

CIRCUS COMING TO TOWN

BARNUM AND BAILEY SENDS ADVANCE MATTER THIS WAY.

NEW DEATH DEFIYIG FEATS.

Looping the Gap, in Which a Man Flies on Bicycle, Inverted in Mid Air, is But One—Riding Down Stairs on Single Wheel Another.

Advance matter for the Barnum & Bailey circus, still the "greatest show on earth," has been received by The News and this may be taken as indication that there will be something doing in the gateway to the new north-west before the autumn drives away the cloud and the fat lady and the pink lemons.

This year the circus is said to be better than ever, with the marvelous "loop the gap" as an extraordinary feature to attract the American public of which Barnum once spoke.

Concerning the circus this season, the New York World says:

"If you can invent a plan to face death successfully and dramatically twice a day I will pay you the salary of a bank president." So said Mr. James Bailey, the great showman, as he stood in Madison Square Garden watching the whirling evolutions of his army of athletes. As he spoke he pointed to a tall ladder slanting upward at an angle of 90 degrees. On a narrow platform at the top stood two swarthy foreigners.

Suddenly the more muscular of the two mounted a single wheel, fitted with pedals and a handle bar. The smaller man swung himself to a standing position on the other's shoulders.

A moment's pause and then down the ladder with the speed of an express train came the two men with a rattle and clatter, both bolt upright on the single wheel.

Here was an illustration, showing more plainly perhaps than anything else could have done, the tendency of modern anesthetics toward desperate deeds. A swerve of an inch to either side, a second's faltering in the hands that gripped the handle bars, a moment's blindness and death would have been inevitable.

Up he goes as lightly as a bird, and apparently as much at home as a seal in the water. So rapidly that the eye can scarcely follow his movements he makes two round tumblers straight over.

Then for a moment he seems to straighten out in a sort of horizontal projectile. As he passes the top of the pyramid he gives a sort of queer twist, which turns him sideways and then doubles up into another tumble. Just at the right moment he puts out his feet squarely in the proper place and in a jiffy he is standing on the shoulders of his "catcher," smiling at the tumult of applause.

"I never think of getting hurt," he said in broken English. "It is part of the things we have to look out for. Once I had my arm broken, but that did not scare me a bit. I am always sure that I will find papa waiting for me and I know that he will stop me somehow."

"It took me about a year to learn how to, but now I can do the triple in my street clothes. Oh, no, I'll never get hurt."

Another extraordinary method of tempting death is that shown by Ancillotti, the man who "loops the gap." Ancillotti is an Italian, now performing for the first time in this country.

The "rap" in this instance is the top side of the ordinary loop which has been cut out for a distance of twelve or fifteen feet. Across this aerial space the daring cyclist must fly, wheel up and head downward.

It would be hard to think of a practical feat more suggestive of neck-breaking or foolhardiness.

He starts from the top of an inclined plane, and when he strikes the "loop" he is traveling at a speed which almost baffles the eye to follow.

There is no artificial method of holding his equilibrium or sustaining his wheel in the air save the centrifugal force which carries him upward and onward.

As he reaches the "gap," by a nice calculation in mechanics he is hung suspended for a lightning's flash as he crosses the vacant space, but his wheel strikes truly on the other side. The feat is very nearly the culminating point of difficulty and danger, and must remain so for many years, without a doubt.

The "unicycle" feat of Solo and Chico is another thrilling exhibition of human daring. It is said that the man yet lives whom Blondin, the great tight-rope walker, carried over Niagara Falls on his back, showing that even foolishly daring men may live to a great age.

But "consider the culminating climax of cool courage," as Mr. Hamilton remarks, Solo on the single wheel has at least something to cling to, but the man Chico, standing on his shoulders as he comes flying down the ladder, has nothing to do but think of his sins and maintain his equilibrium.

When all these things are considered it becomes hard to imagine a direction in athletics where human daring can go further and escape death.

