Oakdale.

ter part of host week.

Claude Stewart of Grand Island, at ital. present a student in the Northwestern university of Chicago, was here visit- here Thursday on business. ing friends in town last Saturday, Sun day 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 Eik. Carl Beeler left on the noon train

Monday to enter the agricultural do- tin in a controversy with the state pected to break this record. The partment 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. The proceeds are to go to the fund for fur. a settlement called New Jay they wild woods were discussed, and the nishing a room in the new parsonage. Clifford Dillon of Norfolk has been

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 sitser of Mrs. Kenfield, were guests Gov. Cruce threatened to call the mi- the egg department as well as the inat the Central office the forepart of litia, and in a telephone conference the week.

On Jan. 1 occurred the weddings of Carl Wingate to Miss Grace Shepard, also the wedding of Jasper Muckey to Bertha Kesling, daughter of Mr. and Mrs. J. D. Kesling, at their home. Fred Warwick resigned his position with the Oakdale Drug company last

Saturday evening. Miss Dora Lorenzon entertained the I, O. U. B. 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

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. I, 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. B. 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 telfout here.

Battle Creek.

Thomas Sesler was visiting the lat-

Student Otto Keyl, who is here on a eran church at Norfolk Sunday.

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

The members of the Lutheran church will hold their annual business Krelle wondering at her husband's fallmeeting next Sunday afternoon at the to come upstairs went in search of

Rudolph Eden, now in business at Mrs. Henry Eden.

Mrs. George Martin of Wessington 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 Collumbus were visiting here the fore-

part 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. Boepel went to Rolfe, Ia. Wednesday for a visit with her sister, Mrs. John Taylor, who is dangerously

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 birds here are worth a good deal of here Wednesday.

Mr. and Mrs. Henry Anding are here visit with his brothers. Ed and Charles Anding, and other relatives.

Ira and Tom Cartney returned to departments.

other relatives.

a visitor here Saturday and Sunday at orpingtons, of which there are an exthrough the trouble introduced by his the home of G. N. Cornelius. They ceptionally large number on display. were old friends at Grand Island.

mon New Year's day made the follow- of the orpingtons." side of the congregation, \$920.63.

again Tuesday morning after the hol- finish his work this evening, and by compel the state board of irrigation idays with a good attendance in spite tomorrow morning all the ribbons will to remove restrictions from the grant Hazen is reported ill. of the cold weather.

of the Battle Creek Mutual Insurance assisting Judge Southard. company will be held on Jan. 13, 1912. After his work here Judge Southard generates, in view of the fact that he | the residence property of E. B. Humat 1 o'clock p. m., in the Battle Creek goes to Coffeyville, Kan.; Denver, takes no water from the river. opera housee.

time while going to the county cap. Omaha and other large cities.

GOVERNOR DEFIES THE COURT

Out the Militia. Oklahoma City, Okla., Jan. 6.-Gov.

supreme court. The trouble was caused by the procounty from Grove to Jay, provided much attention from local sportsmen, for in a proclamation by the governor, who commented on the possibilities of The records were started from Grove breeding pheasants in Norfolk. The Tuesday, but when the officers got to characteristics of pheasants in the stopped, said that was to be the seat of government, and placed an armed were brought out most vividly as the gate, and he was promised the books would be removed to Jay without further trouble.

preventing removal of the records to Jay. It was granted. It was then

have said: "I am governor of this state, and if the supreme court means to have its order enforced it had better send a force right away."

BRYAN TALKS OF ROOSEVELT.

Says He Thinks the Colonel Would Ac-

cept the Nomination. Charleston, S. C., Jan. 6.-William fennings Bryan, here enroute to Washington, commented on the action taken at Lincoln, Neb., when his name was advanced for a position on the democratic presidential preference primary ballot. He said:

"My brother did the proper thing in entering a protest. They have no pusiness to put a man in as candidate mless he wishes to be one."

