

TO BUILD UP LOCAL TRADE

DISCUSSION OF DEPARTMENT MAIL ORDER HOUSES.

ORGANIZED SHARPER GANG.

Northwestern Nebraska Farmers May be Interested in Knowing That There is a Gang of Grafters Working Through the West.

The following article was written by N. N. Carr, editor of the Home Trade Advocate:

An organized gang of sharpers are working in the farming districts of the west. Their method is to interest some responsible farmer in a neighborhood in stock foods which they handle, and for the sale of which they appoint "agents."

Merchants in small towns should not conceal their lights under the proverbial "bushel." They may have in stock better goods than the mall-order houses, and sell them at lower prices.

A mail-order bank started in St. Louis less than a year ago, and now on the list of frauds issued by the government, received more than two and a half millions of dollars from residents of small towns and farming districts.

The rural telephone is a great factor in the farmer's business these days. Business men of a town should also make it an important convenience to themselves.

A manufacturing concern which pays in wages from fifty to one hundred dollars a day is a desirable thing in any small town. Would it not be just as beneficial to devise means of increasing the money spent in the town to a similar amount?

Buy it Now.

Now is the time to buy Chamberlain's Colic, Cholera and Diarrhoea Remedy. It is certain to be needed sooner or later and when that time comes you will need it badly.

BROKE LOCKS ON THE JAIL

SHOE THIEF WAS LET OUT OF IMPRISONMENT.

PAL CAME TO HIS ASSISTANCE.

A Stranger Who Had Run Against a Former Policeman as Salesman in a Dry Goods Store, Was Caught in the Act and Arrested.

[From Tuesday's Daily.] There was a jail delivery in Norfolk last night. A shoe thief, caught in the act of taking a pair of boots from the Johnson Dry Goods company store, had been arrested and jailed for the night.

adjoining cell but the lockbreaker didn't offer to let him out.

The prisoner in the other cell saw the face of the man who broke the jail open and said that he could identify the man easily but in a roundup of eight hoboes this morning the proper party and the shoe thief were not found.

Salesman Was Former Cop. The shoe thief didn't know, when he entered the Johnson store yesterday afternoon, that he was running up against a former Norfolk police officer with a record for handling bad ones.

The eight tramps arrested this morning were later run out of town. There were four cripples in the bunch. They all carried pretty good sized jags.

The jail breaker at first offered liberty to Irving Prout, the prisoner in the adjoining cell, but Prout refused to accept the offer. Then the jail breaker drew a gun from his bosom, pushed it into the face of Prout and commanded him to keep still.

PENSIONER OF REVOLUTION

ONE REMAINING CELEBRATES NINETY-FIRST BIRTHDAY.

RECORD OF SOLDIER HUSBAND.

Widow of Noah Damon is the Only One Now Drawing Money from the Government and She Has Been Confined to Her Bed for Nearly a Year.

Montpelier, Vt., Aug. 1.—At her home in Windsor county, this state, Mrs. Esther Sumner Damon, the last on the roll of federal pensioners as a widow of a soldier of the revolution, celebrated her ninety-first birthday today.

"Ant Esther," as she is familiarly known, is the widow of Noah Damon, whose service as a revolutionary soldier is shown by the records in the bureau of pensions to have been as follows: Six days, from April 19, 1775, in Capt. Tucker's company; twenty-five days, from April 17, 1777, in Capt. Seth Sumner's company; Col. Benjamin Gill's regiment; two months, five days, from May 15, 1777, in Capt. French's company; Col. Jonathan Titcomb's regiment; two months, twenty-one days, from Dec. 10, 1777, in Capt. Thomas White's company; Col. Edward Proctor's regiment; two months, twenty-five days, from April 9, 1778, in Capt. Benjamin Lapham's company; Col. Jonathan Reed's regiment, one month, seven days, from July 26, 1778, in Col. Benjamin Howe's regiment; nine days, from Feb. 5, 1779, in Capt. Abner Crane's company; Col. John's company; Col. Gill's regiment, and eight months, from May 11, 1780, in Capt. Caleb Champney's company, widow survives him.

