## THE UMAHA DAILY BEE.

FOUNDED BY EDWARD ROSEWATER

VICTOR ROSEWATER, EDITOR.

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STATEMENT OF CIRCULATION. ste of Nebrasks, Douglas County, 88.; George B. Tzschuck, treasurer of The Bee Publishing Company, being duly sworn, says that the actual number of full and complete copies of The Daily, Morning, Evening and Sunday Bee printed during the month of April, 1916; was as follows: 16.....42,730 1.....42,600

2..........42,910 17.....42,200 18.....43,360 2.....42,100 20.....42,560 ..........48,840 7.....42,690 \$3.....42,620 \$3......43,100 V . . . . . . . . . 68,060 25 . . . . . . . . . . 42,840 26..........40,830 12.....42,560 13.....42,000 14 . . . . . . . . . . 42,580 Returned copies .......... 10,421 Daily average.....

Subscribed in my presence and sworn to before me this 2d day of May, 1914.

M. P. WALKER,
Notary Public.

GEURGE B. TZSCHUCK.

Subscribers leaving the city temporarily should have The Bee mailed to them. Addresses will be changed as often as requested.

Now, we may safely class Mr. Halley as a nature fakir.

This is house-cleaning and towncleaning season at Oyster Bay.

It transpires that aero exhibitions come high, but we must have them.

on C. O. D. express packages from Chicago?

But what are they going to give us in the place of the daily story on the Ballinger-Pinchot investigation?

coming from a man with dyspensia.

Those democratic senators are being absent at too many critical junctures. Can they explain that away,

It will be hard, anyway, for Oklahoma to go below its standard in selecting a successor to its present governor.

King George V has long been an ardent stamp collector. Probably was the party, have been hailing Harmon more intelligent and substantial early impressed by the Boston harbor stamp episode.

read what the papers say of his poetry, can be no mistaking or discounting of Which shows the poet laureate more the issue squarely drawn. Tom Johnwise than poetic.

different from the way the last George titude toward Harmon let him turn to of the graves of the soldier dead is the trol the smaller unit," the states ought ended his regime.

With the comparative records of March, April and May before it, no wonder congress refused to change the date of inauguration day.

It this contest for the Panama exposition drags out much longer war will be inevitable between New Orleans and San Francisco.

through a democratic governor and a "get him" and another state election grant. If the autoists of Omaha would applied to everything. and a republican legislature.

South Omaha is about to put on the market the biggest bond issue it has ever attempted to float. Must be hurrying to get in ahead of the time when their full population will not be shown tortion the Brooklyn Eagle is able to Omaha must sell the \$6,500,000 water bonds voted last year.

According to Uncle Joe Cannon no one individual could be of special im- but it may be that our methods of meantime the Chicago Tribune is tryportance among 90,000,000 people. But some individuals have made the 90,000,000 believe they were of a great deal of importance.

Governor Shallenberger must be trying to square himself with the bankers by advocating a law limiting the number of state banks to be chartered for the purpose of guaranteeing them against competition.

Guess Governor Shallenberger had alarms them. better call time on that special legislative session proposition. But perhaps the governor was only playing foxy in tising agent is getting in his best for every child of school age in Nestipulating a condition which he knew work, is to overshoot the mark. braska. The endowment of our pubcould not be complied with.

the least. He turns from slapping Omaha is not one this time—are now they knew. yellow journalism in the face to deal paving the way for their "I-told-youthe yellow theater as effective a blow. so" protest by premature complaints. These two public perils go hand in there is in man

Just a Quibble.

ence between option and prohibition." their populations.

As a lawyer by training, although not by practice, Mr. Bryan has a pre- tem, which, of course, calls for a disposition to pettifogging and quib- larger army of enumerators and bling. But it is the substance and not smaller districts, is that it avoids duthe form that counts. There may be plications which the long period ina difference between county option and vitees. The tendency must be toward county prohibition, but the particular shortening and not lengthening the kind of one-sided county option which time in the United States when the the anti-saloonists in Nebraska are de- work of improvement is undertaken. manding, and which Mr. Bryan is ad- A correct census depends wholly on vocating, would work prohibition for a thoroughly systematized organizathe county just the same as a prohibi- tion and it is not strange that this has tion amendment to the constitution not been had in this country where we would work state-wide prohibition, take the count only once in ten years. Mr. Bryan would have it that county It should be remembered, however, option simply gives the people of the that we have never had a census that county a chance to vote, and that it gave complete satisfaction or whose takes an affirmative vote to produce accuracy was not uestioned in some county prohibition. It goes without particulars. saying, however, that the anti-saloonists would not want county option if 19 .......... they did not believe it would give them

county prohibition. 27...... 42,600 spokesman of the Nebraska Anti-Sa- the old world is larger this year than

