

SNOW FALLING IN MISSOURI.

Remarkable Storm for This Time of Year Hits the Southwest.

Kansas City, April 25.—A snow storm, remarkable for the season of the year, prevailed this morning all over Missouri, northwestern Arkansas, eastern Kansas, Tennessee and as far south as Montgomery, Ala. The snow melted almost as fast as it fell, but at times the fall was heavy.

In Oklahoma, western and southern Kansas and the greater part of Texas the weather is clear.

Temperatures ranging from 2 to 3 degrees below freezing to 3 degrees above freezing were reported from all points in Kansas, Missouri and northern Oklahoma. Snow was reported from points as far as northern Louisiana.

A freezing temperature prevailed at Memphis and a killing frost was reported from western Kansas points. At Enid, Okla., a temperature of 33 degrees was reported.

Reports from central Missouri today indicate that the fruit crop has been seriously damaged.

The general opinion of Kansas City fruitgrowers is that the fruit crop in eastern Kansas and western Missouri has not yet been seriously injured. The low temperatures have been accompanied by clouds in the section and this condition has probably saved the fruit. Snow is falling in the eastern countries.

Nebraska weather was clear, but freezing temperatures were reported from all points of the state.

over of a housewife's kitchen swept

the village this afternoon and in six hours the entire business district and a large portion of the residence section was destroyed. The loss is estimated at between \$250,000 and \$300,000, with but small insurance. One hundred people, homeless, are being quartered with the farmers about the village and at Falls City. Twenty or more persons are injured, none seriously. Four were burned in a dynamite explosion at a hardware store.

The principal business institutions destroyed were:

- M. L. Dowell, general merchandise, \$25,000.
- Shildneck Bros., hardware, \$20,000.
- Bank of Salem (papers safe), \$5,000.
- Carsh & Co., general merchandise, \$5,000.
- Malone & Pearson, restaurant, \$5,000.
- Salem Mutual Telephone company, \$5,000.
- Southeastern Nebraska Telephone company, \$5,000.
- Nebraska Telephone company, \$500.
- Snyder & Parrish, druggists, \$1,000.
- Russell Hiatt, barber, \$600.
- Postoffice.
- Salem Index, \$1,000.

A partial list of residence properties destroyed are those belonging to E. P. Emmert, A. Snyder, C. M. Coffey, F. H. Brizl, S. E. Stouffer, Joseph Windle, George Vanderberg, James Klarry, Wade Whitten, farm house; Methodist Episcopal church, \$2,500.

Those injured in the hardware store explosion were: John McCool, S. E. Stouffer, F. H. Brizl, M. L. Dowell.

FIRE IN LOUISIANA TOWN.

Five Thousand People Homeless in Lake Charles—Losses \$4,000,000.

Lake Charles, La., April 25.—Five thousand persons are homeless, several are missing, scores injured and property damage to the extent of \$4,000,000 has resulted here from a fire, which, starting in an old opera house, near the center of the town, wiped out thirty business blocks and then burned a path through the residence portion of the city. Dynamite was used to stop the path of the flames. The fire was checked in this manner, but not until it had practically wiped out the town. The cause of the fire has not yet been ascertained.

THREE DIE IN DEPOT FIRE.

Wife and Two Daughters of Agent on Soo Line in North Dakota.

Egland, N. D., April 25.—Three lives were lost in a fire which destroyed the Soo line depot here. The living rooms over the depot were occupied by the family of Agent G. A. Krueger, and his wife and two daughters, aged 7 and 9 years respectively, were burned to death.

Driven Into Snow Storm.

Chicago, April 25.—Clad in night clothing, sixty persons were driven into a snow storm here by an alleged incendiary fire in the Cledan apartment building. Mrs. E. E. Ballard was carried from the structure probably fatally burned, and four others, overcome by smoke, were rescued by firemen.

CATTLE BREAK RECORD.

Hartington Man Tops Market with Thirteen Loads at \$22,744.02.

