THE OMAHA DAILY BEE FOUNDED BY EDWARD ROSEWATER VICTOR ROSEWATER EDITOR BEE BUILDING, PARNAR AND 11TH. stered at Omnha postoffice as second-

TERMS OF SUBSCRIPTION: \$2.00 Study Dec One year. \$2.00 Saturday Dec One year. 1.50 Daily Bee, without Sunday, one year. 1.00 Daily Bee, and Sunday, one year. 1.00

Remit by draft express or postal order, avable to The Bes Publishing company, say I-cell starnes received is payment email accusints. Personal checks, expi on Chahs and mastern exchange, not conted

OFFICES:

County Ornsin-222 N Street

Council Huirs-H North Main Street,

arcols-3 Lamie building,

nicugo-00, Hearst building,

nicugo-01, Hearst building,

New York-Reem 100, 25 Fifth Ave.

4. Louis-25 New Bank of Commerce,

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CORRESPONDENCE.

#### JUNE CIRCULATION. 50,401

State of Nebraska, County of Douglas, say
Dwight Williams, circulation manager
of The Bes Probleming company, being
duly sworn, says that the average daily
circulation for the month of June, init,
was 50.601. Dwight Williams,
Circulation Manager
authoritied in my presence and sworn
to before me this 2d day of July, bit
ROBERT HUNTER,
(Scal.) Notary Public.

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

And don't forget to hand the fly what is coming to him.

The rain gods have been letting

the sunny imps put it all over them. it would seem that vacant lot garduning is not strong enough to sur-

vive the fad stage. Doc. Friedmann must have concluded that all Americans lived in

or came from Missourt. The song to greet the returning

Marching Home, Again."

Gettysburgs of 1863 and 1913. Dr. Van Dyke, our minister-elect to the Netherlands, has the name,

but J. Ham Lewis the whiskers. What would you do to a man who sent you notice these days that it was time to lay in your winter coal?

Plesing Bulgarians Slaughter Greeks All is quiet along the Balkans

as this week. There may be some the facts. fred ones, but no dend ones, among

The Fourth of July means more gyming, to Johnny Bull since Mrs. Pankcracker.

A lot of folks are still dehating whether Socretary Bryan's enducesment of the currency bill is a knock

Colonel Mulhall at any rate did his best to help the president to make good on his "insidious lebby"

declaration.

By the way, have all the dandelions been dug pursuant to that ordinance made and provided in such cases by our honorable city council?

David is often quoted as saying "all men are Hars," by those who forget or do not know that David was offering an apology for a hasty utterance.

Monnety, it seems, consists in not tak-Ing a permunal interest in logislative matters. Detroit Free Press. Oh, no, in taking a personal financial interest in them.

Remember, whatever comes of the McReynolds-McNab case that Secretary-Editor Bryan in his Conmoney has exonerated and exculputed the attorney general.

Our two new Pages in American Stulomacy, Walter H. and Thopias Melson, will always be read with diminished interest as compared with Secretary Bryan's grape juice

Note how judges of our hupreme ware bave decamped for different meation and recreation grounds and road herein a judicial decree that there will be no general state elecview to Rebeards this year.

at will not make much difference Thusber you decide to go to the ackstore, mountains or lakes, for after you are there it's a two-to-one shot mmeone will try to make you wish you were at the other place.

Here is a hot one: The Johnslows (Pa.) Democrat peters to Mr. Encopy's Washington Times as "a The fact that the big packing concerns be a good idea for society women to wear built moose organ with predatory of the United States are warring with tack that United States and Argentina may are interested in Their as they passed. trust profibilies." Mr. Munsey, taking one of the country's great "matraid" mer, will now speak, - count

Water board management of our waterworks has so far given water users little, if anything, they we'e rumised in the way of lower rates and better service, but it has one \$2.00 signal achievement to its credit the unmasking of certain hypocrites. The fake reform organs that were Evening and Sunday, per month So Daily Ree, including Sunday, per month So Daily Ree, without Sunday, per month So and so apploated when the same deadless all complaints of irregularities in delivery to City Circulation Dept.