> proposed county option bill: This is a measure intended to provide for the creation by popular vote of antisaloon territory; it provides for voting the saloons out and not for voting them in. can vote upon the question of becoming anti-saloon territory in order to avail itself of the law-enforcement provisions of this

there is any difference between county course is mutually profitable. option and county prohibition in re-Has anyone in Omaha been buncoed sults, it is a difference in name only, gency fell upon the country, 2,000,000

Ohio Primaries and Harmon.

the recent Ohio primary election was ropean homes, where they could make a severe jolt to the Harmon presi- their American earnings go further. dential boom. The governor lost some One million of them returned, but ground he could ill afford to spare and think of the leavening influence of the Mr. Rockefeller's assertion that we his loss was the gain of his old party 1,000,000 that remained abroad. They eat too much sounds like sour grapes, foe, Tom Johnson. In Cleveland, became practical missionaries for the time around, Johnson's defeat of the and state among their own people. Harmon crowd was the most crush- thus sowing seed that must spring up more than twenty years had been the of living. titular head of his party in that city and the inspiration of Harmon's po- place of this interchange and interlitical aspirations.

Bryan and his more radical wing of peoples of each side of the sea into back to power along the path of old- ing toward that goal of world peace. line issues, must find little to comfort about which we hear so much today. Sir Alfred Austin says he does not them in these primary results. There The new King George begins his fight to whip the governor and his the cemetery on their memorial mis-founded. reign by pardoning prisoners; very forces. If anyone doubts Johnson's at- sion on Decoration day. The marking If "the larger unit has a right to con-Bryan's friends.

If the people can't rule in Nebraska With the tenacious Johnson out to ory of their comrades fresh and fra- sale of liquor it might as consistently democratic legislature, the thing to do intervening before the national cam- put their machines at the disposal of is to go back to a republican governor paign, Governor Harmon's chances of the Decoration day committee for a ington are still purely speculative.

Improving the Census.

Many cities are expressing fear that in the 1910 census and there is quite a strong demand for improvement in course it is a little early to get scared. taking the census can be bettered, although they are this year an advance of previous census years. On the other hand, it is quite possible that some of these cities making so much fuss now are beginning to realize that no census could bring their population up to the fictitious figures they had been claiming. This, and not the knowledge that the count has been radically deficient, probably is what

The tendency in most cities, particularly in the west, where the adver-Omaha has the most painful realiza- lic school system at the time Nebraska tion of this fact in its recollection of Mayor Gaynor is consistent, to say 1890 and some of these cities—though about by men who builded better than

referred to "county option" as "county criticism. In Germany, for Instance, the serious internal disturbance. prohibition." "The editor of The Bee census is taken in one day, instead of has not sense enough," thundered Mr. two weeks, and England devotes very

The advantage of this one-day sys-

Touring Europe.

Seven ocean liners left New York the other day with 2,695 persons That the editor of The Bee did not aboard for Europe, most of them lack so much in common sense is pleasure-seekers, who will spend the buyer has, and then a little. Superintendent Paulson, the paid ship officers say the tide of tourists to \$8............ 42,690 loon league, with reference to their ever and it has been steadily rising for Haakon of Norway and Frederick of Den-

