LOST HIS WHOLE FAMILY

AGED SOUTHERNER ATTACKED HERE WITH EPILEPSY.

FLOOD TOOK SEVEN RELATIVES

Joseph Meyer, His Hair Snow White With Age and With Troubles, Who Had Just Been Released From LeMars, Ia., Hospital, Falls in Street.

Joseph Meyer, whose hair had been turned snow white with perhaps eighty years of age and with having lost his wife, sister, son and four grandchildren in the Galveston flood a few years ago, arrived in Norfolk last night and was siezed at noon today with an attack of epilepsy on Norfolk avenue, in front of Leonard's drug store. He was taken inside and cared for by Dr. F. G. Salter.

The aged man had formerly worked in a brewery at Houston, Tex. He has suffered from broken leg three separate times and has just been released from treatment in a hospital at LeMars, Iowa. He was enroute to St. Bernard, Neb., where he goes to visit a sister. He is a German and a Catholic. He called for a priest while lying in a helpless condition at the drug store, but stated that he thought the end of his attack would soon come. He arrived from Sioux City and complained to the police that some one had exchanged overcoats with him on the train.

NEBRASKA EDITORS IN SESSION

State Meeting of Publishers Begins at Kearney.

Kearney, Neb., Feb. 21.—Leading newspaper publishers and editors of Nebraska are rounded up here for the annual meeting of their state press association. The opening business session this evening will be followed by a reception and entertainment provided by the citizens of Kearney. The anti-pass question, newspaper libel, and a direct primary law are some of the live topics scheduled for discussion at the business sessions tomorrow. The attendance is large and the meeting this year promises to be the best since the association was organized.

To the Public.

Having sold my interest in the Norfolk Seed and Supply company to Messrs. Severns & Boschult, I wish to express my appreciation to the many patrons who have given their support during my stay in Norfolk business circles. Our successors have our good will and we bespeak for them a share of the patronage of Norfolk people. As the new owners will become Norfolk residents, they will be better able to attend personally to the details of the business than I, and they may be relied on absolutely in all dealing.

C. T. C. Lollich.

INVESTIGATING THE ASYLUM

Committee is Proceeding With its Inquiry Regarding Expenditures.

A Lincoln report says that the Norfolk asylum investigation committee is holding little sessions from day to day, but as yet has not found any evidence on which to hang anybody. Jones, chairman of the committee, insists on making a visit to Norfolk, but McAllister and Howe, the other two members, cannot see the necessity of this. One thing the committee has not found, and that is any record of bids for the contract for building the new structures at Norfolk. Former Secretary of State Marsh aided the committee in its vain search for these documents. Former Land Commissioner Follmer was before the committee yesterday. He demonstrated that while it cost between $19,000 and $20,000 to build one of the three new cottages, which would hold about as many people as the old wing, it would have cost about $18,000 to rebuild the old wing. He showed that the board had gone over this matter thoroughly and found after exhaustive investigation that it would be far more profitable to the state to erect the three cottages than to rebuild the old wing.

MRS. KELSEY DEAD.

Aged Woman Succumbs to Paralysis After Ten Days.

Mrs. Kelsey, known among her friends and neighbors as "Grandma" Kelsey, who was stricken with a paralytic stroke about ten days ago, died last night at the home of Mr. and Mrs. E. J. Godfrey, corner Park avenue and Sixth street. She was seventy-five years of age. She came here from a farm in Holt county a year ago.

Battle Creek.

A. C. Bredehoft was a business visitor at Stanton Monday.

Frank Huddle shipped a car of cattle and one of hogs Monday.

Mrs. G. W. Day, of Jefferson, Iowa, is visiting her son, W. C. Day.

Herman Manske of the corner saloon visited his family in Norfolk over Sunday.

Col. T. D. Preece was attending to professional business in Wayne county Monday.

Contractor Chas. Werner has built a nice carpenter shop on his lots west of his residence.

Max Wilde, former night operator here, but now of Elgin, is a guest of the Severa family.

County Commissioner John H. Harding of Meadow Grove was here on business Tuesday.

Harry Barnes, cashier of the Citizens bank, moved Monday into the Reavis property on the west side.

