

## TALKS FOR THE A. O. U. W.

DEPUTY SIMMONS TELLS OF THE DIFFERENCES.

SUPREME LODGE VS. NEBRASKA

A Comprehensive Statement of the Conditions Existing Between the Two Branches of the Order—Many Braved the Cold Weather.

Last night Norfolk lodge No. 97, A. O. U. W., held one of the most important meetings in its history. Although the weather was bitterly cold, an unusually large number attended the meeting attracted by the announcement that F. G. Simmons, deputy grand master workman, would explain the present difficulties between the supreme lodge of the United States and the grand lodge of Nebraska. Mr. Simmons gave a comprehensive statement of the situation, which was listened to with intense interest throughout.

Following is a synopsis of Mr. Simmons' remarks:

Much agitation has existed in the ranks of the Workmen of Nebraska for some time past, because the members have feared that the cost of their insurance would be greatly increased by the new rates of assessment adopted by the supreme lodge. It is true that the supreme lodge has adopted a schedule of rates very much higher than those paid in Nebraska, but it is not the case that these new rates are in any way applicable to the members in this state. The A. O. U. W. being divided into state jurisdictions, each jurisdiction controls its own plan of assessment and its rates, except in those jurisdictions which receive from the supreme lodge assistance in paying their death claims. Nebraska never has received such help, and neither needs nor desires it, either now or in the future. Consequently this jurisdiction cannot be subjected to the new supreme lodge rates, nor is there any higher power than the grand lodge of Nebraska which can compel any change in the plan or amount of assessments to be paid by the members in this jurisdiction. More than this, the constitution cannot be amended except by the direct consent of the members. Any amendment which may be adopted by the grand lodge must be submitted to the members and ratified by a three-fifths vote of all the lodges in the state, before it becomes effective. So it will be seen that the matter of changes is entirely in the hands of the Nebraska members.

The matter that has really been a menace to the order in this state is the increased rates demanded by the supreme lodge in the guaranty fund. This fund is a contribution which the members have made to the supreme lodge, to be by that body disbursed in states where the mortality rate is higher than in Nebraska, to assist such jurisdictions in paying their death claims. For some years past the jurisdiction of Nebraska has been paying to the supreme lodge about \$45,000 annually in this fund, but under the new regulations of the supreme lodge the amount demanded was raised to about \$180,000 per year. This demand having been made upon the officers of the Nebraska jurisdiction some time ago, they declined to accede to it, because they had not the funds on hand to pay this large sum, nor the authority from the grand lodge to pay any such amount. Much correspondence and several conferences between the grand and supreme officers have taken place, but the situation remains unchanged. At a recent conference a compromise agreement was made, which it was supposed would settle the whole matter, and the terms of the agreement were very satisfactory to the Nebraska members. But the supreme lodge committee having authority to approve such matters declined to ratify the agreement, so the entire situation remains as before, the supreme officers demanding that the high rate be paid, and the grand officers standing pat on the proposition that they have neither means nor the authority to comply with the demand. The grand lodge officers have also declined to enter into any agreement which would tend to bind the grand lodge to any such payment, preferring to leave the decision of the whole matter to the decision of the grand lodge, which meets in the month of May. Members generally, as they receive full information on this matter, are commending the stand taken by their state officers, and the view is freely expressed that the demands of the supreme lodge are exorbitant and cannot in justice be complied with by this jurisdiction.

The speaker urged the lodge members to consider this matter with care, viewing it in all its aspects, and elect representatives to the grand lodge who would carry out their views. As to the result, if Nebraska refuses to pay the large sum demanded, it is probable that the supreme lodge will suspend the jurisdiction. While the members would regret the severance of fraternal relations, full confidence is felt that the jurisdiction of Nebraska, with nearly 40,000 members, is entirely competent to take care of itself, and would continue to carry on its business in the future as in the past. No assistance has ever been received from the supreme body in meeting the

losses in this state, and no doubt can exist that we would be able to pay all losses and handle all the business of the jurisdiction, should the change come. In fact, many believe that with the saving of the sums heretofore paid to the supreme lodge, a reserve fund could be started in Nebraska which would be of great benefit to the jurisdiction and would attract a class of people whose membership it is now difficult to obtain.