This spectacle, of course, reflects a of the kings of Europe is to call together condition of general prosperity in the the Danes. United States, but it also denotes a Under the operation of this bill the county growing interest on the part of Amerthat has within its limits "dry" territory icans for Europe and Europeans. Every year hundreds of thousands of people from various countries in Eumeasure without endangering the present rope come to the United States to make their homes and in time as they pros-Nebraska has had for nearly thirty per they return to visit their native transportation. rears local option with the incorpor- lands and they, in fact, form a large ated city, town and village as the unit. proportion sometimes in these num-The people of each community now bers of pleasure-seekers, which is a say whether they want to license good omen for the future of interna- hammers him into a state of innocuous appropriation of \$250,000 for this investigaliquor selling or not, and their verdict tional comity. As the American touris final. The proposition to make the ists bring back from the old world accounty the unit is admittedly one to curate knowledge of it and its people enable the people outside of the city and the conditions surrounding them, or town to reverse the verdict inside so these American-Europeans take to of the city or town on this question their native countries American knowl--if that verdict favors license. If edge, ways and ideas and this inter-

In 1907, when the financial strinforeigners who had established homes in the United States, or were estab-Observers close at hand agree that lishing them, went back to their Eu-United States, spreading the gospel of the individual, but I am in favor of such

There is nothing that can take the

A Chance for Autoists.

Over in Chicago a call is being made rope and plunged headlong into the carry the veterans of the civil war to what the Cleveland man said of Har- significant feature of the impending mon's nomination for governor two holiday, and while it has become per- has a right to control the smaller unit." These little inside facts from the soldier is now in his 60s and the ship, the city or the county. of nomination for the presidency, every assistance in keeping the memrestoring his party to power in Wash- few hours next Monday they would have a lot of big credit marks chalked up opposite their names.

By a coup of graceful political contwist the recent Ohio primaries into a her reign until 1901, when she was succeeded victory for the insurgents, with which by her son, the late Edward VII. the system of counting noses. Of element it has the hardihood to class Representative Longworth. In the What is an insurgent?

Mrs. Hyde, wife of the convicted court seeking to land her slice of that \$1,500,000, the residuary estate of the late Thomas H. Swope, showing that tears have not entirely blinded her eyes to the main chance. The murder trial is only the prelude to the real fight.

The semi-annual state school appor tionment figures out substantially \$1 was admitted as a state was brought

The Bee prints a letter written by hand, appealing alike to the worst system seems to have been offered, sane asylum, which contains charges loan and insurance business in Omaha it is wrong and present modern and ecobeyond the suggestion made that the against the management of the insti- since 1881.

mali carriers be employed for this tution that do not read very crazy. In his Washington hall speech Mr. work as best knowing the residences The strange thing is that all of these Bryan tried to divert attention from and places of business of the people, numerous complaints have come up his inconsistency in hiring a small sa- Complaint has also been lodged only since the democratic governor unloon hall for a prohibition speech when against the short period of time al- dertook to make state institutions the plenty of other balls equally capacious lotted to the census, but that, in the spoils of politics, and that prior to that were available by trying to pick a light of what some European countime they seemed to be running with quarrel with The Bee because it had tries do, seems to be a poorly founded reasonable efficiency and without

The New York Evening Post de-Bryan in his rage, "to say county op- little more time to it and those coun- clares negroes are "execuded from pub- in the form of an unbroken interview or tion, for he does not know the differ- tries obtain accurate inventories of lie buildings, railroad stations, theaters and ostracised socially and are free in theory only.' Where, in New York? Certainly not out here.

> Those London physicians who assert that physical exercise is injurious to men of sedentary occupation had better not come to America during base ball season with that sort of talk.

Never mind-the next time Mr. Halley's comet comes around to visit us biography at first hand.

Those Omaha trade boosters are beboosters to make a good impression, have unfastened a Pandora's box that and they know how.

But Will They Reflect?

Pittsburg Dispatch. Both the railroads and the trusts might wisely reflect that the best way to revive business is not to take the last cent the

A Royal Flush Cleveland Pleain Dealer. Three Danish kings-George of Greece mark-attended King Edward's funeral

Prophets Who Should Know. Philadelphia Record.

About all that is required for a quorum

Prophets have always had the sacred privilege of making announcement of evils to come. Somewhat like them, railroad presidents, who are able to make good their own predictions, prophesy that there will soon be further increases in rates of

Fortune in the Making

Louisville Courier-Journal It is explained that even if Jack Johnson desuctude in the first round Mr. Jeffries will get about \$158,000. And if Mr. Jeffrles renders his black antagonist hors du combat a handsome fortune will recompense the gladiator for the humiliation of taking the count. As compared with speculating at poxer, investing in futures at the races or gambling in stocks, prize fighting offers indisputable advantages.

