spent yesterday in Norfolk. He noted material improvement in the city.

A picnic party was held at the Ray farm Thursday afternoon. Mrs. T. E. Odiorne, Miss Stella Lukart, Miss Fale Burnham and Miss Martha Davenport composing the party.

The Y. M. C. A. executive committee have established headquarters in Mapee & Hazen's office during the fortnight fund raising contest in which they are entering. G. A. Young, general secretary of the South Omaha association, is in Norfolk in charge of the campaign.

The office of Commercial Agent N. W. Clover of Norfolk is one of forty to have been named by the interstate commerce commission as a "filing office" for the Union Pacific railroad company. In this office a complete file of all Union Pacific tariffs must be maintained at all times.

Two heavy cat fish, one weighing four pounds and ten ounces, the other three pounds and two ounces, were hooked out of the Northfork yesterday by R. H. Hargedine, manager of the motion picture show running at the Auditorium. The fish were caught with hook and line just below the mill dam. Turtle bait was used.

The sale of season tickets for the Norfolk chautauqua has opened under the direction of F. A. Beeler, treasurer of the Norfolk Commercial club, under auspices of which organization the chautauqua is given. The season tickets cost \$2 with a special rate of \$1 for children. The Commercial club has guaranteed the sale of 500 tickets and will canvass the city.

Ben T. Reid has purchased all of the stock in the Norfolk Shoe company formerly held by A. H. Winder and has become president of the company.

Mr. Reid has resigned his position as traveling salesman with the Foot-Schulze shoe factory of St. Paul and will, beginning September 1, devote his entire time and attention to the Norfolk Shoe company's business. Mr. Reid arrived in the city yesterday noon from Wyoming to look after the dissolution sale which starts Saturday. Venus Nenow will continue as vice president of the company. Mr. Reid has held considerable stock for several years, during which time he has been one of the prominent and successful commercial travelers out of Norfolk.

NEARLY DROWNED IN TUB

Little Child at Beemer Fell in Tub. Farmer Injured—Beemer Items.

Beemer, Neb., July 16.—Special to The News: Falling into a tub full of water the little child of Mr. and Mrs. Charles Toelle was unconscious when discovered.

The mother had been washing and had left a tub full of water standing on the porch. While she was in the house the child tottled to the tub and fell in. The accident was discovered just in time to save the child's life for, though unconscious when taken from the water, prompt work soon resuscitated the little one.

A. C. Cohee, a farmer living north of Beemer, met with a painful accident while hauling hogs to town. He fell from the wagon and struck in such a manner that his chest was crushed and collar bone broken.

William Mahnke, an aged pioneer of this county, died every suddenly at his home of paralysis of the heart. He was apparently in his usual health the day before, going about his work. Several times during the past year he was very low with heart trouble, but rallied. His death came as a shock.

Mr. and Mrs. John Frahm went to Yutan, Neb., Monday, being called there by a telegram stating that Mrs. Frahm's brother had committed suicide by hanging.

If the plans laid for work this year can be carried out Beemer township will be in the "good roads" column. Fifteen hundred dollars has been appropriated for special road work, and this, with the amount that will be spent for repairs, will put the roads in fine condition.

The Northwestern has a force of men at work putting in a cement sidewalk from the depot up town. The old board walk was put out of commission by the recent floods which devastated the low parts of town.

MARRIAGE LICENSE FORGOTTEN

Why Ollie Larvie, of Pine Ridge, is Not Mrs. Wooden Knife.

Wadoka, S. D., July 14.—Leslie Wooden Knife, a young Sioux Indian, accompanied by his would-be bride, Ollie Larvie, came from the Pine Ridge reservation to be married a la white custom. They were attended by hundreds of other Sioux to witness the ceremony. There were old time war dances on the street and a barbecue but when it came time to tie the nuptial knot it was discovered that the important preliminary of securing a license from the county clerk had been neglected. The honeymoon was postponed for thirty days, but the prospective bride is said to be so disgusted with the outcome of the affair that she vows she will not become Mrs. Wooden Knife at all.

Butte Register Sold.