Remit by draft, suprem or nostal order. so loud with demands when they

One of these fakers for weeks ran red-ink "primers" to impress people nicipal plants in other cities charge and no finer can be raised anywhere, and to make believe Omaha could But since the water board took hold it has been unanimously eating its words and defending a little 314 cent reduction as more than anyone his wife are guests of James Morton. has a right to ask. More brazen yet, it has the gall to upbraid the charter convention for writing into the charter the 25-cent maximum water be fighting.

Another gallery play now exploded is the promise of extensions held out Gallatine, for nathering. by the water boarders as bait to the credulous. The old water company was rightly excorlated for not building needed mains into new territory; extensions have been forthcoming and the mockery of it all comes back

The only open question is to what atent intelligent people will let the mendacious hypocrites.

Ex-Members as Lobbyists.

The report that as a result of the Mulhall confession congress may enact a law preventing former members from engaging in the business of lobbying, doubtless has reference to a determination to deny the privileges of the floor to such former senveterans: "When Johany Comes ators and representatives as may become lobbyists, for that is the most that congress can do. Of course, it If you doubt progress of the safe could not assume to say what occu- teresting remarks, observed: "I believe and same Fourth, compare the pation an ox-member might engage I do not state it too strongly when I say in and probably the plan contemplates nothing of that sort. Congress owes it to itself and the public interests, though, to take action that will stop the shameful abuses some gen have made of their privileges as former members. If such action will strike a teiling blow at the root capital, then so much the better. In his old home in Newark, N. J. the meantime, it may be but fair to hear the other side of the Mulhall thrown his blanket charges. Nothing The cleaners and dyers are with should obstruct a full revelation of

missance of putting torpedoes on ton for the National Association of and died later. car tracks is to get the ones who Manufacturers, saying he saw for- By a happy combination of the by that time.

> "A wisked diabolical lie," declares in language as vigorous as ever was denied the drinking of a highball by anyone ever accused of that heinous offense. Of course, Mr. Wat- and cordtally welcomed. son was talking without equivocation or reservation. Yet even though it be proved that he drank a dosen cocktails or whisky sours, or mint juieps, or even the straight, unadulterated stuff on his doctor's prescription as a pain killer or even a mental or nervous bracer, then it is wholly a horse of another color. court from his slauderer.

The policy of our water boarders at Louis called "War" for water users, but how little they all season to set into form. oun do and have folks believe they are doing something. In other words, although running a water plant bought by and belonging to the people, the water boarde's are proownling just as if it belonged to some pivate profit-making company.

Nebraska taxpayers are being assured that they will lose nothing by reason of investment a few years ago says money spent in missionary work in of pormanent school funds in Tennesses state bonds, now matured with no money in sight to pay them. Yellowstone region. Just put this down that no Nebraska noney would ever have been planted in Tennessee bonds unless someone with a pull was getting a commission by the tiftieth anniversary of the fracas. or a rake-off.

the management of city affairs out grandsons is the Chilian minister at of politics, and that he that he could be the control of politics and that he could be the control of the could be the control of of politics, and that is to make a few A year ago Samuel Williams. Indiana and printing at Washington turns out a officers elective by a nonpartisan citizen township trustee, bachelor, aged mile of finished postage stamps every ballot, and fence up as many of the 6 years, was fishing in the Ohio. He five minutes. other employee as possible behind dress of Leian Fritziac of Brookburg. civif service rules.

pay him to engage a press clipping bureau to gather and compile the plaudits.

Healing the transfer of the first proving an instead of the first proving an instead of the two commonly used.

Healing the transfer of Madison county laid without attention.

One French inventor is banging the county of land soid by Morris Gross to adolf Piezze was Madison county distributed of Madison county and track of land soid by Morris Gross to optimize of his aerogland shaling the laid stability, while another the capters was of Madison county land track of Madison county lan

Poldler Ger Hupe.

Looking Backward This Day in Omaha COMPILED FROM BEE FILES JULY 7. 5 000

Thirty Years Ago-Clerk Baumer shows the total assessed valuation of Douglas county to be \$10. SIR 704, of which \$7,372,165 is real estate and

\$2.676,550 personal property. John Kerr, for four years with M. Helfman & Co., left for Portland, Ore., and expects to go into the business of raising

Samuel Avery, proprietor of the fine that Omaha was paying for water left at this office a sample box of "Turfrom four to eight times what mu- ner" raspherries. The fruit was delicious,

Hon. James E. Royd received a cable gram from Liverpool announcing the safe and would do the same the moment arrival of the steamer Wisconsin, having it secured possession of the plant, on board Misses Elenora and Margaret Boyd, Mr. and Mrs. S. B. Caldwell and Mr. Hich and daughter.

