

THE OMAHA SUNDAY BEE
 FOUNDED BY EDWARD ROSEWATER
 VICTOR ROSEWATER, EDITOR.
 BEE BUILDING, FARNAM AND 17TH.
 Entered at Omaha postoffice as second-class matter.
TERMS OF SUBSCRIPTION.
 Sunday Bee, one year, \$3.50
 Saturday Bee, one year, \$1.50
 Daily Bee, without Sunday, one year, \$3.00
 Daily Bee, and Sunday, one year, \$3.50
DELIVERED BY CARRIER.
 Evening and Sunday Bee, per month, 50c
 Evening, without Sunday, per month, 25c
 Daily Bee, including Sunday, per month, 50c
 Daily Bee, without Sunday, per month, 35c
 Address all complaints of irregularities in deliveries to City Circulation Dept.

REMITTANCE.
 Remit by draft, express or postal order. Only 3-cent stamps received in payment of small accounts. Personal checks, except on Omaha and eastern exchange, not accepted.

INCLOSURE—34 Little Eastern.
 Chicago—34 Hearst building.
 New York—Room 1108, 286 Fifth avenue.
 St. Louis—503 New Bank of Commerce.
 Washington—72 Fourteenth St., N. W.

CORRESPONDENCE.
 Communications relating to news and editorial matters should be addressed Omaha Bee, editorial department.

NOVEMBER SUNDAY CIRCULATION
43,353
 State of Nebraska, County of Douglas, ss. Dwight Williams, circulation manager of The Bee Publishing company, being duly sworn, says that the average Sunday circulation for the month of October, 1913, was 43,353. DWIGHT WILLIAMS, Circulation Manager.

Subscribed in my presence and sworn to before me this 14th day of December, 1913.
 ROBERT HUNTER,
 Notary Public.

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

Governor Metcalfe says it isn't so. That ought to settle it.

Strap-hanging has almost come to be regarded as a near-necessary evil.

Thus far none of those Frisco "insiders" have offered to put it back.

The lost Mona Lisa has been found. We knew the want ad would do it.

Columbia, S. C., has a school for training waiters. Geo. they don't need training.

These are the days when Santa Claus' list of good children grows by leaps and bounds.

"Joy Cometh in the Morning," runs the old hymn, but it was written before the advent of the joy rider.

Beware of the "good friend" who is always looking for a chance to cash in your friendship to his advantage.

Villa says he will eat his Christmas dinner in the city of Mexico. The question is, "Where, then, will Huerta eat his?"

A woman has been convicted of manslaughter down in Saunders county. She had no unwritten law for her defense.

The ancient and honorable game of wrestling is another one that has suffered from the effects of "invisible government."

"What has become of your old-fashioned colonel with mustache and coat?" asks an exchange. Gone to the barbers.

The "last white hope" is said to be on his way from Australia. Hope of what—stringing a lot of easy marks at the box office?

President Wilson is pictured by a friendly newspaper as a sphinx, which probably will strike the correspondents as an artistic joke.

Auto owners want severer penalties for borrowing cars without first asking leave. Sort of an auto loan-shark law is evidently called for.

Say this for him—Mr. Taft is not one of those ex-presidents who go about with a grin because another man is in the White House.

The theatrical press agent who is able to put all that white slave sob stuff across ought to have his salary raised regardless of the box office receipts.

John Furrow Mitchell's election as mayor of New York City at the age of 33 shows that a young man may accomplish if he ties up with the right crowd.

The announcement of a serial story entitled "The Trail to Yesterday," by an ultra politically progressive paper does not mean it has become reactionary, we take it.

The comforting information is furnished that eggs selling for 45 cents a dozen in Omaha would command 75 cents in New York—if there is any comfort in that.

In enumerating the many advantages held out by Omaha, do not neglect to mention the privilege of breathing the finest atmosphere in the world nearly every day in the year.

As Mrs. Ella Flagg Young has accepted the position of educational editor of a great newspaper, we take occasion to welcome her to a profession that affords her opportunity for getting back at the naughty politicians without jeopardizing her job.

Two Viewpoints.
 Divine law and human society always have seemed at variance in their attitude toward the fallen woman. Society's double standard for the masculine and feminine requires no elaborating and it scarcely needs to be said that it runs counter of a rule found in both old and new testaments. Two notable examples of the application of this rule are those of Rahab and the Magdalene, both of whom, according to sacred writ, became instruments of distinguished service to God. When the hosts of Israel finally prevailed against the walls of Jericho and entered the city to destroy it and its inhabitants, they were divinely commanded to spare the one wicked woman, Rahab, whose house had been converted from a carnival of shame to the refuge of Joshua's spies. The transforming power of the faith that took hold of the woman figured largely in the triumph of Israel and those of the new dispensation affirm that the former sinful woman became "an ancestress of Christ."

