# WILSON MAKES REPORT

REVIEWS OPERATIONS OF AGRICULTURAL DEPARTMENT.

CROP VALUES FOR PAST YEAR

**Wealth of Agriculturists in United States Has Fully Kept Pace With That in Other Walks of Life—Corn Crop Would Pay National Debt.**

Washington, Nov. 30.—The secretary of agriculture, in his eighth annual report, enumerates some of the more important features of the year's work. Among them are extensive cooperation with agricultural stations; the taking of preliminary steps to conduct feeding and breeding experiments; the war waged against the cotton boll weevil and against cattle mange; plans for education of engineers in road building; successful introduction of plants suited to light rainfall areas; establishment of pure food standard; the extension of agricultural education in primary and secondary schools; the extension of instruction to our island possessions to enable them to supply the country with $200,000,000 worth of domestic products, now imported from abroad.

He then proceeds to discuss the place of agriculture in the country's industrial life. The corn crop of 1904 yields a farm value greater than ever before. The farmers could from the proceeds of this single crop pay the national debt, the interest thereon for one year, and still have enough left to pay considerable portion of the government's yearly expenses. The cotton crop, valued for lint and seed at $600,000,000, comes second, while hay and wheat contend for the third place. Combined, these two crops will about equal in value the corn crop. Notwithstanding the wheat crop shows a lower production than any year since 1900, the farm value is the highest since 1881. Potatoes and barley reached their highest production in 1904; save in 1902 the oat crop was never so large by 60,000,000 bushels. The present crop of rice promises a yield of 900,000,000 pounds—300,000,000 more than ever before.

Horses and mules reach the highest point this year, with an aggregate value exceeding $1,354,000,000. On the other hand, cattle, sheep and hogs all show a slight decline.

The steady advance in poultry leads to some astonishing figures. The farmers' hens now produce 1,666,666,666 dozens of eggs and at the high average of the year the hens during their busy season lay enough eggs in a single month to pay the year's interest on the national debt.

After a careful estimate of the value of the products of the farm during 1904 made within the census scope, it is safe to place the amount at $4,900,000,000.

## DENVER CONTEMPT CASES

**Witnesses Tell of Work of Repeaters in Election Frauds.**

Denver, Nov. 30.—Taking of testimony was resumed in the contempt cases before the supreme court, wherein Democratic officials and ward leaders are accused of violating the supreme court order appointing special watchers on election day. Several defendants were on the witness stand, including Frank Kratke, chief license inspector. Both Kratke and Alderman Michael Mahoney denied having shown any discourtesy to the supreme court watchers, thus refuting the testimony given previously. They also denied that Alfred Weimer was forced out of the polling booth because he asked for a second ballot upon discovering that the one he had handed him was already marked.

A feature of the day was the statement of Kratke that Oscar Anderson, who served as a Republican challenger, a resident of the Eighth precinct, Fifth ward, had come to him on election day and offered to vote his entire family for the Democratic ticket for the sum of $5. Previous to this Anderson had denied making any such offer. The prosecution rested its case. The evidence indicated that there was wholesale repeating by Democrats in the Eighth precinct of the Fifth ward.

John Kendrick, a Democratic election official, was arrested on a supreme court charge of contempt. He was released on his own recognizance because he was ill and bond was not forthcoming. This makes forty-three Democratic workers and election officers in all who have been arrested on supreme and federal court warrants charging violation of election laws.

**Nelson Defeats Young Corbett.**

San Francisco, Nov. 30.—In the greatest fight witnessed between little men in years, "Battling" Nelson of Chicago won from Young Corbett of Denver in ten rounds. From the tap of the gong until Corbett's seconds threw up the sponge, Nelson was master of the situation at every stage of the game. His in-fighting was a revelation and the most brilliant witnessed in a ring here. For the last three rounds of the fight Corbett was as helpless as a baby, but he wobbled around groggily and gamely, until the repeated calls from around the house to stop the fight caused Harry Tuthill to enter the ring. The fight was over and the new man is in line to vanquish Champion Britt.