Damon entered the service as a minute man when about sixteen years of age. He was nearly twenty-two when his last record service was completed. His period of intermittent enlistment covered a period of nearly five years and seven months. The irregular troops of the Continental army were assembled and disbanded as occasion required, which explains his frequent changes of assignment to companies and regiments. He was nearly four-score years old when he was married to Esther Sumner, the woman who survives him.

Mrs. Damon has been confined to her bed for nearly a year, and has lost to a great extent the use of her limbs. With the exception of a slight deafness, however, she retains her faculties remarkably. Last April her pension was increased by the government to \$24 per month.

TOO MANY HUSBANDS.

West Union, Iowa, Woman Arrested for Exceeding Matrimonial Limit. Omaha, July 31.—Mrs. Catherine Clark, of West Union, Iowa, has been arrested at Laramie, Wyo., and is being brought back to Iowa to answer the charge of having four living and undivorced husbands. The four husbands of the woman have united to prosecute her for bigamy.

Her first husband, Clark, has a 14-year-old daughter in West Union. The woman's last matrimonial venture is said to have been made through a matrimonial bureau. She has a penchant for June weddings. In June, 1903, she was married in Omaha, Neb., to Charles Christianson, and in June of the next year she was married to David A. Leach, a farmer residing within ten miles of the farm upon which her first husband lived fifteen years ago. She deserted Leach last spring just in time to appear in the role of bride in another June wedding, her fourth husband being a Wyoming ranchman.

Leach was the first of the husbands to learn that the woman was guilty of bigamy. Through a letter which fell into his hands, he found that she had other husbands.

NORFOLK HEADS THE LIST

HER NEWSPAPER'S CIRCULATION LEADS THE STATE.

OUTSIDE LINCOLN AND OMAHA.

A Neat Little Booklet Just Issued by the Press Express Publishing Company of Beatrice Shows That The News Circulation is At the Top.

"The Evening Paper" is the name of a decidedly neat pamphlet which has just been issued by the Press Express Publishing Company of Beatrice, Neb., and one copy of which has been sent to The News. The little story is done up in a handsome and artistic maroon cover while the subject matter is cleverly written and contains many strong truths of interest to merchants and advertisers.

Perhaps one of the most notable features of the book, so far as Norfolk is concerned, is the fact that Norfolk's Daily News stands out as by far the leading newspaper of Nebraska, in towns outside of Lincoln or Omaha. The circulation given in the figures shows that the News leads all others by from 1,000 to nearly 2,000 in circulation. The circulation figures are taken from Ayer's Newspaper Directory for 1905. Since that directory was issued, the circulation of The News has increased over 500.

The booklet says:

The Evening Paper. Today's news today, is the boast of evening newspapers everywhere and, not only is this true, today's news at the only time today that you have time to read, might be added.

This is the age of evening newspapers. The reduction of advertising to nearly an exact science has been detrimental to morning newspapers. The big advertisers, who leave their work to experts, do not patronize them extensively now; instead the bulk of their advertising goes to evening newspapers.

In Chicago the Evening News takes advertising contracts with the guarantee that it has a circulation greater than the combined circulations of the Record-Herald and Morning Tribune. In Kansas City the Star has nearly double the circulation of the Morning Journal. These are only straws that show which way the wind blows.

In Washington, in New York and Baltimore, and nearly every other city of the country the evening newspaper leads its morning competitor by a large margin. The popularity of the evening newspaper is not confined to the great cities. In every city, large or small, in Nebraska, with the possible exception of Lincoln—where the Journal and News combine circulations, giving no separate figures—where there are daily newspapers, the evening daily has the larger circulation. This is equally true in most other states.