Methodist District Conference.
The Norfolk district conference of

The Methodist church will be held at Stanton tomorrow. Chancellor H.A. Bachtel of Denver university will be present to deliver the principal address of the session and a large number of pastors of the district as well as lay delegates are expected to be in attendance. Dr. F. M. Sisson, the presiding elder of the district, will attend from this city, and Rev. J. E. Poucher, pastor of the local church, will read a paper before the meeting.

WEDNESDAY WRINKLES.

J. M. Bethwell of Madison was a Norfolk visitor yesterday.

H. H. Mohr of Florence was in the city on business yesterday.

P. J. Wright transacted business in the city yesterday.

Mrs. A. B. Lane of Scribner was visiting Norfolk friends yesterday.

Mr. and Mrs. J. K. Brown of Creighton were Norfolk visitors yesterday.

Herbert Daniel is in the city from Omaha meeting friends and acquaintances.

W. G. Aldmann has commenced excavating for his new residence on South Fourth street.

Many ducks are flying, but the activity of the hunters has made them wild and hard to get.

Frank Lambert of Foster is in town today. He owns property here and at one time lived on Norfolk avenue.

This thing of keeping the weather cold to save the fruit by preventing budding and blossoming may be run to the limit.

Some of the tennis enthusiasts have opened the season at the court corner of Norfolk avenue and Eleventh street.

Preparations are about completed for the laying of the cement walks about the government building site. The work of grading and filling is nearing completion.

Dimension staff for the new foundry at the corner of Madison avenue and Seventh street is on the ground and the work of erecting the frame will be pushed forward.

Nebraska's remarkable resources in the weather line has been shown during the past few days when from one spot in the streets the dust has been blowing, while adjoining it is a spot ankle deep in mud.

The price of Norfolk property has advanced considerably during the past few years, but those who realize the value of the city's location are confident that it will advance to a much higher price during the next year or two.

The nursery men are getting busy making deliveries of trees and preparing others for use when the season for tree planting actually arrives. Many trees were planted in this section of country last year, and the prospects are that an increased number will be placed in the ground this year.

People in the city from Creighton yesterday reported that the farmers up in that section of country were still having considerable difficulty in getting to and from town on account of the high snow drifts in the road.

The Norfolk asylum will be built of Twin City brick or equally as good. The board of public lands and buildings at its meeting Monday afternoon, decided not to alter the original specifications, the contractors objecting to a change after the contract had been entered into. Representatives of the Omaha Brick company and the Twin City company were present at the meeting and told of the peculiar merits of their respective brick. The board also opened bids for the contract for constructing the cement steps and approaches at the corners of Capitol square and awarded the contract to Reimer & Fried of Lincoln, for \$1,945.96. The work will begin as soon as it is warm enough to prevent the cement from freezing while setting.

Alaska Not so Cold.

The general conception is that the whole of Alaska is a bleak region of extreme cold in winter. While this is true of some sections in the interior, it is not the case with the coast region. In a letter recently received by Mrs. W. F. Whittemore from her daughter, Mrs. Taylor, who lives at Valdez, it is stated that the coldest weather has been but little below zero. The town has all the modern improvements, including electric lights and city water, and except for its isolation from the rest of the world, would be a popular health resort. At a recent banquet given to the bishop of the Episcopal church on his return from a trip of 11,000 miles, (1899) being by dog team) on an inspection of missions, the invitations and menu were elegantly printed on white satin.—Nellig Leader.

Baby Daughter.

Mr. and Mrs. John B. Smith have welcomed a new daughter to their home on North Ninth street.

The Illinois Horse Co. can supply 50 pedigree draft stallions; 30 of them imported; 5 breeds—Percheron, French Draft, English Shire, Belgian Clyde; 5 colors—black, brown, bay, roan, gray; rich blood, extra shire breeders 2 to 5 years old. Some will make 2100 pound horses. Easy payments. The general manager will be in Sioux City for a week 22 Balton block, Permanent address, Des Moines, Iowa.