A 12-pound girl made her appearance at the home of Mr. and Mrs. Adolph Mantey Tuesday morning.

Wm. Dittrick, sr., and Joseph Dittrick were attending the wedding of their son and brother at Verdigre Tuesday.

Rudolph Bleich has bought the Barney Tyler property on East First street. Mr. Tyler intends to move to Lamar, Col.

Herman Helm, a harness maker of Newman Grove, was here on business Monday. He is kept posted daily by the Norfolk News.

Mark Sesler is having his Main street brick building re-roofed. Wiley Hawkins of Madison and Wm. Sutherland are doing the work.

J. L. Okee and wife arrived here from Clearwater Tuesday. Mrs. Okee is taking treatment with a local physician. They formerly lived east of town.

Adolph Bredehoft has rented the P. A. Callen house in Highland park now occupied by Dr. Munson. The latter has rented the Mrs. Hale property on West Main street.

The funeral of Mrs. Conrad Werner, who died Monday, was held Wednesday morning at 8 o'clock from the Lutheran church and conducted by Rev. J. Hoffman. The attendance was a large one.

Mr. John Lucht, jr., and Miss Mary Fenske were married Tuesday afternoon at 2 o'clock in the Lutheran church by Rev. J. Hoffman. After the ceremony a reception was held at the home of the bride's parents, Mr. and Mrs. Chas. Fenske, a mile east of town. The groom is the only son of Mr. and Mrs. John Lucht, sr., and the bride is the second daughter of Mr. and Mrs. Fenske. The young people will keep house on the James place south of the Union cemetery and he will work part of his father's farm. Both of them were born and raised in this locality.

Warnerville.

Ed. Bolry moved onto the farm of Jacob Ripps four miles southwest of town Monday.

Fred Chandler went to South Omaha Monday with a car of fat catttle.

O. D. Munson went to Battle Creek Tuesday for a few days' visit with his son.

Miss Myrtle Rice returned last week from an extended visit with relatives at Cripple Creek, Colorado.

Mr. and Mrs. Scott Simson received word Wednesday that their daughter, Mrs. Susie Owens, who lived on a farm near Clinton, died Tuesday of tuberculosis.

Mrs. Louisa Squirrel and son Freeman sold their personal property at public sale Tuesday and will remove to Colorado next week, having rented their farm to James Sweet, who will take possession this week.

CARRIES ARMFUL OF FIRE

MRS. C. J. REED SAVES HER HOME FROM BURNING.

BUT ENDANGERS HER OWN LIFE

Jerking Down a Flaming Drapery in Her Home, She Rushed With it Burning in Her Arms, Out of Doors. Fortunately She Escaped Burns.

The quick work of Mrs. C. J. Reed when fire broke out in her home on The Heights during the evening, saved the building but threatened her own life for a few seconds. A blaze caught in a drapery and was eating up the curtain, with danger of spreading and destroying the home, when Mrs. Reed, catching sight of the flame, rushed for the curtain and jerked it, fire and all, down from the hanging. With the bundle of fire in her arms she rushed out of the house and threw it to the ground. She was unhurt and the damage amounted to not more than $50 altogether. It is considered exceedingly fortunate that the flames did not spread to the clothing which Mrs. Reed wore.

Letter List.

List of letters remaining uncalled for at the postoffice at Norfolk, Neb., February 21, 1905:

A. G. Cobb, Peter Johnson, Arthur H. Petersons, Ezra Timm, Lon Thomas, F. M. Timmons.

If not called for in fifteen days will be sent to the dead letter office.

Parties calling for any of the above please say "advertised."

John R. Hays, P. M.

Use News want ads. They pay. They bring results. In a little want ad you are enabled to reach more than 2,400 homes every day. Granting five people to a home, your little ad is read by 12,000 persons. Out of 12,000 persons reached by The News in a day, there ought to be some one interested in what you have to offer.

As an advertising medium The News-Journal is unexcelled in its territory.

SINS OF THE CULTURED

W. J. BRYAN TELLS UNIVERSITY'S ALUMNI WHAT THEY ARE.

SCHOLARS ARE NEGLECTFUL

Colleges Educate Minds and Not Hearts, Says the Nebraskan—Greatest Indictment Against Cultured is They Do Not Use Powers to Help.

