

## FIGHT CATALOGUE HOUSE

NEBRASKA HARDWARE DEALERS WILL WAGE WAR.

WILL MEET THEIR PRICES

Department Stores Must Also be Fought—Interesting Discussion on the Merits of the True Salesman. The Value of Personal Character.

Omaha, Feb. 9.—Retail hardware dealers will hereafter fight enemies of the trade to a finish and use the enemy's own weapons. This was the most important action taken by the Nebraska Hardware Dealers' association at their morning session. It is the most important action taken by the association since its organization four years ago. It means that the retail dealers of this state propose, hereafter, to keep their batteries trained on the "catalogue house" and the department stores, with which the retailer alleges he is thrown into unfair competition.

As described by one of the members of the association, the catalogue house is a firm which reaches the customer through the mails. The house does not carry standard goods. It does not even have a stock of goods to select from. The firm usually has a carpeted office in the heart of the city and keeps several shrewd buyers on its pay roll. When an order comes in from the country for a saw, a file, a hammer, hatchet, or any of the other numerous articles so indispensable around the house and the farm of the handy man, the catalogue house sends one of its buyers to a jobber and fills the order. As cash always accompanies the order from the country, the catalogue house is enabled to pay cash for what it gets.

They are unanimously in favor of putting up a fight. The plan which finally found most favor and was adopted was to meet the prices of the catalogue houses. After the catalogue houses were disposed of, the department stores were taken up. It was determined to meet the latter on their own ground. It was agreed by the members with few dissenting voices that hereafter, when the department stores make a leader of anything pertaining to hardware, the dealers will advertise their wares, at the same prices.

### Sheldon on Salesmanship.

One of the interesting addresses of the session yesterday afternoon was J. D. Knyon of Sheldon's Scientific School of Salesmanship at Chicago. He said:

Confidence is the backbone of business life. Personality comes next. Personality in yourself, in your store and in your clerks adds to your success. One of the finest stores I ever visited was a failure. A negative spirit pervaded the place and everything and everybody was being knocked. The secret of personality is character. Character doesn't mean goodness. I have seen people who wouldn't swear for the world who were not worth a continental. I mean the magnetic force of true manhood and womanhood.

There must be in the salesman the power to induce others to buy. I asked a man once how many salesmen he had. He told me three. I expressed by surprise and told him I thought he had ninety men working for him. He said he had but added: "Only three of them are salesmen. The others take an order when they get it." Education is needed by the salesman, the education to draw out the mental faculties and have the power to influence others. To begin with, a man wants good health. He must have health to enter the arena of competition. In the race for success the best man is going to win. can remember a face and a name is apt to be twice as successful as the man who cannot. Men do not accomplish more because they do not attempt to do more.

Today the senses needed in the work are scientifically developed. Today even agriculture is a science and they have got so that they can raise white blackberries. It is the administration of scientific knowledge applied systematically. Intelligence is needed. It can be developed.

### Cheerfulness Counts.

Smile. The man who greets his customer with a smile is the one who wins. Make him believe you have missed him and are glad to have him around. Knowledge is a splendid thing. You want to have a knowledge of the other fellow. Learn to read him. Every man is a victim of habit. Habit is personality. Personality is the history of the man. If a man is a Chadwick you can make up your mind that sooner or later he'll get back to Cleveland. Remember you can reach a man through the heart quicker than any other way. Make a man feel that he is all right and that you are all right. Get his confidence. Make him have confidence in you. Avoid words. The world wants men who can talk to the point. The day for talking machines has gone by. Arrange the good points of the article you have to sell in logical order, so that each one will make a strong impression. Let the last impression be the best and make your man feel that what you are showing him is good and that he wants it.

## CREIGHTON WEDDING BELLS

M. L. Kyle and Miss Maude Buckmaster Were Married Last Night.

Creighton, Neb., Feb. 10.—Special to The News: Miss Maude Buckmaster and Milford L. Kyle, both of Creighton, were married last night at the home of the bride's parents, the Rev. L. L. Swan officiating.

After the ceremony the guests, relatives and friends, sat down to a sumptuous supper. Mr. Kyle is a watchmaker by trade, and an optician. He has a thriving business and has been here since 1899. His parents live at Plainview, where he has a brother in the medical profession.