Two forms of blank leases at The News office.

FIRM'S 35TH BIRTHDAY

N. W. AYER & SON OF PHILADELPHIA, PA.

HOW THEY MADE IT A SUCCESS

This Great Business Concern Started in One Room With a Capital of \$250—Has Since Transacted Business to the Amount of \$35,000,000.

The firm of N. W. Ayer & Son, of this city, the largest advertising agency in the United States, celebrated yesterday the thirty-fifth anniversary of a business whose success and growth can be measured only by the progress of advertising itself in this country, says the Philadelphia Press.

Starting at a time when the immense resources and power of modern advertising were unknown, N. W. Ayer and his son, F. W. Ayer, entered the field with the idea of making it a business and conducting that business along Philadelphia methods.

They started, father and son, in a room only twenty feet square, on Sanson street, near Seventh, near the present "Press" building, on April 4, 1869. Their capital was \$250, and, as Mr. F. W. Ayer, the present head of the firm, laughingly said yesterday: "Father was the head, I was the office boy, and we were equal partners."

With this capital the firm proceeded to develop newspaper advertising, and in the first year did a business of \$15,000. In the thirty-one years since they have furnished to the newspapers of the United States a total of more than \$55,000,000 of advertising. Today they are dealing with 18,000 publications and their payments to those average \$10,000 a day, or, roughly speaking, \$3,500,000 a year.

"Kept Everlastingly At It."

This enormous business enterprise was started with the settled conviction that Philadelphia was the city in which it could be made a success, and that Philadelphia business methods would make it a success. In the little room on Sanson street, father and son adopted the now well-known Philadelphia motto, "Keeping everlastingly at it brings success." On the walls of the two entire floors of the Marine & Merchant building, at Third and Chestnut streets, and the two floors of press and work rooms in the rear, that motto is today engraved for the 225 employees of the big firm to read.

In 1873 N. W. Ayer passed to his rest and left the business and the name to his son, F. W. Ayer, who then took into his partnership an employee named George O. Wallace, who died in 1887. Before Wallace's death another employee, Henry N. McKinney, had been taken into the firm in 1875, and finally Albert G. Bradford and Jarvis A. Wood were made partners in 1898, they also having come up through the business. These last three partners, together with F. W. Ayer, conduct the business today.

In 1876 increasing trade brought the firm to the then new "Times" building, at Eighth and Chestnut streets, where it rented one floor. This was before the "Times" moved in. During twenty-five years N. W. Ayer & Son gradually spread until they occupied all the upper floors. Then they moved to their present quarters at Third and Chestnut, on the site, by the way, of the first advertising agency in America, which was established by Volney B. Palmer, in 1811.

Story of a Success.

Speaking of the immense growth of advertising, F. W. Ayer, the veteran member of the firm, said yesterday: "There was hardly such a thing as advertising until after the civil war. Then the country began to feel its muscle and to stretch out into new lines. We have seen a great evolution in journalism. When we started it was in the days of the weekly newspaper, which was a great power. There were the Toledo Blade, the Atlanta Constitution, Colwell's Forecast's Press and the New York Tribune and Sun." But now increased postal facilities have rendered the daily paper the vehicle of news in every part of the country. The farmer 150 miles from the city gets it the same day it is issued.

"Yes, this is the day of the daily, and more and more is the public depending upon it for an account of what it cannot personally see and hear; and more and more the advertiser is depending upon it to tell the people that he cannot meet personally of the goods he has to sell."

"Do I think advertising will increase? Yes, we began in the days when staples were not advertised, when business men thought it all right for makers of patent medicines to advertise because they were supposed to bring a great deal of profit. But for sugar, bread, biscuits and the like, on which profits were close, it was thought there was no margin for advertising."

Advertising Staples.