Tissot's graphic pictures of the "Life of Christ," present a striking view of the woman "taken in shame," whom the ungracious, vaunting Pharisees held up to contumely before the Great Teacher. The picture shows Jesus bending over a balustrade and writing in the dust that had accumulated on a bench below, the woman standing by and about her a group of men. Tissot offers the theory, not as accepted truth, but merely speculatively on the suggestion of others, that what Jesus wrote was first the name of the woman and opposite it those of the men who had sinned with her. As each man's name appeared, he advanced to see it, turned ashamed and walked away. This continued until every man had gone and then came the challenge as recorded in the scriptures, "He that is without sin, let him cast the first stone." But it is not recorded that any stones were cast. Beside the name of the woman had in turn appeared that of every man present.

And what real, definite progress have we made in our varied attempts at meeting this social problem? Segregation, proscription, raids, arrests and expulsion all are tried with about the same vain result. But society's attitude toward the unfortunate, individually, remains substantially unchanged, apparently unaffected by these two startling examples from the Bible. Perhaps we may expect no tangible advances toward what men lightly call a solution until we more nearly catch the proper view-point in approaching the personality of the problem.

Dr. Elliot's Vision.
 Harvard's venerable president emeritus sees only a race of degenerates one hundred years hence in the United States, our degradation being complete morally and physically as a direct consequence of the present "factory system" in vogue. Admitting the immense development and progress achieved through this system, Dr. Elliot declares its cost has been more than we as a people can afford, because it eventually will destroy us as a virile, dominant race.

The trouble with this vision is that it comprehends no solution of our social and industrial problems, nothing but defeat, surrender and ruin. Are the problems of the "factory system" the first grave problems the American people have ever had to solve? Are they more serious than some we have met and conquered? Potentially, human slavery was destructive to a nation, especially a free nation. As Lincoln said, we could not exist half slave and half free. So we made the subject race free.

Any one of many problems with which we have wrestled might produce moral and physical degeneracy if we submitted abjectly to them, but we are not going to do that. We are going to gather new strength through continued conquests, just as we have been doing since the beginning of the nation. The very fact that Dr. Elliot and the rest of us are awake to the menace of certain evils and to the task of correcting them is sufficient security for our faith.

Independent Colonies.
 England spent a billion dollars and twenty thousand lives to conquer the Boer republics. Not a rod of land or a shilling's worth of personal property changed ownership from Boer to British as a result of the conquest. Moreover, the Boers are now running that country in their own way and with a freer hand than they had before the conquest. When they were nominally independent of England a protest by the British government carried much weight with them. Now that they are nominally a British colony, they snap their fingers at England, knowing she cannot coerce one of her colonies.—Saturday Evening Post.

What is true of Boerland is, in a measure, true, undoubtedly, of every other British colony, notably so of Canada. While, of course, England has no thought or occasion for overt offense at Canada, she would have to nurse it if she had. Canada is prominently only a nominal British colony. She does not even contribute substantially to the English treasury, her chief remittances being those to the army and navy. Canadian loyalty to the mother country from a sentimental standpoint is not the subject of doubt, but existing relations leave the province with about as free a hand in the domestic affairs

as if it never had owed allegiance to the crown, and the last thing Mother England ever would think of would be the chastisement of her large western offspring.

Indeed, so proud and self-reliant is Canada that she refuses to let England dump the flotsam and jetsam of her breadline onto Canadian territory, as witness this incident which occurred a few years ago. Canada was calling loudly for men to work on its farms, when two shiploads of England's "idle army" veterans steamed up; they were not even permitted to land. "We want workers, not loafers or objects of charity," said Canada. And the ships returned with their cargo to London and Liverpool. Imagine such a thing happening if Canada bore such relations to England as the Boers did under Oom Paul; or imagine the former Kruger government displaying such a bumptious spirit toward the mother country. No, conditions are different, and much better for the colonies the way they are. England does not have to be taught now the need of a considerate attitude toward her provinces.

Out with the Bath tub.
 Eureka! Sound the tocsin! No one need longer be a victim on the altar of high cost of living unless he is self-immolated, for the place to save the raise on everything else has at last been located. All we have to do is to go back to nature, and cease indulging the luxury of baths.

