

# MCCARTHY RE-ELECTED

CONGRESSMAN IN THE THIRD IS HEARTILY ENDORSED.

HE WILL HAVE 1,400 MAJORITY

THIRD DISTRICT WILL CONTINUE TO SUPPORT ROOSEVELT.

BIG VOTE IN ALL THE COUNTIES

All Except Three of the Counties in the District Have Sent in Practically Complete Returns and the Result Insures McCarthy's Re-election.

[From Wednesday's Daily.] J. J. McCarthy is re-elected congressman of the Third congressional district by a majority estimated by the republican congressional committee at 1,400. Practically complete returns are in from all the counties in the district except Pierce, Stanton and Knox, giving the above result. McCarthy's majorities are as follows: Merrick county 325, Dixon 500, Cedar 200, Dakota 130, Burt 800, Boone 100, Madison 325, Antelope 320, Wayne 435, Thurston 50, McKillip's majorities: Platte 1,000, Colfax 220, Dodge 150.

**Colfax.** Schuyler, Nov. 8.—Roger township, Colfax county, gives McKillip 38, McCarthy 31.

**Nance.** Genoa, Nov. 9.—Genoa gives Roosevelt 234, Parker 30, Mickey 223, Berge 68, McCarthy 226, McKillip 67.

**Council Creek.** McCarthy 49, McKillip 36, Cedar: McCarthy 52, McKillip 63, Kulder Creek: McCarthy 118, McKillip 66, Cottonwood: McCarthy 51, McKillip 31, Loup Ferry: McCarthy 57, McKillip 48.

**Fullerton.** Fullerton precinct gives McCarthy 45, McKillip 30, Fullerton First ward: McCarthy 61, McKillip 39, Fullerton Second ward: McCarthy 61, McKillip 39, Fullerton Third ward: McCarthy 80, McKillip 44.

**West Neuman:** McCarthy 18, McKillip 41.

**Pierce.** Pierce, Nov. 9.—Blaine precinct gives Roosevelt 45, Parker 13, McCarthy 36, McKillip 24. Pierce precinct: Roosevelt 168, Parker 112, Mickey 142, Berge 148, McCarthy 158, McKillip 136.

**Thurston.** Pender, Nov. 9.—Seven precincts in Thurston county, with two precincts to hear from, give McCarthy 69 majority. The two precincts to hear from will break even.

Pender, Nov. 9.—Six precincts give McCarthy 394, McKillip 337.

**Antelope.** Neligh, Nov. 9.—Twenty precincts in Antelope county give McCarthy 1353, McKillip 861. The same precincts gave Barnes 1138, Sullivan 823, McCarthy will carry the county by 350, Mickey by 200. Jackson is elected state representative by 350 or more.

Neligh, Nov. 9.—Ten precincts in Antelope county give Mickey 575, Berge 291, McCarthy 790, McKillip 456.

Thirteen precincts give Jackson for representative 229, Norwood 520.

Burnett precinct gives Roosevelt 84, Parker 45, Mickey 67, Berge 54, McCarthy 82, McKillip 45, Jackson 69, Norwood 57.

Logan precinct gives McCarthy 132, McKillip 85; the same precinct two years ago gave McCarthy 82, Robinson 30. Jackson for representative receives 122, Norwood 66, Williams for state senator receives 123, Matheson 95.

Jackson is elected to the legislature by a big majority.

**Cuming.** West Point, Neb., Nov. 9.—Seven precincts in Cuming county give McCarthy 143, McKillip 850. Berge carries the county by about 400. The Roosevelt and Parker vote will about break even. Cuming county is normally about 480 democratic.

Pilger, Nov. 9.—Pilger precinct gives McCarthy 90, McKillip 90.

**Stanton.** Stanton, Nov. 9.—Dewey precinct gives Roosevelt 61, Parker 42, Mickey 49, Berge 57, McCarthy 51, McKillip 52, Williams 55, Matheson 48.

**Humburg.** Humburg precinct: Roosevelt 121, Parker 68, Mickey 92, Berge 113, McCarthy 105, McKillip 101, Williams 77, Matheson 134.

