

THE PRESIDENT IS TODAY IN-DUCTED INTO OFFICE.

100.000 PEOPLE IN ATTENDANCE

SPLENDOR OF OCCASION WAS IN CONTINGENT EVENTS.

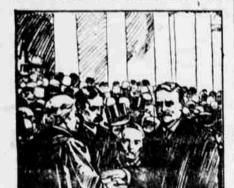
CEREMONY WAS VERY SIMPLE

Dignity and Splendor of the Ceremony by Which the Four Years of the Presidential Year are Commenced. Osborn. President's Address.

Washington, D. C., March 4 .- The Kyle Boyer. ceremonies which make Theodore Roosevelt of New York president of the United States for the next four years were performed today with all the dignity and splendor befitting such an occasion. A half hour earlier in the day Charles Warren Fairbanks of Indiana was inducted into the office of vice president. Fully 100,000 people thronged the open space and streets to the east front of the capitol where, after receiving the oath from tor of the church had charge of the Chief Justice Fuller of the supreme court, President Roosevelt delivered his inaugural address. As the last the family and many beautiful flow syllable fell from the president's lips ers were displayed. Interment was of applause.

The official hour for the commencement of the exercises was 11 o'clock, at which time the president left the a lodge. white house for the capitol, accompanied by the congressional committee of arrangements, and escorted by the members of the department of the Potomac, G. A. R., and a detachment of the United Spanish War veterans. William Klesau, also the team of black Long before this time the streets were filled with what appeared to be the whole of the population of Washington. To the many hundreds of the local population were added many thousands of visitors who came in on for at the postoffice at Norfolk, Neb., excursion trains last night and this morning.

The inaugural ceremonies proper were of the same simple and imprssive character that have marked such



Depot street to Chas. Hanson for \$650. Joseph Mass, who has been taking a course in an Omaha business college, returned Saturday and will be employed in the general store of his

VERDICT OF GUILTY. Philip Beck has moved to the Lund

place on the river. Fred Schereger, jr., moved to Elgin Monday. Mr. and Mrs. E. F. Hans took their

daughter, Miss Nora, to Omaha Tuesday for treatment for appendicitis. Carl Schulz moved here the first of

father, O. H. Mass.

the week from Norfolk and is employed in the harness shop of J. R. Gardels, recently purchased from C E. Flores. J. E. Sanders, the merchant-miller,

shipped a carload of his cereals west Monday

Four carloads of hogs were shipped from here Monday by J. J. Hughes, T. C. Osborn, Frank Sabotka and John Sam McAllister has moved to Til-

den and has rented his house here to

Samuel Hash, who arrived from Old Virginia Saturday and landed at Tilden, has come to Battle Creek to live. Alex Cox, who has been at Spear-Batttle Creek Saturday.

Funeral of Dr. Kiesau.

The funeral of the late Dr. William Kiesau was held this afternoon from the Methodist Episcopal church, of which he was a member, and the pasobsequies. There was a large attendance of the friends and neighbors of and he stepped from the rostrum, 100,- in the Prospect Hill cemetery. Dr. 000 voices rose in a prodigious note Klesau was a member of the Norfolk lodge of Odd Fellows and also of the Sons of Herman lodge, but neither order took part in the ceremonies as

#### New Funeral Car.

The new funeral car of Sessions & Bell was used yesterday for the first time at the obsequies of the late Dr. horses that John Krantz had secured especially to haul the car.

#### Letter List.

List of letters remaining uncalled March 7, 1905:

Nve. Cannall, Mrs. Gertrude Case, A. N. Nelson, Leo Shire, Mary Wright, Guy Willis.

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.

# Given a Surprise.

Friends of Miss Anna Miller gave Thomas remove the body of the dead her a pleasant surprise party last girl from the Thomas home to the evening at the home of her parents, river. Mr. and Mrs. H. H. Miller of South Third street. The event was in the nature of a farewell, Miss Miller leaving today for Bellwood, where she will Pierce.

