

Oakdale. D. M. Davis, living near Tonic, was transacting business in town the latter part of last week.

Claude Stewart of Grand Island, at present a student in the Northwestern university of Chicago, was here visiting friends in town last Saturday, Sunday and Monday.

Monday evening C. B. Beer opened his new hotel in the old Hopkins hotel building, with a 6 o'clock dinner. The name of the new hotel is the Elk.

Carl Beeler left on the noon train Monday to enter the agricultural department of the state university for the six weeks course.

The Epworth league started its social calendar for the year 1912 Monday evening by having a "left-handed" social, which was one of the most successful socials ever held.

Clifford Dillon of Norfolk has been visiting relatives and friends in town this week.

Agnes Dworak is assisting Pearl Warwick in the first and second grade rooms, the school board having voted for an assistant for the balance of this school year.

Misses Oca and Nellie Mills of Meadow Grove, Mrs. Driebert of Tilden and Miss Myrtle Watts of Albion, a sister of Mrs. Kenfield, were guests at the Central office the forepart of the week.

On Jan. 1 occurred the weddings of Carl Winkate to Miss Grace Shepard, also the wedding of Jasper Muckey to Bertha Kesting, daughter of Mr. and Mrs. J. D. Kesting, at their home.

Fred Warwick resigned his position with the Oakdale Drug company last Saturday evening.

Miss Dora Lorenzon entertained the I. O. U. E. club at the home of her sister, Mrs. H. C. McDonald, Tuesday evening.

The Oakdale orchestra reports a large crowd and a fine time at the dance at Clearwater New Year's night.

County Commissioner Sweet is transacting business in Neligh this week.

George W. Park and O. B. Manville were Neligh visitors Wednesday.

Frank Seims, sr., of Pierce, was transacting business in town Tuesday and Wednesday of this week.

Gene Barkdoll, who purchased the Wilkinson Bros.' dray line and took possession Jan. 1, has been busy this week moving into the residence just vacated by C. B. Beer.

Roy Means and Lee Snider left Monday for Omaha to start to Texas Tuesday, their destination being Robstown.

Sunday evening Prof. C. R. Moore of Osceola, a son of Mr. and Mrs. J. W. Moore of this place, delivered a lecture at the Methodist church, "True to the Trust," instead of the usual preaching service.

Mr. Moore's lecture was greatly appreciated, and especially as he was an Oakdale boy and well known by the folks here.

Thomas Sester was visiting the latter part of last week at the home of his brother, James Sester, near Creighton.

Student Otto Key, who is here on a vacation from St. Louis, Mo., delivered the morning service at Christ Lutheran church at Norfolk Sunday.

On Dec. 27 a little daughter arrived at the home of Mr. and Mrs. John Kleiser southwest of town.

The members of the Lutheran church will hold their annual business meeting next Sunday afternoon at 1:30.

Rudolph Eden, now in business at Sioux City, was visiting here New Year's day with his parents, Mr. and Mrs. Henry Eden.

Mrs. George Martin of Westington Springs, S. D., returned home Tuesday after one week's visit at the home of her sister, Mrs. Ralph Simmons.

Otto Fuerst and family of Columbus were visiting here the forepart of the week with relatives.

Wednesday Howard Miller started with a big gang of men to harvest the ice crop. The ice is fine.

Editor F. E. Martin was a business visitor to Norfolk Tuesday.

Mrs. A. P. Hoepel went to Rolfe, Ia., Wednesday for a visit with her sister, Mrs. John Taylor, who is dangerously ill.

Fred Ecktonkamp came over from Creighton Wednesday on a business mission. He was accompanied by a friend, Pierre Hart of Denver, Colo.

Mr. and Mrs. Clark Catron of Tilden were visiting relatives and friends here Wednesday.

Mr. and Mrs. Henry Anding are here from Hixland, Wis., for an extended visit with his brothers, Ed and Charles Anding, and other relatives.

Ira and Tom Cartney returned to Omaha Wednesday to resume their studies in the Creighton university, respectively in the medical and dental departments.

Mr. and Mrs. Charles Forst and children of Neligh were spending New Year's day here with his parents and other relatives.