Sioux City Tribune: One of the largest consignments of cattle from one man ever received on the Sioux City market was sold here today. This was a shipment of thirteen loads of fat cattle from the feed lots of S. W. Tinkcom, an extensive feeder at Hartington, Neb., and represented his entire winter's feeding. The offerings were mostly steers and were well fattened, as attested to by the fact that they sold at the highest price of the day. In the shipment were 194 head of steers, averaging 1,503 pounds, which were bought by Fred Patterson for Cudahy at \$7.80 a hundred. This is the highest price for a similar number of cattle ever paid on the local market, and it takes rank among the big deals in fat cattle at Chicago or any of the outside markets. The 194 head of steers represented a total of \$22,744.02 in dollars and cents, that being the amount paid by the Cudahy Packing company. Mr. Tinkcom has a wide reputation as a finisher of high class beefs and more than once has topped the Chicago market. He and Mrs. Tinkcom were at the yards today and he was well pleased with the price for his stock.

The cattle were Nebraska sandhill steers and brands. Mr. Tinkcom bought them last September and turned them on clover pasture for two months. They were on a full ration of corn and alfalfa 166 days and made a good gain in weights and arrived here deserving of the considerable attention they attracted from traders at the stock yards.

So He Threatened to Shoot. How a Former Bassett Depot Agent Refused to Keep off the Wire.

This little story is told by a former dispatcher of the Northwestern in Norfolk. He once ordered the Bassett station closed for the night on account of a drunken operator who was delaying traffic by keeping the telegraph wires open and interrupting train orders being sent to other stations along the line.

The wires were choked up with "thirty-ones" (important train orders) and the Bassett operator insisted on "butting in" on the dispatcher's wire to have a chat with the night chief dispatcher to explain a former difficulty he had worked himself into. The night chief telegraphed him to either keep off the wire or take a discharge. But he kept "butting in" and an order was sent to the conductor of the train which had just left Bassett to back up and take the operator out and

lock the station for the night.

The operator overheard the order and asked the chief to cancel it, promising that he would himself lock the station up if that was what the chief desired. He was told to go ahead.

"In ten light," said the chief dispatcher, "I received a Western Union message from the operator saying, 'Look out for me. I am coming down to shoot you.' He did not come but if I should have seen him during those days I had my revolver handy," said the dispatcher.

Plans are Already Being Made for December's Poultry Show.

There'll be in the neighborhood of 1,000 crowing and clucking chickens at the Norfolk poultry show, to be held sometime during next December. It will be as good a poultry show as any town in the country can boast of, members of the Northeast Nebraska Poultry association say.

Already the association is trying to secure a competent judge for the occasion. One local man has ordered some show birds from England. "There are a large number of poultry breeders in this territory," said a local member. "I ran across four at Hoskins and a number at Tilden. One Meadow Grove man came to town and stayed over night to join our association."

The officers are: E. H. Brewer, president; H. B. Dixon, first vice president; E. I. Custer, second vice president; John J. Leik, secretary; Frank H. Beels, treasurer.

The members are: Mrs. E. I. Custer, Mrs. M. M. Reed, Frank E. Davyport, Melcher, H. B. Dixon, Storz Mathewson, John B. Rice, W. B. Donelson, John J. Leik, Sam Heitzman, Elson H. Brewer, E. R. Reese, Lou Kennerson, E. I. Custer, Charles E. Jacoby, Burt Mapes, C. R. Kampman, Van Horn, Frank Beels, George R. Desmond, I. J. Scott, Meadow Grove.

SEEING EUROPE IN JIG TIME.

In Less Than Sixteen Days the Party Crossed the Ocean Twice.

New York, April 25.—A quick trip to Europe and back was completed by a party of five New Yorkers that reached here on the Lusitania on its last westward voyage. They had been gone from New York just fifteen days and fifteen hours, but they had crossed the ocean twice, done London and Paris and made two channel crossings by different routes. They agreed that they had enjoyed the trip.