Itis only reply as to whether he yould be a candidate was: "I have already expressed mysel!

sufficiently." Mr. Bryan declined to discuss democratic presidential possibilities, and concerning Col. Roosevelt as a pos-

tible republican candidate said: "I would not want to estimate Col. Roosevelt's strength, but I feel sure that the third term objection would detract from any strength he otherwise would have. I think he will accept the nomination if it is tendered

DEAD IN BASEMENT.

him.

Omaha Man and Wife Both Found Dead by Their Son.

Omaha, Jan. 6,-William F. Krelle, aged 61 years, a retired hatmaker, and fifth pullets; first prize on best pen. essary." ter part of last week at the home of his wife, 59, were found dead together his brother, James Sesler, near Creigh- in the basement of their home at 1819 fourth hen; fourth cockerel; second Van Camp avenue yesterday. The pullet; second prize on pen. bodies of the old couple were found | Mrs. Henry Moseke, Lindsay-Third vacation from St. Louis, Mo., delivered by F. William Krelle; their eldest son, cockerel; third cock. the morning service at Christ Luth, who lives next door, at 1821 Van Camp avenue.

That Mr. Krelle arose early and prize on pen. went into the basement to ignite a gas hot water heater and dropped had of heart failure and that Mrs. him; saw him lying dead on the basement floor from the head of the stairs, Sioux City, was visiting here New where she stood, and in a faint fell. is the accepted theory of the circumstances attending the double deaths.

La Follette Finishes Illinois.

Chicago, Jan. 6 .- Senator Robert M. La Follette closed his campaign in Illinois for delegates to the national when court was called yesterday he convention today, at Danville, the failed to put in an appearance. When home of Senator Joseph G. Cannon. will go into Indfana, where he will the bond forfeited under which Plottspeak at Indianapolis, Terre Haute ner had had his liberty throughout and Richmond.

Better Show Than Average. "Norfolk's chicken show is better

Fred Ecktenkamp came over from judging the 600 fancy birds at the poultry show. "The show here is better than the average, and the orpington class is county, Albert Quinn drank carbolic exceptionally good. Some of these

noney. Ribbons were put on the winning from Highland, Wis., for an extended pens at noon Friday. The descend ation of her husband for Mrs. Quinn, ants of the famous hen "Peggy" took the judge's eye, and Supt. E. I. Custer, immediately after her death that who owns these birds, has a string of Plottner and the woman left Mitchell Omaha Wednesday to resume their twenty-seven prize ribbons on exhibi- and they were subsequently arrested studies in the Creighton university, tion on the pens which hold these in Omaha. respectively in the medical and dental beautiful white orpingtons. These ribbons were not displayed until after against Plottner by his suicide leaves Mr. and Mrs. Charles Feurst and Judge Southard had finished their of the four interested people, only the are here visiting with O. R. Webb. children of Neligh were spending New scoring. Mrs. Joseph Lampe's white woman in the case. It is said the Year's day here with his parents and orpingtons also won admiration from aged father of Plottner, who is now here visiting her mother, Mrs. Augusta Fred Haack, of Brooklyn, N. Y., was mented on the fine points of the buff most of his once ample fortune Springfield, III.

"The white orpington is the highest Rev. J. Hoffman, of the German priced bird," said the judge. "You Lutheran church, after the main ser- have some beautiful ones in the class

year 1911: Cases of birth, 19; con- after twilight. "You cannot make a tion involving water power rights on firmed, 16; married, 3 couples; 4 per- good judgment of the color after that the Niobrara river near Niobrara, at night, you would no doubt get some from a plant there outside the state. Mrs. Jolly will spend the winter with All our schools opened their doors awfully high scores." The judge will The action filed by Mr. Kirk was to her relatives in Milwaukee. have been placed. Secretary A. W. made to him. He argued before the The annual meeting of the members | Hawkins of the Commercial club is court that the board has not power to now reported somewhat improved.