Fred Haack, of Brooklyn, N. Y., was a visitor here Saturday and Sunday at the home of G. N. Cornelius. They were old friends at Grand Island.

Rev. J. Hoffman, of the German Lutheran church, after the main sermon New Year's day made the following statement of his parish for the year 1911: Cases of birth, 19; confirmed, 16; married, 3 couples; 4 persons died; 1,277 persons received the holy sacrament; collections for outside of the congregation, \$220.63.

All our schools opened their doors again Tuesday morning after the holidays with a good attendance in spite of the cold weather.

The annual meeting of the members of the Battle Creek Mutual Insurance company will be held on Jan. 13, 1912, at 1 o'clock p. m., in the Battle Creek opera house.

Joe Orr, James Hughes, A. F. Zardels and F. C. Miller were transacting business at Madison Wednesday. They claim that they had the finest automobile ride they have enjoyed for some time while going to the county capital.

Dr. G. J. Hess of Long Pine was here Thursday on business.

Late entries arrived at the show room Thursday morning, and for the second time the feed ran short. Among the late arrivals were E. N. Vail with a pen of beautiful white Brahmas; Mrs. George Parker, William Nitz, G. P. Coleman, Imman, and A. T. Williams.

Thursday's attendance was close to 500, and Friday and Saturday were expected to break this record. The crowd Thursday was an enthusiastic one. The state birds brought by State Game Warden O'Brien received much attention from local sportsmen, who commented on the possibilities of breeding pheasants in Norfolk.

The characteristics of pheasants in the wild woods were discussed, and the good points on "pheasant shooting" were brought out most vividly as the eager spectators gazed through the wire netting at the beautiful plumage.

One man is being kept busy collecting eggs, which are being laid at the rate of seventy-five to 100 daily at the show room. These eggs are collected and marked with the owners' names. An egg-laying competition may result before the show is over.

Secretary H. B. Dixon has charge of the egg department as well as the information department, which he is threatening to swamp him to such an extent that the regular routine work will be delayed.

A new feature in the judging, noticeable when the scoring first commenced, was that the judge is not hindered in his work by the usual throng crowding around the pens. Bars guard the alley in which the judge is at work, and the anxious owners of chickens must be content to gaze over the bars while the judge prods the birds with a brass rod. So large was the crowd at one of the bars Thursday afternoon that a pen of buff orpingtons was thrown to the ground. The chickens were not hurt in the least.

Chick food of all descriptions is being advertised by dealers in the show room. Loerke Bros. of Stanton have a chick food machine and incubator on display. The Stanton manufacturers are delighted with the Norfolk show.

Among the winners in the orpington class already announced are: WHITE ORPINGTONS. H. B. Dixon—Third cock; first and fourth pullet; first and fifth hen; third and fourth pullet; second prize on best pen.

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E. I. Custer—First and second cock; third cockerel; second, third and fourth hens; first and second pullet; first best pen.

Mrs. Joseph Lampe—Second and fifth cockerels; fifth pullet; third pen. BUFF ORPINGTONS. J. S. Mathewson—First cock; first, second, third and fifth hen; first and second cockerel; third, fourth and fifth pullets; first prize on best pen.

F. E. Davenport—Second cock; fourth hen; fourth cockerel; second pullet; second prize on pen.

Mrs. Henry Moseke, Lindsay—Third cockerel; third cock. W. H. Mason, South Sioux City, Neb.—First pullet; fifth cockerel; third prize on pen.

Third Suicide Ends the Case. Woonsocket, S. D., Jan. 5.—The case against ex-Sheriff Plotner of Mitchell, accused of adultery with Mrs. Kate Quinn of Mitchell, which was being tried in Woonsocket, came to a tragic end yesterday afternoon when the body of Plotner was found a mile and a half north of the city, cold in death. Investigation showed that he had committed suicide by taking laudanum.

Plotner had been missing since Wednesday night at 8 o'clock when court was called yesterday he failed to put in an appearance. When court convened in the afternoon Judge Jones dismissed the jury and declared the bond forfeited under which Plotner had had his liberty throughout the trial.