The bride is a school teacher and was teaching in the primary grade at present. She was well liked by all pupils. Her parents are Mr. and Mrs. T. J. Buckmaster. Mr. Buckmaster is in the insurance business here and was elected county commissioner last fall. He has been financier of the A. O. U. W. lodge for five years.

### Twin Baby Girls.

Mr. and Mrs. John Smith of North Tenth street are the proud parents of an exceedingly winsome pair of bright baby daughters.

### Change in Millinery Firm.

Mrs. Joseph Schwartz has purchased the interest of her partner Mrs. Stear, in the business of the Norfolk Millinery and Art company and will hereafter have full charge of the store.

### In Praise of Chamberlain's Cough Remedy.

There is no medicine manufactured that has received more voluntary praise or more expressions of gratitude from people who have been cured by it, than Chamberlain's Cough Remedy. From long experience in the use of this preparation, people have found that it not only gives quick relief but effects a permanent cure, and that it can always be relied upon. The fact that it is pleasant to take, also that it contains no harmful drug is of much importance when a medicine is intended for young children. This remedy is for sale by Leonard the druggist.

## M'GEEVY DIDN'T BEHAVE

EX-BANKER PROCEEDED TO ENJOY HIMSELF TOO MUCH.

DEPOSITORS RESENTED ACTION

On One of Two Occasions the Prisoner-Banker is Said to Have Made Statements Which He Hardly Realized and Which Caused Rearrest.

An O'Neill report says that Bernard McGreevy, during his liberation from the county jail, in no way increased his popularity. He is said to have talked too much and to have misbehaved. The Frontier says concerning it:

Whatever sympathy there was for McGreevy previous to his liberation seems to have been rudely shattered by his conduct during the brief period he was out of jail. He was liberated from the custody of the sheriff on the evening of January 28 and taken in charge again by the sheriff on February 6. During the interval between these two dates he has proceeded to enjoy himself and it is a matter of common knowledge and common talk that on one or two occasions the ex-banker, when it was apparent he was not just in a condition to realize exactly what effect his speeches would have, made allusions to the wrecked institution on the corner which swallowed up some \$60,000 of the savings and earnings of hardworking people, that at least militate against him in the public mind.

It seems that something has got the depositors in a mood to keep filing complaints as fast as bonds may be furnished.

The hearing on the present charges will probably not be had before next week, as one of those who makes complaint will be out of town until Monday or Tuesday and the county attorney has agreed to defer the hearing until his return.

This is the season of the year when people have ample opportunity to read. It is the time when those interested in the latest current events should place their names on The News' list.

### Madison.

Madison, Neb., Feb. 10.—The girls in the sophomore class "struck" the last of last week, over the half holiday deal. The three boys belonging to the class were allowed to go with the seniors who rightfully won the pleasure. After a good deal of reluctance the girls went back but as a consequence the class is divided. The sophomore class is composed of girls now, the seniors having adopted the boys.

While out sleigh riding last Sunday evening, Mr. John Broom was quite severely hurt, his team running away and overturning the sleigh.

The debate to come off in the opera house Friday evening between the Albion and Madison high school, is causing great interest. Those to fight for Madison are Edith Riley, Alfred Saltow and Oscar Prather.

## EAST WINS FROM NORFOLK

NATIONAL SOCIETY SEEKS NEBRASKA TACT AND BRAINS.

HIGH SCHOOL LOSES TEACHER

Miss Kathryn Sisson Will Assume the Duties of Field Secretary for the Woman's o'Ferign Missionary Society—What Her Work Consists of.

Though the so-called Athens of America is situated in the eastern portion of the United States, and though the eastern centers have in the past been given credit for the greatest development along various lines of social existence, the fact is becoming more and more strongly demonstrated as each year rolls round that the brains and courage and tact that are inborn traits of the western man and western woman, are in constant demand wherever pluck and cleverness are essential. And in one more instance which has been brought home to Norfolk, especially that portion of Norfolk interested in the public schools, the eastern demand has been successful in winning its prize.

Miss Kathryn Sisson, daughter of Presiding Elder and Mrs. F. M. Sisson of this city, who resigned her position as assistant in the Norfolk high school during the present week, will leave Norfolk during the last week of this month for Delaware, Ohio, where she goes to assume the duties of field secretary in the Woman's Foreign Missionary society of the Methodist church for the four states of Ohio, West Virginia, Kentucky and Tennessee.

