

THE OMAHA DAILY BEE.

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STATEMENT OF CIRCULATION. State of Nebraska, Douglas County, 1910...

Table with 2 columns: Circulation figures for various months and years, including 1910 and 1909.

Net Total... 1,315,442. Daily Average... 4,543.

GEORGE B. TZSCHUCK, Treasurer. Subscribed in my presence and sworn to before me this 23rd day of September, 1910.

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

Has anybody here seen J. Ham Lewis? Chicago is making a brave effort at taking its census pleasantly.

That lone policeman of Los Angeles ought to make a hit with the "boys." And yet Uncle Joe Cannon insists he is enjoying life in the same old way.

The Leaning Tower of Pisa is a new hat style. Kilimanjaro comes next. At any rate, the Elkins-Abruzzi matter seems to be temporarily adjusted.

King George V. is said to be a great orator. Why not bill him for the Chautauqua route? Eugene Debs did not leave the republicans and democrats anything to return the fire with; he exhausted the vocabulary.

A woman of 81 has become a student at the University of Ohio. She will not have time to memorize the Greek verb. Those British courts are brutally frank in holding both Crippen and his silly girl victim for the murder of the doctor's wife.

It probably would not be regarded as impertinent to inquire why Mrs. Bellamy Storer decided to revive that affair just now? That Union Pacific train robbery has not yet passed into history. The squabble over division of the reward is still in the courts.

The Chicago Tribune asks if Nebraska hasn't a favorite son to bring out for the presidency this year. Did somebody push him back? That leper who escaped and has been restored to quarantine borrowed \$15 while abroad. Now, who will be willing to take that tainted money?

This prophet who tells that England will some day conquer the United States may be one of those who were forced to pay duty on his diamonds. The World-Herald has assigned to itself the task of setting Mr. Bryan straight. If it ever accomplishes this it will have achieved certain claim to distinction.

Cleveland's population of 560,000, with St. Louis and Boston falling to reach the 700,000 mark, is mighty suggestive as to the possibilities of the next ten years. Mr. Bryan's skill at splitting hairs grows with the passing days. He can see the difference between tweedled and tweedled more distinctly than any other living Nebraskan.

Senator Burkett is now waking up the people in western Nebraska and is making a campaign that causes the congressmen from the Second district even more anxiety. It remains to be seen what Hearst will be in New York, but he is a democrat this year in Illinois. His papers are advocating the election of the democrats in Cook county, though admitting that Roger Sullivan is still boss.

Uniform Rate Regulation.

The conference of governors, mayors and business men called at Topeka by Governor Stubbs of Kansas to make plans for preventing railroad rate increases is one of the really big movements the west has undertaken in late years for the economic welfare of the whole people. It ought to be productive of great good.

The underlying principle of this movement is a uniform basis of rate regulation that can be brought into complete harmony with federal laws and plans. Such a system should be all that is necessary to establish equity and justice between the railroads and the people on the one hand and the state and the nation on the other. Let us not indulge any sophistries about a conflict between state and national authority. The increasing complexity of our political and industrial systems has even taxed the combined resources of state and federal powers, when it comes to that.

This matter does not affect federal control, except insofar as state regulation goes to strengthen and support the powers of the central government. It is simply a matter of each state discharging its own duty and exercising its own right to deal with private corporations doing business within its boundaries, but along lines that reinforce and strengthen the efforts of all the other states. Until such a system is established, we shall never reach the point of safe and sane rate regulation. For the safety and sanity of the system the experience of Iowa, which for twenty years has been regulating freight rates, is all the reassuring evidence we need.

With chief executives of states and cities and business men bent on the one purpose of establishing a fair and reasonable basis of rate regulation in the various states, this meeting at Topeka, which looks as much to the conservation of railroad property as to the rights of the shipper, certainly should result in great benefit, not only to the west, but to the entire country, which has been looking to the west of late for examples in such leadership.

Shift in the Cities.

The census of 1910 as thus far disclosed has effected several changes in the relative standing of our largest cities, and if some rates of increase achieved in the past decade are maintained in the next, still greater exchanges of places will be apparent by 1920.

In 1900 the ten largest American cities were New York, Chicago, Philadelphia, St. Louis, Boston, Baltimore, Cleveland, Buffalo, San Francisco and Cincinnati. So far as the census for this year is given out the ranking does not change until we get to Buffalo. Buffalo drops from eighth to tenth place, according to early reports, being outranked by Pittsburgh and Detroit in turn. San Francisco, which was ninth, is believed to have dropped out of the largest ten, though final results may show differently. Had it not been for its earthquake and fire it would, undoubtedly, have maintained its standing, if it did not advance it, and under the circumstances it has done very well.