"That was the idea we started to disprove, and we have by no means exhausted the list of staples that will be exploited. Let me tell you something—the immense advertising of Uneda biscuit was done by setting

aside a fraction of a cent on each package.

"Yes, the old idea that certain things will not stand advertising is passed. Men are advertising today who told us five years ago that advertising would do them no good. Others who now say the same thing will themselves be advertising in another five years."

"Why," concluded Mr. Ayer, with a smile, "there were some who told us when we started that this business could not be run successfully from Philadelphia. Think of that."

That this theory has long since been exploded is well witnessed by the enormous success of N. W. Ayer & Son, which has made the name of Philadelphia and a Philadelphia firm known from one end of the United States to the other.

Dr. L. C. Blotek, X-Ray and Thoracic Laboratory, Robertson Block, Norfolk, Neb. Phone Black 256.

YELLING VERY GOOD EXERCISE.

James J. Corbett says Running and Shouting Are Two Best Forms of Exercise.

"It does not take any severe exercise to keep a man in good physical condition, and therefore in health," said James J. Corbett in the Philadelphia Telegram. "When I am not training for a boxing contest I always manage to hold my shape by several methods, which could not be called training, as boxers understand the term. As much as in the open air as you can. Don't you remember when you were a boy, how often you always were to get out doors? Nature taught you that—gave you that desire. And if you follow nature's promptings you will not go astray. When you get out of the house what did you do? You ran about like a little savage which you were, and savages do not have tick at the drug store. You also yelled. That's the best exercise."

What? Yelling?

"Running and yelling," continued Corbett, "developed the big muscles and yelling opened the lungs for the reception of the pure air that meant life to them."

"You'd look nice dashing down Broadway and giving vent to war whoops," I ventured.

"Yes, wouldn't I? I wouldn't get very far before a policeman would get me. But you can get the same results even on Broadway, of the run and yell game without any one being the wiser—policeman or civilian."

"How?"

"I'll tell you. Walk all you can, and while walking take long breaths. There is nothing like a long walk with a congenial companion, who blows walking too and plenty of gab during the trip. Talk away. It's good substitute for the yelling, besides being more dignified."

"If you must take your walk alone, keep reciting something in a tone low enough not to be heard by a passerby, and in the noises of the city you may make it pretty loud without being noticed. Singing in the same modified key is even better than the recitation. Whistling may be vulgar, but it will add to your chest measurement."

"If I am pressed for a time or have a long ride in the suburbs I have a scheme of lung exercises that defies detection. I get in an open car, I hold my breath and count the telegraph poles as we pass them, seeing how many go by before I have to open my lungs again. It is something of a contest, and thus engages the mind. The mind should always be occupied when taking exercise of any kind."

"Does holding the breath help the lungs?"

"Not in itself. But holding them gives an increased desire to fill up with the air of which they have been deprived. You will find that after holding the breath as long as you can you will have to take long and deep breaths to replace the empty spaces. It's deep breathing that does you good."

"You can practice the same thing without the aid of a trolley car. Take out your watch and see how long you can hold your breath. A minute is a long time, unless you are used to the game. Johnson, the professional champion swimmer, could stay under water four and a half minutes. There was nothing the matter with his lungs."

"You attach great importance to the lungs?"

"You can't attach too much. The lungs are the things that give you all power. If your lungs are not sound, you may have the muscular development of a Sandow and you won't be worth a cent for any exertion."

THE INGATHERING.

Churches Received Many New Members Yesterday.

The four churches that participated in the union evangelistic services which closed here last Sunday under the leadership of Rev. M. H. Lyon of Chicago, held large and interesting ingathering meetings yesterday morning and evening. Many new members were welcomed into the several denominations and the meetings were full of religious interest. Baptismal services were included in the day's meetings.

Will Meet Early.

Members of the Commercial Travelers of America will meet Saturday afternoon at 4 o'clock at the Pacific hotel.

