

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER... TERMS OF SUBSCRIPTION... DELIVERED BY CARRIER...

To Whom Belongs the Credit?

The Wilson administration has been in power a little over three months. It has really had time scarcely to take an inventory of its possessions...

It happens, however, that several notable steps of progress for the country have recently been scored, in which Mr. Common People finds much reason for jubilation.

The direct election of United States senators amendment was likewise put through before the republicans went out of power and, as a matter of fact, was forced by the republican senate over the persistent opposition of the democratic house.

The important rate cases, merger cases and anti-trust cases decided by our supreme court, every one of whose judges was appointed by republican presidents, were all instituted and prosecuted by the attorney general of the Taft administration.

We all agree with Mr. Common People that these things have been coming his way, but it will take a searching expedition to discover where the Wilson administration, or the democratic party, can rightfully come in for any share of the credit.

Domestic and World Peace. If Uncle Sam is not careful he is likely to become embarrassed in his position abroad as the chief factotum in the cause of world peace...

Some of our apostles of disarmament over-estimate the part that armies and navies really play in keeping alive the potentialities of war. What undoubtedly is far more far-reaching is an internal condition that stifles the feeling of amity and feeds the spirit of conflict.

Investigating the 'Frisco. In view of the plan for congress to inquire into the circumstances of the 'Frisco railroad's collapse, the St. Louis Republic observes:

When you dig a man out from under a ten-ton mass of rock in a mine it is idle to ask what killed him. And when a railroad goes into a receivership in a season of floods and storms with \$2,400 of interest-bearing bonds to every \$1 of stock it is idle to inquire the reason.

St. Louis scores the first firecracker victim of 1913. Bessie Carita, a boy of 5, tope the melancholy roll.

Ad men from various parts of the country signalled the beginning of their annual convention in Baltimore by "filling twenty pulpits" on Sunday.

Miss Marie Ross Collins, youngest daughter of the late General Patrick A. Collins, is to be married in Yokohama to Dr. Leonard Street, a graduate of the University of Michigan, now practicing in that Japanese city.

Dr. Henry Natchel, founder of the New York infant medical service, has just received from the French Minister of War the military medal of the Franco-German war of 1870, in which he served as assistant surgeon-major attached to the northern army.

It is publicly charged that a few of the fake games and swindles just barred by Ak-Bar-Ben from the carnival grounds sneak in under the tent to operate hereabouts other seasons of the year.

Looking Backward This Day in Omaha

Compiled from Bee files. JUNE 12, 1880.

Twenty Years Ago—At the commencement exercises at Brown hall, diplomas were conferred by the bishop, and prizes awarded by Rector Doherty.

Colonel George N. Hicks, chief bill clerk at the United Pacific freight office, left for a brief visit to his home in Utica, N. Y.

Misses Katie and Mayme Mason, daughters of Colonel Mason, have returned from their school in Rochester.

A flash-light from an old lantern at Thirtieth and Leavenworth streets was the introductory of an unsuccessful train robbery at night.

James T. Peacock, 21 years of age, son of Mrs. Sarah Peacock, died at 1 a. m., and the body was taken to Chicago for burial.

Commissioner John Utt said he was figuring on a \$5,000 paper mill for Omaha and several practical paper makers were in the city figuring with him.

Dr. Abram Simon preached the closing sermon for the summer at Temple Israel on the theme, "A Text from Tithing." He found the genesis of religion in the reverence of things that are above man in the physical sense.

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Twice Told Tales

Woman's Place. At a meeting of a woman suffrage organization in Kansas City, Kan., it was suggested that the members talk to their husbands and other women workers with a view to forming an estimate as to the strength of suffrage sentiment in that particular locality.

Overworking the Lobby Racket. Omaha, June 12.—To the Editor of The Bee: It seems to me this "lobby racket" is being greatly overworked, and the politicians and newspaper makers are capitalizing on the investigation at Washington.

Barren Soil. Apropos of the ravages that time has made in the faces and forms of the veterans of the civil war, Walter S. Morton, president general of the Union society, said at a dinner in New York:

Honest Injun. It was in New York state that Mr. Miller came upon a community where the Indians had been for years, and meeting an old fellow on the highway, asked him business.

Commendable Views. BRADSHAW, Neb., June 12.—To the Editor of The Bee: Under the heading, "Duty of Parents to Keep Children in Church Spirit," you quote Rev. J. A. Jenkins' views which are quite correct and commendable.

Nebraska Editors. A. E. Pribbles, formerly of Omaha, is the new editor of the Snyder Banner. M. Morgan, who has been in charge of the paper, has started a job office in Norfolk.

People Talked About. St. Louis scores the first firecracker victim of 1913. Bessie Carita, a boy of 5, tope the melancholy roll.

Here and There. The long and short men are co-operating in the holiday business in Chicago and getting the coin, too.

Chicago. The Nagasaki Press gives the 1912 yield of three Japanese crops as follows: Barley, 65,500,535 bushels; rye, 38,307,465 bushels; wheat, 28,880,880 bushels.

Muffled Knocks. Most girls who paint are better than they are painted. We all holler for justice, but we want to act as the judge.

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The Bees Letter Box

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Lines to a Laugh

"Henry, it says here that Mr. Jackson peited the pill for three weeks. What does it mean?" "Good heavens, Mary, can't you understand plain English! It means that he slipped the sphere safe and landed on the third pillow."—Chicago Record-Herald.

