

VISITORS

BE LARGE... Gather... Formal Opening...

...to Discuss the Ed... of that Section of... Jacksonville, Fla., Dec. 29.—Jack...

...The convention promises to be notable not only for the large number but also for the high standing of the participants...

...The officers in charge of the convention, in addition to the directors from each state are: President Walter B. Hill, LL. D., chancellor of the University of Georgia...

...The general sessions of the convention will be held in the board of trade auditorium, and the conferences of the several departments in the Windsor hotel assembly room...

...At the formal opening of the convention this evening the visitors will be welcomed on behalf of the state by Governor-elect Brownard...

Extra Session in Delaware. Dover, Del., Dec. 29.—Pursuant to the call of Governor Hunn the Delaware legislature assembled today in extra session...

To Wrestle for Large Purse. Baltimore, Md., Dec. 29.—At Germania hall tonight "Americus" and Fred Beell of Marshallfield, Wis., are to wrestle for a purse of \$1,000 and a share of the gate receipts...

Melody vs. Ryan. Port Huron, Mich., Dec. 29.—A promising program has been arranged for the Port Huron Athletic club for its boxing show in the Auditorium tonight...

Fears for Overdue Schooner. St. Johns, N. F., Dec. 28.—The schooner Begonia, with a crew of eight men, overdue three weeks, has been posted as missing...

Convicts Go to Prison. St. Louis, Thomas E. Barrett, J. P. Dolan and Frank Garrett, convicted of naturalization frauds, have been taken to the state penitentiary to begin their sentences...

"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.

Comic Opera. The famous beggar prince opera company can be secured for Norfolk Monday eve, January 16, in Auber's "Fra Diavolo."

secured, subscribers will be given first choice of seats one day in advance of the general public. The Beggar Prince Opera company is a fine one of some twelve years years standing, and contains some very fine singers, Miss Irene Palmer, prima donna, soprano; Gertrude Hutchinson, mezzo soprano; Lella Thorne, soprano; Addie Mumford and Winfred Peterson, contraltos; Mr. F. W. Walters and Jay C. Taylor, tenors; George Byron Bront and Carl Leiberg, baritones; F. A. Wade and Jack Spaulding, comedians; Ivan Russel, musical director and a select chorus of excellent voices.

Auber's masterpiece "Fra Diavolo" is a beautiful opera musically, contains an excellent plot or story, and is brim full of comedy. Any desiring to assist in securing the company, and at the same time, first choice of seats for themselves, should call at Leonard's drug store and sign the list for the number of tickets desired.

Archaeologists Meet in Boston. Boston, Dec. 29.—The sixth general meeting of the Archaeological Institute of America, which opened here, brought together a large number of persons closely allied with archaeological research. The quarter centennial anniversary of the organization of the society is also celebrated at this time. Among those attending the session are professors from most of the leading American colleges.

Water Famine at St. Joseph. St. Joseph, Mo., Dec. 29.—Owing to an immense jam of ice in the Missouri river north of the city, a water famine is threatened. The ice has diverted the water from the intakes and lowered the level of the river five feet. Three hundred men are working on trenches to bring the water in reach of the pumps. Water is now being drawn from the reservoir.

Hartigan Dies From Injuries. Chicago, Dec. 29.—John G. Hartigan of Little Rock, superintendent of the St. Louis Iron Mountain and Southern railroad, died at St. Luke's hospital here from injuries he sustained when struck by a railroad train in front of the Dauphin Park station of the Illinois Central railroad.

Mrs. Kauffmann's Funeral. Despite the severely cold weather a large number of friends attended the last rites for Mrs. E. B. Kauffmann Wednesday afternoon. Services were held from the home of her parents, Mr. and Mrs. John Benning at 1:30 and in the Christ Lutheran church at 2 o'clock where a sermon was preached to a large number of relatives and friends. Interment was in the new Lutheran cemetery on North Eleventh street where the grave had been lined with white and green by members of the local lodge of Eagles in which Mr. Kauffmann held membership. Members of the order attended the funeral, but not as a lodge.

Traffic at a Standstill. Marshalltown, Ia., Dec. 29.—Traffic on two roads out of this city, the Iowa Central and the Chicago Great Western, is at a standstill. The only trains moving are those from the east on the Northwestern. The Iowa Central is unable to get trains south of Marshalltown or north of Searsboro. The Northwestern is unable to get farther east than Ames. There is a drift of Fairbank half a mile long, twelve feet deep and a thousand feet wide. A Chicago Great Western train was wrecked because of the snow two miles south of Osborne, causing injury to six train and section men.

Two Die in Blizzard. Kansas City, Dec. 29.—Two deaths are known to have resulted from the recent blizzard. Near Hiawatha Kan. Constantine Miller, an old soldier lost his way in the storm and was frozen to death. The dead body of David Clark was found near Lee's Summit, Mo.