Colo.; Hamilton, Mo., and Las Vegas. Joe Orr, James Hughes, A. F. Zar- N. M., and later into Missouri. His made application to the state board went to Scribner this morning to help dels and F. C. Miller were transacting judging dates for the entire year are for a permit to make appropriations Mrs Kidder's son, H. M. Kidder, and

business at Madison Wednesday. They taken up. He is considered one of the of certain waters of the Niobrara river his wife celebrate their silver wedding ling," written by C. B. Cabaniss, of The to be a habit for people to want to D. M. Davis, living near Tonic, was claim that they had the finest automo ablest judges in the country, having for power purposes, the point of di anniversary. transacting lusiness in town the late bile ride they have enjoyed for some judged chicken shows in Chicago,

Late entries arrived at the show Dr. G. J. Hess of Long Pine was room Thursday morning, and for the second flue the feed ran short. Amona the late arrivals were E. N. Vail with a pen of beautiful white Brahmas Mrs. George Parker, William Nitz, G. Oklahoma Executive Threatens to Call P. Coleman, Inman, and A. T. Wil

Thursday's attendance was close to "race threatened to call out the mill- 500, and Friday and Saturday were ex crowd Thursday was an enthusiastic

one. The state birds brought here by osed removal of the seat of Delaware State Game Warden O'Brien received good points on "pheasant shooting" sent the adjutant general to investi- wire netting at the beautiful plumage. rate of seventy-five to 100 daily at

Secretary H. B. Dixon has charge of formation department, which he is with Justice Turner is reported to threatening to swamp him to such an will be delayed. A new feature in the judging, noticeable when the scoring first comlered in his work by the usual throng crowding around the pens. Bars at work, and the anxious owners of but were sayed. chickens must be content to gaze over

> least. Chick food of all descriptions is being advertised by dealers in the show

the bars while the judge prods the

show Among the Prize Winners. Among the winners in the orping-

ton class already announced are: WHITE ORPINGTONS.

on best pen. first best pen.

Mrs. Joseph Lampe-Second and BUFF ORPINGTONS.

W. H. Mason, South Sloux City, Neb.

First pullet; fifth cockerel; third

Third Suicide Ends the Case. Woonsocket, S. D., Jan. 5,-The ic against ex-Sheriff Plottner of ditchell, accused of adultery with Mrs. Kate Quinn of Mitchell, which was being tried in Woonsocket, came to a tragic end yesterday afternoon Year's day with his parents, Mr. and striking her head, the blow killing her, when the body of Plottner was found a mile and a half north of the city, cold in death. Investigation showed ing laudanum.

Plottner had been missing since Wednesday night at 8 o'clock and court convened in the afternoon Indge the trial.

It is believed Plottner thought he death to a possible jail sentence. The plague out of San Francisco. than many others I have judged," says death of Plottner marks the third Judge Southard of Kansas City, who is suicide which has arisen out of the case. Two years ago, goaded by the intimacy between his wife and Plottner, who was then sheriff of Dawson

acid in the yard of his home. Last summer, following a series of troublous events in the Plottner household as the result of the infatu-Mrs. Plottner ended her life. It was

The sudden ending of the case son.

Cannot Tap the Niobrara.

Lincoln, Jan. 5.—The supreme court of Nebraska today ruled against E. L. ing statement of his parish for the Judge Southard refuses to score Kirk of Sioux City, Ia., in the litigafix limits to the uses of the power he

More than two years ago Mr. Kirk

loux City enterprises. he usual form, but attached thereto furnished the music is transmitted or used beyond the ing. confines of the state."

Kirk's plans, he appealed to the district an annual meeting in the parlors of court of Knox county. There his post the Oxnard hotel on Jan. 15. Election sition was not sustained, and he ap- of officers and the plans for next pealed to the supreme court. The sole year's racing are to be the features of issue presented by his appeal was this meeting. whether the state board of irrigation | H. D. Kelly of Portland, Ore., forhad the power or authority to insert merly a Norfolk attorney, is here visin a grant a prohibition that the iting with old friends. Mr. Kelly left power should not be transmitted over Norfolk about ten years ago, and comvisiting relatives and friends in town guard over the records. Gov. Cruce eager spectators gazed through the the state line. He took the position ments favorably upon the great change One man is being kept busy collect- the right to prescribe whatever condi- declares, is growing very fast ng eggs, which are being laid at the tion it sees fit in matters like this, There will be no meeting of the the department of state, to which is W. R. C. Saturday, but next Tuesday Citizens of New Jay appealed to the show room. These eggs are col- committed the authority and given the afternoon they will meet in their hall Chief Justice Turner of the state su- lected and marked with the owners' duty of looking after irrigation mat- over Schenzel's meat market for the preme court for a restraining order names. An egg-laying competition ters, has no legal right to act other installation of officers, and will have may result before the show is over. than strictly within the conditions supper at 6 o'clock for the toast. prescribed by law.

