

# Hoch Was at Cincinnati

IDENTIFIED AS MAN WHO MARRIED TWO WOMEN THERE.

ONE DIED; OTHER DESERTED

Charges Against the Chicago Bluebeard Multiply in Various Parts of the Country—Married Twice Within a Year in the Ohio City.

Cincinnati, Feb. 1.—Johann Hoch has practically been identified as the man who, within a year here, seven years ago, married two women, one of whom died mysteriously and the second was deserted by Hoch.

### St. Paul Knew Him Also.

St. Paul, Feb. 1.—It is believed that Johann Hoch, claiming to be Otto Von Kern, the Bavarian count, is the man who in 1902 married a woman here, stole \$3,000 from her and then disappeared.

### List of Hoch's Wives.

- Madeline Schmitt, first wife, married in Germany.
- Julia Steinbrecher, 333 Belmont avenue, Chicago; died suddenly.
- Mary Wornicke Rankan, 377 Ward street, Chicago; living.
- Mary Becker Schultz, Argos, Ind.; disappeared.
- Minnie Podalski, 3921 Wentworth avenue, Chicago; living.
- Mary Hendrickson, 5912 Union avenue, Chicago; living.
- Janet Spencer, 6187 Wentworth avenue, Chicago; believed to be living.
- Emilie Fischer, 372 Wells street, Chicago; died.
- Ella Welker, 6030 Union avenue, Chicago; died Jan. 10, 1905.
- Nathalia Irgang, 111 Best avenue, Chicago; believed by the police to have married Hoch.
- Martha Hertzfeld, 198 Ontario street, Chicago; disappeared.
- Mrs. Marianna Hoch, Cleveland, living.
- Sophia Pahnke, Batavia, Ill.; living.
- Mrs. Hessler, Wheeling, W. Va.; thought to be remarried.
- Caillie Charlotte Andrews, known as Mrs. Dewitt C. Cudney.
- Hulda Stevens, Chicago; abducted and later married; deserted after three hours.
- Mrs. Hoch, living at 1266 West Fifteenth street, Chicago; died suddenly.
- Mrs. Hoch, a sister of Mrs. J. H. Schwartzmann, Milwaukee; died.
- Mrs. Hoch, another sister of Mrs. Schwartzmann, Milwaukee; died.
- Mrs. Hoch, Norfolk, Va.; died.
- Mrs. Hoch, Greene, Iowa; is believed to be living.
- Mrs. T. O'Connor, Milwaukee; living; married Hoch as "James."
- Caroline Schafer, 3034 Stiles street, Philadelphia; living.
- Mary Goerk, 102 Eugene street, Chicago; living.
- Mrs. Hoch; believed to have died at Buffalo.
- Mrs. Hoch; believed to live in Evanston.
- Justina Loeffler, Elkhart, Ind.; disappeared.

### Hoch's Alleged Crimes.

- Murder by poison, eight cases.
- Bigamy, twenty-two cases.
- Embezzlement, thirty-three cases.
- Abduction, one charge.
- Confidence game, thirty-nine cases.
- Obtaining money under false pretenses, thirty-nine cases.
- Larceny, as bailor, two cases.
- Forgery, two cases.
- Perjury, twenty-seven cases.
- Practicing medicine illegally.
- Hypnotism as an aid to all the other crimes.

## VOTE ON STATEHOOD BILL FEB. 7

Senate Agrees to Take Final Action on Measure Next Tuesday.

Washington, Jan. 31.—The senate agreed to vote on the joint statehood bill before adjourning on Tuesday, Feb. 7, the amendments to be considered on that date under the ten minutes rule. Teller spoke during the day in opposition to the bill and several minor bills were passed.

It is by no means certain how many states will be admitted to the union under the agreement reported to vote on the joint statehood bill and its numerous amendments on Feb. 7. There are prospects, however, that Oklahoma and Indian Territory will come in as one state and that New Mexico and Arizona will come in as another, leaving Arizona as a territory. Senator Beveridge, chairman of the committee on territories, who has charge of the bill, concedes that in its present form there is no hope for its passage. He says that his desire now is to give statehood to the miller, and a half people of Oklahoma and Indian Territory at this time and that later Arizona and New Mexico will be admitted as one state.

After a protracted debate the house adopted the conference report on the legislative, executive and judicial appropriation bill. As agreed to the bill carries \$29,132,242. The postoffice appropriation bill was taken up and its consideration had not been concluded when the house adjourned.