For this we have no lesser authority than a physician with a perfectly good medical diploma, the editor of the useful monthly periodical called Health Culture. According to this doctor, who does not object to being known by his right name, which is Dr. Elmer Lee, "bathing is an acquired habit, unnecessary and even harmful," because "man is an air animal, not a water beast, and the bath tub is an enemy in the house." Worse than that, "a bath tub is expensive, and adds to the toll of women, while bathing begets false security against disease, weakens and injures the skin, extracts bodily energy and magnetism and entails on society a needless habit." The only thing the distinguished doctor seems to have overlooked is the inexcusable waste of time spent in the bathtub, which might be devoted to useful and profitable employment.

It is needless to remark that no one could calculate in advance how much of the high cost of living would be cut off by abandoning the bad habit of bathing. In initial construction, the bathroom is usually the most expensive room in the house, taking its size into consideration. Remember, too, the "robber rates" exacted for water used, and for gas or other fuel to heat the water, to say nothing of recurring plumbers' repair bills. Back of that is the needless investment in reservoirs and pumping machinery and operating power to supply the water that is wasted on baths, for if man is an air animal, the air bath can be had without one cent of tribute to any greedy monopolist.

It is a fair inference, we take it, that the iconoclastic doctor refers only to external baths, and that there is no serious objection from the medical standpoint to the continued use of water in limited quantities for internal washing, either as an original beverage or as a chaser.

Property in Patterns and Designs.
 It is a common acceptance that the stimulus of reward is the motive power behind genius just as it is behind other forms of enterprise and effort. The whole theory upon which the granting of patents and copyrights and the registering of trademarks is built is that by making it certain that he who sows will reap the fruits, if the crop is successful, for at least a limited period of time, will make the yield bigger and, in the long run, scatter the benefits.

With all such practically applied theories the question presents itself where to draw the line. A big fight was waged in congress a few years ago to decide whether the composer of a copyrighted piece of music should have a right to exact a royalty for its use in the phonograph. A recently largely attended convention of manufacturers, merchants, importers, designers and trade associations held in New York took preliminary action for prevailing on congress to enact suitable legislation to protect property in designs and styles. It is pertinently asked why, if the inventor is entitled to stop infringement, the person who produces an exclusive pattern or design should not have redress if it is stolen and copied.

Strangely enough, the acuteness of the issue grows out of the unsuccessful litigation of typefounders trying to prevent pirating of exclusive setting designs held not to be patentable or copyrightable under existing law. It is believed that the entering wedge has been found in the act of congress remitting duties on foreign articles brought into this country for exhibition at the forthcoming San Francisco exposition, and protecting the pattern, model or design of such articles under penalties for attempting to copy, imitate or reproduce. For our part, we see no good reason why, if property in design be recognized in foreign-made objects displayed at the exposition,

property rights should not be to the same extent accorded to patterns, models and designs which are the products of our own people's talent or genius.

Why American Athletes Win.
 Why do American athletes eclipse all others? The question is raised chiefly in Europe, where so many of our laurels are won. It does not bother us very much over here, for what we are chiefly concerned with is winning. As pragmatists, who believe that the test of the pudding is in the eating, we simply dismiss the matter by concluding that as we win most of the contests we must be the best athletes and accept that as the answer.

But Europeans, especially our English cousins, being better winners than losers, taunt us by saying that, though we win a good deal, we are not all Americans, but merely transplanted Englishmen, Germans, Danes or some other class of Europeans. Many of us are, and are proud of it. But the fact is, our supremacy in Olympics is not to be thus lightly dismissed. The World's Work cites that of the twenty-four American Olympic victors in 1908 only one was foreign-born. Then in 1912 came the capping of the climax in the sweepstakes triumph of Jim Thorpe, a full-blooded Sac and Fox Indian, about as pure an American as could be found.

No, Americans are entitled to their reputation of the world's best athletes, and their supremacy is doubtless due to their method of training, a new and interesting comment on which is made by A. G. Spalding, the multi-millionaire base ball magnate. His theory is that our whole success is to be found "in the kind of training that comes with the playing of America's national game," and he believes other races will never equal us as athletes until they take to base ball as we have perfected it. No game or sport ever devised makes the same well-balanced demands on mind and matter that base ball makes, and that lies the secret of its permanent and ever-increasing popularity and influence.