Cleveland and Detroit have made the prodigious growths, and should they maintain their rate of increase for another ten years and St. Louis, Boston and Baltimore do no better than they have done in the last ten, Cleveland may have some chance of going ahead of all three of them.

Cincinnati is entirely out of the running with the ten largest. It probably never again will rank as high as it has. By 1920, however, some of the newcomers in the ten largest class may be surpassed, for there is Los Angeles climbing at a startling rate. In 1900 it had 102,000 population. It claims today 350,000, but the census is expected to show at least 300,000.

That city combines all its powers and energies on this one object of attaining a large population. Of course, there is such a thing as a reflex action in this sort of ambition, and that reflex action is more likely in the case of a city like Los Angeles, which is almost entirely without industries, than one that has something more substantial than tourists and sick people on which to depend for expansion.

Slaughter of Human Beings.

The reports of the trolley car collision near Fort Wayne, Ind., are appalling. Out of sixty persons in one car every one was killed or injured the list of dead being thirty-nine. The other car was empty.

As usual in such cases, those who ought to be responsible are evasive in their explanations. "Somebody made a mistake," one of the carmen said. Then it appears upon investigation the mistake was in exceeding normal speed limits. The men in charge of the empty car turned on their full power, attempting to make a certain distance and reach a switch before the other car came. The collision was the result.

Such mistakes are entirely too serious to be passed over. The "somebody" ought to be dealt with in such a way as at least to set up an object lesson against such reckless, criminal disregard of human life. And if the company does not lend every aid in its power to placing the responsibility so that the law may deal with it, it will fail to do its duty. It is another tragic reminder of the necessity for more efficient management of railroads, electric as well as steam. Common carriers often complain at the seeming injustice of public criticism

but, at such times as this, when human lives are snuffed out in a moment because some speed-crazed employe tries to see how fast he can run his machine, we imagine the men at the head of these corporations, themselves, will admit that, after all, public criticism is none too severe. It has done a vast amount of good, especially with reference to steam railroads, which are engaged in a systematic effort to keep down the list of accidents. They are making splendid headway, and the electric lines should fall in with the movement.

After all the explanations of the Fort Wayne horror are offered, we still are confronted by the fact that there was no excuse, and therefore no explanation, for it. It was a useless, needless slaughter of human beings that would have been avoided had the carmen been thinking as much of the safety of the passengers as one, or maybe more, were thinking of breaking a speed record. Have we not gone about far enough with this speed mania? Will we not allow such catastrophes as this to check us in our hysteria? It is not confined to the rails of electric or steam roads either.

Not a Political Question.

One of the reasons urged by the opposition to Senator Aldrich in the populist committee consultation was that endorsement by the populists of a republican candidate for governor might possibly effect the legislative reapportionment, which is due at the coming session of the legislature. This reason is so far-fetched and so unsubstantial in its general nature that it would not ordinarily be given any consideration, but there is always the danger in a campaign such as is now being waged of serious issues being determined by trifles. For that reason it should be made very plain to the voters of the state that the long delayed reapportionment for legislative purposes is not a party issue in any sense of the word. Both the great parties are pledged, directly and indirectly, to redistrict the state along such lines as will give to the people the representation they are entitled to. This ought to be accomplished without any question of partisan politics entering into its consideration. It is merely a matter of justice, and as such should be approached by the legislators for the purpose solely of doing what is right by the people of the state.

The School Bond Issue.

Much heat is being engendered in the discussion over the proposed issue of bonds by the school district of Omaha for the erection and completion of new school buildings. This is unfortunate, for if any question of school government should be approached calmly and judicially it is that of the public schools. The Board of Education and the superintendent of public schools have prepared a very ambitious program, and it may well be questioned if they are entirely justified in their proceedings. On the other hand, the opposition is mistaken in its effort to prevent the issuance of any bonds. The city is pledged to provide properly for the care of its children while they are receiving their educational training at the expense of the public. A number of Omaha school buildings are of the obsolete type and should be replaced. Some of them are positively dangerous and others are merely temporary makeshifts. The shifting of population in Omaha during the past two or three years has brought about problems that are pressing in the matter of properly housing the schools. The needs of the High school are inadequately provided for. It is not enough to say that certain fads and frills of an educational nature are being accommodated to the exclusion of other branches. The public schools must be kept abreast of educational progress, and to do this naturally increases the cost of maintaining the schools. It is certainly wise and prudent to place some limit on the policy of introducing new features into the curriculum, but it is not good management to bind up the system into a strait-jacket. Some temperate consideration of the question will doubtless lead to a better understanding. Portions of the school board's program are indisputably necessary. This should have fair consideration and the balance should be deliberated without passion.

San Francisco Boosters are going about in the most practical way to secure support for their proposed exposition. They have raised a large sum of money, more than was ever invested in an exposition in America, and propose to pay their own bills without tapping the government till. This will commend San Francisco to the public.