DEMOCRACY WITH PRILIS

Analysis of Bryan's Plan of Smother ing "Smaller Units." New York World.

Mr. Bryan may not be an advocate of national prohibition, but it is difficult to draw a different conclusion from his address before the Catholic Total Abstinence union at Chicago, in which he said: "I would not favor legislation forbidding use of liquor at any time or under any circumstances. I would consider this an cause they are not topics of congressional unnecessary limitation upon the liberty of

protection of society. "There is a great deal of discussion at this time over the unit. That is, as to ing. In Cincinnati the primary de- into wholesome harvests of better whether the power to regulate the liquor throned Lewis G. Bernard, who for thought, of a more advanced system traffic shall be vested in the town, in the precinct, in the county, in the state or in

the nation authority to act on this subject, except as ready made when I took office. My cabicourse between the old and new world it is restrained by a larger unit. That is, net, however, immediately began making These democrats who, opposing and nothing that will tend to draw the that the block, the ward, the city, the pre- their estimates, at my request, for the cinct, the county, the state and the nation should have the undisputed right to exclude the sale of liquor within its limits. as the Moses to lead the democracy friendship. This is one factor work- or fix such restrictions upon the sale of any, they presented to congress this winter liquor as the people of the unit may deem estimates that were \$34,000,000 lower than cruits from the opposition party, even necessary for their protection and welfare. I believe also that the larger unit has a penditures on the Panama canal excludedright to control the smaller one on this as on other subjects."

son had only just returned from Eu- for volunteers to loan automobiles to ing to the manufacture and sale of liquor, but it does not represent the theory of government upon which this nation is

to be abolished, for the nation is a larger unit than the state. If "the larger unit tinue much longer. The youngest old the state is a larger unit than the town-

Mr. Bryan is reversing democratic instifamily circle of Ohio democrats, taken physical fatigue of a march has forced tutions. He is pleading for the right of past year, two or three of the department together with the results of the pri- them to dispense with the old-time the nation to rule the state and for the heads have made cross-sections of their maries, are interesting in connection parade. The veterans are entitled to right of the state to rule the county and own systems that are illuminating. with Harmon's candidacy and chances every consideration of gratitude and the city in matters which belong primarily to the 'individual.

# Our Birthday Book

Queen Victoria was born May 24, 1819.

celebrated her jubilee in 1887, continuing Colonel Michael V. Sheridan, United

States army, is celebrating his seventieth jutant general of this military department. Gould Dietz, Ak-Sar-Ben governor, head give the cost of the articles produced. of the Dietz Lumber company and a lot of other concerns, is celebrating his birth-

medicine from Columbia, and has been acocieties, which he has served as officer, and has also been city health commissioner. Charles C. Rosewater, in charge of the that we now accomplish by better The Bee in various capacities since 1856.

J. L. Adams, sales manager for Lininger and is worthy of the concentrated efforts Implement company, is forty-nine today, of the entire administration. He is a native of Indiana, and has been in

## National Policies

President Taft Discusses Various Policies of the Administration and the Economies Inaugurated.

An extended review and discussion of the policies of the national administration is made by President Taft in an article in the series of conversations had with the writer, George Kiblie Turner, who explains in a foreword that-"This statement is necessarily not a verbatim reproduction, but it gives substantially what he said."

dent discusses the Payne-Aldrich tariff law along the lines familiar to readers of the president's speeches, emplasizing his conviction that the schedules were not all that he wished for in the line of reduction, but the best he could get from congress. "I did not secure all the reductions that I believed should be made," the president is quoted as saying. "The woolen schedule should have been lowered; it was not, bewe will send a reporter up by airship cause a combination of representatives from to interview him and get his auto- the manufacturing and wool-growing sec tions of the east and west thad am ajority in congress which was overwhelming. Not only would it have been useless to try to beat it, but a reopening of the old fight ing showered with bouquets all along between the growers and the manufacturthe line. It is the business of the ers settled by the present schedule would

With characteristic frankness the presi

might have defeated the whole bill, The democratic south, with the northern lumbering states, prevented free lumber another combination of the same section made impossible the lowering of the much criticized cotton schedules. As has always been the case in making tariffs in this country, certain combinations of sectional interests in congress-formed irrespective of parties, upon purely industrial lineshad majorities, which were a matter of fact and must be recognized as such.