YOU MUST NOT FORGET

That we are constantly growing in the art of making Fine Photos, and our products will always be found to embrace the

Most Artistic Ideas

and Newest Styles in Cards and Finish. We also carry a fine line of Mouldings suitable for all kinds of framing.

I. M. MACY

THE NORFOLK BUSINESS COLLEGE

THIRD YEAR.

Conservative Management, Thorough Equipment, Commodious Rooms, Superior Instruction.

Full Business Courses.

It will pay you to attend this School. No vacations. Enter any time.

Address, C. H. BRAKE, Norfolk, Neb.

ICE CREAM SODA GOES UP

PRICES IN NORFOLK ADVANCED FOR THIS YEAR.

FOUNTAIN FOLK GET TOGETHER.

Instead of a Five-Cent Bit of Nickel It Will be a Silver Circle Worth a Dime That Norfolk Drinkers of the Beverage Put Up.

When you want to drink ice cream soda in Norfolk this year, you will have to pay twice as much for it as you ever have before. As the result of a combination that is reported to have been formed among the soda fountain people, the price will advance for the season five cents to a dime per glass.

Norfolk has for years been the lowest priced ice cream soda town in the country. While the price has been set at ten cents everywhere else, the druggists have still maintained their grade for a nickel and it will work something of a hardship upon those who have formed the habit. Perhaps the druggists have been getting into the habit of a bargain counter rate just to keep you going at the regular fare. But still there is no reason for complaint when you realize that you'd have to put up a silver circle for a glass of the beverage if you went to Park or Chicago or Stanton or Battle Creek or Fairfax for the treat. So you'll likely pay and say nothing.

GUN TEARS OFF BOTH HIS HANDS

Ainsworth 1st Puts Hands Over Barrel and Load Shoots Into Them Disastrously.

Ainsworth, Neb., April 12—Special to The News: Sherman Eddy, the 15-year-old son of C. L. Eddy, was out with a shotgun yesterday and as he was tired walking, he sat down and placed both hands over the muzzle of the gun. The gun was discharged and the charge went through both hands. He was brought into the office of Dr. Murphy and the left hand was amputated at the wrist.

The doctor thinks he can save part of the right hand.

HUMPHREY MURDER CONCLUSION

Mother Recognizes Son But Will Not Give Her Name.

Lincoln, April 12—It is probable that the name of the young man found murdered at Humphrey will never be known. He has been recognized, however, by his mother, who refused to give her name. She arrived and looked at the face, declaring that it was her black sheep. Then she went away, allowing the body to go to the medical department at the state university.

SPECIALIST OF REPUTATION.

Years of Special Practice Affording Excellent Opportunities.

FACTS WORTH MENTIONING

By Dr. Caldwell.

Several years ago, while in private practice, I thought it wrong to advertise, simply because I had been told so and had not had experience enough to know better. After a while I discovered a valuable plan of treatment in certain cases, and fortunately obtained a large number of patients, enough to fully test my plan and prove its success. I thereupon prepared a lengthy paper upon the subject and read it before the state medical society. What was the result? A half a dozen members took the floor to say what the treatment had been for a hundred years back, and to claim that the old treatment, though unsuccessful, should be continued, notwithstanding that the new treatment had been successful. I thought differently and continued to use the new method, and made remarkable cures of cases that had

Kodol

Dyspepsia Cure

Digests what you eat.

This preparation contains all of the digestants and digests all kinds of food. It gives instant relief and never fails to cure. It allows you to eat all the food you want. The most sensitive stomachs can take it. By its use many thousands of dyspeptics have been cured after everything else failed. Is unequalled for the stomach. Children with weak stomachs thrive on it.

Cures all stomach troubles

Prepared only by E. C. KIDDER & Co., Chicago, Ill., U.S.A.

Sold by all druggists.

The most reliable preparation for kidney troubles on the market is Folsom's Kidney Cure.

See advertisement in Kleson Drug Co. School Tablets in The News office.