The reasons for this preference are not hard to find. In the first place it is recognized that women do four-fifths of the buying, and it is plain that they read the evening newspaper thoroughly and have little or no time for its morning competitor, for evening is their only leisure time. In the morning they are busy with their household duties, in attending to breakfast, in getting the husband off to his work, and in doing the multitude of other things that must be done, as every woman knows. In the evening it is different. After the supper dishes are washed the first thing a woman looks for is the evening paper, and she reads it thoroughly, the personal and other local news, the general news, the editorials and every advertisement, especially the concise announcements of local merchants, giving prices on dry goods, clothing, shoes and other articles she is always interested in.

What is true in this case for the woman is equally true for the man. In the morning his mind is on his work, and if he gives any time at all to the morning newspaper it is only to glance over the headlines. His best attention, his interest and careful thought is reserved for the evening newspaper, which he absorbs when he is smoking his evening cigar or pipe, or at least is sitting at his leisure and looking for something with which to occupy his mind.

We say he absorbs the evening newspaper, and it is true. He digests the crisp, clean-written local advertising and, when he is through, passes the paper on to the next in line, probably the eldest of his children—for the entire family reads the evening paper.

A well known New York advertiser has said: "The shoppers who throng the bargain counters every morning are not the readers of the morning paper, as might be supposed, but the readers of the evening newspaper. I have been convinced of this by dearly bought experience, by reflection, and by consultation with brother merchants. The buyers, one and all, take the evening newspapers, read it, and when their husbands have been shown the bargains advertised, they get the money for the purchase of the things they want. In the morning both husband and wife are busy. The wife has no time to arrange her work so that she can go shopping that day; when she does go shopping she prepares for it the day before."

These are the absolute facts that will not be disputed anywhere where merchants buy advertising with the

care that they make other purchases, for it is well known now that the evening newspaper is the paper that reaches the home and it is therefore the best advertising medium and the paper preferred by both advertiser and reader.

Figures That Don't Lie. The following evening papers in Nebraska lead in their respective localities. The figures give are from Ayer's Newspaper Directory for 1905: Beatrice Express 1,247; Fremont Tribune 1,272; Grand Island Independent 1,028; Hastings Republican 1,250; Kearney Hub 775; Nebraska City Tribune 1,500; Norfolk News 2,138; North Platte Telegraph 300; Plattsburgh News 600; South Omaha Drovers-Journal-Stockman 14,850; Superior Journal 250.

FRIDAY FACTS.

E. A. Bullock went to Lincoln this morning on business.

H. W. Abts and son of Columbus were in the city over night.

D. Rees went to Omaha, Iowa, this morning on a business visit.

Mrs. M. M. Canon and Ralph Canon of Genoa were in the city this morning.

Mrs. George Henkle and two children arrived yesterday from Milwaukee for a visit with Mrs. Henkle's parents, Mr. and Mrs. Fred Klentz, Sr.

Mr. and Mrs. Henry Haveland of Salix, Iowa, were in the city over night.

Judge Douglas Cones of Pierce was a Norfolk visitor over night. He said to a News reporter that the storm did very little damage in the vicinity of Pierce.

A. E. Lauphear of Bristow was in the city this morning on his way to Hartington. He says that crops are looking fine in his part of the country and that it did not storm there last evening.

E. P. Weatherly, commissioner in bankruptcy, went to Pierce on the noon train to hear the case of A. M. Peterson of Plainview who has filed a voluntary petition to be cleared of his debts.

E. B. Overton of Little Rock, Ark., arrived in the city yesterday for a visit with his brother, S. F. Overton, and other Norfolk friends. He was a Pacific express messenger in and out of Norfolk from 1881 to 1893 and is now local agent for the same company at Little Rock.

At the meeting last night of Norfolk lodge No. 46, I. O. O. F., two candidates were given the second degree and one the first, while other applications were acted upon.

The city council has invested in a dozen new chairs for the city building that are individually handsome and strong, and add materially to the general appearance of the rooms.

A party of young people who planned a picnic at Edgewater Park yesterday afternoon and evening were not entirely deprived of a good time. Five young women and two young men of the party were caught by the storm and drenched to the skin, but other members of the party went for them in a carriage and they were conveyed to the Dickover home, where after getting rid of the wet clothing the evening was spent very enjoyably in the company of those who had not ventured out to the park.