The clause in the tariff law authorizing he appointment of persons "to secure information to assist the president in the discharge of the duties imposed on him" by the maximum and minimum sections, is regarded as a long step in the direction of a scientific tariff. "When I signed the La Belle, Illinois, valued at \$250,000, was bill," he says, "I approunced that I held sold at an administrator's sale to the Rethis paragraph to give the president the demptorist Fathers of St. Louis for \$33. right to secure the statistics covering the 000. The property comprises twenty-nine prices and costs of production of goods at acres of land and a handsome residence home and abroad, upon which scientific It will be used for a Catholic theological tariffs must be built. In September I ap- seminary. pointed a tariff board, headed by Prof. H. C. Emery, the Yale economist, to take up this work. At my instruction, they prepared an estimate of the cost of a comprehensive investigation of the kind 1 wanted. I have now asked congress for an tion. I certainly hope it will grant it.

"A thorough investigation of this kind will take between two and three years. It is not unlikely that, in the light of accur ate statistics, we may find that certain schedules in our tariff are too high. If try. To W. M. Lowdermilk and Youthy we do, I shall at that time not hesitate im- Cole, who were married in the early part mediately to recommend their revision."

Supervision of corporations, the railroad young manhood and thirteen reached ages regulation policies embraced in the Wick- of from 67 to 90 years, as follows: Stephen, ersham bill, conservation of national re- 78; Allie, 80; Annie, 79; Adeline, 70; Reuben, sources, postal savings banks, reform of 72; Israel, 72; Wincy, 81, Emsley, 90; Kisey, land laws and the Ballinger-Pinchot con- 88; Alfred, 85; Ransom, 84; Z. H., 72, and troversy are discussed with marked candor. Malvina, 67. These policies are now being whipped into forms of law by congress and naturally command more attention than the measures of administrative economy which Critical Observations of a Lone Star department officers are gradually putting into effect. These measures do not attract the press megaphones at Washington bedebate, yet they are of first importance participated in by representatives from all remarks about in view of the great increase in national mayor and was defeated on the fourth American methods at home, in mart restriction as may seem necessary for the expenses. Regarding the plans for instituting business methods in the executive departments, the results achieved and an ticipated, the president is quoted:

During the last ten years the ordinary disbursements for running the federal government have increased \$200,000,000, an average of \$30,000,000 a year. The appropriations "I hold that every unit ought to have for the year ending June 30, 1910, were alyear ending June 30, 1911. By concentrating their attention on this, and beginning six months earlier than had been custom those for the year before. With the exas they should be to make any comparison of value-these estimates showed a \$55,000. This may be popular doctrine as apply- 000 decrease below the appropriation of

the year before. To make cuts of this kind, it was need essary to make a thorough study of the well as in victory. government's whole system of doing business. It was found to be a very singular one, full of antiquated survivals, reaching back, in some cases, as far as the eighteenth century. Government business is conducted by bureaus; it has grown, whenyears ago when he declared it to be a manently established, participation by the courts should stop upholding the right ever new work has been taken up, by addtrap set by Bryan's enemies to catch the fast aging veterans cannot con- of the people to local self-government, for ing one bureau to another; and there porarily with elements in nowise in symhas been no thorough attempt-as there must be-to take up this aggregation and examine it as a whole. But, during the

The overhauling of the various bureau

of the Navy department, relics of 1840, and If this doctrine is to be applied to the the abolitian and consolidation of divisions of the Treasury department are instanced ficiency and decrease expenses. In the latter department a cut of \$2,000,000 in annual expenses has been effected. In conclusion as a matter of fact, and not as something the president says: "There has been loss in the nature of news, of course. to the government by dishonesty, as was shown last year in exposing the spectacular customs frauds at New York; there has been loss by incapacity of public em-She succeeded to the throne in 1837, and ployes; but the greatest loss has come from the lack of proper modern business organization and methods-so far as they can be applied to government work. To show how little of this there has been, it is only necessary to say that in all the industrial General Phil Sheridan, and is well known expenditure of ters of millions of dollars in Omaha, where he was stationed as ad- every year-there was found not one mod "The United States now has an expendi ture, all told, of over \$1,000,000,000 a year. doctor, has filed partition suits in day today in his happy family of llamas. The savings that have been reported as which are always true. monkeys, parrots, dogs and cats, which he possible by the different departments in has collected on his various globe-girdling various branches of the work run from 5 to 40 per cent. Men who have been Dr. A. B. Somers, practicing physician, active in the administration's efforts for doesn't do this. A two-inch single second hundred come in about half the if congress will co-operate in the employ tive in the various state and local medical ment of experts, probably \$190,000,000 a year can be ent off from public expenditures, sir ply by doing the same amount of work siness department of The Bee, was born ness methods. This means that the cost May 34, 1874, in Omaha. He received his of government can be reduced by more

