

TO BE NO EXTRA SESSION

NEBRASKA LEGISLATURE WILL NOT BE SUMMONED.

FOR THE INSURANCE PROBING

State Auditor Searle Announced Late Yesterday Afternoon After a Conference With Governor Mickey That There Will be No Special Call.

Lincoln, Neb., Dec. 5.—Auditor Searle announced yesterday afternoon, after a conference with Governor Mickey, that there is not likely to be a special session of the Nebraska legislature called for the insurance investigation.

MADE IT ALL BY HOLLERIN'

Unique Reply of a Fruit Vendor to Question About His Success.

The "Success" magazine contains the following:

This was the reply of a street fruit vendor to a lady who asked him how he had made his money—"Made it all by hollerin'." "You've got to holler," he said, "if you want to do business. Now there was a fellow selling blackberries; his father was a sort of gentleman, and Dan'l he sort of felt 'bout his occupation. He sneaked 'round the alleys sayin' 'Blackberries!' (imitating the boy in a quavering whisper.) Dan'l thought it was very gentlemanly to say it that way, and mebbe it was, but he didn't sell no blackberries until he got to hollerin' 'Black-ber-ries!' like the rest of us. Yes, ma'am, you've got to holler your way through the world if you want to make anything, you just bet!"

This is a "hollerin'" advertising age. A patent medicine maker says that, if he were given ten thousand dollars to start with, he could bottle ordinary water so attractively and, under an impressive name, push it so persistently as a remedy for certain diseases that, in a short time, he would make a fortune, and also a great reputation for his "remedy." People seeing it advertised long and persistently would come, he said, to associate with it powerful medicinal qualities which it never possessed, but the thought acting on the mind would produce such beneficial results that he could easily obtain scores of testimonials for marvelous cures.

Whether this statement is entirely reliable or not, there is certainly the basis of a great truth in it. The influence of keeping persistently before the eyes and holding before the mind the name and qualities of an article is bound to make an impression more or less permanent, so that, when the person thus impressed wants anything in the line of the article he has so long seen advertised, he will, by the law of association, be more likely to get that one which has made such a strong impression on his mind than something with which he is less familiar.

The experienced advertiser knows that the great majority of people are imitators or followers. The tobacconist who advertises that he has sold a million cigars of a certain brand knows very well, whether his statement is true or not, that thousands of people will follow the suggestion he has implanted in their minds and do what others have done, reasoning that what so many others have bought must have merit. The same is true of the grocer, the dry goods merchant, the druggist—all of those who have anything to sell. They appeal to the imagination and to the natural credulity of the people, as well as to their instinct to imitate and follow.

In the days of primitive advertising a large representative dealer in drugs would hire people to go around to drug stores to inquire for a certain article. This fictitious demand would induce druggists to buy the particular article, in order to fill what they thought a real and normal demand. Then, having the thing on hand, they would recommend it to customers, who, hearing its merits extolled, would, in their turn, be induced to buy. The same result is now obtained through advertising in newspapers, magazines and the other ordinary channels of today.

There are a great many inferior articles on the market which have an enormous sale because of ingenious and extensive advertising, while superior articles, for lack of such advertising, remain unsold. Whatever is kept in the background, no matter how good it may be, is distrusted by the masses. Many of us think that we are not influenced by advertising; but, unconsciously, we are. Advertisers know this. They know that the majority of people will call for that which they see extensively advertised. They realize that the widely heralded and "seen everywhere" article will appeal to the average man and woman.

Thousands of people read a particular book, not because it is the best they can find, but because they have seen it so widely advertised and have heard so much talk about it. They take it for granted that a book which has created a demand for so many editions must be the proper thing to read, although it may be nothing but trash compared with other books that have never been even mentioned in the newspapers.

It is conspicuous, persistent advertising that sells. If quality can be combined with effective advertising, success is assured for almost any product. The best toilet soap in the world would probably never obtain a large sale if it were not advertised,

whereas a very inferior article, extensively advertised and pushed on every side by posters and ingenious devices will make its proprietor a millionaire.