### Killed by Saloon Porter.

Chicago, Jan. 30.—Because he refused to pay for a beer glass he was had accidentally broken in a saloon in Armour avenue, John Manning was shot and killed by John Varra, a porter in the saloon.

## FLIGHT OF BALDWIN'S AIRSHIP

Ray Knabenshue Makes Successful Trip at Los Angeles

Los Angeles, Cal., Jan. 30.—Ray Knabenshue, the aeronaut, made a successful flight in Captain Baldwin's airship the "California Arrow" at Schute's park. Knabenshue was in flight about forty-five minutes, during which time he circled within a radius of about one mile of the park, executing all sorts of maneuvers with the aerial craft, returning finally and landing within the enclosure of the baseball grounds, from which he had started. The weather was perfect for the experiment, with just the faintest suspicion of a southwest breeze blowing. Immense throngs gathered at the ball park to watch the flight. When about 700 feet high Knabenshue began his maneuvers, describing complete circles within a small radius, crossing and recrossing the park above the heads of the thousands of spectators. Captain Baldwin had fitted the Arrow with a new and more powerful motor and this important part of the mechanism worked to perfection. The new motor gave great impetus to the propeller and this apparently made the big irregular shaped balloon much easier to handle.

## KIMBALL DEFENDS POLYGAMY

Mormon Secretary Says Congress is Powerless to Stop Practice.

Salt Lake, Jan. 29.—J. Golden Kimball, general secretary of the first council of seventy and a very prominent Mormon, in a speech at the Cache stake conference at Logan, is reported to have strongly defended polygamy and predicted that congress would be unable to stop the practice. Kimball is quoted as saying: "These good women in the east want congress to stop this thing, polygamy. I would like to see congress try it. They will have something on their hands if they do. They want to put this down and legalize race suicide. They can't do it. The more they try it, the more it will grow. We do not believe in race suicide. When we are persecuted we will live it the more. Congress and the country knows all we have done and cannot find out anything more."

The effect on the crowd was tremendous, stirring the people to the deepest enthusiasm and religious fervor and shouts of approval followed the speaker's utterances.

## RAILROADS REACH RATE BASIS

Big Shipments of Corn Taken by the Chicago Gateway.

Chicago, Jan. 30.—The Chicago gateway gathered in big shipments through the corn belt, estimated at around 400,000 bushels. The Chicago lines and the roads leading to the Gulf of Mexico from Omaha appeared to have reached a fair basis, for the bids of the shippers by the two routes were not more than 1/2 cent apart in any town through the disputed territory. The sentiment was that no treaty of peace would be made tomorrow when the representatives of the western and gulf roads meet. A peculiar condition, it was declared, prevails in western Iowa owing to the extremely low rate now prevailing in export business. Grain is being shipped westward to Omaha and then brought back in the same cars and over the same rails on its way to Chicago. There is a profit in paying the local rate to Omaha in order to get the low through rates to the Atlantic seaboard. Board of traders have taken up with railroad officials the dilemma that Iowa corn is placed in and figures may be made for direct shipments.

## Mafia Active at Kansas City.

Kansas City, Jan. 31.—Another attempted murder in "Little Italy" threw that community of foreigners almost into a panic. Joseph Palangreno, an Italian, was asleep in his home when he was awakened by the breaking of a window. Before he could get out of bed two shots were fired at him, neither of which took effect. The shooting following closely the attempted murder of Agostino Calderoni last week, caused much commotion among the Italians, who say they believed Palangreno was an intended victim of the Mafia.

## South Dakota Bond Case.

Raleigh, N. C., Jan. 31.—The senate of North Carolina by an almost unanimous vote decided to table a resolution providing for the investigation of the South Dakota claims against North Carolina. It was stated by the author of the motion to table, that the Democratic party in a convention at Greensboro had voiced the sentiment of the state not to open the South Dakota bond cases. The matter now stands the general assembly will decline to take any action regarding the judgment held against the state by South Dakota.

## Explosion Kills Three Trainmen.

Cedar Rapids Ia., Jan. 31.—The boiler of a Rock Island locomotive exploded while running at high speed near Solon, killing three men, wrecking a number of cars of stock and freight and delaying traffic. The dead: Engineer William Kirby, Estherville; Fireman C. R. Smith, Cedar Rapids; Brakeman J. Kelly, Cedar Rapids.