The journey was the outcome of a dinner party at which the hosts were a young broker and his wife, and the guests a young woman who was a friend of the wife, a railway official and a young banker. The banker had crossed the ocean often, but none of the others had ever got any further in that direction than Coney Island.

At the dinner the talk drifted to Paris. "Let's all make up a party and go over there," the hostess exclaimed, and they all agreed.

There were several backings and fillings before the day of departure, but finally all got on the Lusitania March 30, ready for the journey. They arrived in London April 4 had dinner at Carlton, went to the Gaiety theater and had supper at the Savoy.

The next day they saw Westminster abbey, went shopping and saw London by taxicab and that night left for Paris by way of Dover and Calais.

The tourists arrived in Paris the next morning, Thursday, and left there Friday, April 8 at 4 p. m. for London, via Boulogne and Folkestone. They spent Saturday morning shopping in London and at noon left for Liverpool to board the Lusitania, arriving in New York April 15.

Rough weather compelled the cancellation of some of the events planned, but in the main it was carried out.

"How much did it cost?" said the banker. "Well, I spent a little more than \$600, and I imagine that, outside of purchases, each of the others spent about that sum. Was it worth it? Well, I wish now we had decided to stay a little longer in Paris."

THE GOULDS AT OUTS AGAIN.

Divorced Wife May Sue for Sole Control of the Children.

New York, April 25.—The troubles of Frank Jay Gould and his divorced wife may get into the courts again. It's all about the children. Mrs. Gould doesn't know how to conform to the court order respecting the two little girls, Helen and Dorothy. The decree orders that Gould shall have them six months each year beginning May 1.

Mr. Gould's absence, the fact that the children if sent to No. 834 Fifth avenue, his New York house, would be there under the care of only hired nurses, is to be taken this year as an excuse for not complying with the court stipulation.

That is, if the attorneys for Mr. Gould do not insist on having the letter of the stipulation observed. If they do, Mrs. Gould's friends say legal action will be taken to give her entire custody of the children on the ground that Mr. Gould is not a fit person to bring up two girls.

This may bring up the question of his alleged marriage to Edith Kelly. The divorce decree forbids his marriage in New York.

THEY BELIEVE TOO MUCH.

That's Why Girls Seldom Will do in Hotel Cigar Stands.

Kansas City Star: Why is the number of girl cigar clerks decreasing in the large hotels?

This query was propounded by one who suddenly had noticed that the cigar girl, who has been considered an indispensable fixture of the hotel cigar stand, is very much in the minority now.

"Why?" he asked of the only variety that he was able to find in a tour

of the largest hotels.

"They don't know how to stand the gaff," she replied. "It's hard to find a girl who won't believe everything that these men tell them."

The inquirer, having had considerable difficulty at inducing girls to accept his "gaff," was inclined to doubt this statement, but as there was no one to whom to refer the decision, he rested.

"It's a fact," the cigar girl continued, "but the qualities required for a position of this kind naturally render the field an extremely profitable one, but nevertheless hard to fill."

Having delivered such statement, she retired to the left end of the counter, sold a package of gum and gracefully carrying the conversation that the purchaser endeavored to start returned to the center with graceful footwork.

"A girl can't afford to be 'soft' in this business," she went on. "Now there are some girls who, if you tell them the little story of your life, think that you have serious intentions and begin to prepare their trousseau at once. But not me. No, sir. I know how to take their talk."

"Take, for instance, a traveling man that came in here yesterday. He came up to the counter, bought a cigar, inquired for the best morning paper, and then started out with a remark on the weather. That is the earmark by which you can distinguish a traveling salesman. It is always, 'Looks like a fine day, but it might rain,' with them."