A Big Fire at Aberdeen.

Aberdeen barely saved the largest cial thermometers registered 26 be menced, was that the judge is not hin- business structures in the city. A low. loss of \$100,000 was sutsained.

Bryan's Name for President. birds with a brass rod. So large was the crowd at one of the bars Thurs- Bryan's name has been advanced for a the commissioner's office. shortly before noon today.

room. Loerke Bros. of Stanton have voters, eleven residents of Omaha, in the office occupied by Judge Lama chick food machine and incubator fourteen from South Omaha and one bert. Other officers who succeeded on display. The Stanton manufactur- from the coutnry. The list is headed themselves in their respective ofers are delighted with the Norfolk by A. A. Arter of Omaha.

for over a week in the different con- house. gressional districts of the state, asking that Bryan's name be placed on the ballot as a candidate for delegate-H. B. Dixon-Third cock; first and at-large. Mr. Bryan's friends intend home in Scribner after a brief visit fourth cockerel; first and fifth hen; to push the securing of signatures de- with her parents, Mr. and Mrs. August your overcoat is as good as your joke clously. third and fourth pullet; second prize spite the ruling of the secretary of Grauel. state that a name can appear on the | Miss Rebecca Duggan, who was E. I. Custer-First and second cock; primary ballot but once. Charles W. sick, is able to be around again. third cockerel; second, third and Bryan, brother of William J. Bryan, H. Van Horn, who was injured a fourth hens; first and second pullet; made the following statement with re- few days ago on the depot platform, gard to the petition:

"This filing was done against Mr. yesterday. fifth cockerels; fifth pullet; third pen. Bryan's wishes and without his knowl- Mrs. Warner of Foster returned to edge. Both Secretary Waite and Mr. her home yesterday, having spent the J. S. Mathewson-First cock; first, Arter will be usked to have the petr hoffbays with her sons here. second, third and fifth hen; first and tion withdrawn. There will be legal G. F. Christman, who has been second cockerel; third, fourth and proceedings if they should become nec-quite dangerously ill, is somewhat bet-

F. E. Davenport-Second cock; C. W. Bryan stated that Mr. Arter Perry Kimball started to work today had never been unfriendly to the former presidential candidate and that house. he believed that Mr. Arter had filed . A new smokestack has been erected from the shoulder statement, and it words. the petition in good faith. W. J. over the new boiler, and stands twenty sinks in Bryan is now in Jacksonville, Miss.

T. R.'S NAME IN NEW JERSEY

Newark, N. J. Jan. 5 - Progress. ive" republican lenders probably will place Col. Reosevelt'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 that he had committed suicide by tak- hold a meeting to determine its choice here visiting with friends for a few is a necessity, a staple something that for the presidency.

To Appoint Dr. Blue.

Washington, Jan. 5.- President Taft will send to the senate Monday the Severe Weather Causes Suffering on nomination of Dr. Rupert Blue of Later in the day Senator La Follette Jones dismissed the jury and declared South Carolina, as surgeon-general of the public health and marine hospital Wyman. Dr. Blue has been connected would be convicted and preferred years and is credited with driving the

FRIDAY FACTS.

Mrs. W. A. Kingsley and her children are at Omaha visiting with rela-

M. E. Hughes of Ainsworth was here. Mr. and Mrs. W. F. Hall returned from Columbus. Newton Solawn 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. attend a bank directors' meeting.