THE NORFOLK NEWS: FRIDAY MARCH 10 1905.

MANY TRAGEDIES GROW OUT OF

FORMER NORTH NEBRASKAN The Conviction of Charles Thomas,

Who Lived Near Verdigre for Six Years After the Murder, Has Created a Number of Sensations.

Des Moines, Ia., March 7.-The hard | ter of Miss Martin, Mrs. F. E. Davenhand of justice long defrauded of its port, who left yesterday for Kansas. rights seems to have descended with awful force on everybody connected with the Scofield murder case. It has teachers of north Nebraska who meet taken almost six years to bring in annual convention in Norfolk dur-Charles Thomas to a conviction of murder; but from the moment of his conviction, tragedies have been oc- of the association meeting, promises curring almost hourly and where the end will be cannot be foreseen.

Thomas' aged father was at home ill when the verdict was returned. awful shock to him and he has hovered between life and death ever locate in Norfolk with his string of fish, S. D., this winter, returned to since. His death is almost certain as fast steppers, in case stall and stables a result of the shock.

# Mother and Wife Collapsed.

fainted at the announcement of the most certain that there will be fast verdict, and, although restored to consciousness, had to be helped from the court room, and has been in a condition of utter collapse ever since.

The mother of the murdered girl. after brooding over the sorrow of her daughter's mysterious death for more than five years, had it all brought back to her with quadrupled force during the trial, and she, too, old and broken, has collapsed at her home at Macksburg, and it is doubted whether she will ever get well again.

# Murder and Suicide.

Fred Hoffman, a restaurant keeper. crazed by his interest in the trial, lost his mind completely, and murdered his former wife and then put a bullet. through his own brain. There is no doubt whatever that he was driven to insanity by his interest in the trial. He raved incoherently over it for days together, and threatened to kill the lawyer for the defense: finally starting on the expedition that proved fatal to both himself and his divorced wife.

The end is not even in sight. The state is getting ready for a series of perjury prosecutions against witnesses for the defense, and the next grand jury, it is expected, will indict as an accessory to the murder at least one well known man whose name has been mentioned constantly as having helped

# THURSDAY TIDINGS.

B. Kloke was in Norfolk today from ars Rasmussen was in town from

Are You Satisfied With the Business You Do?

be Nebraska, Sioux City, South Dakota and a part of Minnesota. The wedding of Miss Daisy Martin and Mr. Roy Reed, both former Norfolk people, which is to take place at

the bride's home in Atchison, Kas., on March 15, will be attended by the sis-Extensive arrangements are being made for the entertainment of the ing the last week in March." The de-

clamatory contest, which is a feature to be unusually interesting and warmly contested. J. P. Wright of David City, who was

here for a few days investigating the bles has written that he will probably are arranged. In case Mr. Wright does not decide to locate in Norfolk, The mother of the young man is local horsemen have a number of

> horses here during the coming summer. The Fremont Tribune learns that there are thousands of dead fish lying on the Banks of the Elkhorn river near that city, some of them measur-

ing as much as three and four feet in length. It is said that the fish can be found in all the fields where the flood of last week extended. It is believed of the finny tribe was the severe freezing weather, which froze the water in the stream almost solid, and others met their fate when the ice broke up and ground them between

the chunks. Dr. and Mrs. P. H. Salter entertained a number of friends at their home on Koenigstein avenue last to none. night in honor of Mr. and Mrs. William Blair of Denver, who have been Advertising Has Come to Be a Scivisiting at the home of Mr. and Mrs. W. H. Butterfield and who are to

leave soon for their home. There were six tables, with the game "500" for fun. A novel scheme was provided in serving. Every time a game was won, the player was given five chips. At the close of the playing a menu card was given to each, with the prices of each article of refreshment upon it. According to the number of games that had been won, then, was the supply of lunch which the guest received.