The new work upon which Miss Sisson shall enter, has to do with all of those features of organization with which the society that she becomes identified is associated. She will travel considerably over the four states attending meetings of all the conferences, and will keep in close touch with the young college women in institutions thereabout who are interested in any way in this work.

The district of which she shall have charge contributes annually more than \$70,000 for the good of the foreign mission work. One woman with whom Miss Sisson has had considerable correspondence—Mrs. Gamble, of Cincinnati, contributes \$25,000 each year toward the work. Mrs. Gamble is the widow of a well known soap manufacturer, has a large income and a kindly interest in the foreign mission work.

Miss Sisson has agreed to remain at least five months in the work, and may remain for a much longer period. The society desired an agreement to remain for at least a year, but this she felt unable to give until she had become somewhat acquainted with the field and more definitely determined that she shall be perfectly satisfied with it.

### War's Effect on Work.

"Has the war in the far east any effect upon your work?" was asked of Miss Sisson.

"No more," she replied, "than that it has increased prices in the east very much and thus makes more of a demand on the home society for the living expenses of the missionaries abroad."

In connection with the war, Miss Sisson has received letters from friends who are stationed near the center of conflict, and who report that they heard distinctly the boom of the guns with which the Japanese army bombarded and finally captured Port Arthur. Some of the missionaries who were at the seaside report having seen the magnificent display which the warships of all the nations in the world afforded.

Miss Sisson graduated from the Fremont high school in 1896 and took her degree from the Ohio Wesleyan university in 1901. Since then she had held the highest position bestowed upon a woman in the Norfolk public schools, and the sincere regret expressed among the high school students, on every hand, best attests the esteem in which she is held and the true way in which she will be missed.

Miss Sisson expects to make her home in Delaware with her sister, Mrs. Lester C. Riddle, who will be remembered here is Miss Hildreth Sisson. Enroute she will stop for a few days at Des Moines to visit her brother, Paul, and a day in Evanston to visit Miss Annie McBride.

Miss Watson, for many years connected with the public schools in Norfolk, will fill the vacancy in the high school made by Miss Sisson's resignation and Mr. A. K. Barnes will take up the work of Miss Watson in the eighth grade.

### SATURDAY SIFTINGS.

J. C. Morey of Pierce is in the city today.

Harry Hirsch is in the city from Wayne.

R. J. Millard was in the city from Harrington.

P. P. Newman was in the city from Walnut Grove.

M. M. Collins was over from Madison yesterday.

Earl Ray was in the city yesterday from Valentine.

Henry Wax was in the city yesterday from Pilger.

A. E. Gore was a Norfolk visitor today from Spencer.

W. H. Webster was down from

## Plainview yesterday.

Frank Ette of Creighton had business in Norfolk yesterday.

Miss Irene Thatch of Battle Creek was in the city visiting yesterday.

Miss Dina Schram of Missouri Valley, Iowa, is a guest of Norfolk friends.

Mrs. Carrie Lucke was over from Hoskins yesterday doing some shopping.

George Goffal and Miss Lizzie Belen were in the city today from Osmond.

G. A. Torrence of Fairfax, S. D., came to Norfolk on the early train this morning.

R. E. Buckmaster and Mrs. J. M. Buckmaster were Norfolk visitors yesterday from Creighton.

Frank Ette was called to his home in Creighton today on account of the serious sickness of his brother, Mike.

J. A. Bressler and son Lyell and Elmer Saltz of Meadow Grove, and John Mahin of Tilden were in the city today on their way home from a trip through Boyd county.

Mr. and Mrs. W. H. Bridge again last night delightfully entertained a party of friends at 6 o'clock dinner, the evening later being given over to games.

The Elks enjoyed a card party in the club rooms of the lodge last evening which a half hundred members and their ladies attended. The party was one of the most enjoyable of the season, despite the storm of the outside world.

The weather during the past twenty-four hours has varied but slightly. The thermometer registered as the maximum point at zero, and was eight below for the minimum. A strong northwest wind today whipped the loose snow that had fallen last night, into the cuts and further difficulty is anticipated on railroads and country roads.

Neligh Leader: Parties from Neligh have purchased the patent of the Automatic threshold, and will remove the headquarters from Elgin to this city, and engage extensively in the manufacture of door and threshold strips. It is known as the Byor & Mahan patent, and is generally acknowledged to be the best thing of the kind on the market.