If put up in an attractive manner in artistic boxes, tied with dainty ribbons, exposed for sale in handsome stores, and extensively advertised, the quality of ordinary confectionery will be enhanced a hundredfold in the minds of the people, because they will associate its quality with its surroundings.

In these "push or be pushed" days, when wares are thrust in your face at the breakfast table, in the newspapers, when all kinds of devices are used to force your attention to every kind of merchandise, at a time when people are too busy to examine into the real merits of an article, it is necessary to force your goods to the front, or they will remain unsold, even if of a superior quality.

In the early history of the country, superiority alone would force an article forward. The name of George Washington on a barrel of flour, the name of Ames on a plow or a shovel, or that of Maydole on a hammer, was sufficient to force these articles into popularity; but today it would take more than a name, no matter if it did stand for integrity and was a synonym for superiority, to accomplish such a result.

In this electrical age, the man who sells merchandise of any description, unless he has practically a monopoly, must urge his wares upon the market by a progressive and persistent publicity, or he must step out of the profession and let others pass by him.

BAD FIRE AT CREIGHTON

BUSINESS BLOCK WAS GUTTED EARLY TODAY.

FOUR FIRMS WERE BURNED OUT

At 3 a. m. the Blaze Was Discovered by the Telephone Operator and a Farmer Coming Into Town—Burned Till 7 This Morning—Loss \$10,000.

Creighton, Neb., Dec. 6.—Special to The News: Creighton suffered a \$10,000 fire loss at an early hour today when four business houses burned, including the Hanford harness shop, the Balvig shoe store, the grocery store of O. & A. Jacobs and the Greene barber shop.

The fire started in a stove in the Hanford harness shop, it is thought, and was only prevented from spreading further in the town by the hard and untiring work of the local volunteer fire boys, who managed to save a couple of buildings that had caught several times.

The fire was discovered at 3 p. m. by the telephone operator and a farmer coming into town. The night watch did not give the alarm.

The harness shop was all ablaze when discovered. The fire spread and it was with difficulty that the meat market and the saloon just bought by Mr. Neurenburg of Lynch, were saved. The saloon caught several times.

The losses are as follows: Hanford Bros., harness shop, \$2,000; Balvig shoe shop, \$1,000; O. & A. Jacobs grocery and holiday goods, \$5,000; Greene's barber shop, \$1,000. All were pretty well insured.

The fire burned until 7 o'clock this morning.

Killed by Engine.

Oxford, Neb., Dec. 6.—While working in the Burlington yards Joseph Eckman was run over by a switch engine and killed yesterday.

SHIP BRINGS GOV. WRIGHT

PHILIPPINE ISLAND EXECUTIVE ARRIVED TODAY.

ON THE STEAMER MANCHURIA

Lloyd C. Grissom, United States Minister to Japan, and Governor Wright of the Philippines, Reached San Francisco at an Early Hour Today.

San Francisco, Dec. 5.—The Pacific mail steamship Manchuria arrived this morning from the orient. Among the passengers are Lloyd C. Grissom, United States minister to Japan; and Luke E. Wright, governor general of the Philippines.

Mitchell Makes Denial.

Indianapolis, Dec. 5.—President John Mitchell of the United Mine Workers returned to this city rather unexpectedly and presided at the meeting of the national executive board at headquarters. President Mitchell added his denial to that of Secretary Mitchell that a demand is to be made by the miners for a 12 per cent increase in the wage scale, or that he has ever made the statement that any attempt to alter the present wage scale on the part of the operators will mean a strike. President Mitchell says that no prediction of the action of either the miners or of the operators in the coming joint conference is possible.

John Shaw.

Ainsworth, Neb., Dec. 4.—Special to The News: John Shaw died here Saturday and was buried yesterday. He was eighty-five years of age. He died at the home of his daughter, Mrs. A. Oakley. The funeral service was conducted by Rev. O. L. Ramsey.

ANOTHER LOVES HUSBAND

BUT HIS WIFE SAYS SHE DOESN'T CARE AT ALL.

HE WILL GET OVER HIS CASE

Cincinnati Woman Invited Young Lady to Her Home—The Young Woman Fell in Love With Hostess' Husband and Can't Live Without Him.