**Platte.** Columbus, Nov. 9.—Columbus First ward gives McCarthy 89, McKillip 210, Columbus, Second ward: McCarthy 128, McKillip 115, Columbus Third ward: McCarthy 170, McKillip 106.

Humphrey, Nov. 9.—Grantville township gives McCarthy 37, McKillip 269, Sherman township gives McCarthy 44, McKillip 79.

Lindsay, Nov. 9.—St. Bernard precinct gives McCarthy 55, McKillip 185.

**Knox.** Creighton, Nov. 9.—Six precincts in Knox county give Mickey 288, Berge 449. Two years ago the same precincts gave Mickey 341, Thompson 320, McCarthy receives 423, McKillip 440. For state senator Meserve 443, Starr 398. For representative Post 426, Geer 427.

Creighton, Nov. 9.—Thirteen out of 27 precincts give Roosevelt 1181, Parker 455; Mickey 961, Berge 993; McCarthy, 1034, McKillip 947; Meserve for state senator, 1129; Starr, 860;

# NEB. ROOSEVELT VOTE

PRESIDENT CARRIES STATE BY UNPRECEDENTED MAJORITY.

ESTIMATED AS HIGH AS 75,000

LITTLE DOUBT THAT THE PLURALITY WILL BE 60,000.

A NATIONAL LANDSLIDE HERE

The Vote Which Mr. Roosevelt Receives in Nebraska is Not Less Than the Sixty Thousand Mark and Probably Will Run More.

Omaha, Nov. 9.—Returns received up to 1 o'clock give Roosevelt a plurality of 70,000 in Nebraska.

Omaha, Nov. 9.—The vote for Roosevelt in Nebraska was unprecedented and some estimate his plurality as high as 75,000. There seems little doubt that it will reach at least 60,000. Two hundred and fifty-five precincts outside of Omaha and Douglas county reported these figures:

Roosevelt 29,955; Parker 8,341; Mickey 22,320; Berge 20,787. Seventy-seven precincts in Douglas county give Berge 8,720; Mickey 7,402. The only part of the republican state ticket in doubt was that of governor, early today.

**Early Figures.** Lincoln, Nov. 9.—Nebraska has given President Roosevelt a plurality of between 30,000 and 40,000 and everything indicates the election of the entire republican state ticket, four of six congressmen, probably five, and possibly the entire delegation. The only office in doubt on the state ticket is governor, but outside of this county, the home of Belie, Governor Mickey is running well with the rest of the ticket. The result on the legislature, which elects a successor to Senator Dietrich, is not yet known. Fusionists, however, must overcome a republican majority of fifty-two for both houses in the legislature of two years ago. Fusion state headquarters will not concede the election of Mickey.

Parker seems to be getting the better of Watson in the figures so far in. Ten out of twenty-two voting precincts in the city of Lincoln give Roosevelt a plurality of 928. The city of Lincoln will give Roosevelt close to 1,900 plurality against 1,777 for McKinley.

**Wyoming.** Cheyenne, Wyo., Nov. 9.—Roosevelt has carried Wyoming by about 8,000. Mondell (Rep.) has been elected to congress by over 6,000. Brooks (Rep.) has been elected governor by over 4,000 over Osborne (Dem.), and the rest of the republican state ticket has been elected by majorities ranging from 3,000 to 5,000. The Republicans will control both branches of the state legislature, thus insuring the re-election of Senator Clark. Cheyenne is far in the lead for the permanent location of the state capital.

**North Dakota.** Grand Forks, N. D., Nov. 9.—Roosevelt carried North Dakota by over 20,000. This is an increase of over 60 per cent from McKinley's majority. The state ticket is elected by 4,000 less. Of the 140 members in the houses of the legislature about ninety will be republican. This will insure the election of a republican United States senator to succeed Senator McCumber.

**Montana is for Roosevelt.** Butte, Mont., Nov. 9.—Montana is for Roosevelt, returns indicating a gain by the Republicans of over 30 per cent over four years ago. Governor Toole (Dem.) is re-elected. The democratic state ticket, with possibly one or two exceptions, appears to have won. Every county heard from has gone for Roosevelt by from 300 to 800 majority.