Fred Koerber says that when the summer time rolls round there will be enough water in the low spots of South Norfolk to flood Nebraska. Drifts which look as though they were at least fourteen feet high will, Fred says, melt all in a bunch and drop down like a thousand of brick. There will probably be high water marks made this spring in northern Nebraska, just as there have been records made in the deep snow line this winter.

Tuesday evening, February 14, will be a notable one for the A. O. U. W. people of this city. On that evening, which is a regular lodge night, F. G. Simmons, deputy grand master workman, will address members of the order on the subject that is now uppermost in the mind of every Workman in the state—the guaranty fund demanded by the supreme lodge and what shall be done with it in Nebraska. Every member of lodge No. 97 should so arrange his plans that he can attend the meeting Tuesday evening.

A report which is printed in a number of state papers regarding the accident which happened to Howard Beymer, the Northwestern brakeman, are grossly exaggerated. One report states that Mr. Beymer was fatally hurt. This is entirely unfounded. Another report states that it will be impossible to save one of the legs and that perhaps the other will be lost. In fact it is stated in one report that one leg had already been amputated. As a matter of fact the surgeons hope to save both limbs and his friends in Norfolk confidently believe that he may be saved in this regard.

A large number of people attended a very enjoyable recital in the Second Congregational church last night given by Master Oscar Schavland of Madison, pupil of Mrs. Cora A. Beels, and assisted by Miss Shoff and Miss Roxie Sturgeon, readers; Miss Nellie Dingman, soprano; Master Ray Estabrook, violinist, and Miss Jaycox and Master Lloyd Pasewalk accompanists. Master Schavland gave his entire program from memory in his own limelight way, and the audience was pleased to demand extra numbers. The readings by Miss Shoff and Miss Sturgeon were highly pleasing and the singing of Miss Dingman was much appreciated while Master Estabrook took a full share of the honors of the evening for his execution on the violin.

Stanton Pickett: H. F. Mielenz has purchased the photograph gallery from Kidder sisters and has returned to Stanton to reside. He is now occupying a part of the building, but does not attain to complete possession until March 1. We are pleased to welcome Mr. Mielenz back to Stanton and her business circle, but at the same time regret to see Miss Kidder retire from the gallery wherein she has been successful and has given satisfaction to the public.

### Against the Healers.

The house, 57 to 29, passed the Mc-Mullen bill to compel all Christian Science healers to work without pay or secure a certificate from the state medical board that they are equipped with knowledge of materia medica and anatomy. The Roberts city road district bill was also passed.

## SLEEPING OUT OF DOORS

ONE NORFOLK WOMAN OF COURAGE HAS TRIED EXPERIMENT

AND RESTORED HER HEALTH

Having Slept in the Open Air Every Night Since the First of September, Mrs. A. J. Salmen Has Gained Thirty-two Pounds in Weight.

Sleeping out of doors every night during the present cold winter, even though the mercury dropped to thirty-five degrees below zero, Mrs. A. J. Salmen of this city, daughter of Mr. and Mrs. C. F. King who reside on The Heights, has successfully baffled threatening lung trouble and today after having completely restored her health, weighs thirty-two pounds more than she did when she began her experiment.

For the benefit of others who may be able to try the same course of Nature's cure, Mrs. Salmen has consented to the use of her name and of the story of her experience during the winter.

On the first of September Mrs. Salmen began her test of the out of door methods as a remedy to illness which threatened to be serious. At that time she weighed about 118 pounds and was unwell to a degree. She was thin and pale and realized that she must do something to cope with the condition. At the advice of her physician she decided to try sleeping in the open air.

Accordingly a little tent was pitched on the lawn of the home of her parents on South Ninth street. In the tent was placed a bed and in that bed Mrs. Salmen has slept ever since, never missing a single night even during the bitterest of the severe weather that has prevailed.

As an additional feature of remedy she has stimulated circulation and warmed off the chill, by means of a cold sponge bath every night, just before retiring. A small stove in which wood is burned serves to take off the severest of the chill of the isolated tent for a little while.

### It Took Courage.

It has required remarkable courage and fortitude on the part of Mrs. Salmen to remain all night long out of doors during the intensely fright winter that Nebraska has just experienced, but her courage has been rewarded a thousandfold. While other people in this section of the world were complaining of the chilly nights even in furnace heated homes and while many were afraid to venture out of doors during one minute of the warmest portion of the day, Mrs. Salmen has each night left the warmth of the fireside within when darkness came and has substituted for it a canvas apartment that was touched by the icy temperature of the out of doors and which has had no sheltering roof above it save the domain of heaven.