It may be necessary for Nebraska to make some change in her assessment plans, and the speaker would advise that study be given to this matter. Without doubt a plan can be devised which will provide sufficient money on a maximum of twelve assessments per year, and at a rate that will be more satisfactory to young men, without being unduly burdensome upon the old men. By the establishment of a reserve fund, which can easily be done, this result can be attained without the danger of "freezing out" the old men, which has been the great cry of alarm when any order has attempted a revision of its rates. A plan is being formulated for this purpose, which will be presented to the grand lodge for its consideration, and the members are urged to give close attention to this matter, in order that any action which may be taken will be such as will contribute to the prosperity and success of the order.

In all the discussion of this controversy, and in the formulation of plans for the future, it is very desirable that coolness and good judgment be observed. No good will come from ranting or vituperation. The situation demands the best thought of the best men in the order. If this be exercised, there is no question as to the result. Nebraska people are usually equal to any task that may be imposed upon them, and if the members of the Ancient Order of United Workmen have faith in their order and themselves, there is no doubt that they will be able to solve all problems, and that the beneficent work of the order will continue in the future with even greater success than in the past.

## TRY TO SAVE MRS. LILLIE

ONE MORE EFFORT IN BEHALF OF DAVID CITY WOMAN.

IS NOW IN THE PENITENTIARY

Petition is Filed With the Supreme Court Asking Leave to File a Motion for a New Trial on the Ground of Alleged Error.

Lincoln, Neb., Feb. 15.—One more effort will be made in the supreme court to secure a new trial for Mrs. Lena Margaret Lillie, convicted at David City of murdering her husband, Attorney Francis Hamer filed an application asking leave to file a motion for a new trial. Stress will be laid on alleged errors in the trial in Butler county.

## WILSON BROS. LEAVE NORFOLK

Have Purchased Store Building at Laurel and Take Possession.

A business transaction has just been consummated whereby Wilson Bros. of this city become the possessors of the store building formerly occupied by Everett & Waitt of Laurel, Neb., and accordingly Wilson Bros. will remove to that place at once, to take immediate possession.

The firm has stores at Plainview, Rutte, Allen and Fairfax.

## Battle Creek.

Mrs. Skala, who was very sick for a long time last fall, is again under the care of a physician.

Hon. F. W. Richardson, state representative, was home from Lincoln from Friday till Monday.

Fred Volk calls attention to the farmers' institute which is to be held here on Friday, March 3.

The nickle-in-the-slot machines were ordered out of business last week and shipped to a warmer country.

J. W. Risk, who recently sold his farm, will move to town and occupy the Allen residence near the depot.

A chicken pie and ice cream social will be given at the opera house Friday night by the young ladies of the Baptist church.

The betrothal of John Lucht, jr., and Miss Mary Fenske was announced by Rev. J. Hoffman in the Lutheran church Sunday morning.

Chas. Flores is closing out his entire stock of harness, and intends to put all of his time in on his new invention, the patent curtain fastener.

The financial condition of the village is very good. The treasurer's report on January 31 shows a balance on hand of \$1,484.63, and all bills paid.

Mitchell Collins, a railroad employe, died at Lincoln Saturday from appendicitis. The body was brought here Monday morning for interment, this being the home of his sisters, Mrs. D. L. Fender and Mrs. H. C. Chrisman. The funeral was held Tuesday at 11 o'clock from the M. E. church and conducted by Rev. O. Eggleston, interment being in Union cemetery. The deceased was about thirty years of age and a native of Virginia. He was unmarried, but leaves many relatives in this vicinity besides his sisters.

## TRACE HAMMER TO KOCH

BLOODY WEAPON SWORN TO BY WOMAN WHO SCRUBBED.