The chief concern of the opponents of university consolidation down at Lincoln seems to be a fear that the buildings on the present campus may be a total loss. But, of course, the situation is nothing of the kind, for the poor and outgrown buildings are a total loss now, while the serviceable ones will continue to be serviceable for something. Douglas county has just torn down a court house which represented an investment of a quarter of a million dollars to make way for a new court house costing a million and a quarter.

Senator Cummins is not particularly taken with either of the currency measures before the senate, but thinks that with certain abuses of the present system corrected our currency, as it is, would be good enough for him. A lot of people not attracted by the asset currency idea are inclined to agree with the Iowa senator, but have not been talking out very loud for fear of being called reactionaries.

All the property in Nebraska of all the express companies operating in this state is valued by the State Railway commission at \$150,007. If that is what the investment really represents, the express companies ought to be able to earn fair returns notwithstanding the competition of the parcel post.

The head of Washington State university is removed because his ideas are not progressive. We have had other cases where university professors were removed for expressing ideas that were too progressive. It's a wise college professor who knows how to keep in the middle of the road.

Whether congress responds to the popular appeal for a monument to commemorate the name and service of Lieutenant Colonel Gaillard on the Panama, the canal structure will last for a while as a monument in part to his work.

Everyone will agree that a free bridge between Omaha and Council Bluffs would be a desirable thing. The quickest, and probably the cheapest, way to get it, however, would be to make the present bridge a free one.

Harper's Weekly pictures the Wall street money king with four sets of arms to indicate his multiplied power of reaching for more. A human centipede with hands instead of feet would fit the idea still better.

With all his skill and practice in revising water rates, our Water board boss ought to have no trouble in figuring out a revision of convention apportionment that is perfection itself.

Still, however useful they may be for expediting the transaction of public business, roller skates are not likely to become as popular with the payroll brigade as automobiles.

Looking Backward
This Day in Omaha
 COMPILED FROM THE FILES

DECEMBER 14.

Thirty Years Ago—
 S. Johnson, the jewelry jeweler, at the corner of Harvey and Thirteenth streets, announces his regular opening of holiday goods.

The Women's Christian Aid association acknowledges contributions. Mrs. M. R. Barr is president and Mrs. J. Gardner Haines secretary.

Dr. Darrow, accompanied by his brother, has gone to Virginia to marry an accomplished daughter of that state. A reward will be paid for a dark bay pony, strayed from the residence of A. Koch, 222 Farnam street.

"The Devil's Auction" made its first appearance in Omaha at Boyd's and is described as "a transposition of 'The Black Crook' and some of the 'Humpty Dumpty' tricks and situations."

The Minneapolis & Omaha has put in a new timetable and announces "This road runs on central meridian time, twenty-four minutes faster than city time."

A telephone has been built from the city to the poor farm. J. Murray Fairchild, the electric light expert, made a test of about fifty of the lamps in use here. Mr. Fairchild has been working with the lamps and has succeeded in considerably increasing their luminous power.

Fancy creamery butter is quoted from 25 to 35 cents a pound.

Twenty Years Ago—
 Edward F. Fack, assistant manager of the Omaha Elevator company, discredited claims of Kansas City grain men that they would suffer unfairly from the raise in Burlington grain rates and explained that for years Kansas City had enjoyed a differential against Omaha's rival territory. Omaha was through the raised rate only getting a chance at its own.

Senator W. V. Allen, after commending the action of President Cleveland and Secretary Graham, with reference to Hawaii, left for Washington to resume his duties in the upper house of congress. Miss Maggie Kane of Chicago was the guest of her cousin, Mrs. M. J. Dowling, Leslie Marnaduck, brother of the former governor of Missouri, was in the city. He resided at Sweet Springs, Mo.

Patrick Egan, an old citizen, whose foot was crushed by a Vinton street motor car so that amputation became necessary, died as a result of the injury and shock.

Mrs. Maria R. Thomas, 67 years old, died of influenza at St. Joseph's hospital.

At 4:15 p. m. the new underground telephone system was placed in operation at the new telephone exchange, marking an epoch in local telephony. President Casper E. Yost of the Nebraska Telephone company, surrounded by many prominent men locally and from abroad, presided at the installation.

Ten Years Ago—
 The city council discussed the matter of selecting a city electrician to succeed Mr. Patton, who retired. Mayor Moores had been holding off from making an appointment, he said, because not wholly satisfied with any of the long list of names before him. The council was contemplating making a recommendation to the mayor.