Butte, Neb., July 14.—Special to The News: The Boyd County Register, the only democratic paper in Boyd county, has changed hands. Henry Brothers selling the paper to J. F. Deural of Plainview, who takes charge of the plant today. The new owner is well known in Boyd county, having been superintendent of the Spencer schools two years ago.

Mr. and Mrs. Leo Henry expect to go west in the near future, probably to the coast.

NORFOLK GAINS REVENGE

HUMPHREY BALL TEAM DEFEATED AT HUMPHREY.

NORFOLK RUNS UP BIG SCORE

Norfolk Won From Humphrey Yesterday by Top Heavy Score of 11 to 3, Washing Away Memory of the Defeat on the Fourth.

Norfolk defeated Humphrey in the south line town 11 to 3 yesterday, wiping out the memory of the defeat at Madison on the Fourth at the hands of the Humphrey nine.

The Humphrey game clears the way for the Plainview game here Monday. Norfolk played winning ball yesterday.

In the first three innings the outlook was unfavorable but after the third it was a walk-away for Norfolk.

All the boys played in excellent form and gave the pitcher good support through the entire game. E. Hoffman of Battle Creek, the new player from the Northwestern university, made three errors but played in hard luck for they were difficult grounders. South, the Doane college man, played a speedy game without an error.

Kirkland made a pretty putout on first in the eighth and made four strong hits out of six times at bat. Glessman made several clever back-running catches in center field.

Score: Norfolk A. B. R. H. E. South, 3b 6 3 1 0 E. Hoffman, 2b 6 3 2 3 Kirkland, 1b 6 2 4 0 L. Hoffman, c 5 1 1 0 Glessman, cf 5 2 2 0 Haak, lf 4 0 0 2 Rusek, ss 4 0 0 2 Bovee, p 4 0 1 0 Reynolds, rf 5 0 1 0

Humphrey A. B. R. H. E. A. Zavadil, cf 5 0 1 0 Eley, c 5 0 1 0 Brown, ss 5 1 0 3 Whittier, 1b 5 1 3 0 Lutes, p 5 1 1 0 J. Zavadil, lf 5 0 2 1 Theisen, 2b 4 0 0 0 Korth, 3b 4 0 2 1 Schumacher, rf 4 0 0 0

Score by innings: Humphrey 3 0 0 0 0 0 0 0—3 Norfolk 0 0 2 2 3 4 0 0—11 Empire, Norton Howe.

SATURDAY SIFTINGS.

Miss Mertice Doughty returned from Inman Friday.

J. C. Foster went to Beemer this morning on business.

Mrs. J. A. Van Horn went to Winnetoon this morning.

Misses Frieda and Renate Korth returned from Hadar last evening.

Misses Gladys and Jennie Sterner returned from Brunswick Friday night.

R. F. Schiller went to Sioux City this morning to see Ringling Brothers' circus.

Miss Ethel Erford left for Lincoln at noon after a short visit with the Schiller families at the Oxnard.

Charles Groesbeck, jr., will accompany his father, C. H. Groesbeck, to the Black Hills to spend a week.

Mrs. T. M. Cook and son, Loyd, returned to Creighton this morning after a short visit with Mrs. L. A. Robertson.

Mr. and Mrs. Ned Parker and daughter, Lucile, who have been visiting Norfolk friends, left this morning for Caldwell, Idaho.

Miss Beebe leaves for Chicago Sunday.

Fred Haase returned from Stanton Friday.

W. S. Vall went to Wayne Saturday morning.

Miss Grace Hills went to South Dakota today.

Mrs. W. S. Fox went to Pierce Saturday noon.

Miss Vera Johnson returned from Omaha today.

A. Buchholz and daughter, Miss Adella, leave for Omaha Sunday morning.

Mrs. O. W. Rish went to Winnetoon at noon to visit.

W. C. Roland will go to Omaha Sunday on business.

George Vosberg of Herrick, S. D., was in the city.

Fred and Walter Boche left for O'Neill at noon.

Mrs. C. E. White returned from Logan, Ia., at noon.

Miss Stile of Herrick, S. D., was in the city Saturday.

Roy Gline of Long Pine is visiting his mother in Norfolk.

Mr. and Mrs. J. O. Sterner of Omaha are visiting C. H. Sterner.