SHE POSITIVELY IDENTIFIED IT

Asa P. Brooks, a New Ulm Editor and the Only Eye Witness to the Murder, Has Recently Tried to Dig up Stories About Gebhard.

New Ulm, Minn., Feb. 14.—The state's attorneys now believe they have traced the ownership of the famous hammer with which Dr. Gebhard was killed to Dr. Koch.

Mrs. Andrew Kaess, a washerwoman who was accustomed to scrub the floors of Dr. Koch's office, says she often saw an old hammer hanging in the doctor's laboratory. Her description of it fitted exactly that of the old hammer submitted in evidence. Later she was shown the bloody hammer and positively identified it as the one she had seen in Dr. Koch's office.

Mrs. Kaess says that after the murder of Dr. Gebhard she went to the office of Dr. Koch to scrub the floors and wash the windows and that the old hammer was not in its accustomed place and she has not seen it since the murder.

## GEBHARD'S DUAL LIFE.

Asa Brooks Came to Minneapolis to Get Evidence of it.

New Ulm, Minn., Feb. 14.—Citizens have been aroused to anger by an article in a local paper concerning a recent visit of Asa P. Brooks, the only eye witness of the murder of Dr. Gebhard, to the Twin City hotels for the purpose of ascertaining if Dr. Gebhard did not visit one of them in company with a married woman from this city.

The local paper states that while Brooks was in Hotel Nicolet in Minneapolis, searching the register, he was questioned by a resident of Sleepy Eye and stated that he had been informed that Dr. Gebhard had on a certain date visited that hotel in company with a certain woman from New Ulm and that he desired to satisfy his mind upon the subject.

As Senator Somerville, after the recent trial, informed certain citizens that at the next trial the defense would produce evidence to substantiate the assertion that Dr. Gebhard had led a double life before he was murdered, this visit of Brooks to the different hotels in the Twin Cities is significant.

The editor stated to a fellow member of the Bachelors' club that he had visited the hotels in St. Paul for this purpose. This gentleman informed him that he should be ashamed of using such tactics against a departed fellow being, and especially one whom he had called "his dearest friend."

## WEDNESDAY WRINKLES.

C. S. Bridge went to Lincoln today.

Engineer M. Wheeler is ill with la grippe.

Henry Wax was up from Pilger yesterday.

H. D. Bryam was over from Decatur yesterday.

C. E. Haight was a Norfolk visitor from Verdel.

Guy Henninger of Tilden visited in Norfolk yesterday.

V. Copeland was in Norfolk yesterday from Madison.

H. Gumson was a Norfolk visitor yesterday from Leigh.

N. A. Nelson was a city visitor from New Castle yesterday.

W. H. Hough was down from Pierce yesterday on business.

W. C. Fry, day clerk at the Pacific hotel, is on the sick list.

John Halverson was a Norfolk visitor yesterday from Stanton.

George Buffington was in Norfolk yesterday from Hartington.

Miss Katie Barrett of Harrison was a Norfolk visitor yesterday.

Mrs. W. A. Meserve of Creighton visited in Norfolk yesterday.

Milo E. Crew was an over night visitor in Norfolk from Creighton.

Mrs. E. A. Bullock has been very sick with grippe. She is somewhat better now.

John W. M. Kloke of Plainview; A. R. Kloke of Spencer and F. W. Kloke of West Point gathered in Norfolk yesterday.

Mrs. H. P. Stafford and little daughter of Marquette, Mich., are guests at the home of Mr. and Mrs. Stafford this week.

Emery Dickover is the latest to enroll his name on the roster of the Norfolk business college to take a course in business.

Miss Mertie Wood, who has been visiting with Mrs. W. H. Blakeman this week, returned to her home in Pierce at noon today.

Miss Hoagland of Luverne, Minn., who has been visiting the past week at the home of Mr. and Mrs. J. W. Gibson, expects to leave tomorrow for her home. Miss Hoagland is enroute from a visit with her brother, Dr. N. J. Hoagland now at Central City, Neb.