At the meeting of the Norfolk fire department last night the new consti rules were laid over for final action at the next regular meeting a month hence. A number of important chang-

es in the laws are in contemplation

could devise means to do it. Any man would be willing to pay a perlus. 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.

is one who, by his skill in presenting ing but write these headlines. But the selling points of the goods at hand, The news of his son's guilt was an proposition of a racing track and sta- is able to make sales which otherwise would not be made. If a high-salaried have been "Do You Need an Undernot otherwise have been sold, he little petter off, while his young wife other owners interested and it is al- employer than an ordinary fellow. to see what sort of bargain he can sesalesman'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 salesthat the cause of the death of so many eral thousand people at the same time. salesman, may be so clever that it or it may be so commonplace, so unskilled and so devoid of effective presentation that what it says will appeal

# ence and a Fine Art.

An advertisement must contain reasons why the reader will find it to his advantage to buy the articles advermore and no less than a printed con- tive to the taste and the purse of the versation, such as the salesman would and seriously, to a prospective buyer. IC if it is to bring the best results. It can not ramble if it is to bring re-

line, two separate articles any more easy to see why "fans" would not look than a salesman dare try to sell, in tution and by-laws of the department the same breath, two different things. were read and in accordance with the If must be clean-cut; rid of superflu- corner of the paper today for clothes ous literature; sharp, definite and con- pin bargains, if that corner contained vincing.

No ad, will pay which is not so writ-

There are few business men who | ten over their ads., men who have rewould not increase their trade if they ceived no returns and guit investing in space because "it didn't pay," are not effective. The reason is evident. The general reader, who perhaps reads centage of the increased profit for the the first few lines from pure curlosity, sake of maintaining the new stimu- 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 A good salesman or a good solicitor large salaries for experts who do nothan advertiser will often head his discussion with a line which sava "Cold Weather is Coming," when it should salesman did not sell things which, shirt?" The man in need might and were it not for his presentation, would might not care whether cold weather he will read the lines that follow just was coming or not. It is a cinch would earn no more money for his though, that if he needs an undershirt And if it were not possible to make cure. If he does need an undershirt people buy things which, but for the or if it happens to be a dentist's ad that tells him his aching tooth can be

# He Will Visit the Advertiser.

pulled painlessly,

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 posman or a solicitor, which talks to sev- sibly use. If they fail to do that, it is new salesmen that are needed and An advertisement, like a human not a different method of advertising. If nothing but the goods advertised were sold as the result of an ad., then will create a demand for the goods that ad. surely would not pay. It is and wonderfully increase the sales; 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 altised. An advertisement must be no ways something newsy, clever, attracreader, can be made to pay and to speak if he were talking, earnestly pay well. It stands to reason that advertising MUST NOT BE SPASMOD-

If a baseball column in a newspaper sults. It can not cover, in the same was printed but once a month, it is to that column when it did, periodically appear. It logically follows that a housewife will not look at a certain bargains but three times within a

year. The readers must be trained to

# attack of paralysis and his family fear that he may not be able to recover. The paralysis is on but one side of his body.

H. Lodor, who returned vesterday from Cincinnati, has accepted a position as traveling salesman for George Beller, Sons & Co., wholesale distillers of that place. His territory will



PRESIDENT ROOSEVELT TAKING THE OATH.

Arriving at the capitol the president was taken to the president's room until all was ready in the senate cham- house ber. Promptly at 11:30 o'clock the president, escorted by the congressional committee and the vice-president- street elect, who was escorted by Representative Crumpacker of Indiana, emerged into the senate chamber. The hall was filled with a distinguished assemblage that included members of the diplomat corps, senators and representatives, judges of the United States su- of the said polling places from 9 preme court and a multiplicity of others who had the floor privilege for the day. In the galleries were seated several hundred persons, mostly the iwves and daughters of the dignitaries who filled the lower floor. The supreme court judges took their places at 11:50 o'clock and immediately afterward the president took his seat in front of the president of the senate. President of the senate Frye declared the senate of the fifty-eighth congress adjourned, administered the oath of office to Vice President Fairbanks and handed the gavel over to him. The vice president made a short inaugural address, after which the procession moved to the east front of the capitol, where, on the stand prepared. President Roosevelt took the oath of office, administred by Chief Justice Fuller, and then proceeded to deliver his inaugural address, which follows:

Battle Creek.