> "In order to make permanent reforms of the carriage and implement business all his business methods and savings in expendilife, and in his present position since 1856, tures, I have requested, congress to co-William G. Shriver, county assessor and operate with me by establishing a cor real estate dealer, is 63 years old today, gressional committee, which will employ nomical systems to take their place."

The report made to the comptroller under date of March 29, 1910, shows that this bank has

# Time Certificates of Deposit \$2,034,278.61

3½% Interest paid on certificates running for twelve

**Nirst National** Bank of Omaha



#### PERSONAL NOTES.

Pittsburg proposes to erect a monument to Carnegie differing in architectural style from those erected to him by himself.

Mr. Roosevelt is spending whatever elsure time he can get preparing the book he is to write for the Scribners on his African travels.

a year to accept the post of health commissioner of Milwaukee. When Afghan husbands become tealous

of their wives they cut off their noses. Some of the better class of wives who have become well-to-do widows are in the market for artificial noses.

James H. Eckles' country home on Lake

Work has begun at Columbia university on a tablet in memory of the late Charles Follett McKim. The tablet will be placed in South Court, directly in front of the Alma Mater statue in front of the library It is expected that the work will be far enough advanced by commencement day for the unveiling.

Randolph county, North Carolina, boasts of a family which for length of life is said to surpass any other family in the counof the nineteenth century, were born sixteen children. One died in infancy, two in

POLITICS IN NEBRASKA,

Seer. Houston (Texas) Post (dem.). The Omaha Bee says that at the republican hanquet held last week in Omaha

In support of what it claims to be the loyal attitude of republicans of that state toward the party, it says: "The democratic leadership and program in Nebraska holds out absolutely nothing to republicans."

While as a partisan newspaper, The Bee in its zeal for the cause it supports possibly misjudges the measure of unity prevalling among republicans of that state, still it can hardly be contended that the course of democratic politics in the state has been such as to strongly attract rethough dissatisfaction should exist in the ranks of the latter. The emocratic party of Nebraska all along has shown too ready disposition to fuse with any element that offered fusion in order to share the spoils of office, to attract that character of support which stays with parties in defeat as

The democratic party has in the ultimate in both state and national politics undermined its own strength whenever it has turned aside from its true mission and pushed into the background the fundamental principles of government it was founded to uphold, that it might gain favor tempathy with its great aims.

democracy, turning neither to the right nor to the left, and there is always in this country an intelligent independent vote which will come to its support in sufficient numbers to insure it a victory.

A Fast, Not Nevrs.

The Pullman company will fight the ef-

fort to force a reduction of its upper berth

rates. We tender the information merely

Washington Herald.

Let the party uphold the banner of pure

#### SMILING REMARKS.

A man in a mellow condition went into a barber shop and seated himself in one of the chairs: "What's your pleasure sir?" asked the polite barber. "Oh, er-give me a hair cut-and have one yourself."—Everybody's Magazine.

Dr. William Colby Rucker of the United States Public Health and Marine Hospital service has received leave of absence for a year to accept the post of health com-

Dinguss-I did a foolish thing the other

day.

Jigger-What was it?

Dinguss-I didn't know just what might happen when we wen; through the tail of a comet, and I-x-went around and squared up all my debts.

"What makes the trust magnate look "He has just read that the American farmer is very prosperous and he feels that he must have overlooked something." -Houston Post.

