

## CELEBRATION IN ROME

JUBILEE OF PROCLAMATION OF IMMACULATE CONCEPTION.

OBSERVANCES FOR A MONTH

Many Americans are attending the Celebrations—Fifty Years Ago Today Pius IX Set a Crown on Image of Virgin Mary—The Festival.

Rome, Dec. 8.—There was a magnificent spectacle in St. Peter's today on the occasion of the celebration of the jubilee of the proclamation of the immaculate conception. Observances in connection with the jubilee have been in progress for a month or more, and the celebration reached a glorious climax today with the celebration of the papal mass in St. Peter's, followed by the solemn crowning by Pius X of the mosaic picture of "Our Lady" in the choir chapel.

The interior of the vast basilica was illuminated and adorned with magnificent hangings, and the building was filled with a great concourse of people, including all the pontifical dignitaries, diplomats and the Roman nobility. From all parts of the Catholic world prelates and priests had journeyed hither to participate in the celebration. From the United States there was present a pilgrimage of more than 1,000 lay members of the church, headed by a distinguished delegation of clergymen that included Bishop O'Donnell of Brooklyn, Bishop Chatard of Indianapolis, President Morrissey of Notre Dame university and a number of others.

**Troops Keep Order.**  
Italian troops kept order in the square in front of St. Peter's, while the pontifical bodyguard was stationed within the cathedral.

Pope Pius, attired in his state robes, was borne on the sedia gestatoria at the head of an imposing procession composed of the entire papal court, 500 patriarchs, cardinals, archbishops and bishops. A roar of cheering rose from the multitude on the pope's appearance, but the applause was quickly hushed by the guards. When the cortege reached the choir the pope alighted, took his seat on the pontifical throne, and the cardinals and other ecclesiastics massed around him. The solemn ceremony of the papal mass was then proceeded with. A feature of the impressive ceremonies was the singing of Pioselli's new cantata "all Immacolata."

**Crown "Our Lady."**  
The crowning of the mosaic picture of "Our Lady" followed the celebration of the papal mass. Exactly fifty years ago today, immediately after the mass in which the dogma of the immaculate conception was defined, Pius IX set a rich crown on this image, but the new crown placed there today by Pope Pius X is vastly more precious. It consists of twelve large stars, formed of hundreds of precious stones, and united by an aureole of solid gold.

An interesting feature in connection with the present jubilee celebration has been somewhat overshadowed by the brilliant ceremonies in St. Peter's. This is the "Marian congress" now in progress in the vast Church of the Twelve Apostles, and in the halls of the Cancellaria and the Roman seminary. All countries of the civilized world are represented in the congress and also in the Marian exposition, which occupies the eight large halls on the first floor of the Lateran palace.

**How Festival Originated.**

The festival of the immaculate conception of the Blessed Virgin is traceable in the Greek church from the end of the 5th century, and in the Latin dates from the 7th century. A great controversy prevailed for a long time in the west as to whether and in what sense the conception of the Blessed Virgin Mary was to be held immaculate, and in what sense the Blessed Virgin herself was to be held conceived without sin. In the end, at the instance of bishops in various parts of the church, Pope Pius IX addressed a circular to the bishops of each nation calling for their opinion and that of their people as to the faith of the church on the point. On the receipt of replies all but absolutely unanimous, the pope issued a solemn decree in Rome, in a numerous council of bishops, on December 8, 1854, declaring the doctrine to be an article of Catholic belief, and proposing it as such to the universal church. On the promulgation of this dogma, which has been accepted throughout the Catholic world, churches named after the immaculate conception sprang up in the United States first, and afterward throughout christendom generally.

On the occasion, fifty years ago, when the doctrine was formally declared, tablets were placed in St. Peter's recording the names of all the cardinals and bishops who took part in the council. Of all these hundreds the last survivor was the late Pope Leo XIII, whose name occurs on the list far down among the cardinals of the time. The late pope was looking forward eagerly to the jubilee celebration, in which, however, he was to be denied taking part by the hand of death.

**Georgetown's New Buildings.**  
Washington, D. C., Dec. 8.—Georgetown university, one of the leading

Catholic educational institutions of America, today celebrated the jubilee of the dogma of the immaculate conception by dedicating its magnificent new refectory and dormitory buildings. The dedication was participated in by many prominent churchmen of Washington, Baltimore and other cities.