"He told me about the fine hotels in which he had stopped and how he got bad service in nearly all of them. 'Now, when I was in New York—' he started, but I got next and pretending to arrange the cigar stock, kept him waiting until he was tired and went away. He came back, though—they all do—and before he had talked to me three minutes he had told me all about himself, his business, his home, and all the other things that he thought I might be interested in."

"That's what makes our work hard, if it was only selling cigars and the papers and shaking 'horses,' my job would be a snap. But they all insist on trying to shove you the gaff. I suppose they are actuated by a desire to help make the day pleasant for us, but it has the opposite effect."

"The girl new to the profession takes this all in and listens with wide-eyed amazement to his stories of travel and life in different parts of the country. First thing she knows she is 'all for him,' and just there is where they all make their mistake. 'She neglects the other customers to talk to him. When they approach the counter to make a purchase, she impatiently leaves the other man, and hurries back to the conversation which she has just left. The purchaser leaves with a dissatisfied feeling and goes elsewhere to make his next purchase. That sort of a thing will not do. A girl must remain neutral, and greet all with a pleasant smile and a bon mot or so. That makes them feel good and they appreciate you more."

"Most of the girls who used to be at the hotels are married. Some of them went to the office building cigar stores. I believe girls still are in charge in most of these stands. The business man doesn't have time to stop and talk nonsense. He hires a stenographer for that purpose, so a girl can very easily hold a position in a big building."

"Good-by. Here comes a perfect bore, but he buys a lot of cigars, so I'll have to 'jolly' him. Gee, but I am tired."

And the diplomatic cigar stand girl retired to make a sale.

PSYCHOLOGY IN BUSINESS.

Knowledge of Principle Involved Would Aid Tradesmen.

New York Tribune: "People are using psychology unconsciously every day," said Dr. H. L. Hollingsworth of Columbia university the other day. He is giving a course on the application of psychology to business in the Teachers' college extension courses.

"It stands to reason," went on Dr. Hollingsworth, "that if they had a conscious knowledge of the principle involved, they would be able to save an appreciable amount of time, energy and money. Take, for instance, the matter of salesmanship. A man may unconsciously deal with a customer as a 'type' and treat him accordingly, but if he understood how the law of suggestion works and how it may be applied he would be much surer of doing and saying the right thing at the right time. He would know, among other things, that the mind will always take a positive suggestion rather than a negative one, i. e., that it runs along positive lines."

The same principle, Doctor Hollingsworth went on to explain, would be of great help to the manager of a large department store who saw fit to economize in the delivery service, for example. One of the easiest ways of going about it would be not to sell off a few wagons, but merely to instruct the saleswomen to say to customers after they had made sales, "Will you take this with you?" instead of saying, "Will you have this sent?"

Another valuable thing for the salesman to know, besides the working of the law of suggestion, is the theory of color. Every wise salesman knows that every color has its complement, which shows it off to its best advantage, so if he makes use of his wisdom he exhibits his greens on a red background, his yellows on lavender, and so on. "Even the grayest of greens will look rich," said Doctor Hollingsworth, "against a red background, and if it doesn't look that way when the customer gets home it doesn't matter to the salesman, because he got rid of the goods."

Suggestions for Advertisers.

In the field of advertising, too, it is

Dr. Hollingsworth's idea that the psychologist can save the business man thousands of dollars by testing the attractive value, the persuasiveness and the memory value of each advertisement before it is launched upon the sea of public opinion. Sometimes the most expensive advertisements are the least effective because they fall in one of three requirements. "Some attract the attention," he explained, "but do not persuade; others persuade but they are not forceful enough to make a lasting impression on the memory that will lead to a demand for the article in the next shopping tour. The good advertisement is the one that does all three of these things."

"But there is another important feature in the making of ads that should not be forgotten, and that is to appeal to the proper instinct. It is useless, for instance, to appeal to the hunting instinct where the reading public is made up of eastern city people, because it is scarcely a part of their mental equipment. But to appeal to their instinct of the elegant, the 'nobby' and the 'sporty' means so many dollars in the manufacturer's till. At the present time the concept for something that is sanitary and free from germs is most effectual. Anything from soap to tomatoes that is advertised as being put up by the most approved methods will find an open market."