Rev. Dr. Salter, postor of the First Congregational church of Des Moines, and

Dr. Stone has returned from Dakota. The industrial school of Trinity cathedral closed its sessions, giving the girle, 104 in number, a picnic in Hanscom Recipients of prizes awarded were: rate for which it once pretended to Ruth Blumbury. Gertle Pugaley, for punctuality; Mary Johnson, Sophic Liner, Matilda Oleson, for sewing; Julia Larsen. Laura Touser, for hemming; Lillia

> The Woodman Linseed Oil works in barrels per day, and employing forty

The Union Pacifics received what is yet although over \$1,000,000 in called a calcimining from the Grand Avebonds was voted for this purpose, no nues of St. Louis, with a score of S to 0.

Twenty Years Ago-John Francis, general passenger agent upon those who perpetrated the false of the B. & M., and E. L. Lomax of the Union Pacific were in Chicago on official Julius Schauss, a soldler on a furlough,

member of Company H, Eighth infantry, hemselves continue to be fooled by stationed at Fort McKinney, Wyo., fell off a motor car on Leavenworth, between Eighteenth and Nineteenth streets, at midnight and was killed. He had been standing on the platform conversing with Conductor J. H. Reed when suddenly he lost his footing and went down.

Mrs. Dave Rowe left for Chicago to visit the World's fair and a sister, after which she expected to go to Denver, between which city and Omaha she was casting lots in her own mind as a resi-

in the cool evening breeze fanning guests in front of the Millard hotel and responding to the reporterial pump for a few inthat nine out of every ten people in Lincoln would have been better pleased to have seen C. W. Mosher permitted to pay to the bank receiver the \$150,000 his friends proposed to pay than to have sent him," etc. Mr. Bartley congratulated himself on having practically no state funds in banks that had failed.

Pather Patrick F. McCarthy, for seven years pastor of St. Philomena's cathedral. of insidious lobbying at the national resigned and said he intended going to

case from those upon whom he has Lawis, 1624 North Nineteenth street, lost his life in a runaway accident at Fourteenth and Farnam streets at 4:00 p. m The team Lewis was driving started to run. He did not have hold the reins and stopped down on the tongue to get them. Comes now Martin M. Mulhall. Lewis to the ground in time for the rear will be so perfected that a flight across wheel to pass over his head, fracturing the Atlantic may be attempted without his skull. He was picked up insensible risk. But it will be safer to wait and

mer Congressman James E. Watson weather and the typical Omaha spirit of of Indiana drink six cocktails in one hospitality the city was able to give the lam Howard Tart tells us that he has National Editorial association a hot re-coption. Dr. George L. Miller, a veteran White House, which would seem to indihurst fired off her first giant Watson, who denies the whole story address of welcome when the convention of a sinecure than running a government opened and Mayor Frank E. Mnores, Eg-ward Rosewater, C. M. Hitchcock, John L. Webster and others followed, and the should make a reasonably successful civil visiting editors admitted they were duly governor of Panama. He never had any

Pep Eyler, the Denver pitcher, who held are unanimous in their approval of the such a consummate hoodoo over the appointment; to-wil, Mr. Bryan and Mr. team. The Rourkes pounded him for thirteen hits and won the game, 7 to L. Bultimore American: Japan active in

Following a meeting of Western league and he may recover damages in middle Hickey and Joe Dolan would be | veniently pay. applanted at third and short, reepectively, by Frank Genins and a new man Ratcliffe. He had beugnt a pitcher from arenia to be to figure out, not how Dusty Miller for the outfield. Joe Dolan, seems to be to figure out, not how Dusty Miller for the outfield. Joe Dolan, where the plain, but sometimes agreestic, much they are warranted in doing it was said, had shown an indisposition citizen will not feet like laughtur when

## People Talked About

Mrs. Catherine Waugh McCulloch of been tendered the position of dean of the fleroest reformer. law in its relation to women at the Chicago College of Law.