"Does that volatile and flirtatious young man really prefer blondes or brunettee?"
"Well, Jim," said Bingleton, as he proudly showed off his first-born, "what do you think of that for a kid?"
"He's some kid, all right, all right," returned Jim, unemotionally,—Harper's

"There's one good thing about a comet scare," said Uncle Allen Parks. "It's the only scare that will start some people to trying to square their accounts on the books of the recording angel."—Chicago Uncle Hiram (at the theater)-Well, Mi-

randy, I guess we'll be goin' now.

Mirandy—But there's another act.

Uncle Hiram—I know there be, but it says on the program act IV same as act II, and I vum I don't keer to see it twice over.

"That is hard to tell; he is so illogical about it."
"How is that?"
"If he prefers a blonde, he keeps it a dark secret, and when he is accused of flirting with a brunette he makes light of it."—Baltimore American.

"Your country calls you!" said the "I hope," replied Senator Sorghum, "that my country isn't really calling me some of the names I hear mentioned in opposition speeches."—Washington Star,

"You are the light of my life," he cried wildly.
Convinced of what she had heard of his of the state, the sentiment ex- he had reference to the moth and the

flame, she went out .- St. Louis Star. republicans will settle any differences they may have within party lines, and when the time comes present a solid front to the democratic opposition.

"Some rich men," moralized Uncle Allen Sparks, "remind me of a boy fishing for German carp. The more of em he lands the worse off he is."—Chicago Tribune.

### THE COMET'S COMMENTS.

W. J. Lampton in New York World, Gee whyzygy! As a high old skzygy, Didn't I throw a scare Into everybody everywhere? And didn't I Make more people look toward the sky Than anything that has come their way

And didn't I kid
The bunch
On the punch
I promised to hand the earth I round its girth?

Vell, I should say

By gum:
They got to thinking some
And they had the scare,
But they couldn't go anywhere
For relief, and so I had
The bunch in bad. They had to stay: simply couldn't get away.

When
They were getting ready to pray,
And turning pale
At thought of my fatal tail,
I swished by
With never a mark on the sky
Or a visible sign
Along the whole starry line—
Not even a smell Not even a smell Of gas to tell Was anywhere in the sky.

y gosh! handed them the josh All right Wednesday night, And when I come again
This bunch will a
And I can roll on
And in as before And scare the whole world some more Oh, say, When a comet can play

Take it from me,

joke like that and get it across shows that man isn't the big boss e is bluffing to be.

## Talks for people who sell things

better the results, of course. Good passed by. ern system of cost-accounting that would copy for one class of trade might be ity; red hot bustling life. Like breeds are a few broad general principles ahead concern and this spirit is re-

more notice than an announcement as by the crowd. advertisement isn't seen it isn't read department stores overshadow

an annual saving this is an immense prize, of advertisements. by crowding the space to its utmost customer when you are selling they are getting bigger value for their face to face

Sometimes even bad advertisements money. Within reasonable limits the pay, which shows what a force adver- very opposite is true. Ten words read birthday. He is the youngest brother of operations of the government-involving the tising is. The better the copy, the are worth more than 10,000 words But the secret of copy is personal-

> very poor copy for another. But there like. If your shop is a hustling goflected in your advertising, the con-Your advertising should be attract agion will spread. The first hundred tive enough to catch the eye. Size customers are the hardest to get; the

was born May 24. 1867. He graduated in economy in the departments estimate that, column card may be made to attract time; the third hundred are attracted big as a sheet of note paper. If your The full page announcements of the and if it isn't read no matter if it small dealer; but there is opening up has 10,000,000 circulation it isn't a great field in Omaha for the attraceducation at Cornell university and Colum- than the entire cost of the federal govern- worth a postage stamp. You are not tive advertising of the smaller shop. bis university. He has been actively with ment in any year before the civil war. As investing in circulation, but in readers This advertising must be done in a new way; it must be pleasing, sincere, The next point is to make your ad- convincing; it must appeal to the invertisement readable. As a rule the dividual who loves truth rather than copy easiest to read is printed in fairly noise; the very antithests of the broad-

large type; one kind of type with a side bargain advertising so common in display heading or two and the read- every newspaper. Don't do merely, No tangible plan for improving the an Omaha inmate of the Lincoln In- He was born in Jollytown, Pa., and has experts to investigate the general bureau ing matter divided into easy para- what the other fellow is doing: been engaged exclusively in real estate, system of the government, point out where graphs. Most advertisers think that your own story that you would talk