

THREE CHILDREN LIFTED

JOHN W. CLARK HAS TROUBLES TO TELL THE POLICE AGAIN.

SAYS HE WANTS FAMILY BACK

Mrs. A. F. Clark, wife of Well Known Railroad Man and No Relation to the Other Clarks, Says She Gave Refuge—Baby Found on Step.

The troubles of John W. Clark, of South Norfolk, are again in the ears of the policeman. This time he seeks through the law to recover three children, two of his own and one belonging to his daughter, from the custody of Mrs. A. F. Clark, South Norfolk. He alleges that the children were enticed away from his home by Mrs. A. F. Clark—who is in no way related to the J. W. Clark family—and that he has been unable to get them back by any means that he could devise. He claims that in an effort to recover the children from the home of A. F. Clark, his wife was run off the place with a club and that he, himself, was slapped in the face. He claims that he was taking good care of the children and that there was no reason why they should be taken from him by a neighbor.

Mrs. A. F. Clark, who is prominent in Norfolk circles and the wife of a well known Northwestern railroad man, admits that the children of John W. Clark have been kept at her house. She alleges, however, that they came of their own free will because they wanted to get away from their own home and that she has merely taken them in, dirty though they were, and offered a refuge to them from a home which was unfit for their keeping. Having taken them in, cleaned them up and worked with them, she says that she is unwilling to allow their father to take them away unless they are willing to go; she is unwilling to see them dragged home against their will. She admits that she slapped John W. Clark in the face, when he told her, at her home, to "go inside and shut up." She admits also that she drove Mrs. John W. Clark away from her home with a bicycle tire, when the latter attempted to tear things up. And she had previously warned Mrs. John W. Clark to stay away, besides.

The Three Children.

The three children range from babyhood to thirteen years of age. They are Hattie Clark, aged thirteen; Lillie Clark, aged three; and Baby Elmer, the illegitimate child of Miss Della Clark, which attained some notoriety in district court last year when a charge was filed against Frank Tanner for paternity.

John W. Clark is not at home all day long; his wife has been, until yesterday, second cook at the Turf restaurant; and his daughter, Della, aged eighteen, mother of Elmer, has been at home taking care of the three children who are now not at home and whom, Mrs. A. F. Clark claims, were not very well taken care of at that. Yesterday Mrs. J. W. Clark quit work at the restaurant and Della Clark left for Stanton, to accept work in a hotel there.

Baby Elmer, who was taken from the home of his grandfather, and whom J. W. Clark sought, among others, to recover from Mrs. A. F. Clark, turned out missing from the home of the latter today. Mrs. A. F. Clark, explaining the matter to The News, said that she found a good home for the baby yesterday. By coincidence, a baby about a year old was mysteriously found at the home of Mrs. A. Osborn, two miles northeast of the city, yesterday. J. W. Clark did not know this morning that the baby would not be found at the other Clark home.

Story of Mrs. A. F. Clark.

Asked in regard to the matter, Mrs. A. F. Clark said to The News today: "Yes, we gave refuge to the children. They lived at a home in which they would fast become polluted and they wanted to get away. I took them in and gave them a place to stay. I cleaned them up—and it was a lot of hard work to do it. The parents tried, by force, to drag the children back home, but I refused to allow it. Unless they wanted to go home, I determined to protect the children. Everyone knows that they get no care at home. They have been left all alone, with no grown up person in the house excepting the girl, Della, whose influence was certainly not the best in the world. I have tried to make something of the children and that is what, it seems, the family objects to. I did order both parents off the place. They were impudent and I did slap Mr. Clark, just as a man would have done under the circumstances, and I did drive the woman away. No one else in the neighborhood will have anything to do with the case one way or another, but I didn't want to see all of the children go to ruin. I found a good home for the baby yesterday."

The story that the children are satisfied where they are, and are unwilling to return to their own home, is borne out by a statement from the 13-year-old girl, Hattie, who said, "Yes, I like it here. I don't want to go home for several reasons. I wanted to come here and did it of my own accord. I was not coaxed and was not forced. I like Mrs. A. F. Clark and am better suited to stay here than

to go back to my own home." John W. Clark, father, declares that the children are too young to know their own minds. He says that Hattie was told by Mrs. A. F. Clark to run away whenever she saw him, and that she did it. He declares he took good care of them and that neighbors will testify as much. He says Della was at home with them and that "she ought to be able to take care of them."