**More Troops Reach Zeigler.**

Carbondale, Ill., Nov. 30.—Company C, of the Fourth infantry, reached Zeigler and reported to Sheriff Stein for riot duty. The Illinois Central railroad agent at Hallidayboro, fully eight miles from Zeigler, reports that scores of shots were distinctly heard by him as the train bearing the Carbondale troops was passing through a woody tract near there. While martial law has not been declared at Zeigler, the situation closely approaches it. No one not properly vouched for can enter the town. The entire Leiter tract of land, containing 8,000 acres, is to be put under military surveillance.

# NATIONAL W. C. T. U. MEETS

TWENTY-FIRST ANNUAL CONVENTION IN SESSION.

500 DELEGATES IN ATTENDANCE

**Gathering Representing More Than 300,000 Women is Called to Order in Philadelphia—Annual Address of Mrs. Stevens, the President.**

Philadelphia, Nov. 30.—The thirty-first annual convention of the National Christian Temperance union began here in the Baptist temple. The union numbers more than 300,000 members and includes in its ranks members of every Christian denomination. Five hundred delegates, from every state and territory in the union, are in attendance at the convention.

Presidents of representative women's clubs will be invited to make addresses during the convention and many well known clergymen and educators will join the speakers. Representatives from numerous charitable and social improvement societies will also address the meeting. The chief feature of the program was the annual address of Mrs. Lillian M. N. Stevens of Portland, Me., president of the organization. Mrs. Stevens has failed to attend but one convention in thirty years, and at that time she was kept home by illness.

Mrs. Susanna M. D. Fry of Illinois, corresponding secretary, reported that during the year 272 new unions were organized and 9,415 members secured for the national organization, in addition to the 1,241 Loyal Temperance legion members.

Twenty states were aided by the Frances Willard memorial fund, the sum distributed being $1,065. For organization purposes the sum of $3,053 was spent.

Mrs. Helen Morton Barker of Illinois, the national treasurer, reported the total receipts from all sources were $58,215, of which $16,475 were dues. The expenditures totalled $55,951, leaving a balance of $2,264 which, with the balance from last year, gives the treasury $3,042.

## BOER WAR SHOW IN COURT

**Showing Is Made that Expenses Have Been $100,000 in Excess of Receipts.**

St. Louis, Nov. 30.—Jacob Althaus and other stockholders in the South African Boer War Exhibition company at the World's fair concession, filed application in the circuit court asking that a receiver be appointed to take charge of the assets of the concern, that the sale of the company's outfit made at auction to C. W. Wall, on Nov. 12, be declared of no effect, and that an injunction be issued to prevent Wall from taking possession of the property. Judge Sale entered an order directing the defendants to show cause next Friday why the application should not be granted.

It is asserted by the plaintiffs that the concern was organized with a capital of $250,000, alleged to have been paid up. The receipts of the concern, it is alleged, up to Nov. 23 amounted to $600,000, and the expenses, according to the defendants, to $700,000.

## HUSBANDS ATTEMPT MURDER

**Frank Billings is Successful, but John Head Fails in Effort to Kill Wife.**

Des Moines, Nov. 30.—At about the same hour last night two husbands tried to kill their wives and then destroy themselves. One of them, Frank Billings, a sporting man, was successful. He shot and killed his wife, better known as Celia Baldwin, and then turned the gun on himself, inflicting wounds that resulted in his death in twenty minutes. The other husband, John Head, a son of Mahlon Head of Jefferson, Ia., a prominent politician and business man, was not successful. He stabbed his wife with a large knife, but merely wounded her slightly about the face. He then stabbed himself near the jugular vein, but missed it, and will recover. The Billings murder and suicide arose from the refusal of the woman to furnish money for Billings to go to Kansas City to engage in the saloon business. Head's attempted murder was due to despondency.

**Moody and Cannon at White House.**

Washington, Nov. 30.—President Roosevelt had as his guests at dinner at the white house Attorney General Moody and Speaker Joseph G. Cannon of the house of representatives. They remained with the president until after 10 o'clock, discussing various subjects of current public interest. It was the first opportunity Mr. Cannon has had to talk with the president since the election. Regarding the tariff question, the speaker declined to be interviewed with any detail, saying he believes the matter can be more profitably discussed later on, when the sentiment of the whole congress is made known with more precision than it is now.