Mitchell and Hermann Make Deal. Portland, Ore., Dec. 24.—Senator John Mitchell and Congressman Hermann arrived in this city from Washington to deny by their presence and by their testimony, if permitted to do so, the charges made in certain quarters connecting them with the land frauds in this state, which are being investigated by agents of the government at the behest of President Roosevelt. Neither Mitchell nor Hermann would make a statement except to deny any wrongdoing. They do not seem to know the exact nature of the charges against them.

Perfectly Congenial. Naggsby—When a man and his wife think the same thoughts simultaneously it is a sign that they are exceedingly congenial. Waggsby—So? Well, then, my wife and I are congenial all right, for the other night when she said that she wondered why I'd ever been such a fool as to marry her I had been sitting there in silence for half an hour wondering over the same identical thing.—Baltimore American

Internally All Right. A country sexton in England officiated at a funeral clad in a red waistcoat. At the conclusion of the obsequies the vicar gently remonstrated with the old gravedigger, saying: "Robert, you should not wear a red waistcoat at a funeral. You hurt the feelings of the mourners." Robert replied, placing his hand on his breast, "Well, what does it matter, sir, so long as the heart is black?"

UP AT OLD FORT RANDALL

SOUTH DAKOTA CITIZENS WOULD LIKE A STATE PARK. MAJOR M'LAUGHLIN, COMMANDER

He Has Lived at the Old Post for Twenty-five Years, and Has Grown Gray in the Service There—The Old Church Still Stands Today. The people of South Dakota who live in Gregory county, are hoping just now that the state legislature, which convenes this winter, will see its way clear to make an appropriation for establishing a state park on the site of old Fort Randall, near Bonesteel. Major McLaughlin, who has been at the post for a quarter of a century and who has grown gray in the service, is anxious to have this military spot, once a milestone in the progress of western civilization and for years a bulwark against the invasion of the red man, stamped indelibly upon the records of his state.

Nothing now remains at the fort save the old church, which has seen pioneer days and frontier life that would thrill the boldest of men. The major himself, living at the post with his family, still recalls the stirring scenes of the early days, when the old fort, echoing the tramp, tramp, tramp of the soldier, marked the limit of travel for the western Sioux. To this point and no further did the Rosebud natives dare venture.

The soldiers protected the interests of the country then. The old fort stands on the western bank of the Missouri, and is picturesque today in the loneliness of it all. And Major McLaughlin, a veritable prince, still takes care of the post with his long-time pride.

The major was the only man whom the United States government dared send to treat with the Rosebud Sioux for the relinquishment of their native possessions. He could talk with them and let them understand. They respected him and had confidence in his word.

The people of southern South Dakota would be glad to have the old site of the fortress converted into a public park.

CUT HIS THROAT WITH KNIFE

FORMER BATTLE CREEK MAN SUICIDES IN CALIFORNIA. JOHN R. HALE, WELL KNOWN

A Painter by Trade, Who Had Lived Many Years in Madison County and Who Has Relatives Near Tilden, Ends His Life in Fit of Dipsomania. Battle Creek, Neb., Dec. 29.—Special to The News: Postmaster F. H. L. Willis received a letter from his son, Fred, at Los Angeles, which stated that John R. Hale committed suicide by cutting his throat with a knife. It is believed that the cause of this act was dipsomania. He formerly lived at Battle Creek for many years, was well known here and has one daughter, Mrs. Robert Cox, living near Tilden.

The deceased was a painter. THURSDAY TIDINGS. G. O. Rae was in the city from Genoa. J. W. Murphy was over from Wayne yesterday.

J. H. Riley was down from Lynch yesterday. E. C. Burns was up from Scribner yesterday.

Harry Reed was over from Madison yesterday. Valentine Goracke of Belden was in Norfolk yesterday.

Mrs. D. W. Hoar was a Norfolk visitor from Bonesteel. Matt Krabel was a city visitor yesterday from Madison.

W. I. Rose of Fullerton was a Norfolk visitor yesterday. S. W. Appleton was in the city yesterday from Plainview.

J. D. Darnell came down from Bazile Mills this morning. Ben Reid and L. P. Pasewalk were in Sioux City on business.

J. M. Buckmaster was in Norfolk this morning from Creighton. L. A. Fisher of Oakdale transacted business in Norfolk yesterday.

John Hehrron of Madison was in the city yesterday on business. Miss Jessie Drebert is visiting with relatives and friends in Pierce.

C. LaBell and Mable LaBell came down from Newport this morning. P. M. Barrett is showing a good and rapid recovery from his recent attack of gall stones and is able to be up and about to a limited extent.