William Ward died of old age at the residence of his daughter, Mrs. A. P. Pierce, 275 North Twenty-fifth street. Mr. Ward was born in Sheffield, Eng., and resided in Omaha for forty years, working as a machinist in the shops of the Union Pacific up to five years before his death. He was 82.

The Board of Fire and Police Commissioners dispensed with its regular evening meeting because of the illness of Mayor Moores, ex officio chairman of the board.

It was decided to hold the funeral of Charles J. Price the next day at 2 p. m. from the home, 210 Dodge street, under direction of Rev. T. J. Mackay.

The directors of the Board of Trade Building company held a meeting at which a dividend of \$10 per share was declared on stocks payable January 15.

Miss Helen Cady and Allen M. Robinson of Denver were married at the home of the bride's parents, Mr. and Mrs. F. Cady, 266 South Thirty-sixth street, by Rev. T. J. Mackay, Miss Faith Potter, as maid of honor, was the bride's sole attendant, while Edward Robinson, brother of the groom, attended him as best man. The couple left for a fortnight's trip, expecting to return and spend Christmas in Omaha, before proceeding to Denver to reside.

Running the Panama Canal.
 Springfield Republican.

Five thousand permanent government employees in the Panama canal zone, after the canal begins business, is the number said to be required, and the soldiers of the garrison are not included in the estimate. The operating staff of the Panama railroad, however, is included. The figures make clear that expense will eat up any possible profit on the investment and there has never been any profit in the least possible if the canal were to be loaded with interest charges on the hundreds of millions invested in it.

Boosting the Race-track.
 Pittsburgh Dispatch.

Government officials' enthusiasm in inducing southern boys to turn corn into hogs must have been inspired by the observation of the immense field for that enterprise afforded by the old style race-track.

Passed-Up.
 Washington Post.

Since he has passed up the New Year's handshaking no one can doubt any longer that President Wilson doesn't care a hang about a second term.

People and Events

The lure of a pension roll knows no sectional bounds. Nearly 60 names of bogus pensioners have been scratched off the confederate pension roll of Alabama, and 100 others are under suspicion. Easy money is irresistible to the shady-minded.

The girls have the speed score for capturing and marrying a man down to twenty minutes. The record was made at Jeffersonville, Ind., the Gretta Green of the Ohio valley. To beat this score calls for an auto, a minister and the stickup system.

A municipal-owned electric light plant in the Argentine section of Kansas City, Kan., brought down the corporation-owned competitor to the price level of 6 cents per kilowatt hour. The managers of the city plant believe in giving consumers benefit now, leaving posterity to hustle for itself.

People in portions of Scranton, Mahoning City and Mahoning Valley, Pennsylvania, have an epidemic of the sinking feeling, because large slices of the earth are sinking into abandoned coal mines. The coal barons have taken all they could reach and the supporting props, snapping like pipstems, let surface property into the holes.

Postmaster General Hurison serves notice on would-be Naabys that the habit of the faint of booze in the breath automatically closes the door on their hopes. Candidates for postoffice who show familiarity with goods stronger than grape juice cannot get a look-in at the post-office pie counter. Honest, now, could Texas reform go further without a shooting-iron?

To turn a spotlight on the force of law enforcement against speed mania in New York one auto owner went to jail for twenty-four hours rather than pay a fine of \$20, but he blew in that sum and more in giving his jail associates an afternoon luncheon. A woman took the jail treatment for a whole day and saved \$25. "The money will pay my garage bill for a month and keep my car in gasoline," she remarked cheerily as she tangred out of the Tombs.

MUFFLED KNOCKS.
 Once in a while you see a tie that looks worse than chin whiskers, but not often. It is a funny thing that good luck always follows a man who combines brains and industry.

Every rose has its thorn. The most hideous girls are those who have been kissed oftenest before you get a chance at them.

If people would stop to remember that St. Peter can't read English they wouldn't put so much stock in an obituary notice in a newspaper.

Every time you look at some men you wonder why some genius doesn't invent a safety razor that can be used on the inside of the nose.

Every man likes to tell how much he would give away if he had \$1,000,000. But he wouldn't do anything of the kind. He would hog every dime.

The old-fashioned man who used to get better mad when he lost a game of checkers now has a son who can lose \$100 playing duces wild and never even shrunt.

You can't please everybody. If a baby is raised on the bottle half the neighbors have a kick coming and if it is raised the other way the other half are indignant because the fool mother is killing herself.

There isn't much charity about endowing a home for indigent airship engineers or a retreat for superannuated smoke inspectors. Charity is doing what your heart prompts you to do. If you see a shabby little kid looking eagerly into a store window, slip him a nickel. That is charity.—Cincinnati Enquirer.