Cincinnati, Dec. 1.—"Give him time, he'll get over it."

That is the advice Mrs. Marion Hubbell of Hopkins street handed out to jealous wives today. Mrs. Hubbell knows what she is talking about, or thinks she does. Her husband, an electrical engineer, is in love with pretty Miss Vesta Hall, aged 17, of Wilmington, Ohio.

Mrs. Hubbell and her husband talked the matter over Sunday and the wife decided that she would take her chance on her husband recovering from his infatuation rather than get a divorce.

For a week Miss Hall had been a guest in the Hubbell home. She told stories to the Hubbell children, she helped Mrs. Hubbell cook for the man they both love, and Mrs. Hubbell treated her just as she would any other guest.

Sunday Miss Hall returned. Hubbell took her home and returned to his work today.

"I suppose it seems strange to some people," said Mrs. Hubbell, "but I see no reason for separation from my husband just because he is infatuated with a pretty girl. Most men are, at one time or another, and the only difference there is between myself and other women is that I have my husband's confidence. My husband met Miss Hall while in Wilmington last summer, where he boarded with Miss Hall's mother. The girl is full of romance. Her love is a matter of the imagination. Mine is practical. She would never wash and slave for a poor working man and his two children, but Hubbell doesn't know this. He'll wake up some day and our home will be as happy as it was before he met Miss Hall."

"I have wronged neither of these women," said Hubbell himself today. "They are both good, pure women, and their only fault, if such it can be termed, is that they both love so well that neither can give me up. My attentions to Miss Hall since I knew she loved me so passionately have been only those any man would pay to a good girl friend. She simply loves to be with me and near me."

Miss Hall said: "I would rather die than cease to love him; it makes no difference to me that he is married. When he is away from me my life is like the darkness."

GARFIELD ITEMS.

Looks as though we have received our Thanksgiving storm. If it don't look so much like it, it certainly feels like it.

Mr. and Mrs. Geo. Benedict and family ate their Thanksgiving dinner with Mr. Waddell's, of Hoskins.

The Maze, Drevesen, Bell and Benedict schools all began Monday, December 4. All with their old teachers.

Miss Maude Dobbin has returned home from her two weeks' visit with her aunt of Wayne.

Mr. and Mrs. A. A. Bell were in Hoskins Saturday afternoon.

There was church in the Melvin school house last Sunday. Rev. Holmes preached.

Loyd Benedict was home over Sunday with his parents.

Mr. Bells were visiting Mr. M. Benedict's Sunday.

They had a telephone meeting at the Drevesen school house Saturday evening.

We hear that Edd Rotenberg has been building himself a fine house. Is that so, Edd?

HELD HANDS AT BATTLE CREEK

Landlord Best of That Town, and a Servant, are Star Witnesses.

The town of Battle Creek as the place, and Landlord Best of the Best hotel there, and Mrs. Aerial Wolfe, a chambermaid in the hotel, are just now figuring prominently in a highly sensational law suit at Sioux City, in which one P. S. Champlin, a South Dakota farmer, is seeking to recover damages against Edward M. Sinclair who, it is alleged, entertained improper relations with Champlin's wife and who, according to Landlord Best of Battle Creek, held the hands of Mrs. Champlin in that town. Concerning the testimony of these two Battle Creek people, the Sioux City Journal says:

Mrs. Wolfe testified that she accidentally opened the door of Sinclair's room one day and saw Mrs. Champlin in the room with Sinclair. She said she had seen them together about the hotel a number of times and noticed many things of a suspicious nature.

Mr. Best said he saw Mr. Sinclair and Mrs. Champlin sitting on Sinclair's bed together one night, and again saw them holding hands. This, he said, was before Mrs. Champlin was granted a divorce from her husband, P. S. Champlin. Best testified that Sinclair often stopped at his hotel, and from that as a center he would work all of the surrounding territory. He said Mrs. Champlin also made that place her headquarters, and from there she would go to surrounding towns to give art lessons.

In the cross examination Attorney

Fred Sargent attempted to bring out the facts concerning a certain business deal between Best and Sinclair which had not been altogether pleasant. An effort was made to show animosity that arose from this business deal was the incentive for Best offering testimony damaging to Sinclair.