**Washington.** Seattle, Wash., Nov. 9.—Incomplete returns from thirty-seven precincts in King county give Mead (Rep.), 1,050; Turner (Dem.), 380. Chairman Palmer of the republican state central committee says that Mead will carry the state by a comfortable plurality.

**Idaho.** Boise, Ida., Nov. 9.—Returns indicate that Roosevelt will carry the state by from 15,000 to 20,000. French is re-elected to congress by 12,000 and Gooding (Rep.) is elected governor by about the same majority.

**Florida.** Jacksonville, Fla., Nov. 9.—Returns indicate the usual democratic majorities in Florida. The democratic candidates for congress are all elected.

**Maine.** Portland, Me., Nov. 9.—The elimination from the election of a state contest in Maine detracted from the interest. The result was a victory for Roosevelt and Fairbanks.

**Texas.** Austin, Tex., Nov. 9.—Returns show that the vote cast will hardly exceed 375,000, of which 250,000 were cast for Parker, 60,000 for Roosevelt and the balance scattering.

# COLORADO

Adams is Probably Elected Governor Over Peabody.

Denver, Nov. 9.—From scattering returns it appears that Roosevelt carries Colorado by a plurality of about 10,000 and that Alva Adams (Dem.) is elected governor. Owing to the large number of scratches, it is impossible to estimate the congressional vote.

Denver, Nov. 9.—Estimates from scattering and incomplete returns indicate a plurality of over 10,000 for Roosevelt in Colorado. The result as to congressmen and state officers is in doubt on account of the large number of scratched ballots that have not been counted. In 130 precincts outside of Denver, Peabody received 10,068 votes and Adams 10,635, with 9,168 scratched ballots uncounted. The scratched ballots in the entire state are estimated at over 40,000. Scratched ballots in Denver which have been counted run in favor of Adams in the ratio of about two to one. On this basis the Democrats claim that Adams is elected governor by 7,900 to 8,000 plurality, with a probability that the remainder of the democratic state ticket is also elected.

**Missouri.** St. Louis, Nov. 9.—At 2:15 a. m. scattering returns had been received from all portions of the state and the result in Missouri, both on the state and national tickets, was still deep in doubt. At that time the Democratic state committee claimed a state majority of 25,000, while the Republican state committee persisted in a republican state majority of 20,000. The actual result will not be known for several hours at least. Out of 405 precincts in St. Louis, 243 gave Parker 30,425, Roosevelt 32,669. Folk (Dem.), for governor, 34,379; Walbridge (Rep.), 29,213.

Cowherd (Dem.), in the Fifth district, and Benton (Dem.), in the Fifteenth district, are probably defeated for congress. The Republican committee claims that Ellis (Rep.) will have 1,000 plurality over Cowherd, who is chairman of the Democratic congressional campaign committee.

**Kansas City, Nov. 9.—The Times this morning says that Folk (Dem.) has been elected governor by probably 20,000; that the vote on the national ticket is still in doubt, and that Roosevelt may have a plurality and that the legislature is claimed by the Republicans. The election of a Republican legislature would mean the retirement of Senator Francis M. Cockrell from the United States senate.**

**South Carolina.** Columbia, S. C., Nov. 9.—Parker has carried South Carolina by not less than 40,000 plurality. The Democratic state ticket has been elected without opposition. The state legislature is unanimously Democratic. The following Democratic congressmen have been elected: First district, George S. Legaro; Second, J. O. Patterson; Third, Wyatt Aiken; Fourth, Joseph T. Johnson; Fifth, David E. Finley; Sixth, J. E. Ellerbe; Seventh, Ashbury F. Lever.

**Arkansas.** Little Rock, Nov. 9.—The Gazette's advices from all parts of the state bear out the estimates of a plurality of 40,000 for Parker. Each of the seven congressional districts is Democratic by majorities ranging from 4,000 to 6,000. The total vote will fall short of that cast at the state election in September on account of apathy in some of the counties.

**Virginia.** Richmond, Va., Nov. 9.—The Democratic majority on the presidential ticket will be about 29,000. Nine Democratic congressmen out of a total of ten have been chosen. Sloop, the republican incumbent in the Ninth district, apparently is re-elected by a majority of about 1,200.