SECULAR SHOTS AT PULPIT.

Chicago Record-Herald: Rockefeller (III.) clergymen have denounced the styles of clothes that are worn by women. The women will continue, however, to let some Frenchman decide as to the clothes they shall wear.

New York World: In that happy day about to dawn, as Dr. Myron T. Souder predicts, when ministers of the Gospel after their sermons will lay aside their vestments to umpire base ball games, muscular Christianity will wear a mask and teach the players to respect the preacher's will.

Boston Transcript: Cardinal Gibbons in a sermon reported from Baltimore said he never wished to see the day when the church shall receive government aid of any kind either for the construction of sacred edifices or for the stipends of the clergy. His platform is one all men of all faiths in the United States can stand on. Cardinal Gibbons seems to have seen occasion for repeating what in his well known opinion, that church and state should keep apart. Presumably he has detected some movement which he wisely deems it his duty to antagonize. From every standpoint his course is commendable.

St. Louis Republic: A prominent Methodist bishop is quoted as having warned the people of a certain congregation against putting their trust in lean men. The lean man, he says, "takes himself too seriously, is inclined to be hypercritical and to regard himself self-appointed inspector of the universe." The good bishop draws conclusions too sweepingly. There are lean men and lean men; some lean, perhaps, through meanness, others through heredity or chronic illness. We protest against the generalization that because a man's waist line is scant his character is warped. The old dictum that "nobody loves a fat man" should not be heaved so abruptly as if there was nothing to be said on the other side.

GRINS AND GROANS.
 "Going to make many Christmas presents this year?"
 "You bet! It's cheaper than buying 'em."

"I thought that girl would become a social snail."
 "So did I. But she missed it by marrying a Prince of Good Fellows instead of a King of finance."
 —Baltimore American.

Willsie-Paw, what is a slave to fashion?"
 Paw—"A man who has a wife and some grown daughters, my son."
 —Cincinnati Enquirer.

"That ponderous person takes himself very seriously."
 "No," replied Miss Cayenna. "He doesn't take himself seriously. He is merely trying to persuade others to do so."
 —Washington Star.

Mrs. Knicker-Does your husband know how to lick Mexico?"
 Mrs. Becker—"He started to tell me, when he heard a burr in the cellar and pulled the sheet over his head."
 —New York Sun.

LIKE A CRADLE, ROCKING.
 Helen Hunt Jackson.

Like a cradle, rocking, rocking,
 Silent, peaceful, to and fro—
 Like a hindoo's sweetest drooping
 On the little face below—
 Hangs the green earth, swinging turning,
 Jarless, noiseless, safe and slow;
 Falls the light of God's face bending
 Down and watching us below.

And as feeble babes that suffer,
 Toss and cry and cannot rest,
 Are the ones the tender mother
 Holds the closest, loves the best;
 So, when we are weak and wretched
 By our sins weighed down, distressed
 Then it is that God's great patience
 Holds us closest, loves us best.

O great heart of God! Whose loving
 Cannot hinder, do not cross;
 Will not weary, will not even
 In our death know be lost—
 Love divine of such great loving
 Only mothers know the cost—
 Cost of love which, all love passing,
 Gave a Son to save the lost.

THE STEINWAY
As a Christmas Gift

Aside from its sentimental value, the real charm of a Christmas gift lies in its usefulness and permanency. There are Steinways in service today that were given as Christmas presents more than fifty years ago—that have been handed down as heirlooms from one generation to another. About them cling Christmas memories dearer than those associated with any other object in the household.

The beauty of its rich, sympathetic quality of tone, its resonant, harmonious bass, its sparkling mellow treble, its instant response to your moods, make the Steinway more than a mere piano.

It is like an intimate friend who has shared in your happiness and trials, and never faltering, remains loyal and true, under any and all circumstances. A source from which flows comfort, pleasure and inspiration.

The Steinway Grand Piano, Style M, in mahogany case, price, \$750, or the Vertegrand, Style K Upright in ebony case, price \$550, is an ideal Christmas gift. Easy monthly payments can be arranged if desired. We invite your inspection.

Schmoller & Mueller Piano Co.
 1311-13 FARNAM ST., OMAHA.
 Exclusive Steinway Representatives

THERE'S no "shut down" in the factory making a widely advertised article. Why? Because Advertising creates an uninterrupted, year-in, year-out demand that doesn't run in "in seasons."