The Sugar City Cereal mills has received from Genoa another carload of evidence that Nebraska is not only in the winter wheat belt, but that it is a leader in the belt in the matter of quality. The car contained 1,100 bushels of the prettiest, plumpest grains imaginable, and they stood the unusually high test of sixty-four pounds to the bushel. With such magnificent testimonials to the ability of Nebraska soil and climate in the production of winter wheat, it is very probable that the acreage will be materially increased next season and during the seasons to come.

Postmaster John R. Hays has discovered on his books a law demanding that publishers of daily papers who deliver papers through the post-office over city carrier routes must attach to each a one-cent stamp. To comply with this law would be neither convenient nor profitable to publishers. Subscribers to The News who desire their papers through the post-office will therefore be expected to call or send for them, as they may continue to be delivered to box routes, or through the general delivery, or they may be delivered in the city by The News own carriers whose carrier routes are maintained.

The weather has again interfered with the work of Street Commissioner Richey, but if he is given only a month more of fair opportunity he will have the principal streets of Norfolk in better condition than they have known for years. A number of the streets running north and south and some of the avenues that he has repaired are being given the test by these storms and are found to be good, and with the completion of his system of effort the surface drainage will be subject to admiration. He has commenced a work at the Episcopal church corner that has long been needed and will be much appreciated. Mr. Richey is a street commissioner who believes in running water down hill. Others who preceded him in office were determined to run it up, and it wouldn't work that way.

Want ads telephoned to The News up until 2 o'clock will get in the day's paper.

SURVEYING FOR A SEWER

ENGINEER ROSEWATER SENDS A SURVEYOR TO NORFOLK.

WORK WAS BEGUN THIS MORNING

Civil Engineer Towle of Omaha is in the City, Having Arrived Yesterday, and Will be Engaged for Two Weeks at Securing Lines.

[From Thursday's Daily.]

Civil Engineer Towle of Omaha arrived in Norfolk yesterday and has begun the work of surveying the city of Norfolk, under the contract given to Andrew Rosewater of Omaha, for the purpose of establishing lines from which it will be possible to form an estimate of the cost of installing a sewerage system in Norfolk.

Mr. Towle began work this morning on the Thirteenth street overflow proposition, and is now engaged in making charts which will suggest relief for the sufferers from the gulch surplus on the west side. He estimates that the work will require about two weeks, after which the measurements and figures will be taken to the Omaha office of Mr. Rosewater and placed on blueprints.

In his work here Mr. Towle is being assisted in making the lines. Among these is Mr. McCallum, a recent graduate from the civil engineering department of the state university.

After the charts have been completed, the cost of the sewerage will be known and Norfolk citizens will have a chance to say whether or not they are still anxious to vote bonds for the sewerage. The sewerage would drain the city completely, keep it clean and wholesome and healthy, and would, besides, save an enormous amount of expense that is now being borne by private individuals.

PARDONNER'S FATHER HURT

FATALLY INJURED IN AN AUTOMOBILE ACCIDENT.

GRANDSON KILLED RECENTLY.

Grandfather Meets a Similar Accident and May not Survive—W. S. Pardonner Writes to Norfolk Friend, Giving the Sad News.

[From Saturday's Daily.]

In a letter from W. S. Pardonner of New York city, formerly manager of the Norfolk sugar factory, to Superintendent C. H. Reynolds, Mr. Pardonner states that his father had been thrown out of an automobile at Dayton, Ohio, and it is believed that he was fatally injured. A dispatch indicating the results of the accident is hourly expected by the Norfolk friends of the family.

It will be remembered that only a few weeks ago Wilson Pardonner, the young son of Mr. and Mrs. W. S. Pardonner, was killed in an automobile accident in New York city, and the news that the grandfather is now fatally injured will come with heavy force on the stricken family.

Norfolk friends of the family will hope that the result of the recent accident will not be as serious as is anticipated and that Mr. Pardonner will completely recover.