Mr. and Mrs. John Bedel of Pierce Mrs. John A. Johnson, who has been the Kansas City judge, and he com- living in Mason City, Ia., has lost Rudat, has returned to her home at Northwestern Put a Million in Sta-

> 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 ex-

pected to return from St. Louis this

evening. They have rented the Mrs. Augusta Rudat home. Peter Jolly, the Northwestern spesons died; 1,277 persons received the time," he said. "If I were to score holding that he is not privileged to sell cial agent, returned from a few weeks' holy sacrament; collections for out some of those beautiful white birds the electric current to be derived visit with his wife at Milwaukee, Wis.

> The daughter of Mr. and Mrs. M. C. A. Buchholz, who was quite ill, i

J. M. Fattig of Lincoln has bought phrey, 111 North Eighth street. Mrs. N. A. Kidder and daughter

ersion being in Knox county. His The second dancing party given by plan was to utilize this power for the Fantastic Dancing club in Marquardt hall Thursday evening was the Some weeks later the state board second success. Sixty couples enranted the right. The grant was in loyed the dancing. Voget's orchestra

was this condition. "This grant is Mr. and Mrs. Betz have rented the nade subject to the provisions of sec- second floor of the Hagey building ion 42, article 2, of the Nebraska irri The Moyune Tea company has leased ation law, and power generated under the lower store room. The second and by virtue of the permit must not floor is being fitted up for housekeep

The Northeast Nebraska Short Ship As this provision defeated Mr. Circuit Racing association will hold

that while the state legislature has he notices in this city. Norfolk, he

Everyone is to bring a basket. At 7 o'clock Friday morning reports from the state hospital showed that Aberdeen, S. D., Jan. 5.-Fighting the thermometer at that place regisextent that the regular routine work fire in the business district with the tered 22 degrees below zero. At the thermometer 20 degrees below zero, postoffice about the same time Chief the citizens and fire department of of Police Marquardt declared unoffi-

Over 100 complaints that water The Addison hotel and the First Na- pipes were frozen had been received guard the alley in which the judge is tional Bank building were damaged in the office of Water Commissioner Frank Carrick this morning. Most of the complaints were to the effect that "waterworks were frozen," and re-Lincoln, Jan. 5.—William Jennings quests were all for assistance from

day afternoon that a pen of buff or position on the democratic primary | Justice T. C. Norvell, who succeedpingtons was thrown to the ground, ballot as a presidential candidate for ed George C. Lambert as justice of the The chickens were not hurt in the the presidency by a petition placed on peace, took over the reins of office file with Secretary of State Waite yesterday. Judge Lambert will continue his collection and real estate The petition is signed by twenty-six business. Judge Norvell will continue fices are Judge C. F. Eiseley, Consta-Petitions have been in circulation bles John F. Flynn and A. W. Fink-

South Norfolk News.

Mrs. G. O. Rankin returned to her

resumed his duties as janitor there

as a machinist helper in the round

feet higher than the old one. Mr. Bronemeyer has moved his fam-Hy 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. R. Cox.

folk 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 days.

SNOW KILLS SHEEP.

Ranges. Losses of sheep in Wyoming due to the severe winter will be unusually terested in the subject he will read service, succeeding the late Dr. Walter heavy, according to railroad advices the ad. from the shippers of that state, even with the marine hospital service for if a chinook wind should sweep over luxury, say, for instance, a piano, a the state now an dmelt the deep show. different tack should be taken. All of the roads penetrating the sheep raising country o 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. 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 the losses to many of the flocks have and they quit reading. already been large.

SPENT BIG SUM.

tions and Buildings.

During the year 1911 the Northestern has expended more than ment of what you have to sell makes \$1,000,000 for improvements in sta- the best headline. tions 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, ad about a washing machine? cound houses and machine shops at bridge work, over \$1,000,000.

Depot and eating house at South Norfolk, \$65,000. Train dispatching circuit, Fremont o South Omaha and to Missouri Val-

lev. \$20,000.