During the past month a pathway has had to be dug through the snow to reach the tent door, and on Thursday morning of this week, before daylight, a raging blizzard outside tried in vain to blow the white cloth room away. But even the storms have had their effect in producing the increase of thirty-two pounds in weight, and as a result of it all Mrs. Salmen today has a healthier glow than in many months and feels better than she has felt in all her life.

### She is Delighted With Test.

"Yes, it is true that I have been sleeping out of doors every night this winter," she said, when asked as to her experiment. "And as a result I have gained just thirty-two pounds I now weigh 150 pounds."

"And you have also come through the hardship of a cold bath these chilly nights?"

"Yes," said Mrs. Salmen, "I have taken a cold sponge bath each night just before retiring, for the purpose of stimulating the circulation."

"And haven't you nearly frozen during these nights when the thermometer was thirty-five below zero?"

"Oh, yes," replied Mrs. Salmen. "It has been chilly, of course. At the same time, there's everything in getting accustomed to it and after that it isn't so entirely different from a cold room in winter."

"And you feel fully satisfied with the experiment?"

"Satisfied?" she repeated. "Most assuredly I do feel satisfied. The fresh air has restored my health and I owe everything to it."

Mrs. Salmen naturally shrinks from any publicity in the matter but has been generous enough to permit the use of the story for the sake of humankind.

The altitude of Norfolk is about 1,400 feet above sea level.

If you fail to get results from your advertising, look well to the wording of the ads. If a proposition is presented completely and if the proposition is all right, results are bound to be obtained.

### Piller-Nelson.

In the Council Bluffs department of this morning's World-Herald appeared the following announcement: "Phillip E. Piller of Norfolk, Neb., and Anna May Nelson of Wahoo, Neb., were married yesterday afternoon by Justice Gardner."

# Good Bread

## Sent Free

Every woman who has a desire to make the best bread the family ever ate should send a postal card for our new illustrated booklet "Good Bread; How to Make It."

*The Secret is in the Yeast.*

It tells just how to use YEAST FOAM the wonderful compressed hop yeast that took the First Grand Prize at the St. Louis Exposition. Makes good bread from any flour.

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Will, by request, visit professionally NORFOLK NEBRASKA, OXNARD HOTEL, THURSDAY, MARCH 9. ONE DAY ONLY.



returning every four weeks. Consult her while the opportunity is at hand. DR. CALDWELL limits her practice to the special diseases of diseases of the eye, ear, nose, throat, lungs, general diseases, diseases of children and all chronic, nervous and surgical diseases of a curable nature. Early consumption, bronchitis, catarrh, chronic catarrh, headache, constipation, stomach and bowel troubles, rheumatism, neuralgia, sciatica, kidney diseases, Bright's disease, diseases of the liver and bladder, dizziness, nervousness, indigestion, obesity, interrupted nutrition, slow growth in children, and all wasting diseases, open sores, deformities, club feet, curvature of the spine, diseases of the brain, paralysis, heart disease, dropsy, swelling of the limbs, stricture, open sores, pain in the bones, granular enlargements and all long standing diseases properly treated.

**Blood and Skin Diseases.** Pimples, blotches, eruptions, liver spots, falling of the hair, bad complexion, eczema, throat ulcers, bone pains, bladder troubles, weak back, burning urine, passing urine too often. The effects of constitutional sickness or the taking of too much injurious medicine resolves searching treatment, prompt relief and a cure for life.

Diseases of women, irregular menstruation, falling of the womb, bearing down pains, female displacements, lack of sexual tone, leucorrhoea, sterility or barrenness, consult Dr. Caldwell and she will show them the cause of their trouble and the way to become cured.

**Cancers, Glands, Fistulas, Piles** and enlarged glands treated with the subcutaneous injection method, absolutely without pain and without the loss of a drop of blood, is one of her own discoveries and is really the most scientific method of this advanced age. Dr. Caldwell has practiced her profession in some of the largest hospitals throughout the country. She has no superior in the treating and diagnosing of diseases, deformities, etc. She has lately opened an office in Omaha, Nebraska, where she will spend a portion of each week treating her many patients. No incurable cases accepted for treatment. Consultation, examination and advice, one dollar to those interested.

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