## 300 Pounds of Dynamite Explode.

Pittsburg, Jan. 27.—About 300 pounds of dynamite stored near the Shoenberger plant of the American Steel and Wire company exploded, blowing Vincenzo Pessimato, an Italian employe, to atoms, injuring forty persons and badly damaging fifteen houses in the neighborhood.

# SIX MORE WINTER WEEKS

HE OUGHT TO KNOW, SO SAYS MR. GROUNDHOG—AND

SAW HIS SHADOW EARLY TODAY

And, Quite Frightened at the Picture of Himself on the Ground Just West of Him, He Darted Quickly Back Into His Wintry Hiding Place.

Six weeks more of winter. That's what the groundhog says. This is his day and he ought to know. At least the superstitious folk think he ought to know, and to them it's just the same as though he really ought.

The second day of February is the day of the groundhog, and it is up to him to say shall there be more winter for a half dozen weeks or shall he end it all. And he saw his shadow today. The sun didn't even give him a chance for his money. The golden rays of the great, round ball that rose yesterday in your eastern sky, came up today just a little earlier and at almost the identical spot, and the game was all off. The women who had thought that they might discard their old winter cloaks and get new spring jackets, turned away with a disappointed air, looked off for a time into space—and then fixed the water pipes.

Mr. Groundhog, who came out of his hibernating den, rose to his feet at the entrance and looked cautiously about. It was so early then that he saw no sun and he smiled a joyous smile—for he had real, genuine hopes that the icy season had come to a finale. He pricked up his ears and or not he still knew how to run. "It's a cinch something ought to be done to stop this kind of a winter," he said—and just then up bobbed the sun.

The little groundhog spotted his shadow just west of him. There could be no mistake about it. And, timidly resigning, he quickly darted back into his hiding place to lie still until called again six weeks away.

# ROCK IS UNDER ARREST

CHICAGO BLUEBEARD CAPTURED IN NEW YORK CITY.

MARRIED TWENTY-FIVE TIMES

Six Wives Died Under Suspicious Circumstances—Proposes Marriage to His Landlady After an Acquaintance of One Day.

New York, Jan. 31.—A man whom the police allege is Johann Hock, said to have married twenty women, and who has been searched for by the Chicago police all over the country, was arrested in a furnished room house on West Forty-seventh street.

He admitted his identity, although when first arrested he gave the name of Henry Barrels. At the Forty-seventh street station, where he was taken, he said: "I'm Hock and a much abused man."

"How abused?" he was asked.

He had nothing to say. He gave his name as John Joseph Adolph Hock, said he is 45 years old, a machinist living at 6430 Union avenue, Chicago. Hock is known under the name of Alfred Hecht, Albert Busenbergh, Joseph Hock, Jacob Hock and Adolph Brumm.

Hock stated that he had not been married twenty-five times. He said that he had been married only twice and that his first wife is still alive.

Mrs. Catherine Kimmeler, the landlady, said he had engaged a room on Saturday and had not been in the house twenty minutes when he asked to be allowed to peel some potatoes for her. Next day he proposed marriage and she then told the police.

In his room were found nearly a dozen new suits of clothing. In most cases the tags had been torn from these, but those that had not, showed that the garments had been bought in western cities, among them Chicago, Peoria and Seattle.

## Chicago Police Elated.

Chicago, Jan. 31.—The Chicago police were elated over the report that Johann Hock had been arrested in New York. For over a week they have hoped to hear of his arrest at some eastern seaport, as they had information that he would attempt to leave the country and return to Germany. Although the police hope to convict him of murder, the only specific charges that they have against him at the present time are bigamy and wife abandonment. From all accounts Hock has been married to twenty-five different women, and six of these have died under circumstances which the police declare to be suspicious. These women were: Mrs. Mary Schultz-Hock, disappeared from Argos, Ind., with Hock in 1900; Mrs. Hoyle-Hock, died in Chicago, 1892; Mrs. Mary Steinbrecher-Hock, died in Chicago, 1892; Mrs. Lena Hock, died in Milwaukee, 1898; Mrs. Mary Becker-Hock, died in St. Louis, 1902; Mrs. Marie Welker-Hock, died in Chicago, Jan. 11, 1905.

## Death of D. Henry Boynton.

Woodstock, Vt., Jan. 31.—Dr. Henry Boynton, author and lecturer, died at his home here today, aged eighty-one years. He had written a number of historical and biographical books.

## RIOT AND PILLAGE AT WARSAW

British Consular Officers Are Attacked by Hussars and Injured.