He complained to the police and to Mayor Hazen last night and came up town today to file a charge in the courts. It was a surprise to him to learn that the baby, Elmer, had been taken to a home unknown.

BABY LEFT ON STEPS.

Little Fellow About a Year Old Found at Osborn Home.

A little baby boy, cooling in the November air, was found at the home of Mrs. A. Osborn, northeast of the city, yesterday. She did not know where it came from, and has taken it in to keep it warm.

I. L. Cohan was in town from Ashland.

E. D. Taylor of Columbus was in the city yesterday.

Lon Yerger is a Norfolk visitor today from Fremont.

Carl Hoffman was a city visitor yesterday from Pierce.

F. G. Aurlinger of Neligh was a Norfolk visitor yesterday.

James Barnett was in Norfolk from West Point yesterday.

D. S. Shields was a Norfolk visitor from Central City yesterday.

Chey Gathmann of Wakefield had business in Norfolk yesterday.

Mrs. Johnson and daughter of Madison were shopping in Norfolk yesterday.

George A. Brooks came down from Bazile Mills on the early train this morning.

Mr. and Mrs. G. W. Swergert of Winslow were shopping in the city yesterday.

Dr. C. S. Parker, ill with typhoid fever, is better and was able yesterday to sit up.

Mrs. W. H. Field, her daughter Anna and Mrs. Stephenson of Madison were Norfolk visitors today.

Miss Helen Irwin of Madison and Mrs. H. C. Bullock of Oakland, California, were guests of the Misses Howe over Sunday.

The sugar campaign this year will probably last until the first of the year. Manager J. N. Bundick estimates the bees to be received as sufficient to carry the work well up into the beginning of 1905.

A speedy runaway that resulted in little damage occurred today on North Fourth street. A buggy was hurled along at a breakneck gait but no one was injured. The vehicle was overturned and the horse escaped.

The Pacific hotel will likely open tomorrow in the dining room. Landlord Needham has experienced a great deal of trouble in trying to secure cooks and help, but he has succeeded at last and is ready to begin business. It has been several months since the Pacific dining room was operated.

The little 6-year-old daughter of Henry Newhouse, living a few miles south of Leigh, was burned to death. She was left alone in the house for a few minutes and while she was putting some fuel in the stove a spark flew on her dress and in her fright she ran into the yard where the wind fanned the spark into flames. The little body was burned to a crisp.

Prof. J. A. Hornberger, who died at Lincoln and was buried yesterday, was a member in good standing of Norfolk lodge No. 97, A. O. U. W., and his wife will draw \$2,000 on the beneficiary certificate held by him in that order. Professor Hornberger came to Norfolk on May 1, 1891, and continued as superintendent of schools here until the close of the school year in 1895.

The frame work of the machine warehouse for E. A. Bullock is being erected between the machine shops and the electric light station. It is going up on the concrete foundation recently laid and it is hoped to have the building enclosed before cold weather sets in. An office is being erected on the corner nearest the electric light station. There is on hand a number of traction engines and separators to be overhauled and repaired when the buildings are ready to handle the business and the probability is that winter's work will be afforded a number of men in fitting the machines up for service.

After a search of Goose lake in Holt county for about forty-eight hours, the bodies of William Balfour and Fred Johnson of Omaha, who were drowned while hunting, were recovered Monday evening, being caught in the meshes of a fish net and brought to the surface. The bodies were taken to O'Neill and from there were brought through Norfolk on their way to Omaha where interment will take place. The men capsized in a small boat at the lake twenty miles from O'Neill while duck hunting Saturday evening. The story of their drowning was brought in by a companion who was on an island some distance from the point where the men went down.

Division Chief Commits Suicide.

Washington, Nov. 16.—Albert Rob-yea, a chief of division in the office of the treasurer of the United States, committed suicide by shooting himself in the head while at his desk. Robyea was chief of the redemption division.