Bernard Risk arrived home from California Saturday.

Mr. and Mrs. John McKnight of Meadow Grove were visiting here Sunday, at the home of their daughter, street. Mrs. Clarence Pratt.

J. A. Wright has sold the 320-acre Howard farm near Tilden to Theodore Ott. Consideration, \$16,000.

Wm. Dittrick has bought a 160-acre pasture four miles west of John Ott's. Otis Willy, Otto Willy and Wm. Butler, who have been living north of the river, have moved to Page, Holt county.

John Jost has sold his dwelling on

spend a portion of the her sister.

# Notice of School Election.

Notice is hereby given that at the annual election to be held in Norfolk, Norfolk today, Nebraska, on Tuesday, April 4, 1905, there will be two persons chosen as members of the board of education of the school district of the city of Norfolk, Nebraska, at which election the voting places in the various wards son on business. will be the same as for the city elec-

events since the birth of the nation. tion as follows: First ward, at the city hall.

Second ward, at the West Side Hose

Third ward, at the residence of An- the city yesterday, ton Buchholz, No. 431, South Fifth

Fourth ward, at the Fourth Ward Hose house.

All the resident voters of the district outside of the various city wards will vote at the city hall polling place. The polls shall remain open at each o'clock in the forenoon until 7 o'clock in the evening of said day.

Dated at Norfolk, Nebraska, this 7th day of March, 1905. Miner C. Hazen, Attest:

S. R. McFarland, Mayor. City Clerk.

# Notice of City Election.

Notice is hereby given to the quali fied electors of the city of Norfolk, Nebraska, that the annual election of said city will be held in the different wards, of said city, on Tuesday, April 4, 1905, for the purpose of electing know when he left what surgeon one mayor, one city clerk, one city treasurer, one city engineer, one police judge, one councilman from the First ward, one councilman from the condition aside from the appendicitis, Second ward, one councilman from with which he has had six attacks. the Third ward, and one councilman from the Fourth ward.

The voting places in the different wards shall be as follows: First ward, at the city hall,

Second ward, at the West Side Hose house.

ton Buchholz, No. 421, South Fifth

Hose house.

The polls in each of the said places shall be opened at 9 o'clock in the forenoon and remain open until 7 occupied as a pool hall, and will open o'clock in the evening of the said day. Dated at Norfolk, Nebraska, this There are four brothers in the firm 7th day of March, 1905.

Attest: Miner C. Hazen, S. R. McFarland, Mayor. City Clerk.

Hartington.

Oscar Peterson was here yesterday from Madison.

Oscar Dutcher of Plainview was in

J. K. Hartung of Verdigre was in Norfolk today.

L. A. Fisher was in Norfolk foday from Oakdale. William Woods arrived from Madi-

William Krotter was in Norfolk to-

day from Stuart. Mrs. N. Matzen was in Norfolk to-

day from Tilden.

Mrs. J. N. Short of Wayne visited in

M. B. Festis was in the city on business from the county seat. W. B. Donaldson was a visitor in

the city today from Pierce. Dan Shear was a Norfolk visitor

from the county seat yesterday. Mr. and Mrs. Hoffman and Mrs. Sni-

der of Winside were in Nrofolk today. W. E. Garrison and John Uppfalt were in the city yesterday from Stan-

Miss Laura Durland and Miss Allen, trimmer for Durland Sisters, returned from St. Joseph, Mo., last night

Fred Biedinger of Humphrey was in Norfolk at noon today enroute to Bonesteel.