# THE CZAR'S CHIEF SPY

CAREER OF EMMA BELLOMO, WHO WAC MURDERED.

A MOST DARING ADVENTURESS

**How She Became Indispensible to the Russian Court—Murder She Counted a Legitimate Factor in Her Game. Coup by Which She Gained Conce Gained Czar's Complete Confidence.**

Battista Pisani is now awaiting trial in a Russian prison for the murder of his wife, who was the woman known to fame as Emma Bellomo, the most daring of the czar's many spies. The story of her career reads like a novel.

She was born the daughter of a poor peasant, says the St. Petersburg correspondent of the Liverpool Post. At the age of fourteen she was employed as a household drudge in a bourgeois family at Nice, in France. Endowed with a personal beauty, precocious as to the development of her mental powers, she began to realize that both might be used in such a world as this for the attainment of rank and power. She was grossly ignorant, and the first step upward was the improvement of her education. She waited for two years and then saw her first chance and took it. Battista Pisani fell in love with her and asked her to be married to him. He was only a "practicien," a mason, but he was a man somewhat superior to his environment in scholarship, and Emma saw in him her opportunity. She married him, and when he had taught her all he knew she became very exacting. They removed to Paris, where in order to provide her with what she wanted he turned coiner and eventually had to leave the country to escape the police.

Mme. Pisani then returned to Nice, where she met the Count della Torre, who at once fell a victim to her exquisite loveliness and charm of manner. She ensnared him, attached him to her devoted service and did with him whatsoever she listed. So from that time she became known to the world as the "grande dame," the Countess della Torre. When the count died he left her the whole of his immense fortune, and society threw open wide its doors to her.

Fate led her to place her talents at the disposal of the czar, and to the Russian court she became indispensable. If a document had to be secured, she secured it. Murder she counted a legitimate factor in the game. She would lure on her victim by soft glance and tender smile, with a small phial of deadly poison hidden in her left glove.

The coup which first established her in the complete confidence of the czar happened early in her career. The Russian secret police had received intelligence of a plot which was being hatched conjointly in Rome and Paris. Reports conflicted in detail, but all concurred in pointing at a trusted member of the household high in the confidence of the czar and with constant access to his person. The work of detecting the plot was given to the countess, who went to Rome and ingratiated herself with the nihilists. She was successful and on return got an audience with the czar, who refused to believe what she told him. The accused was one of the most trusted of his personal friends. "Then," said the countess, "I shall prove to your majesty that what I say is true. In half an hour I must crave permission to see you again."

She at once hastened to the officer in question and delivered into his care the package of papers, with the injunction not to allow them to quit his person. "Keep them with you," she said. "On your noble person they are safe. In my hiding place they may be found." Returning, she found the czar nervously expecting her in his apartments and at once said, "I beg that your majesty will at once summon this gentleman to your presence and that you observe closely the count's deportment and features when he sees me at your side." When a few minutes later the officer entered and saw the countess he was struck with terror and amazement.

"It is as I informed your majesty," observed the countess calmly. "If you will search him you will find the proof." The proof was found in one of his riding boots. The czar's command was, "Exile to Siberia for life," but the countess never knew what really became of him. She always believed that he was murdered in his cell that night.

From that day the Countess della Torre was established in the confidence of the autocrat of all the Russias. But one ghost haunted her—her husband. She had been in constant communication all along with Pisani, who was in America. He returned a few weeks ago unbidden and sought her out. When he left her she was found murdered.

**Fences a Luxury In Japan.**

Only the very rich have fences around their farms in Japan, says the Philadelphia Public Ledger. The Japanese do not like to spare the square feet a fence would take up. If a border around a field is necessary it is made of mulberry trees, the leaves of which are good for silkworms. It is said that 150,000 acres that would otherwise be taken up with fences are thus used.

**Possibilities of the Future.**

The luxuries of one generation are the necessities for the next. It is not impossible, says the Oshkosh Northwestern, that in a few years more the poor man of the United States will ride to his work in a neat fifty dollar automobile and look enviously at his rich neighbor who is able to sail around in a $2,000 airship.