Mrs. J. N. Bundick will leave Washington, D. C., on Saturday for the return trip to Norfolk. She has been visiting her mother for several weeks.

A. B. Dillon of Oakdale, deputy for the A. O. U. W., was in the city over night attending the meeting of Norfolk lodge and hearing the address of

his brother deputy, F. G. Simmons. Mr. Dillon left for Madison today to forward the work of the order there.

H. L. Spaulding has recovered sufficiently to be able to be up and dressed a portion of each day, and his friends hope to soon see him out on the streets again.

Mrs. Odiorne and Mrs. Frank Davenport will entertain the ladies aid society of the Congregational church at the home of Mrs. Davenport Thursday afternoon, February 16. All of the ladies are cordially invited to attend.

The senate has confirmed the appointment of Sherman S. Lucas to be postmaster at Bonesteel, South Dakota.

President Roosevelt has just attached his signature to a measure which transfers the land in Gregory county, S. D., from the Chamberlain land office to the Mitchell land office. This includes the Rosebud reservation which was opened for settlement last summer. Hereafter all filings will be made at Mitchell.

Miss Maple Matrau was hostess at a Valentine party which was given for her school pupils after the close of the session yesterday afternoon. Unique effects formed features for fun which the little tots thoroughly enjoyed.

L. Schenzel has had a three-horse electric motor placed in his meat market, replacing the steam power for the purpose of running his meat cutting and other machinery. He will get power from the Norfolk Electric Light and Power company and is confident that the new arrangement will be a great advantage over the power that he has heretofore been using.

The missionary meeting held yesterday afternoon at the home of Mrs. Mary Mathewson was largely attended in spite of the weather. There was disappointment because of the inability of Mrs. John D. Haskell of Wakefield, who had planned to be present and deliver an address, to attend. She was kept away by the lack of a train. Delicious refreshments were served.

A very delightful Valentine party was given last night by Mr. and Mrs. M. D. Tyler at their home on Norfolk avenue. Invitations were sent in the shape of hearts and the decorations of the home were in valentine and cupid effects. A valentine done in water colors and bearing a clever and unique message for each guest, served as a pleasant feature of the evening. Supper was served in three courses.

On many of the buildings of the city immense icicles have been formed that hang above those having occasion to pass beneath the eaves like thousands of Democles' swords threatening to come down at the slightest thaw or disturbance and crush the passer-by. Care should therefore be exercised by the people that they are not beneath when the ice breaks loose from its anchorage.

The committee on judiciary of the United States senate has authorized a favorable report on a bill fixing the boundary line between Nebraska and South Dakota. It provides that the line south of Union county, South Dakota, shall be in the main channel of the Missouri river now existing. This was agreed in a compact between the legislatures of the two states, and was made necessary by the frequent shifting of the river channel.

Tom Arthur's theatrical company, in spite of desperate efforts to reach Norfolk last night, lost in the race and had to abandon the trip at Fremont. The troupe was booked to present "A Study in Scarlet" at the Auditorium and had made a long run by way of Omaha from Sioux City. The delay in the train, however, forced Tom Arthur to end the journey at Fremont and take a train for Columbus, where the show appears tonight.

The "For Mother's Sake" company arrived from Fremont this afternoon and will play tonight at the Auditorium. A number of people braved the night and went to the Auditorium hoping to see Sherlock Holmes' story dramatically presented. Tom Arthur could have a house any time he came to Norfolk, now.

Although the mail sacks received at the Norfolk postoffice yesterday were few and far between, the postoffice clerks, the city carriers and all other officials and employes looking for employment, found it in taking and delivering the numerous messages permitted and favored by St. Valentine. This line of business in fact, commenced several days ago, and the missives are not yet all delivered. Some will come on delayed mails and others will forget to post their messages until a day or two after the fourteenth has passed into history. Anyway the postoffice force has not been permitted entire idleness during the past few days though railroad mails were uncertain or altogether lacking. The dealers in the missives have enjoyed a fairly satisfactory trade, although it might have been better had the weather been more favorable, permitting the boys and girls and the young men and young women to get to the counters laden with the attractive creations.