It is believed Plotner thought he would be convicted and preferred death to a possible jail sentence. The death of Plotner marks the third suicide which has arisen out of the case. Two years ago, roamed by the intimacy between his wife and Plotner, who was then sheriff of Dawson county, Albert Quinn drank carbolic acid in the yard of his home.

Last summer, following a series of troublous events in the Plotner household as the result of the infatuation of her husband for Mrs. Quinn, Mrs. Plotner ended her life. It was immediately after her death that Plotner and the woman left Mitchell and they were subsequently arrested in Omaha.

The sudden ending of the case against Plotner by his suicide leaves of the four interested people, only the woman in the case. It is said the aged father of Plotner, who is now living in Mason City, Ia., has lost most of his once ample fortune through the trouble introduced by his son.

Cannot Tap the Niobrara. Lincoln, Jan. 5.—The supreme court of Nebraska today ruled against E. L. Kirk of Sioux City, Ia., in the litigation involving water power rights on the Niobrara river near Niobrara, holding that he is not privileged to sell the electric current to be derived from a plant there outside the state. The action filed by Mr. Kirk was to compel the state board of irrigation to remove restrictions from the grant made to him. He argued before the court that the board has not power to fix limits to the uses of the power he generates, in view of the fact that he takes no water from the river.

More than two years ago Mr. Kirk made application to the state board for a permit to make appropriations of certain waters of the Niobrara river for power purposes, the point of diversion being in Knox county. His plan was to utilize this power for a Sioux City enterprise.

Some weeks later the state board granted the right. The grant was in the usual form, but attached thereto was this condition: "This grant is made subject to the provisions of section 42, article 2, of the Nebraska irrigation law, and power generated under and by virtue of the permit must not be transmitted or used beyond the confines of the state."

As this provision defeated Mr. Kirk's plan, he appealed to the district court of Knox county. There his position was not sustained, and he appealed to the supreme court. The sole issue presented by his appeal was whether the state board of irrigation had the power or authority to insert in a grant a prohibition that the power should not be transmitted over the state line. He took the position that while the state legislature has the right to prescribe whatever conditions it sees fit in matters like this, the department of state, to which is committed the authority and given the duty of looking after irrigation matters, has no legal right to act other than strictly within the conditions prescribed by law.

A Big Fire at Aberdeen. Aberdeen, S. D., Jan. 5.—Fighting fire in the business district with the thermometer 20 degrees below zero, the citizens and fire department of Aberdeen barely saved the largest business structures in the city. A loss of \$100,000 was sustained.

The Addition hotel and the First National Bank building were damaged but were saved.

Bryan's Name for President. Lincoln, Jan. 5.—William Jennings Bryan's name has been advanced for a position on the democratic primary ballot as a presidential candidate for the presidency by a petition placed on file with Secretary of State Waite shortly before noon today.

The petition is signed by twenty-six voters, eleven residents of Omaha, fourteen from South Omaha and one from the country. The list is headed by A. A. Arter of Omaha.

Petitions have been in circulation for over a week in the different congressional districts of the state, asking that Bryan's name be placed on the ballot as a candidate for delegate-at-large. Mr. Bryan's friends intend to push the securing of signatures despite the ruling of the secretary of state that a name can appear on the primary ballot but once.

Charles W. Bryan, brother of William J. Bryan, made the following statement with regard to the petition: "This filing was done against Mr. Bryan's wishes and without his knowledge. Both Secretary Waite and Mr. Arter were asked to have the petition withdrawn. There will be legal proceedings if they should become necessary."

C. W. Bryan stated that Mr. Arter had never been unfriendly to the former presidential candidate and that he believed that Mr. Arter had filed the petition in good faith. W. J. Bryan is now in Jacksonville, Miss.

T. R.'S NAME IN NEW JERSEY. Newark, N. J., Jan. 5.—"Progressive" republican leaders probably will place Col. Roosevelt's name on the presidential primary ballots without asking his permission, according to a statement made here today by Everett Colby, a member of the state progressive league and candidate for nomination for United States senator. Mr. Colby said that the league will soon hold a meeting to determine its choice for the presidency.