Dr. J. J. Mullowney of Philadelphia China is money thrown away. Heresyl Fifty elk are to be turned loose in the woods of Minnesots. They come from the

Most of the later-day commentators on he battle of Gettyeburk agree in closing it as a flerce struggle, but it wasn't near as "Rerce" as the poetry provoked Dona Juana Rosa de Edwards, the rich-

aged B years. Now she's Mrs. Williams. it to the burner slowly a Rannes farmer

Mrs. Franklin K. Lans, wife of the fog better than anything yet tried, the peared in The Bee editorial department secretary of the interior. Hada so many invention of a Childrenian, draws the a communication from a render who obwomen faddlets that she thinks it would carbons apart periodically to stretch the jects to the amonymous contributions to those of Australia and Argentina may are interested in Their as they passed, hands a New York woman has invented have come to my notice have contained.

The state of Australia and Argentina may are interested in Their as they could oasily find a subject for cona foundate map, to which water is fed sound philosophy and truths, and the dislean to renew his sequelatance with fract versation. And no two having the same by rebber tubes to be reprected with a security subscriber would do well to read.

# Twice Told Tales

Profits of Base Ball. "Well, dear," asked the ball player's who won the game this after-

"We did," said the star batsman of the home team, "and I tell you I had a Frank C. Shaw of Harian, Ia., bringing mighty profitable afternoon. I was at with him a great bump of curiosity! He but four times. The first time up I made, wants to know what creed I "belong to," a two-base hit. A little bit pigher and it would have been over the fence; but as it was it hit the elephant or the Elephant to which god I belong, and how I stand cigarettes sign square on the right tunk, with that god, and I got \$50 for that, besides 1,000 cork-Upped cigarettes."

"Yes, and the second time up I hit the fence again, this time right in the middle the kible is mostly a work of miscellaneof the Big Red can that advertises Booble's Pure Food soup. That netted me \$75 more."-Brooklyn Times.

Everybody Was Happy. A wealthy young woman from out west

was recently wedded to a member of the dobility of England, and the ceremony occurred in the toest fashionable of Lonchurches-St. George's, Hacover Among the guests was the cousts of

the bride, as sturdy an American as can be imagined. He gave an interesting summary of the wedding when asked by a friend whether the marriage was a possible stunt.

the cousin. "The bride was happy, the love children and I have no use for a mother was overloyed; Lord Stickleigh, the groom, was in ecstasies, and the running again with capacity for sixty creditors, I understand, were in a state of absolute bliss."-Lippincott's Maga-

> On the Wrong Side. Dean C. Worcester, secretary of the the other afternoon when he heard several of the brethren boastfully telling erception of little Willia.

> who lived a thousand miles in the beautiful distance, came for an extended visit. It was the first time that Willie had ever seen her, and naturally his examination of the elderly one was long and oritical.

> "And so you are honestly and truly my grandmother" finally remarked the youngater, going closer to the visitor. "Yes, my dear," was the fond reofnder of the old lady, "on your father's

"Well, that's where you're in bad to begin with," was the startling response of Willie, "you're on the wrong side."-Philadelphia Telegraph.

An Impressive Truth.
At the booksellers' recent annual conention in New York, Irvin 8. Cobb pointed out the great help to bookselling that advertising affords.

"A book," he said, "gets a good review -the author, perhaps, is called a genius. That review of itself sells, perhaps, 100 But that review, quoted in a good, big advertisement, might easily sell Mr. Cobb paused, then added impres-

'The temple of commerce, gentlemen is supported by columns of advertising.'

# Editorial Siftings

see how many airships have blown up

Chicago Record-Herald: Professor Willaha editor of other days, made the cate that teaching the young idea is less

trouble disciplining the office force of Omaha managed to win a game off old the Commoner, both members of which

Harry Cartan returned from the Pacific Mexico; Japan active in Hawali; Japan active in the Philippines, In short, it magnates in Omaha, Pa Rourks and the world. Also, that Japaness war debt nounted changes in his lineup, which is active—and is drawing more interest were regarded as strengthening. He said than the little brown kingdom can con-

> formed aids and the like, the president is rapidly getting things down to a basis he reads about the chief executive's

Pitiaburgh Dispatch: When Mr. Bryan res his editorship to declare that Attorney General McKeynolds's postponemen of the commonwealth ones to please Sec retary Wilson was a proper compliance with a reasonable request, he illustrates Chicago, former justice of the peace, has how a position on the inside can thene

## New Inventions

An Omaha mechanic has patented and sold a movemble device carrying water which it feeds into hot journals while a train is in motion.