## Remains of Mrs. Chestnutwood.

The remains of Mrs. Chestnutwood, who died Sunday at a hospital in Kansas City, arrived in Norfolk this afternoon and interment took place in Prospect Hill shortly afterward. Miss Lillian Chestnutwood, formerly of Norfolk, accompanied the remains of her mother to the city.

## Are You Satisfied With the Business You Do?

There are few business men who would not increase their trade if they could devise means to do it. Any man would be willing to pay a percentage of the increased profit for the sake of maintaining the new stimulus. It is a rare business man who would not gladly hire an additional salesman or solicitor if, by so doing, that salesman or solicitor would increase the bulk of business so much that the added profits would pay the salary of the new man and leave surplus cash for the house.

A good salesman or a good solicitor is one who, by his skill in presenting the selling points of the goods at hand, is able to make sales which otherwise would not be made. If a high-salaried salesman did not sell things which, were it not for his presentation, would not otherwise have been sold, he would earn no more money for his employer than an ordinary fellow. And if it were not possible to make people buy things which, but for the salesman's work, they would have left unpurchased, then the simplest child would be as valuable in a store or in an agency, as the cleverest and most experienced professional.

An advertisement is merely a salesman or a solicitor, which talks to several thousand people at the same time.

An advertisement, like a human salesman, may be so clever that it will create a demand for the goods and wonderfully increase the sales; or it may be so commonplace, so unskilled and so devoid of effective presentation that what it says will appeal to none.

Advertising Has Come to Be a Science and a Fine Art.

An advertisement must contain reasons why the reader will find it to his advantage to buy the articles advertised. An advertisement must be no more and no less than a printed conversation, such as the salesman would speak if he were talking, earnestly and seriously, to a prospective buyer. It can not ramble if it is to bring results. It can not cover, in the same line, two separate articles any more than a salesman dare try to sell, in the same breath, two different things. It must be clean-cut; rid of superfluous literature; sharp, definite and convincing.

No ad. will pay which is not so written as to create a demand for the article or articles advertised. Every article advertised should be set off, like a newspaper article, in a department of its own, with a head-line calling attention to it and with its every selling point brought out and exhausted just as completely and as thoroughly as is his story written by a newspaper reporter.

## An Ad is News.

Every ad. is news, in its way. And it must be written in just as interesting a manner as is the news with which it must compete for favor, on the same page. It must be clever enough to attract the attention of the prospective buyer. Magazines today are as thoroughly read in the advertising pages as they are in the story pages, for the reason that the ads. are news, interestingly conceived.

## The Heading is All-Important.

The heading of an advertisement, the smaller the more true, is all-important in the results which are to be gained. The heading must be so worded as to attract the attention of the person who is interested in that particular and who, therefore, may prove a buyer. A person afflicted with sore feet will grasp at any tiny advertisement whose headline indicates that there is relief to be found for those pedal extremities. Likewise a housekeeper will follow down the wording of any ad, which, in the bold-faced head, indicates bargains for her department—be it flatirons, groceries, hot doughnuts or what not.

CUTS, for this reason, are valuable features of any ad. They instantly show the line of goods that are discussed and attract the attention of the desired ones. And a cut, for this reason, must pertain to the article advertised, and must, in itself, be able to display points in the article which will create a demand for it. Any shoe cut, for instance, will denote that the ad. tells about shoes. But if the cut is a picture of a well shaped, stylishly made, substantial shoe, it will have a tendency to create a demand for that particular shoe, just as would the words of a salesman who took time to say that the shoe was of fine shape, up-to-date, hand-sewed and durable. The so-called "catchy" headings which many business 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 cliché, 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, periodicaly 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 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.