Miss Margaret Klentz went to Fort Leavenworth, Kan., at noon.

A. P. Young went to Chicago at noon on a vacation trip of two weeks.

Dr. J. C. Myers went to Bristow at noon on state veterinary work.

Mr. and Mrs. C. I. Bernard and daughter returned to Plainview Saturday.

Miss Dorothy Priestley went to Tilden at noon to visit friends for a fortnight.

Clarence Heltzman came from Newman Grove Saturday to spend Sunday with his folks.

Miss Mildred Knight, who has been visiting Miss Edna Loucks, returned to Omaha Sunday.

Mrs. M. E. Lobnow and Mrs. H. Reiff of Omaha are visiting at the home of Mrs. M. Schmedeberg.

Mrs. M. Thiemke and daughters arrive this evening and will be the guests of Mrs. S. F. Heltzman.

Misses Jennie and Mable Shewan,

who have been visiting Mrs. M. E. Johnson, returned to Chicago today.

Dr. C. S. Parker, J. S. Mathewson and Ed Johnson left at noon for Long Pine where they will spend a week fishing.

Mrs. W. H. Johnson of Los Angeles, Calif., arrived in the city today for a visit with her daughter, Mrs. Earl Blakeman.

Judge T. H. Saunders and wife, of Columbus, are spending a few days at the home of their son, H. B. Saunders, on South Ninth street.

Mrs. Amelia Namacher of Oconomowoc, Wis., who has been visiting her parents, Mr. and Mrs. Julius Degner, left for Wisner at noon.

Mrs. R. B. Cole and children of David City arrived last evening and for a few days will be the guests at the home of W. F. Hall.

Mr. and Mrs. Taylor of Marshalltown, Ia., who have been visiting Mr. and Mrs. R. B. Taylor at the Oxnard, returned home this morning.

General Freight Agent Miller and Division Engineer Shenk, two North-western officials, passed through the Junction at noon, enroute to Omaha.

Mrs. Tom Shively, who was recently operated on in Omaha, is doing so nicely that she will be brought home from the St. Joseph hospital Sunday.

Mrs. Ross Welch and son, of Columbus, were in the city Saturday on their way to Wayne, where they are to visit S. H. Welch. While here they were guests at the home of H. B. Saunders, on South Ninth street.

A. R. Hauschel of Bueno Ayres, Argentina, South America, has been in Norfolk on a short visit with Mr. and Mrs. C. D. Wood. Mr. Hauschel is manager for the J. I. Chase Threshing Maching company in Buenos Ayres. He leaves tomorrow for Chicago.

W. J. Stadelman was called to Plattsmouth Saturday by the death of his father, Frederick Stadelman, who had been a resident of Plattsmouth since 1863. The funeral was to be held Sunday under Masonic auspices. Mr. Stadelman was seventy-six years old.

Chas. J. Green is hauling lumber to his farm near Warnerville where he will build a new house.

The private advertising car of Eller's circus passed through the Junction Friday morning going west. The circus is in Norfolk Tuesday.

Dr. D. K. Tindall, while in Denver, was the guest of an old school mate, Judge Josiah Marvill of Delaware and through his kindness was given a seat in the convention hall. Judge Marvill was the manager of Gray's campaign for the presidency and is a prominent man in Democratic politics.

A large number of delegates passed through the Junction Friday on their way home from the Lutheran league convention of the Wakefield district. C. W. Ahlmann and J. C. James, yesterday made a new record for the automobile trip from Madison to Norfolk, their trip requiring fifty minutes.

Canoeing is becoming a very popular pastime on the Northfork during the present moonlit evenings. One or two launches and something like a dozen canoes can be encountered almost any evening along the Northfork, the owners pushing out on the stream to avoid the sultry heat of the town.

NELIGH MAYOR WAS BUSY

WORKED IN RAIN CLOTHES TO STOP DAMAGE AT PARK.

LOSS FROM RAIN WAS HEAVY

Baily Creek in Neligh City Park Cut from Its Course, Washing Out Piling and Threatening the Riverside Park Stables.

Neligh, Neb., July 14.—Special to The News: Mayor W. L. Staple, clad in full workingman's uniform and the necessary regalia to prevent a soaking, was about the most industrious man in Neligh immediately after the heavy rain, which threatened the Riverside stables.