London, Jan. 30.—The correspondent at Warsaw of the Daily Mail telegraphs as follows: "A group of hussars ran down British Vice Consul Mounkain in Kovski street. Two hussars rushed at him with their swords inflicting severe cuts across his face and lower lip. Dripping with blood, Mounkain was conveyed to the hospital, where he is now doing well. British Consul General Murray had a narrow escape from being similarly run down in Wierzbow street. It appears that the incidents were due to a company of hussars getting drunk and running amuck."

The same correspondent describes Warsaw as being in a state of complete anarchy. "Many have been killed or wounded, in charges by troops and the recklessness of swash-buckling hussars," he says. "The only conveyances moving in Warsaw today have been military carts and tumbrils for the dead. The attempted rising of workmen has failed and the great demonstration timed for today has been postponed. After some fighting, the wrecked and distraught city pauses to see what night will bring."

Describing the pillaging of stores, the correspondent says: "Many put chalk crosses on their doors or lighted ikons in their windows and thus secured their safety. The rioters paused before the sacred emblems. The hoarse murmurs of the mob drowned the church bells. In several cases soldiers fired on looting mobs and in one case, in the working class suburb they had a cannon shot, hoping to disperse the crowd. Intermittent firing was proceeding there all day. Hundreds of shops were wrecked and several stores were burned. Probably a few score were killed. The ambulances were busy all day. There is alarming rumors from the country districts. It is rumored that the town of Brestlitovsk is burning."

## Cheer Red Flag at Kansas City.

Kansas City, Jan. 30.—Two hundred men and women, members of socialist societies, rose to their feet and cheered a red flag at a mass meeting held here. The meeting was called for the purpose of raising a fund for the aid of the working class of Russia. The czar and the aristocratic class of Russia were condemned in the strongest terms at command. One speaker compared the czar to ex-Governor Peabody of Colorado. Resolutions were passed expressing sympathy with the oppressed in Russia and denouncing the czar.

## Vladivostok Is Isolated.

London, Jan. 30.—According to a Tokyo dispatch to the Daily Telegraph Russian supplies from the interior are concentrated at Lake Baikal, owing to the fact that the railroad east of that point is blocked with snow. Vladivostok is now isolated on the land side as well as the sea front. The same correspondent says it is reported that orders have been placed in England for several large warships for Japan.

## Bomb Thrown in Poland.

Vienna, Jan. 30.—A telegram from Czenstochow, Poland, reports that a bomb was thrown into the cavalry barracks there and that many soldiers were wounded. The act is supposed to have been in revenge for brutality in dispersing a workmen's meeting. Other dynamite outrages are reported to have occurred in the neighborhood of Lodz. A gentleman is reported to have been killed.

## THE PORTABLE WATCH.

It Was Probably First Used in the Sixteenth Century.

There is uncertainty as to when the portable watch, as we understand it today, came into use. It was probably at the close of the sixteenth century. Queen Elizabeth owned a large number of watches. Mary, queen of Scots, was the possessor of a skull shaped watch. In fact, the "death's head" pattern was at that time much in vogue. Endless were the styles, for there were watches shaped like books, pears, butterflies and tulips. The Nuremberg egg was a special shape and was first made in 1600. Those queer shapes of watches prevented their finding a place in the pocket. "When was the first used in the dress of man? The German of fob is 'fuppe,' and it is believed that it came from England through the Puritans. "Whose dislike for display may have induced them to conceal their timekeepers from the public gaze." This conjecture is strengthened by the fact that a short fob chain attached to a watch of Oliver Cromwell in the British museum is in point of date the first appendage of the kind known. The watch is a small oval one in a silver case and was made about 1625 by John Midnall of Fleet street.

## Boy Dies From Alcoholism.

Seward, Neb. Jan. 31.—Dwight Lefel, the nineteen-year-old son of Geo. Lefel of Seward, went to Waco, Neb., in company with two other boys of the same age and during the evening he was found lying in a stupor. It was not known he was seriously ill until a short time before his death occurred. A coroner's inquest was held at Waco and the verdict was death from alcoholic poisoning.

## Two Different Things.

Nell—So she's fallen in love with young Roxley. Belle—You don't say! Nell—Why, surely you heard about it! Belle—No. I merely heard she was going to marry him.—Exchange.

That is the tragedy of every woman's life. She is pretty for a few years and old for a great many.—Mrs. Craigie.

# 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 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 poor 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 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 he will read the lines that follow just was coming or not. It is a *chance*, 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 clerk 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 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 know 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.