FLOOD OF RESOLUTIONS

FEDERATION ADJOURNS TO GIVE COMMITTEE CHANCE TO WORK.

CHICAGO CASE IS POSTPONED

Colorado Situation Referred to Committee and Determination is Expressed to Aid Western Federation of Miners.

San Francisco, Nov. 16.—The second day's session of the convention of the American Federation of Labor abruptly concluded shortly after the afternoon session was called to order. This change in program was necessitated by the flood of resolutions which poured in when President Commons called for these documents. In the space of a half hour sixty-one were handed to Secretary Morrison. They were of almost every character that could affect trade organizations, ranging from such topics as petty disputes on union jurisdictions to such questions as woman's suffrage and the exclusion of the Japanese. The adjournment was taken that the proper committees might consider the resolutions.

Unions everywhere were cautioned to be more conservative in their actions relative to placing firms on the unfair list. It was recommended that such cases be referred to the federation, which would then thoroughly investigate the boycott.

The situation in Colorado was referred to a committee and a determination was expressed to aid the Western Federation of Miners, both morally and financially, in the efforts to have the matter brought before the highest court in the land for final adjudication.

The matter of seating William Schardt, president of the Chicago Federation of Labor, came up when the committee on credentials recommended that he have no voice in the proceedings. An amendment to the report was carried over the head of the committee, however, which postponed consideration of the case until morning.

At the afternoon session Michael Davitt, who was in the hall, was recognized and called to the platform. He made a short speech, expressing his sympathy with organized labor and was loudly applauded.

METHODIST MISSION WORK

General Committee Adjourns After Making Appropriations.

Boston, Nov. 16.—The Methodist missionary committee made the following appropriations: For colored work, mostly in the south, \$27,500; for work among whites in Alaska, \$8,000; in California, \$7,500. The annual conference of the committee was then adjourned. During the week a total of nearly \$1,537,000 was appropriated to mission work carried on in thirty foreign countries and in sixteen languages in the United States. In nearly every case the appropriations were somewhat in advance of those of last year. Provision was made for starting work in Panama.

Before adjournment an address to the 3,000,000 members of the denomination was adopted. This address being in the nature of an appeal for a considerable enlargement of mission appropriations for mission work in foreign lands and in new regions and among foreign populations at home may be improved.

Cummins on Railway Rates.

Dubuque, Ia., Nov. 16.—At the annual convention of the Mississippi River Improvement association here President Wilkinson of Burlington made a strong appeal for aid from congress. An address was made by Governor Cummins, who declared in favor of the control of railway rates. He charged that railway revenues exceed fair remunerations and that the present adjustment of rates inflicted more injustice on the American people than all other causes combined. He declared that some tribunal of general government having authority throughout the land should be invested with power to supervise and revise rates of the railways for interstate commerce.

Charged With Double Murder.

Chicago, Nov. 16.—The state authorities have paroled Wellington C. Llewellyn, a convict in Joliet penitentiary, in order that he may be taken to Colorado, where he is charged with the killing of two officers in Denver in 1898. The policemen were trying to arrest Llewellyn. He was sent to the Illinois penitentiary for stealing cattle and was located some time ago by officers from Denver, and he will be delivered to them tomorrow.

Safe Crackers in Iowa.

Boone, Ia., Nov. 16.—Four men broke open the safe of the Farmers' bank at Boxholm and escaped with \$1,200. The men used six charges of nitro-glycerine and completely wrecked the safe and blew out the side of the bank building. A posse from Dayton, Boxholm, Pilot Mound and nearby places was formed and the men followed almost two miles north of Boxholm. Here the trail was lost.

Fatally Shot by Brother-in-Law. Cairo, Ill., Nov. 14.—Thomas G. Neil was shot and fatally wounded by Arthur Grimes. The men are brothers-in-law and the shooting was the result of a quarrel. Grimes made his escape. O'Neill is said to have killed two men in Missouri.

ALLEGES WOMAN WAS INSANE

Disappointed Relative of Miss Dolbeer Testifies in Case in California.