The husband charges that Sinclair was a washing machine factory agent, selling districts, and that he came to the Champlin farm with one district for sale. He alleged that Mrs. Champlin was so infatuated in Sinclair that she later secured a divorce from her husband. The defense is seeking to prove that Champlin did not love his wife and that that is the reason the divorce was secured.

SAVED BUT HE NEEDS \$38.

Lacks Small Sum Required to Redeem Him and Send Him to Sweden.

Thirty-eight dollars is all that is needed to redeem Axel Anderson from the county jail and send him back to his mother's home in Sweden, says a Chicago dispatch. He sits in his cell—a confessed forger—a simple-hearted immigrant, only 19 years old, his boyish face innocent of all evidence of criminal tendencies. In dull patience he waits for the money, though he has a little idea where it will come from as wild birds have of tomorrow's food.

The boy committed a crime punishable by a penitentiary sentence, with hardly a consciousness of the fault. Only the mercy of Judge Kerstan saved the guileless immigrant from the penalty demanded by the law, which was suspended by the court upon condition that he return to his fatherland. But he must be able to pay his own passage before he is released, and this problem seems too difficult for him to solve alone.

Anderson said goodbye to his mother in Goteborg, a small seacoast town in Sweden, last summer, and started off, rich in hope but poor in pence, for the promised land across the water. He landed in New York in July and came directly to Chicago, where his sister, Hulda Anderson, lives. He soon was engaged to Jerome Platt, 328 Dearborn avenue, as houseman.

The \$2 a week paid for his service seemed to Axel a good beginning to a successful career. He attended to his duties faithfully and once each week went out to see his sister, Hulda, who lives on South Central avenue. A little beer was needed to contribute to the homely hospitality which marked these reunions, and Axel was usually sent out to buy it at neighboring saloons. Here he made acquaintances which proved his undoing.

The barroom loungers questioned Axel and learned that he had access to all the documents of the employer. Then it was suggested to him that by using one of Mr. Platt's blank checks, unlimited money could be obtained. On a promise that he would share in the profits, Axel was instructed how to fill out and indorse the blanks.

It may have been merely a vicious practical joke on the young Swede, but the boy, his sense of honesty dimmed at the thought of riches, followed the advice and wrote a check to himself for \$12,350, carefully studying his English wordbook to prevent misspelling. Then—this was October 25—he went to the Merchants Loan & Trust bank and presented the slip of paper.

The teller saw at once that the signature was forged, and Axel was turned over to the police and indicted for forgery.

Despite the conclusive evidence, Judge Kersten declared it was a case for clemency. If the boy was to be sent to Joliet or Pontiac, the court said, he would emerge corrupted—a graduate of a school of crime. Accordingly, it was decreed that Anderson must return home.

ROOMS TO FORGET GREEK

REASON FOR DILLON WALLACE'S RESTLESSNESS.

WILL VISIT ALASKAN WILDS

Explorer is Now in Frozen Country West of Labrador, Which Land He Has Just Finished Crossing on His Wanderings.

New York, Nov. 25.—When Dillon Wallace returns to New York, next April, as he is expected to, he will take a brief rest, and then, it is said, prepare a big expedition to visit the unexplored sections of Alaska. This is the program Wallace laid out before he started from New York to cross Labrador.

"Wallace has the explorer's fever," said Alonzo G. Wallace, his personal friend, yesterday, "and if he succeeds in crossing Labrador I have no doubt that he will prepare to penetrate Alaska."

There is a nunderlying motive in the Wallace expedition that is sad in tone.

"The outside world does not know what that motive is, but the motive is there just the same. It is the propeller of the whole expedition. Some years ago Wallace lost his wife, to whom he was much attached, and whom he can never get out of his life. From the moment she died, the restless spirit set in and Wallace has never found comfort except when on the trail toward some new land."

When the neighbors hear a boy howl when he is getting whipped, none of them are cold blooded enough to exclaim: "Well, they are bringing him up right."

FINE FAIRBANKS AND LUKE

YOUTHS CHARGED WITH SETTING BARN AFIRE, ARE FREE.