William Jennings Bryan, who recently addressed the Alumni association of Syracuse university at New York on "The Appeal of Democracy to the Cultured Classes," said in part:

"I have lost no opportunity in recent years to make the acquaintance of the people of the east. Something I said in 1896 was taken not as I intended it. I said something about the 'enemy's country.' After looking at the results of two elections, that was true in a sense. But I did not mean it in the way it was interpreted.

"I am not embarrassed in so far as Syracuse is denominational in its leanings, because my mother was a Methodist and became a Baptist to please my father. My wife was a Methodist and became a Presbyterian to please me. As my father took one and I took another from the Methodist church, I have made up for it by attending a Methodist church near my farm for two years.

"I have always liked the friendliness of the Methodist church, and there is a doctrine in the Presbyterian church that I do not like, and that is the one of election. I have had a good deal of trouble about that, both religiously and otherwise.

"But I have seen a light through the controversy of a southern Presbyterian and Methodist, both colored parsons. The Presbyterian explained it to my satisfaction, saying that there was voting going on all the time. The Lord was voting one way and the devil another, and whichever way the individual voted the election went.

"The pleasure I have in meeting you is that I bear a message to you. 'Democracy's Appeal to Culture' is my theme. I do not speak in a partisan sense.

"I would speak to you of culture on behalf of the people at work—the common people, if you will. That is not a term of reproach. The uncommon people are not so important as they think they are. The common people produce the national wealth.

"Real culture is not alone refinement of taste and intellectual attainment and capacity. The right sort of culture is an enlargement of the capacity for service and the willingness to improve the opportunities culture gives. The cultured people have not been living up to their responsibility and opportunities.

"The scholar does not do his duty to the people of today, and he has not done it in the past. Democracy, the spirit of the republic, appeals to culture for justice, truthfulness and service. We do not see so much of the brutal sins of the past, like assault and battery and highway robbery, but there are modern sins.

"Food is adulterated, endangering life. Isn't it a strange thing that supposedly Christian men will to declare dividends neglect to supply their men with safety appliances and allow the sacrifice of life through the working of children in the factories?

"There are enormous wrongs in methods that are sometimes considered respectable. Look at the great swindling operations in your city banks. There are cases of bank burglary by officials far worse than those for which men serve terms in Sing Sing. People trust the great names of finance and are robbed by fraudulent fluctuations caused by watered stock.

"It is too true that the cultured assume themselves to be superior to their brothers and begrudge small advantages to even the less cultured. The greatest indictment against the cultured is not that they do wrong openly or willfully, but because they stand idle in the vineyard and do not use their powers for helpful service. The trouble is that the colleges do too much to educate the mind and not the heart.

"I have never intentionally said anything that could be construed as arraying class against class. I do not believe that there are two classes in heaven, and so why can't the two classes get together here on earth?

"The scholar must be something more than a simple mental machine. The humblest human being is greater than the greatest statue. I am not a pessimist and see today better things and better times coming.

"The tide toward the great associations of wealth is turning, and the light of a better day is dawning. Here, there and everywhere there is an awakening of the civic conscience."

A Water Candlestick.

A glass of water makes a fine emergency candlestick. Weight one end of the candle with a nail just large enough to hold the candle in the water so that the water touches its top edge, but does not touch the wick, and then light the candle. It will burn until the last vestige of wick is gone and the flame will not flicker. The melted tallow that runs down but serves to hold the candle more stationary.—Blacksmith and Wheelwright.

American Railroad Earnings.

In railroad gross earnings last year the United States came within a few thousands of being a $2,000,000,000 country, says the St. Louis Globe-Democrat. Dividends amounted to $184,000,000, an increase of $23,000,000 over the fiscal year 1903. The 209,000 miles of railway in the United States are a productive property.

FAIL TO SETTLE GRAIN RATE WAR

Conference of Railway Presidents Unable to Agree Upon Differential.