The mayor has had a deep interest in the city park since his election and when "Baily creek," which winds its course through the park, had washed away all the embankment within four feet of the park stables, he had men working under his supervision most of the day to change the course of the stream and prevent further damage.

Owing to previous severe rain storms the creek has been causing a great deal of damage with each freshet. Sunday the situation became alarming when the creek took its original course, washing out four piling, each twelve feet in length.

Heavy Damage in Neligh. Damage to the extent of several thousand dollars due to the severe rain and electrical storm in this city resulted to property owners of Neligh. During the short space of time more water fell than any time before this year.

It is impossible to place an estimate on the damage at this time, but those reporting losses are: C. L. Wattles, Geo. Sellery, H. B. Hauser and C. H. Kelsey, whose beautiful lawns were partially ruined and cellars filled. No damage was reported in the business section of the city, but the town will entail a big loss on streets and alleys.

Seeds, including snake and other cucumber, prehistoric and other corn, both sweet and field, peniclaria, squash, melon, mammoth sunflower, and hundreds of other seeds, 1 cent and up per packet, (also seed in bulk) direct from grower to planter. Garden Guide and descriptive price list free. Address H. M. Gardner, seed grower, Marengo, Nebraska.

THE ADVERTISING END

ONE NORTH NEBRASKA FACTORY IS STARTING RIGHT.

EMPLOY EXPERT AD-WRITER

The Neiburg Manufacturing Company of West Point Has Taken a Step Too Often Neglected by Infant Industries—"Believe in" Advertising.

The Neiburg Manufacturing Company of West Point is one infant industry of northern Nebraska to take a step overlooked by too many manufacturing industries just starting out, but highly essential to the ultimate success of any institution whose products must be sold to the public.

This important step is the employing of an expert advertising writer and manager. The Neiburg Manufacturing company has secured the services of R. A. Turner, an experienced advertising agency man, who, besides writing and handling the company's advertising, will also have charge of the sales department.

Too many business institutions today fail to realize the importance played in success by scientific and judicious advertising. The result is that the institution which starts out with no reckoning of this essential factor, soon dies a natural death. The other, the one that advertises in the right way, grows and thrives. The one dies declaring that the public doesn't appreciate it. The other makes the public appreciate it by the only known method—first delivering the goods, and second, creating a demand through newspaper publicity of a truthful sort.

Whenever you hear of a business that has failed "because the public failed to appreciate it," you may bank upon it that that firm "didn't believe in advertising."

It is no longer a question as to whether a firm "can afford to advertise." The question today is, "can you survive without advertising?"

And the failures strewn along the way pretty well answer that question. Too many young manufacturing industries seem to believe that if they can only get a retailer to handle their goods, success will come and perch upon their shoulders. They overlook the consumer. They forget the public. They don't stop to think that the real demand must come from the consumer.

Let the consumer demand a certain article, and the retailer must handle it. Judicious and persistent advertising on the part of the manufacturer makes him independent of the retailer.

This is an advertising age. Newspaper advertising has had a wonderful growth in the last few years. More and more it is coming to be a positive necessity to success.

The enterprise of the Neiburg Manufacturing company of West Point in employing an expert ad-man might serve as a worthy example to many another young industry trying to make good. It is safe to say that the Neiburg Manufacturing company could have made good old cans till they were black in the face without ever a taste of real success, if they had failed to do just what they have done in regard to the advertising feature of the business. Now there's some hope.

BOTTLE THROWN IN OCEAN.

Charles Mix County Man Hears From Letter in Bottle.

Sioux Falls, S. D., July 13.—Special to The News: To be informed of the finding of a bottle a year ago was the experience of Edward Reese, a well known South Dakotan, who resides in Charles Mix county. He was on his way to the German Empire about a year ago, and while in mid-ocean decided to start the bottle on its journey. Writing his name and address on a card, and adding a few other words, he placed the card in the bottle and after carefully sealing the bottle cast it into the ocean. He returned from his visit in Germany some months ago, and had long since forgotten about the bottle incident. In view of this his surprise can be imagined when he, a day or two ago, received a letter from a man named Theodore Schultz, dated at Brookings, S. D., in which Schultz stated that he was the finder of the bottle. Schultz explained that before coming to America and South Dakota quite recently he resided near the coast of Denmark, and that one day while strolling along the coast of that country he discovered and took possession of the bottle, which had finally floated ashore from mid-ocean.