## EVIDENCE OF CONSPIRACY

**Government Making Strong Case in Oregon Land Fraud Trial.**

Portland, Ore., Nov. 30.—By detail after detail the government during the day's session of the land fraud cases trial established the circumstances of the alleged conspiracy. Point after point was adduced to show the relations between Puter and Mrs Watson. This came out in the testimony of Wells A. Bell, a United States commissioner of Pineville, who said he saw Mrs. Watson sign the name of William J. Puter in the presence of S. A. D. Puter, and the testimony of W. A. Richards, commissioner of the general land office, that he saw them together with United States Senator Mitchell in Washington on the occasion of an alleged call to see about expediting the consideration of the alleged fraudulent claims and rushing the patents thereto.

The last and perhaps the most important witness of the day was W. A. Holt, assistant cashier of the Wells-Fargo company's bank in this city. He identified the writing of Puter in the homestead entries and on the papers found in the Chicago hotel, when Mrs. Watson was placed under arrest. He also identified the signature of Emma Porter as being in the handwriting of Emma L. Watson.

## INDUSTRIAL ALLIANCE MEETS

**Society for Propagation of "Open Shop" Idea in Session.**

New York, Nov. 30.—Members of the Citizens' Industrial association, representing all sections of the country, were present when the second annual convention of the organization opened here. It is the aim of the convention to bring about a complete organization of manufacturers, business men and all large employers of labor, and to advocate the "open shop" idea. All employers not affiliated with the association were invited to attend the convention.

President David M. Parry in his address reviewed the growth of the "open shop" movement and said that within a year 1,000 factories have opened their doors to workmen without regard to their membership in unions.

Francis C. Nunenmacher spoke on "The Liberty of the Press." He spoke as follows: "By inaugurating a strike for an eight-hour day on Jan. 1, 1906, the Typographical union would paralyze the entire printing industry from one end of the country to the other, for they are now engaged in organizing all the smaller cities as rapidly as it can be done so there will be no nonunion printers to take their places in the larger cities. It is up to you to make it sure that the union will not triumph in this matter. The United Typothetae, to a man, will fight it to the end, but unaided by their customers, it will cost some of them their fortunes. Let the union get the eight-hour day and you know what will happen in other lines of industry."

**Knocks Out Eight-Hour Law.**

Albany, N. Y., Nov. 30.—By a decision the New York state court of appeals declared unconstitutional the labor law which prohibits a contractor from employing his men more than eight hours a day on city, county or state work. Since its enactment, in 1897, this statute has been almost continually before the courts. Other phases have been passed upon, but this is the first time that the court of appeals has expressed its views flatly on the eight-hour provision. In his conclusion, the chief justice says: "I fear that the many outrages of labor organizations, or some of their members, have not only exceeded justice, but at times have frightened courts into plain legal inconsistencies and into the enunciation of doctrines, which, if asserted in litigations arising under any other subject than labor legislation, would meet scant courtesy or consideration."

**Gallery Railing Gives Way.**

Philadelphia, Nov. 30.—A score of boys and young men were hurt by the giving way of a gallery railing in the state Fencibles armory here during the progress of a basket ball game. None of the injured, who were removed to a hospital nearby, is fatally hurt. There were about 200 spectators in the armory at the time. During the game a fight started between two players, and the spectators in the gallery pressed forward to see the disturbance. Without warning two-thirds of the railing gave way and about fifty persons fell to the floor below. It was at first thought that some of the spectators were killed, but the hospital physicians say that all will recover.

**Mispagel Is Short $78,163.**

St. Louis, Nov. 30.—According to the report of State Bank Examiner Seibert, the shortage in the accounts of A. F. Mispagel, former cashier of the St. Charles Savings bank, is $78,163. No statement has been made as to the length of time over which the shortages were carried, but from the fact that efforts are being made to hold all of Mispagel's bondsmen for the past three years, it is believed that period represents the extent of the discrepancies.

**Alleged Assassin Arrested.**

Santa Fe, N. M., Nov. 30.—E. Villas, a half-breed Indian, charged with the assassination of Colonel Francisco Chaves, superintendent of public instruction, was arrested and brought to Santa Fe.

# 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 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 pedal 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 man have written 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 newsy, 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 effectually 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 stiumlated 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 haphazzard 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.