Chicago, Feb. 22.—An ineffectual attempt was made to settle the grain rate war. At a conference of the presidents of railroads interested, the fact developed that a certain gulf road has contracts for carrying grain at the reduced rates and cannot get them cleaned up before the latter part of March. After vainly trying to reach some point of agreement, an adjournment was taken until next Tuesday.

Some of the roads were in favor of restoring normal tariffs as soon as this could be done, while others objected to doing so until the question of gulf differentials should be settled. The gulf lines, however, are not united on what differential they desire. Some of them insist that the differential from Omaha and from Kansas City should be the same. The old differentials were 4½ cents from Omaha and 5½ cents from Kansas City and the other lower river points.

The western lines were not willing to offer the gulf lines more than 3½ cents as a differential, and to this the gulf lines would not agree. Some of the gulf lines were not, they declared, in position to agree to anything until they had consulted with their eastern connections.

Repeals "Breeders' Law."

Jefferson City, Mo., Feb. 22.—The lower house of the legislature passed the bill repealing the present statute known as the "breeders' law," which authorizes pool selling on horse races in certain enclosures. The proposed law, known as the Godfrey bill, not only repeals the "breeders' law," but prohibits pool selling on horse races in any part of the state of Missouri, whether the races are run within or without the boundaries of the state. The bill will now go to the senate, where it is expected a determined fight will be made by persons interested in the several race tracks of the state.

Newspaper Publishers in Session.

New York, Feb. 22.—The nineteenth annual convention of the American Newspaper Publishers association opened at the Waldorf-Astoria and will continue in session three days. Charles H. Taylor of the Boston Globe, the president of the association, presided. At the close of the meeting, at which reports of standing committees concerning advertising agents, labor matters, the defense fund, printing paper and mutual fire insurance were read, a memorial meeting for the late William Cullen Bryant, who was for a long time secretary of the association, was held.

Private Car Line Inquiry.

Washington, Feb. 22.—The private car line inquiry was resumed by the Stevens sub-committee of the house committee on interstate and foreign commerce. A. Runion, counsel for the Armour Car Line company, made an argument against federal control. He maintained that private cars were not instruments of interstate commerce within the meaning of the law and that the icing of the cars was not a part of such commerce.

Miles Will Not Reply to Mrs. Davis.

Boston, Feb. 22.—General Nelson A. Miles, inspector general of the Massachusetts militia, said that he did not intend to make any response to the letter which Mrs. Jefferson Davis recently made public, in which she charged General Miles with perpetrating cruelties as custodian of her husband at the close of the civil war. General Miles said: "The letter is so offensive in its character as not to call for any reply."

Berea College Fined $1,000.

Richmond, Ky., Feb. 22.—Berea college was fined $1,000 for violation of the Day act. This is the law passed by the general assembly of Kentucky at its last session prohibiting the coeducation of the white and colored races. Berea college has for fifty years conducted a school and college for the education of all youth of good moral character. The case will be taken to the supreme court of the United States.

Platt-Elias Suit Dismissed.

New York, Feb. 22.—The suit of John R. Platt, the octogenarian millionaire, to compel Hannah Elias, a negress, to return to him $685,000 which he alleges he gave to her during a period extending over twenty-five years, was dismissed by Justice O'Gorman in the supreme court. In dismissing the suit Justice O'Gorman said the case was absolutely without evidence to sustain Platt's allegation that the money was obtained from him by means of threats of bodily harm and exposure of their relations

Something Wanted.

A bachelor, old and cranky, was sitting alone in his room. His toes with the gout were aching, and his face was o'erspread with gloom, no little ones' shouts to disturb him—from noises the house was free. In fact, from cellar to attic 'twas as still as still could be. No medical aid was lacking; his servants answered his ring, respectfully answered his orders and supplied him with everything. But still there was something wanted, which he could not command—the kindly words of compassion, the touch of a gentle hand. And he said, as his brow grew darker and he rang for the hireling nurse, "Well, marriage may be a failure, but this is a jolly sight worse."

Acquitted on Poison Charge.

New London, Mo., Feb. 20.—The jury in the case of Dr. T. Jones Watson of Denver, Colo., charged with killing his wife, returned a verdict of not guilty.

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 man 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 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 stiumlated 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 haphazzard 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.