Hays B. Thompson Drowns.

Hays B. Thompson, formerly a prominent student at the University of Nebraska and at one time a close friend of Miss Ruth Bryan, was drowned in Monterey, Mexico, last Sunday while swimming.

SATURDAY SIFTINGS.

John R. Hays returned yesterday from a business trip to Omaha.

Mrs. O. R. Meredith went to Pierce yesterday afternoon.

Ernest Setzke has gone to Atkinson to work in the hay fields.

Mrs. Jerry Burke of Newman Grove is here visiting her sister, Mrs. E. E. Coleman.

R. A. Klentz went to Levitt yesterday to take a position in the sugar factory.

Ed Lawrence of Sheraton, Ia., is in the city, a guest at the home of Judge J. B. Barnes. He is in the railway mail service in Iowa.

E. P. Weatherly, referee in bankruptcy, has gone to Neligh in the matter of Charles H. Bluelman, who has petitioned for a ruling.

H. L. McCormick and Walter Mark left on the M. & O. train this morning for Winslow where they have a contract to do some lathing.

Mrs. E. T. Tollman of Houston, Texas, and Mrs. O. D. Carnes of Des Moines, Iowa, are guests at the home of their sister, Mrs. E. P. Olmstead.

Mr. and Mrs. Charles Tabor of Defiance, Iowa, are guests at the home of Mrs. Tabor's parents, Mr. and Mrs. J. F. Boeck of East Madison avenue.

George Killan arrived in Norfolk for a visit with his parents. Since leaving Norfolk Mr. Killan has been pretty well over this portion of the world. He has recently been in New York and Cuba.

C. B. Salter and his mother, Mrs. G. B. Salter, are down from Dallas, S. D., where the former has his home. He will remain in charge of the Norfolk business while his father goes to Dallas and has a look over the Rosebud

country. Mrs. Salter was delighted with her visit to the new country and returns with a lively recollection of an enjoyable trip and visit.

Charles A. Madsen of Chicago, formerly of Norfolk, is in the city for a visit with his mother, Mrs. Anna Madsen. Mr. Madsen heads the list in Chicago among representatives of

Neligh Leader; Suit for divorce has been commenced in the district court by Alice Lautenschlager against Jacob Lautenschlager, alleging petty and continuous abuse. She asks for alimony and the restoration of her maiden name of Alice Parker. The material facts are generally denied by the defendant but the admission is made that there are some truths in portions of the plaintiff's petition; that the couple frequently quarrelled, and in this respect each was to blame; admits that he did not take his wife to a Fourth of July celebration and Decoration day services, but was prevented from so doing by duties on the farm. The defense is also made that the plaintiff has on two previous occasions left her home but returned voluntarily and promised to remain but her family influenced her to leave thereafter. The couple were married in February of this year. M. F. Harrington is attorney for the wife and O. A. Williams appears for the husband.

You Must Not Forget

We are constantly improving in the art of making Fine Photos.

Newest Styles in Cards and Finish.

We also carry a Fine Line of Mouldings.

I. M. MACY.

FARM LOANS. Lowest Rates. W. J. GOW & BRO. NORFOLK, NEBRASKA. Money on Hand. FARM LOANS.

She Has Cured Thousands DR. CALDWELL OF CHICAGO. Practicing Allopathy, Homeopathy, Electric and General Medicine. Will, by request, visit professionally NORFOLK, NEBRASKA, OXNARD HOTEL, THURSDAY, AUGUST 3, ONE DAY ONLY.



returning every four weeks. Consult her while the opportunity is at hand. DR. CALDWELL, limits her practice to the special treatment of diseases of the eye, ear, nose, throat, lungs, female diseases, diseases of children and all chronic, nervous and surgical diseases of a curable nature. Early consumption, bronchitis, bronchial 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 in adults, 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, strabismic 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 receives 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, Gout, Pileus, 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 the 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. DR. ORA CALDWELL & CO. Chicago, Ill. Address all mail to Bae Building, Omaha, Neb.