San Francisco, Nov. 16.—Miss Elizabeth C. Phillips, beneficiary under Miss Bertha Dolbeer's will to the amount of \$100,000, has declared to the jury in Judge Coffey's court that the testatrix was of unsound mind when she made disposition of her estate. Mrs. Phillips was a cousin of John Dolbeer, the father of Miss Dolbeer, and was one of the few relatives that the young heiress remembered in her testament.

On cross-examination Mrs. Phillips admitted that she had tried to induce the executors to make an allowance to her of \$25,000. She felt she ought to have had at least as much as Miss Dolbeer left to the mother of Miss Warren, with whom the testatrix had barely an acquaintance.

Bad Blaze in New Jersey.

New York, Nov. 16.—A considerable quantity of dressed meats in cold storage was incinerated, much valuable property and many blocks along the water front were threatened by a fire which raged for several hours in the United Stock yards in Jersey City. Whether any human lives were lost is not yet known, but it was reported that three watchmen employed in the building in which the fire started had not been accounted for. The damage is estimated at \$100,000.

CODY BANDITS MAKE RAID

HELD UP A SALOON AT THERMOPOLIS, WYO.

MAKE GOOD THEIR ESCAPE

Swoop Down on Edwards' Gambling House and Secure Several Thousand Dollars, Besides Jewelry of the inmates.

Cheyenne, Wyo., Nov. 16.—The two bandits who made a descent on the First National bank of Cody two weeks ago and killed Cashier Midaugh, committed another bold robbery at 4 a. m., when they held up the inmates of Edwards' saloon and gambling house at Thermopolis and secured several thousand dollars in money, watches and jewelry. The outlaws wore masks, but were recognized as George Merritt and his partner, who killed Midaugh. They were mounted on fast horses and escaped to the bad lands. Posses were quickly organized and started in pursuit, but the robbers reached the mountains ahead of them. Feeling runs high in Big Horn county and if the desperadoes are caught they will be punished without waiting for the courts to convict them.

Hold Up Miniature Train.

St. Louis, Nov. 16.—Two masked men held up and robbed a train on the miniature railroad at the World's fair in true western style, securing money and valuables amounting to about \$100 and then escaped. The train, containing the engineer and three passengers, was making its last trip and was crossing a deserted plot of ground when suddenly two masked men, with drawn revolvers, appeared in the shaft of light thrown by the headlight and called the engineer to stop. The train immediately came to a standstill, and while one robber covered those aboard, the other relieved them of their money and valuables.

IDLE PRISONERS BECOME INSANE

Warden Tells of Conditions Under Anti-Contract Labor Law.

Joliet, Ill., Nov. 16.—Warden Murphy of the state penitentiary here, discussing a published statement that convicts were driven insane on account of the lack of work and consequent confinement under the anti-contract labor law, which has been in force since last July, said that there was some truth in the statement, but that conditions were not as bad as indicated. "The trouble is," said the warden, "we have been unable to find sufficient market for prison made goods. We are making shoes, furniture and brooms. We have not the orders for the goods and we cannot very well pile up a lot of manufactured material. We don't know yet just what the state institutions will need. Out of the 1,400 prisoners only 300 are working now."

Warden Murphy said that in his opinion, with a few amendments, it was possible to make the anti-contract law available and keep all the men at work on state work.

Mrs. Rogers Must Hang.

Montpelier, Vt., Nov. 16.—A bill to abolish capital punishment in Vermont, upon which hung the life of Mary M. Rogers of Bennington, was defeated in the house of representatives, the vote standing 83 for to 153 against it. As a consequence, the sentence of Mrs. Rogers, who was convicted of the murder of her husband and condemned to be hanged, will be carried out.

Dock Laborers Strike.

Hayre, Nov. 16.—By a large majority, the dock laborers decided to strike. During the day the laborers visited several steamers and stopped men who were engaged in loading. Freight is being moved under police protection. The troops have been reinforced, but no serious incidents so far have occurred.

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 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 is his story written by a newspaper reporter.

An Ad is News.

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 is All-Important.

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 peculiar extremities. Likewise a housekeeper will follow down the wording of any ad, which, in the bold-faced head, indicates bargains for her department—be 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 writ-

ten over 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 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 covers 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.