Besides this, the Northwestern built twelve miles of new road extending same copy in a newspaper, and rethe Rosebud line from Colome to sults were not nearly so good. Winner, S. D.

Cabaniss Writes of Advertising. The following article on "Advertis-

zine, "Judicious Advertising"

spend for advertising some product, I wouldn't spend all the money for two giving the reason. 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, oppearing 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 arguments 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

t all the time, for its very bigness impresses the reader with the prestige and reliability of the firm behind it; but I do not believe in big spreads used spasmodically. Persistency wins. A great many merchants and adwriters 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 usinesslike statement of what you have to sell is a thousand times more effective. Sunny Jim is dead and forgotten,

man, but the Gold Dust Twins, backed up by serious copy, will live on for-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

Spotless Town has been wiped off the

that advertises. Why, then, when they are looking reason that he engages in art, literafor your store news, should you give ture and business, whereas the artist them a joke? If you are selling overcoats for fif-

teen dollars, say so. Don't spin a yarn or try to be funny. The man who wants to buy an over- an advertising man and seller of goods coat wants an overcoat and not a joke, depends on not how liberally he uses and you can never convince him that art and literature, but how judino matter how clever your joke

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

Here are, in my opinion, three adertising masterpieces. wept." Can you beat that for brevity? when the illustration used bears a be or not to be." those six words, and five of them are thing and your picture show something

Here's one from Caesar: "I came I saw, I conquered." There's a straight- thought, one by picture, the other by

Building the Headline. The headline is a very important ert of an ad, for it is largely the at-The aim of the headling writer in he editorial department is to put the with a picture in her mind's eye of gist of the story in the headline. So I

clieve it should be the aim of the M. F. Morton of Stanton was a Non-copy writer to put the kernel of the of in its heading It's a good plan in selecting a head-Hne to consider the article to be ad-

> vertised. Everything that is made or grown can be divided into two classes-necessities and luxuries. If the article the people are always in the market for, such as shoes, hats, dresses, bread, etc. the name of the article advertised should appear in the headline. If it's stoves, the word stove ought to be in the heading for it will eatch the eye of the man who is in the market for a stove, and being in

If the article to be advertised is a headline and the copy immediately following should be along educational lines, telling why a plano should be in every home, the good influence of music and similar arguments.

But even in this kind of copy there ought to be a subheading in which the In many localities in the sheep rais- name of the article advertised appears, ing districts it is said the flockmasters followed by selling talk, for then in addition to creating new buyers you get the man or woman who is already n the market for the article advertised.

I don't believe that an irrelevant or came the hard storms of last week, trick catchline is justifiable in newsand the ranges were buried under a paper copy. Most people are in a serifoot to eighteen inches of snow. As ous frame of mind when reading the C. E. Burnham went to Hoskins to a result sheep were unable to graze news of the day, and to be caught by on the winter range, and consequently some tricky heading irritates them

In a "yellow journal," one that plays

up the news with sensational head-

lines, a sensational heading for an ad-

vertisement would get attention, beause that's what the readers of such paper are looking for, But in a high class, clean-cut news paper, a clean-cut business-like state-

Speaking of headlines I once wrote washing machine ad for System. System is a business man's magazine, and its readers are mostly men. How could I get a man to read an

A plain statement for the headline various points, and in permanent that the advertiser sold washing machines wouldn't do. Here's the heading I finally hit upon: "Save Your Wife." The cony dwelt on the drudgery of washday

> and played on the man's sympathy That copy pulled. It sold washing aachines, and the irrelevant or "trica headline was justifiable. I tried the Use "Reason-Why" Copy.

A merchant can't say to the people: is entitled to their trade. It is getting for the coming season.

News, recently appeared in the maga know everything, from how their seaators got into the senate to how a If I had a certain sum of money to merchant can sell \$35 dresses for \$25.