To Appoint Dr. Blue. Washington, Jan. 5.—President Taft will send to the senate Monday the nomination of Dr. Rupert Blue of South Carolina, as surgeon-general of the public health and marine hospital service, succeeding the late Dr. Walter Wyman. Dr. Blue has been connected with the marine hospital service for years and is credited with driving the plague out of San Francisco.

FRIDAY FACTS. Mrs. W. A. Kingsley and her children are at Omaha visiting with relatives.

M. E. Hughes of Ainsworth was here. Mr. and Mrs. W. F. Hall returned from Columbus.

Newton Splawn of Winner was a visitor in the city.

Sheriff C. S. Smith of Madison was here on business.

Miss Preece of Battle Creek is here visiting with Miss Mildred Gow.

C. E. Burnham went to Hoskins to attend a bank directors' meeting.

Mr. and Mrs. John Bedel of Pierce are here visiting with O. R. Webb.

Mrs. John A. Johnson, who has been here visiting her mother, Mrs. Augusta Rudat, has returned to her home at Springfield, Ill.

Mrs. Augusta Rudat and her daughter, Miss Dorothy Rudat, will leave Saturday for Texas, where they will spend the winter.

Mr. and Mrs. George Barney are expected to return from St. Louis this evening. They have rented the Mrs. Augusta Rudat home.

Peter Jolly, the Northwestern special agent, returned from a few weeks' visit with his wife at Milwaukee, Wis. Mrs. Jolly will spend the winter with her relatives in Milwaukee.

The daughter of Mr. and Mrs. M. C. Hazen is reported ill.

A. Buchholz, who was quite ill, is now reported somewhat improved.

J. M. Pattig of Lincoln has bought the residence property of E. B. Humphrey, 111 North Eighth street.

Mrs. N. A. Kidder and daughter went to Scribner this morning to help Mrs. Kidder's son, H. M. Kidder, and his wife celebrate their silver wedding anniversary.

The second dancing party given by the Fantastic Dancing club in Marquardt hall Thursday evening was the second success. Sixty couples enjoyed the dancing. Vogel's orchestra furnished the music.

Mr. and Mrs. Betz have rented the second floor of the Hazy building. The Moyne Tea company has leased the lower store room. The second floor is being fitted up for housekeeping.

The Northeast Nebraska Short Ship Circuit Racing association will hold an annual meeting in the parlors of the Osnard hotel on Jan. 15. Election of officers and the plans for next year's racing are to be the features of this meeting.

H. D. Kelly of Portland, Ore., formerly a Norfolk attorney, is here visiting with old friends. Mr. Kelly left Norfolk about ten years ago, and comments favorably upon the great change he notices in this city. Norfolk, he declares, is growing very fast.

There will be no meeting of the W. R. C. Saturday, but next Tuesday afternoon they will meet in their hall over Schenck's meat market for the installation of officers, and will have supper at 6 o'clock for the toast. Everyone is to bring a basket.

At 7 o'clock Friday morning reports from the state hospital showed that the thermometer at that place registered 22 degrees below zero. At the postoffice about the same time Chief of Police Marquardt declared unofficial thermometers registered 26 below.

Over 100 complaints that water pipes were frozen had been received in the office of Water Commissioner Frank Carriek this morning. Most of the complaints were to the effect that "waterworks were frozen," and requests were all for assistance from the commissioner's office.

Justice T. C. Norvell, who succeeded George C. Lambert as justice of the peace, took over the reins of office yesterday. Judge Lambert will continue his collection and real estate business. Judge Norvell will continue in the office occupied by Judge Lambert. Other officers who succeeded themselves in their respective offices are Judge C. F. Easley, Constables John F. Flynn and A. W. Pinkhouse.

South Norfolk News. Mrs. G. O. Rankin returned to her home in Scribner after a brief visit with her parents, Mr. and Mrs. August Grauel.

Miss Rebecca Dugan, who was sick, is able to be around again.

H. Van Horn, who was injured a few days ago on the depot platform, resumed his duties as janitor there yesterday.

Mrs. Warner of Foster returned to her home yesterday, having spent the holidays with her sons here.

G. E. Christman, who has been quite dangerously ill, is somewhat better.

Perry Kimball started to work today as a machinist helper in the round-house.