**California.** San Francisco, Nov. 9.—Thirty-seven precincts complete in this city give Roosevelt 8,651, Parker 3,773. Forty precincts out of 2,345 in the state outside of San Francisco give Roosevelt 6,188, Parker 2,881. The same gave McKinley 5,429, Bryan 4,169.

**Alabama.** Montgomery, Ala., Nov. 9.—H. A. D. Mallory, chairman of the Democratic state committee, said that Alabama had cast the largest vote in years. The majority of the Parker electors will be 75,000 probably.

**Oklahoma.** Guthrie, Okla., Nov. 9.—Returns show substantial Republican gains over two years ago and indicate Bird S. McGuire's re-election as delegate to congress over Frank Matthews by about 1,500 majority.

**Mississippi.** Jackson, Miss., Nov. 9.—The Democratic majority for Parker and Davis will be in the neighborhood of 50,000. Mississippi returns eight Democratic congressmen, the Republicans making no opposition.

**Georgia.** Atlanta, Nov. 9.—The total vote in Georgia will count up little more than 40,000, which is very light. All eleven Democratic congressmen have been elected.

**New Hampshire.** Concord, N. H., Nov. 9.—Roosevelt has carried the state by 20,000 and McLane (Rep.), for governor, is elected by at least 12,000. The legislature is republican in both branches by large majorities.

# Are You Satisfied With the Business You Do?

There are few business men who would not increase their trade if they could devise means to do it. Any man would be willing to pay a percentage of the increased profit for the sake of maintaining the new stimulus. It is a rare business man who would not gladly hire an additional salesman or solicitor if, by so doing, that salesman or solicitor would increase the bulk of business so much that the added profits would pay the salary of the new man and leave surplus cash for the house.

A good salesman or a good solicitor is one who, by his skill in presenting the selling points of the goods at hand, is able to make sales which otherwise would not be made. If a high-salaried salesman did not sell things which, were it not for his presentation, would not otherwise have been sold, he would earn no more money for his employer than an ordinary fellow. And if it were not possible to make people buy things which, but for the salesman's work, they would have left unpurchased, then the simplest child would be as valuable in a store or in an agency, as the cleverest and most experienced professional.

An advertisement is merely a salesman or a solicitor, which talks to several thousand people at the same time. An advertisement, like a human salesman, may be so clever that it will create a demand for the goods and wonderfully increase the sales; or it may be so commonplace, so unskilled and so devoid of effective presentation that what it says will appeal to none.

Advertising Has Come to Be a Science and a Fine Art. An advertisement must contain reasons why the reader will find it to his advantage to buy the articles advertised. An advertisement must be no more and no less than a printed conversation, such as the salesman would speak if he were talking, earnestly and seriously, to a prospective buyer. It can not ramble if it is to bring results. It can not cover, in the same line, two separate articles any more than a salesman dare try to sell, in the same breath, two different things. It must be clean-cut; rid of superfluous literature; sharp, definite and convincing.

No ad. will pay which is not so written as to create a demand for the article or articles advertised. Every article advertised should be set off, like a newspaper article, in a department of its own, with a head-line calling attention to it and with its every selling point brought out and exhausted just as completely and as thoroughly as its story written by a newspaper reporter.

Every ad. is news, in its way. And it must be written in just as interesting a manner as is the news with which it must compete for favor, on the same page. It must be clever enough to attract the attention of the prospective buyer. Magazines today are as thoroughly read in the advertising pages as they are in the story pages, for the reason that the ads. are news, interestingly conceived.

The heading of an advertisement, the smaller the more true, is all-important in the results which are to be gained. The heading must be so worded as to attract the attention of the person who is interested in that particular and who, therefore, may prove a buyer. A person afflicted with sore feet will grasp at any tiny advertisement whose headline indicates that there is relief to be found for those pedal extremities. Likewise a housekeeper will follow down the wording of any ad, which, in the bold-faced head, indicates bargains for her department—he it flatirons, groceries, hot doughnuts or what not.