C. J. Lodge left Norfolk today for Omaha where he goes to submit to an operation for appendicitis. Mr. Lodge will be operated upon at St. Joseph's hospital, although he did not would do the work. He expected that within a day or two the operation would be performed as he is in sound V. A. Light is erecting a new cot tage on South Seventh street.

The Johnson Dry Goods company is installing a large gas light on the street in front of their store.

Mrs. John R. Hays entertained twenty-four young married ladies at Third ward, at the residence of An- a delightful 1 o'clock luncheon today. Failing otherwise to open the sewer an opening is now being dug in front Fourth ward, at the Fourth Ward of the Vail candy kitchen to relieve the drainage pipe of its obstruction. Brock Bros. have leased the Eble building on Norfolk avenue, until now a restaurant in the city next week. and they come from Clear Lake, Iowa. L. H. Paul, an old settler in Madison county who lives near Norfolk, was can always be relied upon. For sale

laws will be adopted before they are finally effective. There was a good attendance of members and a deep interest in the meeting was tak en. The annual election of officers will take place at the next meeting and this with the final action on the new laws will call for an increased attendance at that time. It was reported that the donations from prop-

erty owners during the recent fire in which the two Krug buildings were destroyed amounted to about \$80.

Congressman and Mrs. Burton L French of Idaho arrived in the city yesterday afternoon and are guests at the home of Mr. and Mrs. W. G. Baker on Madison avenue. They expect to be here until tomorrow when they will leave for their home in Moscow, Idaho Mr and Mrs French were at Washington for the inauguration ceremonies last Saturday and pronounce it the most brilliant affair of the sort that has yet been known in America. "The western cowboys," said Mr. French, "made quite a hit in Washington and were having a good time

when we left." Mr. French introduced a large number of bills at the session just closed, most of them pertaining to forest reserves, river improvements and the like. Idaho, he says, is probably the state most interested of all in the irrigation proposition, and will receive most benefit from the development. Mr. French expects that an extra session of congress will be summoned for next October. The beef trust investigation is being vigorously pressed but is not in definite enough shape to prompt discussion set. The Mormon affairs.

also, will be investigated during the coming summer and will be brought up for action next winter. "We have had a busy but pleasant year," said Mr. French.

# Nothing to Fear.

The question of injurious substances in medicines which has been agitating the minds of many people, does not concern those who use Chamberlain's Cough remedy. Mothers need have no hesitancy in continuing to give it to their little ones, as it contains absolutely nothing injurious. safe to give small children, but is a medicine of great worth and merit. It has a world wide reputation for its cures of coughs, colds and croup and stricken yesterday morning with an by eLonard the druggist.

and some amendments to the proposed ten as to create a demand for the article or articles advertised. Every ar- it.

> ticle 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

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 read The News every day in the week 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 tising. It will not only gain new pabe gained. The heading must be so trons but it will increase the patronage worded as to attract the attention of of former ones. Advertising is not 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 adver- business man invests for the sake of tisement whose headline indicates that getting more out of it than he puts there is relief to be found for those into it. It is paying one dollar for the pedal extremities. Likewise a housekeeper will follow down the wording many times more than that. 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 This remedy is not only perfectly tendency to create a demand for that method of satisfactory growth. And particular shoe, just as would the newspaper advertising is the most say that the shoe was of fine shape, through this medium more people and which many business man have writ- any other method that can be devised.

expect to find ads, worth looking at, before they will take the time to do

#### 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 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 advera 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 purpose of making two or three and

# 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 cut, for instance, will denote that the not content to run along, year after ad, tells about shoes. But if the cut year, in the same channel and never is a picture of a well shaped, stylishly grow in trade, will find advertising the made, substantial shoe, it will have a surest, quickest and most dependable words of a salesman who took time to economical in the world today because up-to-date, hand-sewed and durable. | more territory can be reached, and in The so-called "catchy" headings an interesting way at that, than in