"One of the most important things in this work," Doctor Hollingsworth said, "is to keep abreast of the times—to hold the finger on the public's pulse, so to speak, and to change the concepts with the change in public feeling and interest. It is as important to determine when a concept has become overworn as it is to find the right concept to begin with."

Halley's Comet is Approaching.

An astral show such as our earth will likely not see again for a million years will be staged in the vast hall of space May 18, when Halley's comet, on its twenty-ninth recorded visit, will pass across the face of the sun, shadowing the earth in its immense but ethereal tail.

The transit of the sun by a comet has been observed only once before. That was on September 17, 1852, when the great comet of that year passed between the sun and earth. Though the comet was so bright as to be visible in daytime, it disappeared as soon as it touched the sun's disc. During the transit, the observers at the Cape of Good Hope could not discern the comet even with their telescopes. For some time they believed it had abandoned its schedule and passed behind the sun. It had gone in front of the sun, however, the sunlight passing readily through the head of the comet, thus giving conclusive evidence of its fleecy lightness.

It is now several months since Greenwlich, the royal astronomer at Greenwich, and Cowell, his fellow worker, finished their calculations of the orbit of Halley's comet. They predicted that the comet will begin to pass across the sun's disc at 8 o'clock p. m., May 18, Norfolk time. The earth will then be moving about sixteen miles a second in one direction, and fourteen million miles away from the comet will be going about twenty-five miles a second in the opposite direction. Were the transit central, the time of transit would be about one hour.

The Comet Light as Down.

According to Professor Frost of the Yerkes observatory, the transit will begin at 7:30 o'clock and end at 9:30. The computations are being continually revised with a view to increasing the accuracy of the orbit. These calculations are in charge of Professor Leuschner of the University of California in connection with the comet committee of the Astronomical Society of America. The comet passes near Venus May 2, which will no doubt affect the movement of the comet. Consequently it will be about May 3 or 4 before the exact time of transit can be stated with precision.

Some Uncertainty is Not Strange.

The earth itself does not follow the same orbit from year to year, in fact, no planet ever moves twice in exactly the same path. The earth is very large, yet the combined attraction of the other planets is considerable, enough to move the perihelion point (the point in the orbit nearest to the sun) so that the earth reaches it four minutes and twelve seconds later each year. In the case of Halley's comet, the combined effect of the planets may change its time of return to perihelion by as much as five years. Jupiter alone may change its period by as much as seven hundred days. One can get some notion of the relative weight of Halley's comet and the earth comparing four minutes and twelve seconds with five years.

May Not Be Seen Here.

It is fairly sure that the transit will not be visible in Norfolk, for May 18 the sun sets at 7:04 o'clock. Observations will be possible on the Pacific coast, where the sun, when the transit begins, is nearly two hours high. It is, therefore, likely that good observations will be obtained with the Lick telescope on Mount Hamilton. The only large telescopes which are really well located to observe the transit are one at Manila and one near Shanghai.

During the transit there will be no dimming of the sun's light, as in an eclipse of the sun by the moon. Nor will the comet's passage across the sun be as easily observed as a transit of Venus or Mercury. May 18 the comet will be 14,300,000 miles from the earth. At that distance, according to Professor Pickering, a solid body seventy miles in diameter would be visible in a 15-inch telescope. That such a body exists in Halley's comet is regarded by astronomers as very doubtful. Of course, bodies much less

Homeseekers' Rates

Tickets to the West and Northwest will be sold the first and third Tuesdays of each month at very low rates, beginning February 1 and ending December 20, 1910.

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than seventy miles in diameter can be seen through the big 36-inch Lick telescope. If the transit can be observed at Mount Hamilton, we shall know more about the nature of the nucleus after May 18 than we do now.