CUTS, for this reason, are valuable features of any ad. They instantly show the line of goods that are discussed and attract the attention of the desired ones. And a cut, for this reason, must pertain to the article advertised, and must, in itself, be able to display points in the article which will create a demand for it. Any shoe cut, for instance, will denote that the ad. tells about shoes. But if the cut is a picture of a well-shaped, stylishly made, substantial shoe, it will have a tendency to create a demand for that particular shoe, just as would the words of a salesman who took time to say that the shoe was of fine shape, up-to-date, hand-sewed and durable.

The so-called "catchy" headings which many business men have written

ten or their ads., men who have received no returns and quit investing in space because "it didn't pay," are not effective. The reason is evident. The general reader, who perhaps reads the first few lines from pure curiosity, quits in disgust. And very frequently the person whom it is desired to interest, will never look at the ad. because it does not interest him at the outset. On a newspaper, the greatest care is taken to write headlines which will, at the first glance, give the gist of the whole story. If it is a baseball article, therefore, the fan knows it at once and will read it. The politician will pass by. Daily papers pay large salaries for experts who do nothing but write these headlines. But an advertiser will often head his discussion with a line which says "Cold Weather is Coming," when it should have been "Do You Need an Undershirt?" The man in need might and might not care whether cold weather was coming or not. It is a cinch, though, that if he needs an undershirt he will read the lines that follow just to see what sort of bargain he can secure. If he does need an undershirt or if it happens to be a dentist's ad that tells him his aching tooth can be pulled painlessly,

He Will Visit the Advertiser. When he has done that, the ad. has done its work. It is then up to the clerks or the dentist to sell him everything in the building that he can possibly use. If they fail to do that, it is not new salesmen that are needed and not a different method of advertising.

If nothing but the goods advertised were sold as the result of an ad., then that ad. surely would not pay. It is the profit made from additional sales, after the buyer has been attracted to the store which

Makes Advertising Pay. That is the reason why leaders can be offered, even at cost or perhaps at a loss, and still net the advertiser a margin on the transaction. That is why special sales pay, even though the specials are cut to bed rock. That is why advertising all of the time, every day and every day, and with always something new, clever, attractive to the taste and the purse of the reader, can be made to pay and to pay well. It stands to reason that advertising MUST NOT BE SPASMODIC if it is to bring the best results.

If a baseball column in a newspaper was printed but once a month, it is easy to see why "fans" would not look to that column when it did, periodically appear. It logically follows that a housewife will not look at a certain corner of the paper today for clothes pin bargains, if that corner contained bargains but three times within a year. The readers must be trained to expect to find ads. worth looking at, before they will take the time to do it.

The People to Reach. The people to reach, advantageously, are those who can get to the advertiser, either by mail or in person, to take advantage of the articles mentioned. Advertisers in Norfolk naturally desire to reach everybody in the city, all of the farmers within a driving distance from the city and other persons in tributary territory who may visit Norfolk.

To the end of covering this identical field, The News has been working for years. It now does cover this field very thoroughly every day in the year. The rural routes out of Norfolk, of which there are five today, are reached by The News just as effectively and as thoroughly as are the homes in the city. The farmers around Norfolk read The News every day in the week just as they used to read weekly papers. Their papers, containing local and telegraph markets and news, are delivered at their doors every day.

There is no business in the world which cannot be stimulated by advertising. It will not only gain new patrons but it will increase the patronage of former ones. Advertising is not a venture. If used judiciously and systematically it is bound to bring results. There is no other way out of it. It is a commodity in which the business man invests for the sake of getting more out of it than he puts into it. It is paying one dollar for the purpose of making two or three and many times more than that.

It Has Come to Stay. The uncertain period of advertising has passed. As a business getter it has come to stay and it is growing more and more essential. Local advertising will pay in any community, large or small, if it is done on a scientific basis. Done in haphazard fashion, it is now, always has been and always will be a waste of money. The business man who advertises in the right way, is bound to increase his business. The business man who is not content to run along, year after year, in the same channel and never grow in trade, will find advertising the surest, quickest and most dependable method of satisfactory growth. And newspaper advertising is the most economical in the world today because through this medium more people and more territory can be reached, and in an interesting way at that, than in any other method that can be devised.