THE DIETZ CASE GOES OVER

Man Who Shot Bartie Elseffer Gets Continuance Till Next Spring—Two Divorces Were Granted by Judge Boyd at Madison Yesterday.

[From Wednesday's Daily.]

Earl Fairbanks and Bert Luke, the two Norfolk youths who were arrested last summer on the charge of arson, appeared in district court at Madison yesterday. The county attorney accepted a plea of guilty to the charge of attempting to burn a barn or stable, and the two youths were fined \$25 and costs, each, which were promptly paid. The charge to which the boys pleaded is not a penitentiary offense. It will be remembered that there was considerable excitement in Norfolk last summer over a number of mysterious fires. Luke and Fairbanks were finally traced as the persons who set one fire in a Junction stable. Fairbanks was arrested here and Luke at Fremont. Evidence was lacking so far as other fires were concerned. The boys stated at the time that they started the barn fire for fun.

DIETZ CASE POSTPONED.

Man Who Shot Bartie Elseffer Gets Continuance.

The case of Eugene Dietz, charged with shooting Bartie Elseffer on the Elkhorn river last summer, with intent to do great bodily harm, came up in district court yesterday and was postponed, on petition of the defendant, until the next term of court. The fact that there was some irregularity in the present jury, on account of the annulling of the Tucker jury law, aided in the continuance being granted.

Dietz, it will be remembered, shot and wounded young Elseffer while a crowd of young men were swimming in the river. Dietz thought he had a right to shoot because the boys trespassed on his land, though Elseffer was not on Dietz' land at the time of the shooting.

DIVORCES GRANTED.

George Walters and Nellie Nordwig of Norfolk Secure Decrees.

Two divorces of interest in Norfolk were secured in court yesterday. George H. Walters, a local traveling man, was granted a divorce from his wife, and Nellie Nordwig was granted a divorce from her husband, Carl W. Nordwig, now of Pierce.

MORE COURT NEXT WEEK.

This Week's Session Ends Today, but Jury Cases Come Later.

This week's session of court ends today but there will be more court next week, with jury and criminal cases.

HOSKINS HAPPENINGS.

Mr. and Mrs. J. A. Huebner and Mr. Huebner's father spent Thanksgiving in Norfolk.

Mr. and Mrs. John Ziemer expect to go to Oklahoma for a short visit about December 5.

Miss Lena Schroeder is staying at Gus Schroeder's in Mrs. Schroeder's absence to Lincoln.

Mr. and Mrs. A. T. Houser of Wayne spent Thanksgiving with relatives and friends in Hoskins.

Miss Ethel Weatherholt and Edgar Swanson were visitors in Norfolk between trains Friday.

Mr. and Mrs. John Ziemer left yesterday for Cushing, Okla., where they will visit over Christmas.

G. W. Paddock has set up a bran new stove that is about seven feet high. Guess that will keep things warm.

Ever since Wednesday morning the boys and girls have been having a great time skating, as the ice has been fine.

Andrew Stamm and Chas. Lynn shipped two loads each of cattle to Chicago. Chas. Lynn and Herman Stamm accompanied them.

Mr. Butterfield of Norfolk purchased three horses of Aug. Ziemer, one of Art Kuhn and traded horses with Hayden Hutchinson, and bought two carloads of cattle of Mr. Wooleselager.

Mr. and Mrs. G. W. Paddock, Herman, Chas. and Adolph Yocum, Wm. Jensen, Frank Phillips and Fred Bruckner and Mrs. Wooleselager were Norfolk visitors between trains Saturday.

Mr. and Mrs. Bob Templin and daughters Fern and Esther, Mr. and Mrs. A. M. Avril, and Mrs. Jas. Elliott, Frank and Elma Benser and the editor ate Thanksgiving dinner at Mr. Colbert's.

NOISES CAUSE CONSUMPTION.

The Din of a Great City Said to Bring on "White Plague."