Astronomers are also interested in the possibility of ascertaining new facts concerning the comet's tail. So little do they fear any harm from our passing through the comet's tail that they are almost praying for the tail to be long enough to reach the earth. Two other comets have had tails so long that the earth passed through them. The first time this happened was in 1819, the second time was in 1861. No harm was done, even the astronomers did not know what had happened until after it was over. They are on the watch this time, and if we pass through the tail of Halley's comet in May, the phenomena will be subjected to the most careful scientific observation.

Much unscientific speculation as to the danger from the comet's tail has been indulged in by a number of writers. The worst offender in this respect is the French astronomer, Camille Flammarion. America has a dozen astronomers more able than he, yet none is gifted with so vivid an imagination nor so facile a pen, nor has any of them a scientific conscience quite so elastic as Flammarion's.

Flammarion's Bad Dream.

He has described at length the dangers from three sources: First, the acetylene gas present in a comet's tail; second, the hydrogen, and third, the cyanogen. The danger from the first two he pictures as due to the possibility of explosion from contact with the earth's atmosphere. Now it is well known that the light of a comet's tail is largely of electrical origin and that electrical discharges must be constantly taking place therein. Were either hydrogen or acetylene present in large quantities in a comet's tail, the electrical discharges would ignite it long before it could reach the earth.

As to the poisoning of the earth's atmosphere by cyanogen gas from the tail, Flammarion again drew on his imagination. It was not known until a few weeks ago that cyanogen was present in Halley's comet, and the cyanogen present was in the comet's head, not in its tail. Even so, the amount of cyanogen is too small to produce the effect described. Professor Frost says:

"The density of the tail of a comet is about that of the vacuum in an electric bulb, and there could not possibly be enough poisonous gas in it to hurt a fly."

Some notion of the small weight of the entire comet, tail and head, may be reached thus: The motion of the comet is seriously altered by the attraction of the planets, but the course of the planets is not measurably disturbed by the comet. About May 2 Venus will considerably affect the comet's movement. Theoretically, the comet in turn should alter slightly the course of Venus. An American astronomer will attempt to measure the perturbation—as it is called—of Venus. If he can do this he can then determine the weight of Halley's comet in tons, a fact not now known. The weight is known to be small, so small indeed that very few astronomers believe the effect on Venus can be measured. Even the man who has undertaken the measurement is doubtful of success.

Will There be a Tail?

In nearly all of its former appearances Halley's comet exhibited a tail during the whole time it remained visible. In 1835, however, the tail suddenly disappeared when the comet was nearest the sun. Later, when the comet on its outward journey was about 150 million miles from the sun it formed a new tail very unlike the first. If a similar event occurs this time there will be no tail for us to see on May 18. Whether the comet will behave as it did in 1835 cannot be told until after April 20, the day on which the comet reaches perihelion. Up to date the comet has behaved in normal fashion. At this return it was first discovered photographically by Wolf of Heidelberg September 11, 1899.

The photograph showed the comet within a few minutes' arc of the position predicted by Cowell and Crommelin. If one knows that the diameter of the moon is about thirty minutes, he can see that the comet missed its

Runs Sawmill by Buttermilk.

Southerner Was Anxious to Prove that There Were Industries.

A story told by a Norfolk traveling man on the Englishman has been going the rounds and is considered a good one.

An Englishman traveling through the south said to his southern host: "Yes, you have a great south, but you lack industries."

Perplexed for a moment the southerner said:

"Industries! Well, we have the greatest industries here in the south you ever heard tell of. Colonel Jones here has a dairy farm on which he produces 90,000 pounds of butter and 10,000 pounds of cheese every month, does he not colonel?" nudging another southerner of the party. "Well," answered his friend, "I don't know much about his dairy, but I do know he has forty sawmills here which run by buttermilk."

SALEM MASS OF RUINS.

Fire from a Housewife's Kitchen Destroys Greater Portion of Town.

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