A forty per cent increase in the price of a down town corner in one year is fair proof of the development Omaha is showing by actually selling the property. The fact is, Omaha is growing better than even its own residents realize.

The growth of the South Omaha live stock market is a most encouraging sign. It proves the wisdom of the location of the yards and the correctness of the policy pursued by its management.

The conference of governors at Topeka ought to be given much more consideration than it is likely to receive. The fact that such a conference is necessary shows clearly that

Honesty Pays Best

From the Lincoln Star.

There is something insultingly gratuitous in the reiterated suggestion that Governor Schallenberger might, if he had so chosen, have uncovered a whole lot of fraud in Douglas county. If anything were needed to disprove it the result of the recount there ought to be sufficient. But that is not the only evidence we have.

After having looked into the situation there fully through counsel and with the aid of friends in the metropolis, the governor himself declared in his statement to the public, at the time he conceded the election to Mayor Dalmann, that his search of the ballot boxes had not disclosed any material fraud. Speaking of the recount, he said:

"It has been a great benefit to Mayor Dalmann and the rest of the state ticket, in that it has satisfied my friends and the people of Nebraska generally that the many rumors alleging frauds and unfairness in Douglas county were untrue. While it is possible that I might still hope to

the matter of railroad control by the states is not yet settled, and that the issue of the present campaign in the west is not narrowed down to a single question. Some sane men in Kentucky on both sides of the political fence regret the reappearance of Caleb Powers in public life. Even though in some cases willing to concede his innocence of the charges of murder in the Gobel case, they fear his campaign may re-open the old fight and lead to complications anew. His district is normally 15,000 republican, so his nomination practically means election. But there will be many in Kentucky to resent sending a man to congress who spent eight years in prison and was thrice convicted on the charge of murder. The question naturally arises, Was this vindication necessary?

If the question of annexation is to be submitted to the voters at the coming election, it must be divested entirely from any political significance. It is a matter that concerns all the people of both Omaha and South Omaha and should not be entangled with the fortunes of any political party. The Lincoln charter committee is already busy framing a new bill of rights for the government of the capital city, which enterprise commends itself to Omaha. If we are to have any changes in the city charter, it is not too early to begin consideration of the same.

In one way football leads all other studies at college. The coach invariably has his team out for practice long before the other professors have their classes organized. This may argue something as to the relative importance of college courses.

A Georgia judge has taken the position that even if there is such a thing as platonic love between a married man and a married woman, it does not exist when the man gives the woman a pair of silk hose. Um—well, he may be right.

The Record-Herald calls attention of those disappointed that Chicago's growth was not larger to the fact that in seventy years it has come from 4,000 to 2,185,000, which, we admit, is coming some.

The limit of American audacity seems to be reached in a mass meeting of Chicago waiters protesting against the small sized tips they now receive. This is a case of liberty becoming a license.

It is a 100 to 1 shot that if another Ballinger investigating committee were to be appointed no power could induce Senator Nelson to accept the chairmanship of it.

An Uncomfortable Position. Cleveland Plain-Dealer. Nearly every political boss has his ear to the ground all right, and the public has its foot on the other ear.

A Nonpartisan Magnate. Washington Herald. George Gould expresses the sapient opinion that business is to improve whether success aligns on either republican or democratic banner. Another middle-of-the-road man.

Who Cares? Sioux City Journal. The new nationism, according to the latest revised definition, "means nothing but an efficient application to new conditions of certain old and fundamental moralities." Does that allay the apprehension in Wall street?

How Times Have Changed. Chicago News. Railroads are planning to cut to still smaller dimensions the lists of those who are to receive passes. Yet it was not so long ago when many a man was prouder of his railroad pass than of his blood-bought right to vote.

Fact and Assertion Mix. Philadelphia Record. The Fall river mills have been throwing their operatives out of work on the ground that cloth prices were too low in proportion to the price of the material. But for the third quarter of this year their average dividends were 1.6 per cent, a little more than a year ago. It would have been better to let a little of the loss fall on the shareholders.

Playing with Death. Des Moines Capital. He has a strangely perverted idea of the proper use of the life which God has given him who will devote it to trifling with death.

The man who shot the rapids at Niagara Falls Monday in a motor boat played the fool. If he had been unsuccessful he would have been branded as such from one end of the world to the other. Because he managed to come out alive he is made the recipient of a certain amount of unthinking and hysterical applause.

There are hazards enough in the legitimate occupations in which men must engage without insisting that Providence by a wanton gamble with death.

Lines to a Laugh.

"Horses are very sympathetic animals." "Oh, what respect?" "They are generally responsive to a call of 'Whoa!'"—Baltimore American.