A new smokestack has been erected over the new boiler, and stands twenty feet higher than the old one.

Mr. Bronson has moved his family from the Stafford property on Lincoln avenue to the Schram property north of the new depot on South Third, which was recently vacated by C. E. Cox.

M. E. Norton of Stanton was a Norfolk business visitor yesterday.

Mrs. T. G. Wood and daughter Jessie left for Missouri Valley this morning for a visit at the home of Mrs. Wood's sister, Mrs. Price.

Miss Ella Meyers of Chadron is here visiting with friends for a few days.

SNOW KILLS SHEEP. Severe Weather Causes Suffering on Ranges. Losses of sheep in Wyoming due to the severe winter will be unusually heavy, according to railroad advices from the shippers of that state, even if a chinook wind should sweep over the state now an dimelt the deep snow.

All of the roads penetrating the sheep raising country or Wyoming are shipping in large quantities of hay and grain, but at many points it will arrive too late to prevent a big loss among the flocks.

In many localities in the sheep raising districts it is said the flockmasters couldn't secure enough hay last fall to last through a severe winter. Snowfalls came earlier than usual, and the supply of hay was drawn on. Then came the hard storms of last week, and the ranges were buried under a foot to eighteen inches of snow.

As a result sheep were unable to graze on the winter range, and consequently the losses to many of the flocks have already been large.

SPENT BIG SUM. Northwestern Put a Million in Stations and Buildings. During the year 1911 the Northwestern has expended more than \$1,000,000 for improvements in stations and buildings on its lines west of Missouri river, according to figures given out at Omaha. The largest items of improvements are these: Improvements to station buildings, round houses and machine shops at various points, and in permanent bridge work, over \$1,000,000.

Depot and eating house at South Norfolk, \$55,000. Train dispatching circuit, Fremont to South Omaha and to Missouri Valley, \$20,000.

Besides this, the Northwestern built twelve miles of new road extending the Rosebud line from Colome to Winner, S. D.

Cabaniss Writes of Advertising. The following article on "Advertising," written by C. B. Cabaniss, of The News, recently appeared in the magazine, "Judicious Advertising":

If I had a certain sum of money to spend for advertising some product, I wouldn't spend all the money for two or three insertions of big space copy, for the reason that it is too much along the "flash in the pan" style.

It's too much like a bluff. People will say, "Well, he's shot his wad." A merchant's ad, although small, appearing frequently, shows stability and staying power, and creates a feeling among the buying public that he is permanent and reliable.

When you use small copy and secure more frequent insertions, you keep your product and announcements before the public just that much longer, you secure that cumulative effect that results from persistent advertising, and you can bring out one or two selling points and drive them home, which I think is an advantage.

People are more apt to read your short-to-the-point arguments than they are to read a big story all at once. Big copy is all right if you can use it all the time, for its very brightness impresses the reader with the prestige and reliability of the firm behind it; but I do not believe in big spreads used spasmodically. Persistence wins.

A great many merchants and advertisers decide on the size of an ad and then write their copy to fit it. I believe in doing just the reverse. Tell your whole story or as much of it as you want to tell and let it occupy whatever space is necessary to make it stand out and be easily read.

Humor and Poetry Barred. Regarding so-called humorous and poetical copy, I don't think it is ever justifiable. I have never heard of such copy ever selling a dollar's worth of goods.

A straight, easy to understand, and businesslike statement of what you have to sell is a thousand times more effective.

Sunny Jim is dead and forgotten. Spotted Toon has been a super hit on the map, but the Gold Dust Twins, backed up by serious copy, will live on forever.

A man or woman reads the newspaper for the news of the day. The store offerings constitute the store news of the day, and more and more thrifty buyers, both men and women, are coming to realize that it pays to read the ads and that it is money in their pockets to patronize the store that advertises.

Why, then, when they are looking for your store news, should you give them a joke?

If you are selling overcoats for fifteen dollars, say so. Don't spin a yarn or try to be funny.

The man who wants to buy an overcoat and you can never convince him that your overcoat is as good as any joke no matter how clever your joke may be.

The man who is ambitious to improve his ability to write advertising might benefit by a study of the Bible, Shakespeare and Caesar's Commentaries.

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