The new refectory and dormitory cost \$125,000, and is four stories in height. The large dining-rooms on the first floor are finished with costly Egyptian marble and Scagliola wainscoting, while the ceiling are decorated by eminent artists.

## NORWAY PAYS HONOR TO POET

Bjornstjerne Bjornson is Seventy-Two Years Old Today.

Christiania, Dec. 8.—The seventy-second birthday of Bjornstjerne Bjornson, the Norwegian poet, dramatist and novelist, was widely celebrated throughout the country today. The city was decorated with flags, and a congratulatory address from the people of Denmark was sent to Italy, where the famous poet is spending the winter.

Despite his seventy-two years, Bjornson is still full of energy and vigor. His new play, just published, is pronounced by the critics to be equal to any of his former work. It is called "Daaglanet," and in it Bjornson's strong subjectivity has received a power, a color and a life, which lifts the piece to the authoritative sermon on beauty and goodness. The play will be produced at the National theater here early in February, and it will also be given this season in Sweden, Denmark, Germany and other countries.

Bjornson writes that he will return to Norway in the spring and will bring with him a new story, which he believes will interest literary circles.

**Dispute in Lou Dillon's Record.**

New York, Dec. 6.—The board of review of the National Trotting association assembled at the Murray Hill hotel today with abundant indications of a lively session ahead. E. E. Smathers, owner of Major Delmar, was on hand armed with evidence to support his demand that the mile record of 2:01, recently made at Memphis by Lou Dillon, be set aside. Mr. Smathers is said to have the certified affidavits of Dr. Hollenbach and M. J. Shannon, who caught the mile at 2:02 1/2, and other testimony, which he claims will completely refute the official timers.

Referring to the engagement we secured through you of Rev. Father L. J. Vaughan for two lectures at our chautauqua, I desire to express to you our high appreciation of the lectures delivered. We flatter ourselves on having this year the best program and the best talent of any year of our assembly, and it affords me much pleasure to say that the words of commendation that I have heard from all classes are such as to have me believe that Father Vaughan's lectures are easily classed among the best of any delivered before our assembly. His "Sermons from Shakespeare" was a masterly effort portraying the best of the dramatic work of that great bard; while his Sunday evening lecture, "The Power of Love," showed the ability of the lecturer in an entirely different aspect and proved his capability as a scholar and orator. I unhesitatingly recommend him to those seeking the best of work in his chosen line.

Very truly,  
G. W. Hanley,  
Secretary Northern Chautauqua association, Marinette, Wis.

**Early Resident of Norfolk.**

S. S. Cobb, who was buried from the office of W. H. H. Hagey yesterday, was formerly a well known early resident and business man of Norfolk. Under the firm name of Cobb & Overholser he conducted a grocery business in the Verges building at the corner of Norfolk avenue and Fifth street. He was likewise engaged in the small fruit business at his home on West Norfolk avenue in an early day, afterward building the fine residence at the corner of Thirteenth street and Koenigstein avenue. He moved from Norfolk with his family in 1892.

Mr. Cobb was fifty-five years of age at the time of his death and was a native of New York state. Mrs. Cobb, one daughter, Mrs. Winnie Eggleston of Minneapolis, and one son, Frank Cobb with a wholesale rubber company in Minneapolis, survive him. Mrs. Cobb and son accompanied the remains to Norfolk and will remain here until Monday. Mrs. Hagey and Mr. Cobb were cousins. A sister of Mrs. Hagey, Mrs. G. F. VanVechten of Cedar Rapids, Ia., came too late for the funeral.

Mr. Cobb was a member of the Congregational church and held membership in the church here under the pastorate of Rev. J. J. Parker who conducted the funeral services. Many who wished to attend the services were unable to find out the time that had been set because of the fact that the telephone at the Hagey home was out of order.

"I can't get a girl," cries the despairing housekeeper. A want ad in The News gets the girl, restores sunshine in her soul, cheerfulness in her home and happiness in her husband and children. News want ads are great stuff, if used.

Good for what ails you—News want ads.