"The noises of a great city constitute one of the most prolific causes of consumption and allied tubercular diseases" was the statement of Dr. Archibald W. Harrington of the P. R. C. S. and specialist on lung diseases, on the occasion of his visit to Chicago yesterday afternoon, says a Chicago dispatch. Dr. Harrington, in company with Dr. Thomas Orr of the same institution is making a tour of America for the purpose of examining hospital conditions on this side of the water. His

long familiarity with diseases of the lungs, his high standing in British medical circles and his wide knowledge of the subject lend special importance to his utterances regarding the great white plague.

"It is a well-known fact," said Dr. Harrington, "that city noises have been a great factor in the production of nervous diseases and the excessively high tension of modern life. The reflex action of their effect on the lungs and other vital organs has, however, been overlooked. A noise is a wound in embryo. It is none the less deadly because it is a wound to the finer susceptibilities. Few people stop to consider the vital effect that a wound to the nerves causes."

Dr. Harrington referred to the direful effect on the brain of a single note played over and over on the violin or piano. "That," said he, "is your city noise. It lacks that element of variety which makes music uplifting. It makes for crime, for anaemic development, for twisted ideas, but it does not have to go through these channels to make for disease. It makes directly for disease in the bodily organism. And more than any other organism of the body, it strikes the lungs. Catarrh, tuberculosis, every lung disease not directly traceable to cold and the weather, will, it is my firm belief, find the basis of their origin in conditions directly traceable to the most dreadful of stimulants, city noises."

KUBELIK MUFFS FINGERS

VIOLINIST WITH THE HEAVILY INSURED DIGITS ARRIVES.

WOMEN BLOW KISSES AT HIM

Each Finger is Insured for \$5,000 and the Company Insuring Them Insists That They be Protected by a Muff, Lest Risk be Run.

New York, Dec. 1.—Jan Kubelik, violinist, was a passenger on the Hamburg-American liner Amerika, which arrived at Hoboken late yesterday. There were 200 excitable women waiting to smother him with greetings. All the German-speaking reporters in New York interviewed him in the same breath, and a delegation of fifty-two representatives of twenty-five Bohemian societies were assembled to cheer him.

The young man blushed when the regiment of women danced about him, blowing kisses from the tips of their fingers. He was saved from their embraces by the ring of reporters forming about him to learn all about his \$50,000 digits and thumbs.

The report was sprung from abroad that Kubelik insured each of his ten fingers and thumbs for \$5,000, the lot for \$50,000.

Kubelik wore a great fur muff over the ten fingers. He says gloves do not keep the pinkies warm enough.

Kubelik's manager said about the muff, that the companies which had insured his fingers insisted on his wearing it, as they would take no chances on the uncertain protection afforded by gloves.

WATCHES FOOTBALL GAME

PRESIDENT ROOSEVELT AND PARTY SEE BATTLE TODAY.

PIERCE BOY IS IN THE GAME

Son of C. A. Reimers Plays With the Team From the Military Academy at West Point—Large Party Left Washington at 8 O'Clock.

Washington, D. C., Dec. 2.—President and Mrs. Roosevelt, Secretaries Root, Taft and Assistant Secretary Newbury, accompanied by a large party, left here at 8 o'clock on a special train for Princeton to witness today's army and navy football game.

A Pierce boy is in the game today. He is the son of C. A. Reimers, and plays with the military academy team from West Point.

Varying Weight of the Body.

A physician points out that several fallacies are common with regard to the weight of the human body. The man who congratulates himself on his gain of several pounds in weight in a given period may have no cause for rejoicing, for he may be under a delusion. Very few persons, says the investigator, have any correct idea of their own weight. As a matter of fact, the weight of the body is continually changing owing to innumerable influences. On a warm day, after breakfast, a man will lose more than a third of a pound per hour. Seventy per cent of the body contains water, and its weight varies constantly. The inference to be drawn from the loss or gain of a pound or two may be mistrusted. Fluctuations of a few ounces are a sign that the body is in a healthy state.

The Growler.

There is nothing easier to acquire than a fretful, complaining spirit. It is a foolish habit to borrow trouble or meet it halfway. Cultivate a cheerful mind and heart, and much imaginary trouble can be avoided.

English.

"It's funny."
"What's funny?"
"That you can never tell whether a woman has a good carriage till you have seen her walk."—Exchange.