"There's a reason." I believe in If it is not given, the people will

doubt the sincerity of your offer. "That's why I believe "Reason Why" copy is just as necessary in department store advertising as in any other kind of advertising. Every mer chant has some reasons to offer why he is entitled to your trade. If he basn't, he ought not to be in business He has his store service, his deliv-

ery system, his courteous employes and many other details of the way he conducts his business that make good talking points for "Reason-Why" department store advertising Especially in the announcement of a big sale offering deep price reduc-

tions, is "Reason Why" copy neces-If a merchant offers \$25 suits for \$18.75, there is a reason for such a reduction, and if it is given in the advertisement it will materially increase

the selling power of the ad. It be speaks sincerity and dissipates doubt in the reader's mind of genuineness of the offer. It answers a question which he naturally asks. There is always some plausible rea son for a sale, and I have observed

gratifying than when it is not Men's Ads Separate. Large successful department stores bandling merchandise for both men and women rarely advertise men's ar-

that when it is given, results are more

ticles as a part of their regular advertisement. They give the men a separate ad in another part of the paper.

I believe they are on the right track chiefly because the appeal to a man is different from that to a woman Furthermore, a woman will read through a whole page ad, advertising fifty or more different articles, in an effort to find the article she is inter-

ested in. A man will not do that A department store ad is almost a. ways a woman's ad, and it is my judgment that an announcement from the men's department embodied in the store's regular ad will be missed by the men for few men read ads intend

ed for women. Handle Illustrations Judiciously

It has been said that an advertising their pockets to patronize the store man occupies a more enviable position than the artist or literary man for the engages only in art and the writer only in literature

I use cuts whenever possible, for a

The advertising man may occupy an

enviable position, but his success as

good cut or picture tells your story quickly and clearly. The cut is the actual picture, the

One helps the other. They are both

there to sell goods. An illustration should not be used in an ad for the sake of art. Art in Here's a gem from the Bible: "Jesus advertising is only good business Here's one from Shakespeare: "To close relation to the goods advertised There's a lot in | To have your copy talk about one

among the shortest in the English different, sets them at work against They should both convey the same

In department store advertising care should be taken to see that the illustrations used are exact reproductions or at least very similar to the

articles in stock

say, a full coar she has seen advertised, or she may cut out the mustration and bring it with her and it she catches the merchant without that coat in stock she is disappointed and he has to do a lot of explaining For this reason care should be ex-

A woman will often go into a score

ercised in buring syndicate cuts. A merchant by taking merely the trouble to write for them can get all the cuts he can use direct from his manufacturers. In this way he gets good cuts of

articles he really has in his store Opening, antiversary and special sale syndicate cuts are all right and can be used effectively on such occasions. About White Space and Position. I like white space in an ad, because

t makes an ad look good, attractive, clean and easy to read. Space need not be wasted to get this effect, for when layout is made your eyes will tell you when you have it. I do not know in what proportion white space can be used with printed matter without actual waste, for I have never figured it out. Just make

your ad look good to yourself and use enough white space to do it. I believe it pays a local advertiser in a daily newspaper to have a certain position in the paper, even if he is obliged to pay more for it.

If he changes his copy every inser-

tion, which he should do, the people

will watch for his ads to see what he has to say, and if they are always in the same place they are less apt to be missed. They will become recognized as a permanent part of the paper just like

the editorial columns. The most attractive feature of an ad, to my way of thinking, is the price. I believe that "Reason-Why" copyan illustration that bears a direct relation to the goods advertised, and an attractive price make a winning combination.

through an ad I become interested enough in the article advertised to want to know its price, and then find that the price is not given. Good copy is not an inspiration. It is the result of hard work and

study. A study of the goods to be ad-

vertised and the people to whom they

It disappoints me if after reading

FREE RATE ON SEEDS.

are to be sold.

Western Dakota Counties Receive Acceptable New Year Gift. Sioux Falls, S. D., Jan. 5.-A sub-

stantial New Year's present has been made to the people of that part of the state lying west of the Missouri river. and of four counties lying east of the river, by the railway companies whose lines traverse those regions. The pres-I want your trade," and get it. He ent is in the form of free freight rates aust give them some reason why he on seed grain, which will be needed