## DARKER WAR'S SCENES

GREWSOME SIGHTS IN THE MILITARY FIELDS OF LISOYANG.

BATTLE'S MEANING TO RECRUITS

Striking Endurance of a Wounded Japanese Soldier—Ravages of Pariah Dogs—Wounded Combatants Who Were no Longer Enemies.

All the kaoliang, that tall millet with its burden of grain at the top like tasseled corn, is being cut low on recent battlefields, writes the special correspondent of the New York Post from Liaoyang, in Manchuria, under the date of Oct. 4. On coming battlefields it stands in rows, in strips, in sparse clumps or harvested in towering stacks—in any design or condition that will serve to cover Japanese earthworks or sentries or assist in stealthy infantry reconnoitering or disclose the approach of the enemy. The Chinese farmers hasten to cut it as the armies dictate, glad to save some of their crop.

Children no bigger than a blade of the stalk, wearing nothing but a pig-tail down their backs and a narrow blue apron depending from the neck in front, give help with the sickle, and so do the elderly women, who have hitherto been so fearful of showing themselves that it appeared there were no women in Manchuria. Strong as any peasants are these women, delicately as they move on the tiny feet which the men have made them bind for centuries they would never run away.

One of them in the plain before Liaoyang came upon a prostrate Japanese soldier. He looked dead, but he was merely in a last faint. It was twelve days subsequent to the end of the battle. The search parties had not found him. New recruits passing on their way to supply the vacant places at the front were called. They got their first glimpse of what a battle may mean to an individual.

The unconscious soldier had been struck in the thigh by one bullet, and one tibia had been shattered by another. The recruits saw the attempts he made to bandage and dress his wounds with the "first aid" material which every soldier carries; they saw the wrappings brown with dried blood.

Bent and broken millet within reach showed how he had fed himself during the twelve days of his painful isolation. He had pulled the tassels of grain at the top by putting them down to his mouth. Exhausting one spot, he had only to drag himself a foot or two to be among plenty again. It was the want of water, of course, which tortured him most and which finally took his senses away. After arriving at the hospital he spoke of holding his mouth open to catch rain, of setting his cup for it, of making a hollow with a piece of klaki and of lapping dew from blades of the kaoliang in the morning. Yes, his shattered shin had ached, but lack of water to wet his tongue, that made him think he must die.

There are worse sights in the kaoliang. It gives one a shudder to see a flock of rooks settling and circling, and the tall down in which pariah dogs—consists of the Siberian wolf—emerge upon the pats as you are riding along needs interpretation. In the busy days of battle many Russians were not placed very deep. Once in awhile you see a uniform containing a few bones beside a violated grave. The other day, as the attaches were being shown the positions the first army fought for, the whole party surprised a dog tugging hard at something. It ran, leaping, and there lay a poor Cossack, wholly uncovered, with one trouser torn away, revealing—well, soldiering is not merely a parade through waving flags and cheering friends, singing dear songs of country under beautiful starlight beside glowing campfires, nor even all shooting and getting decently shot.

Another episode, which, however, I cannot describe at first hand, was this which comes through General Fujii of the Kuroki army: Several wounded men lay on a hillside after a night charge. Six were Japanese and seven were Russian. They saw one another and crept together and stretched themselves side by side to keep warm. One Russian whose hurt was in the arm offered to steal down the hill to water and fill all the canteens. He had gone only a little distance when he was shot by comrades who could not distinguish his uniform. Another Russian volunteered. He got safely out of sight, but he never returned. The Japanese got him. The rest of the men could not walk, so all lay quietly in one group, enemies no longer. In the morning they were found by a patrol and cared for in the same hospital.

After the Liaoyang battle one missed the numerous curling snakes which heretofore had risen from a fighting place that had been won. One missed also those tandem couples of soldiers bearing between them on a pole a heavy box of ashes. There were so many dead at Liaoyang and it took so long to find them that only officers were incriminated. The ash of the hard part of their throats was preserved and shipped back to be buried in Japan, but the men of common rank had to be buried in quickly dug trenches holding sixty or eighty each.

**Fad in Letter Writing.**  
The latest fad among women who vary their forms of letter writing every little while is to use Roman numerals for dates, says the New York Press. It is a puzzling proceeding, too, for to see a note of Nov. 11, for example, dated XI, XI, MCMIV, is quite as confusing as is the illegible scribbles of the average fashionable woman's handwriting.