"What makes you suspect that Briggins is behind on his board bill?" "The fact that he says 'thank you' and looks perfectly pleased when he gets the neck and wing of the chicken."—Washington Star.

Friend—In your play up to date? Author—Up to date? Why, the subplot to it is used a vacuum cleaner!—Boston Transcript.

"Is Mrs. Gaussip a friend of yours?" "No; she's a friend of my wife's." "Isn't that the same thing?" "Not at all. She feels very sorry for my wife."—Pittsburg Post.

"Dentistry is a profession which logically ought to make all its followers hard up." "I don't see why." "But think! Isn't a dentist's living always one of hand to mouth?"—Baltimore American.

"So you enjoy being married to a suffragette?" said one man. "Thoroughly," replied the other. "Instead of keeping me awake with certain lectures, she puts me to sleep reading her speeches."—Washington Herald.

Truth having been crushed to earth again, lay helpless. "What's the use?" exclaimed Truth, making no effort to rise. "I shan't try to get up until after the election. I got back against a million campaign lies!"—Chicago Tribune.

VANITY OF RICHES.

S. E. Kiser in the Record-Herald. Since he became a millionaire his hasn't been at home at all. Last winter she was in the south, she's going to Japan this fall. She went to Europe in the spring and spent the summer over there. She says next year she's going back; she's never happy anywhere.

I have to stay at home because I need to go to school, you know. It's often homesick, and I wish ma wouldn't care to travel any. She says next year she's going down to Porto Rico and Brazil. And when that trip is done, I s'pose she'll want to keep on going still.

I'd a'nt seem to mind a bit, he's got a girl stenographer. That's going and beautiful, and when I get to see him I see her. She sits beside him at his desk, and sometimes how when ma starts away. He doesn't seem to kick at all or care how long she wants to stay.

I wish that things were different and we'd get poor again somehow. I used to go to public school; but gee, they wouldn't let me now. I'd rather have the little flat that we were happy in before. With ma to cook the meals herself and pa to eat at home once more.

Talks for people who sell things

This might properly be called the Age of Advertising. Advertising has helped to build some of the biggest business successes in the country. It sells eastern goods in the west and western goods in the east; it has brought north and south closer together commercially. It has done more to educate the people in values than any other one force.

The advertising columns of the daily newspapers are the family market place. People no longer go about looking for the things they want—they go to their newspapers as to information as to where they are to be found. Women, before they start on a shopping tour, read the advertising news in their home paper, learn exactly where to find what they want and go there to get it—because it saves time; because they have learned that they can depend upon advertising firms to live up to what they publish, that they will not be asked a cent more than the goods are worth, that they will be given fair and courteous treatment.

Merchants tell me that many women bring the advertisement with them and make their purchases from the list of articles advertised. If you will consider the question a minute, the reason for this public interest in advertising will be clear to you.

The first interest of average men and women are to clothe themselves and their children as well as possible, to have the best and purest of foods on their tables, to furnish their homes as comfortably and pleasingly as possible, to give their children every advantage of education, culture and pleasant surroundings that they can afford.

There is nothing more important to at least 125,000 people in Omaha than knowing how and where to spend their money most advantageously. There is nothing more natural than that they should read the advertising column of their home newspaper for information, to see what you and others have to offer them. How else should they find out? Not from hearsay, surely, not from going from place to place making comparisons.

No, sir, that is not the way people spend money nowadays; there is an easier, surer and better way than that, and the people have learned it. People are intensely interested in advertising because it gives them news of absorbing interest, and they know that before a reputable business man publishes anything over his name he is going to make certain that it is the truth.

Women and men, intent on purchasing something that will add to their comfort, convenience or pleasure, are far more interested in the newspaper columns that tell them how and where to spend their money advantageously than they are in the columns that tell them of the last record in automobile racing. The advertising columns of The Bee are the market place of over 40,000 families.

One hundred and twenty thousand women and men look in the advertising columns of The Bee every day for news and information—women and men who are willing to pay for good merchandise and good service. Will you tell them the frank, open, honest facts about your goods, and why you can and do give good service? Is the good will and custom of 120,000 people worth considering? Is a service of frank, open, honest Advertising Copy worth looking at? Is the help The Bee might render worth a telephone call?

Advertisement for Adler's Collegian Clothes. Includes an illustration of a man in a suit and the text: 'Adler's Collegian Clothes avoid conspicuous extremes, yet meet all the demands of fashion. These are the representative, modish clothes of America. Decidedly above the average in quality, style and individuality, they are the garments preferred by men who know the requisites of good dress and carefully discriminate. Foremost dealers in all sections of America are showing our overcoats, suits and raincoats at \$15.00 to \$35.00. Our style book will thoroughly post you. Mailed upon application. David Adler & Sons Clothing Co. Nobby Clothes Makers Milwaukee'.