"May I borrow a volume of Emerson from the library?" asked the housemaid. "I have no objection," answered her mistress. "While you are about it, bring me 'Lady Jessabel's Divorce.'"—Boston Advertiser.

"Bill's going to see the company for damages." "Why, what did they do to him?" "They blew the guttin' whistle when 'e was carryin' a 'eavy piece of iron, and dropt it on 'is foot.'"—Everybody's Magazine.

"Going to the seashore this summer?" "You betcher." "Going to flirt some?" "A little." "Where are you going?" "Oh, I dunno. Any of those places where the flirting's good."—St. Louis Republic.

"And so they have decided to get a divorce. What a pity." "It is a pity. But what can they do? It's just another in-law."—Houston Post.

"Ruggles" asked his friend Ramage, "didn't you swear off from smoking a few months ago?" "Well, you notice any particular difference?" "Yes—I've gained six pounds in weight and lost the friendship of six cigar dealers."—Chicago Tribune.

"I hear you and your girl quarreled at the ball park." "We did." "What happened?" "She wanted me to hold her hand with

two men on the bases and the score tied."—Louisville Courier-Journal.

"How is our friend Grafton's position on that bill regarded?" asked one member of a legislature. "Well," replied the other, "the general impression is that his position is a very lucrative one."—Washington Star.

Jap—You can tell what is to happen? Clairvoyant—Always. Jap—Well, what is going to happen to me? Clairvoyant—In a certain contingency you are going to get what is in this neck of the woods is known as a whaling-judge.

"Is your wife truthful when it comes to telling her age?" "Yes. But try asking her one how much she weighs."—Baltimore American.

FALSE PRETENSES. Chicago News. When first the snow of age appeared And flecked my raven locks with white, The heavy hand of time I feared And trembled with a nameless fright. I thought of pains and aching bones, And cracking joints and rheumy eyes, And querulous and scolding tones, And reminiscences and sighs.

But, like an angel unwara, I found the herald of old age; He lifted from me many a care, He brought respect and alighted ease, He brought youth to seek my grave advice— He is welcome, if you please; I don't begrudge his paltry price!

I find it joy to sit in state And have young folk indulge my whim And readily upon me wait, Regardful of my 'poor old limbs.' But one thing grieves my perfect joy— I want to run and dance and play, For I'm as spry as any boy— But that would give the game away!

Little Stories and Talks About Advertising (Copyright, 1913, by Harry Scherman) Showing The Value of Concentration

In the face of keen competition, a large retailer of cigars (The United Cigar Stores Co.) wanted to introduce a new cigar, of the Londres shape, in New England.

About \$500 was spent in advertising in Boston and vicinity, a number of papers being used. The results were negligible.

The advertising department conned the matter over and then secured another \$500. But this time, instead of advertising in many papers, only one paper was used.

The ads were run three times a week, and the campaign lasted eight weeks. At the end of that time the sales in Boston had increased 104% and in the vicinity 100%.

About two months later the same plan was used again, and again the sales doubled.

The really interesting question is, Why was the first campaign unsuccessful? Obviously because IT DID NOT LAST LONG ENOUGH! The advertising appropriation gave out before it was possible to cash in on the cumulative effect of the advertising.

No more splendid illustration can be given of the value of a lengthy and concentrated campaign—as compared with a scattered and short campaign.

If your advertising appropriation must be limited, in most cases it is not wise to WASTE IT QUICKLY in big displays and in many media; BUT TO CONCENTRATE YOUR CAMPAIGN.

A representative of THE BEE will be glad to call and give advice and assistance to intending advertisers. Phone Tyler 1900.

You See the People You Like to Meet

On the Great Western's Twin City Limited to St. Paul and Minneapolis. It's the train chosen by seasoned travelers who want the best, the genial hustlers who keep in touch with everything going on and make it a point to get there first, and the quiet methodical people who dislike to change their daily habits.

On the Great Western you get the best—you get there first—and you don't have to change your daily habits of living.

Leave Omaha 8:10 p. m., and arrive St. Paul 7:30 a. m., Minneapolis 8:45 a. m.

Day train leaves Omaha 7:44 a. m., and arrives St. Paul 7:20 p. m., Minneapolis 7:50 p. m.—fastest day service.

Ask F. P. Bonorden, G. P. & T. A., 1523 Farnam Street, Omaha, Neb. Phone Douglas 300.

Chicago Great Western

A Clogged Bowel means A Clogged Brain

A CONSTIPATED man cannot THINK clearly. The active and successful person needs a clean bowel and a clear brain. The brain is naturally influenced because of pressure on the intestinal nervous system which prevents the human telegraph wires from performing their duty.

REMOVE THAT PAINFUL BOWEL. Don't say, "I'll take something to-night, and then spell your day and your sleep. Take a remedy which acts quickly, surely and gently. Take KUPFER'S JAWOOL, the natural remedy. The ideal laxative for a business man. It's wonderful in its working, or at any time on an empty stomach, relieves you in an hour or so. Get a bottle at any Drug Store to-day.

There isn't much fun in lying to your wife. But if every wife knew the whole truth about every husband this would be an awful world.

The meek and the humble may fit in somewhere, but if you turn the other cheek when a man hits you, you are in the same class as a punching bag.

St. Louis Triumph BEER

THEY SAY IT IS THE BEST