## DEFECTS IN FEDERAL LAW

Attorney General Calls Attention to One Important Matter.

Washington, Dec. 6.—Attorney General W. H. Moody, in his annual report to congress, recommends the enactment of a law that will provide, in substance, that where an indictment is duly returned to a court of the United States the judge of that court may, in his discretion, issue a bench warrant for the arrest of the defendant wherever they may be found within the territorial limits of the United States, and that it shall be the duty of all persons authorized to serve such process to arrest the person or persons indicted, and if they fail after reasonable opportunity to furnish bail for their appearance to bring them to the court in which the indictment has been found.

The attorney general explains that much embarrassment in the administration of the law has arisen from the inability of the United States to bring an offender to the place and the court where by the constitution and laws the accusation against him must be tried.

## JAMES N. TYNER IS DEAD

Former Postmaster General, Later Tried for Fraud, Passes Away.

Washington, Dec. 6.—James Noble Tyner of Indiana, once postmaster general and at various times secretary of the Indiana senate, representative in congress, first and second assistant postmaster general and assistant attorney general of the post-office, died of paralysis at his home in this city.

Mr. Tyner was postmaster general for a short time during President Grant's administration. His last official duties were as assistant attorney general for the postoffice department, from which office he was removed last year, which was followed by his indictment, together with his nephew, Harrison J. Barrett, on a charge of conspiracy in connection with the use of the mails by certain alleged "get-rich-quick" concerns. On this charge he was acquitted by a jury. He had been in ill health for a number of years. He was born in Indiana in 1826.

## New Airship Makes Good.

Alameda, Cal., Dec. 6.—George D. Heaton, the inventor and designer of the airship "California Messenger," has demonstrated not only that his flying machine will fly, but likewise that it will go where it is bidden, regardless of conditions of winds. The airship made another ascent. Heaton spending an hour in the air and traveling at will in any direction he desired. The mechanism for directing the ship worked without a hitch of any sort.

## Miners' Federation Meeting.

Denver, Dec. 6.—The executive board of the Western Federation of Miners convened in this city. One of the subjects to be considered is the Cripple Creek strike. "The issues involved in the Cripple Creek strike," said President Charles H. Moyer, "remain unsettled and the situation is unchanged. Personally I see no reason why the strike should be called off until a satisfactory agreement with the mine owners has been reached." There is considerable illness among the Russian troops, consequent upon close confinement to the trenches and bomb proofs and the continual nervous strain.

## RUSSIAN LAWYERS PROTEST

Refused Admittance to Hall, Bar Association Declares for Free Speech.

St. Petersburg, Dec. 6.—The marked independence of the attitude of various classes since the zemstvo meeting is illustrated by the action taken by the bar association on the occasion of the anniversary of the codification of the laws under Alexander III. The association assembled at the regular time set apart for the purpose by the government, but found the doors closed by order of the procurator of the court of appeals. Thereupon the 300 members marched to the town hall. There the president declined to preside, declaring that the meeting was illegal, but the members refused to disperse, elected a chairman and passed a resolution censuring the procurator, which will be officially lodged with Interior Minister Sviatopolk-Mirsky. Then the association entered into a general discussion of the causes why many of the laws passed forty years ago remained dead letters and adopted resolutions declaring that the laws could not remain in living force and protect citizens against misrule until the inviolability of domicile and freedom of the press, conscience and association were guarded.

## Buffalo Bank Closes Doors.

Buffalo, Dec. 6.—The German bank, of which President Emery of the German-American, is also president, has closed its doors. A notice posted on the door gives as the reason for closing: "Insufficient funds to meet a constantly increasing run." At the German-American bank there was no evidence of a run.

## Think They Have Mr. Dove.

Chicago, Dec. 6.—The South Chicago police believe that they have the mysterious "Mr. Dove," or Hugg, supposed to be the slayer of the Chauffeur Bate. William Knight and Marlon Knute were arrested on the charge of stealing two automobiles, and it is said that Knight fits the description of the man wanted for murder.

## 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.

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 *clinch*, 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 plain 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 that can, than in any other method that can be devised.