GARVIN IN THE WEST.

Norfolk Councilman Describes Points of Interest Seen by Him.

Councilman S. W. Garvin, on his recent trip west, wrote his name on an old milestone at Hunting Oregon, in Idaho, a historical spot where the Oregon trail crossed Idaho. The milestone was dated 1843, which he thought indicated when the trail was first discovered. "I found weather in Denver very changeable—rain, hail and snow all in one afternoon," said Mr. Garvin, in commenting on his trip. "Idaho is truly the 'wild and woolly' west. You see more sagebrush than anything else. "I found Spokane an unusually pretty city, and spent two days visiting the fort and magnificent park located there. "Over in Oakesdale I found the famous Poluse farms and the famous mud baths which attract people the year around. "On the way to Seattle through the

"big bond" country I noticed that all the crops appeared to be badly burned. The valley is a great fruit country and the fruit was in good condition. "Seattle, though a very compact city, is without the hustle and bustle of Spokane. At Seattle it was my privilege to go through the two cruisers Colorado and Charleston. "After visiting Tacoma and seeing many things of interest I decided that Nebraska was as good a state as any."

MY NERVE-FOOD CURES MEN

USE IT AND PAY IF SATISFIED. Send for free booklet and Symptom blank or else describe your condition fully and trial course will be mailed you at once in plain package entirely free of charge. Full course of treatment only \$5. Address, G. H. Robertz, M. D., 14 Robertz Bldg., Detroit, Mich.

GUESTS OF THE HOSPITAL

ELKHORN MEDICAL SOCIETY WILL MEET THERE.

MID-SUMMER MEETING, JULY 21

Nervous and Mental Diseases Will be the Subject of Discussion at Meeting of Doctors at the Norfolk Hospital.

The Norfolk hospital will be the scene of the mid-summer meeting of the Elkhorn Valley Medical society on the afternoon and evening of Tuesday, July 21. An exceptional meeting is expected and the attendance will be large for this reason.

A clinic will be the first feature of the afternoon. Appropriate papers will follow.

Program of Papers.

The papers which will be presented are: "Presentation of Mental and Nervous Cases," G. A. Young and medical staff, hospital. "Paranoia, with Presentation of Cases," J. M. Alken, Omaha. "Neurological Diagnosis with Reference to Modern Methods," J. M. Mayhew, Lincoln. "The Relation of the Insane Hospital to the General Practitioner," W. H. H. Hagey, Norfolk.

"The Relation of Pathological Conditions of the Ear and Naso-Pharynx to Mental Development," P. C. Moriarty.

"Some Specimens of the Temporal Bone, with Special Reference to Mastoiditis," H. B. Lemere, Omaha. "Uric Acid Auto-intoxication, Due to the Non-Use of Meat," R. J. Midgley, Omaha.

"Arthritis Deformans," J. P. Lord, Omaha.

Concerning the meeting the following announcement is made:

"Dr. Young of the hospital has very kindly invited us to hold the mid-summer meeting with him. We have accepted with great pleasure. This meeting should be a very interesting and profitable one. The plan is to make this meeting largely a clinic in nervous and mental diseases. We hope thus to bring the general practitioner and the hospital into closer relation, and giving all an opportunity to look over the institution and study its management and learn more fully of the work being done.

"Headquarters at the Pacific hotel. Bus leaves for the hospital at 1:30 p. m. Luncheon will be served in the hospital at 5:30 p. m., followed by a smoker in the evening.

"A special invitation is extended to your wife to accompany you to this meeting."

The officers of the society are: President, W. H. H. Hagey, Norfolk; vice-presidents, A. L. Muirhead, Omaha, A. B. Tashjian, Norfolk; secretary, W. R. Peters, Stanton; treasurer, Walter Pilger, Norfolk.

The committees for the present year are: Credentials, Long, Kindred, Salter; arrangements,