Mrs. Risk and Miss Risk of Battle Creek were Norfolk visitors yesterday. Among the many Christmas entertainments, mention is made of the union Baptist Sunday school. The distribution of presents with a fine program, were appreciated. Miss Hazel Benedict sang the "Shepherd King" and was given much applause.

The Fraternal Order of Eagles have completed their preparations for their second annual ball which will be given in Marquardt hall tomorrow night. They have secured at great expense an orchestra from Marshalltown, Iowa, and lovers of music may expect a rare treat. Last year the Eagles' ball was the most brilliant social function of the season and it is expected that the coming affair will eclipse last year's dance in every feature. The Springview Herald, published in the enterprising inland county seat of Keya Paha county shows enterprise in the issuing of a holiday number that is not excelled by any railroad town of the same size. Twenty pages, filled with live readable advertising and reasonable reading matter and illustrations is the result of the publisher's enterprise. It is an achievement that publishers in many larger towns might find difficulty in duplicating. Dr. Sommers yesterday examined the wound of W. N. Huse, at the Clarkson hospital, Omaha, with an electric light, for the purpose of determining whether or not the gall bladder had closed. The fact that no bile had formed and drained during the five weeks following the operation, gave reason to believe that the bladder had closed. It was impossible to see deep enough to see to a certainty. The physician, however, has decided that the bile will not form and that the wound may as well be allowed to heal. Within a week, therefore, Mr. Huse will be able to be brought home. Mrs. Huse has not left Omaha since the operation. Dr. Sommers says that no difficulty whatever will be experienced on account of the lack of drainage.

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 repeat, 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 men 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 he will read the lines that follow just was coming or not. It is a cinch, though, that if he needs an undershirt 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 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 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 baphazard 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.

A SEASON'S PLEASURE.

What It Cost One Woman in Peace of Mind and Comfort. Mary Makepeace sat down in her favorite chair in her own room and threw her head back, with a long sigh. "No words can tell how glad I am that I've made my last visit for the summer," she said. "Now I shall have some peace, not to mention pleasure."

"My dear!" said her mother reproachfully. "I mean it," returned Mary. "Of course I like change of scene, but I am tired of adapting my whole life to others, as I am expected to do as a welcome guest."

"My dear!" said her mother again. "Think how kind everybody has been to you."

"They meant to be—they were kind," Mary said wearily. "yet I feel as if I had barely escaped with my life, and you will admit that is not just the right kind of after feeling."

"Let me tell you, mother," Mary continued. "At the Fosters' I changed my hours for rising, for retiring and for eating my meals. At the Lanes' I changed father's politics—for of course I haven't any of my own—to please Mr. Lane, and I had all I could do to keep from changing my religion to please Mrs. Lane."

"At the Jenkins' I changed all my views about what constitutes diversion to suit the family in general. At the Pages' I entirely changed my point of view concerning music and books. And at the Nevins', where I was ill, I changed my doctor and took stuff which I felt sure would poison me just to please them."

"I ate cheese, which I abhor, and gave up fruit, which I like, at the Flisks'. I slept with closed windows at Great-aunt Maria's because she is afraid of a breath of air, and I drank twenty-one pints of hot water the four days I was at Cousin Thomas' to 'flush my system.'"

"No," said Mary in a firm voice. "I pay no more visits for months to come. Home-keeping youth may have homely wits, but if I go about much more I shall not have any wits at all."—Youth's Companion.

TRUSTING TO FATE.

An Incident That Gives an Insight Into Russian Character. A few years ago I was taking a country walk in Kovno. The road lay through a dense forest, and the day was oppressively hot. I arrived at last at a crossroad and sat down under the shade of the trees to rest. A signpost pointed its two arms down the converging roads. On one of them was inscribed "14 versts to Janova," on the other "17 versts to Shadova." Presently the creaking of wheels and the slow "clop, clop" of a horse's hoofs on the road behind roused me. A cart piled high with tinware was coming down the road, with the driver perched on the top of the load.

"Good day, brother," I called out as the cart, with its sorry horse, came abreast of me. The man returned my salute, and the horse, glad of any excuse to rest his weary legs, came to a standstill in the middle of the road.

"Which way are you going?" I asked. "To Janova. There is a market there tomorrow."

"But there is also a market in Shadova," I answered, "and it is a more important place than Janova."

"So it is, so it is," the driver replied, with perfect indifference. "What have you for sale?" "Plenty of good tinware, as you can see, brother. I have worked for six weeks to make this cartload."

"Well, good luck to you and your tinware," I said, pulling and eating the berries within reach. "Will you take it to Janova or Shadova?" "The man picked up the bit of cord which served as reins and prepared to go on. "I shall leave that to my horse," he answered coolly. The lumbering wagon moved off and finally passed out of sight down the Janova road, which the horse had elected to take.—St. James' Gazette.