Photographic paper that can be printed on both sides has been invented for copying documents and public records.

Harness to hold a fishing pole so as to There is just one sure way to put noted as a philanthropist. One of her his balt or eatch is an English invention. leave a flaherman's hands free to manage A new printing, gumming and perforat ing machine in the bureau of engraving

> By equipping an orchard heater with a reservoir to hold additional oil and feed

kitchen sink faucet

SILVER CREEK, Neb., July 5.-To the Editor of The Bee: And now comes what part of the Bible I get my arguments from; how many gods there are;

I wish you would ease Mr. Shaw's mind by telling him that I don't "belong" to ary creed and that, so far as I know, no creed "belongs" to me; that I think ors fiction and not the place to go to lind arguments; that I don't know how many gods, there are, never baving counted them, though I think there are about 14,000,000 of them of which Christians, like Mr. Shaw, have barely three; that, to the best of my knowledge and belief I belong to a wooden god, but don't exactly know which one, and that I think I ctand very well with that god, whichever he may be for the reason that he never gets mad at me and threatens to send me to hell because I find myself unable to perform some im-

Tell him fuether, please, that I am "Happy? I should say it was," said sure I den't belong to his God. For I God that would send out from the wood hungry bears to chew them up simply because they made fun of an old man with a bald head; I hope I have some ragard for maldanly virtue, and I hate and despise a God that would give into the hands of a ruthless soldlery for fireir own use the innocent girls of a whole butchered their fathers and mothers; I take no stock whatever in a God, who, each other who ruled the domestic roost. to satisfy his "justice," would kill his He was reminded, he said, of the keen own son who had done no wrong, and then let the devil, who ought to have One day, according to the story told by been killed long ago, roam at large "seek-Worcester, withe's grandmother, ing whom he may devour," and I utterly abhor a God who would create unteld millions of men and then burn them forever in hell. After you have told the lows gentleman all this. I think he will feel betfer in his mind.

Of the Supreme Architect of the Universe, I know nothing, absolutely nothing. When at dead of night standing in His presence, I look out on what I know to be but a faint gilmmer of an illimit. able array of shining worlds and try to fathom the infinite depths of space, I am awed and dumb; I realize that I am only an infinitely insignificant part of that wast whole, not attaining even to the dignity of a ripple on a boundless sea, and am quite content to plod my way until I shall drop back itno that boundless reservoir of force and matter from whence I came.

Mr. Shaw has also a bump of credility bigger than a goose egg. He thinks every alleged fact recorded in history is true. It were worse than useless further to bandy words with such blank ignorance and childlike faith. It is of such material that Christians are made, Mr. Shaw, goodbye-CHARLES WOOSTER.

E. O. M. Out in the Open. OMAHA, July 5.-To the Editor of The Bee: Before this symposium is closed I desire to sum up briefly. To begin with, I maintained that men should not live natural lives, for by mature we are prone to evil, and the "natural man knoweth not the things of God." I said that a Springfield Republican: The Zeppelin man was by nature a savage and preproof in the form of a syllogiam. An opponent reversed the syllo-giam and pretended to destroy its validity by working it (as he said) up and down and sideways, etc. His theory was to be proven by this process. But he underestimates the value of the syllogistic method. Now a correct and valid argument stated in the form of a syllogism admits of no plausible objections, but if the argument rests on false premises, or

the conclusion falls to agree with the premises admitted to be true, the syllo-gicm is vicious and must be rejected. No fulse doctrine can be proven by legitimate methods, and if such appears to be the case, it is only because of invalid assump-tions or problematical judgments. The "dog-leg" proposition laid down by the same opponent, and which he is pleased to call a syllogism, is not a syllodam at all. Mahan saya: "There m

be in such an argument, when stated at ength and in full, three, and no more, and no less, propositions; two called pre-misss, in one of which, one, and in the other the remaining extreme, is compared with the middle term, and the conclusion or inference in which the relation of the two terms is affirmed."

A syllogism, when valid, must not be compared to a piece of dog-leg nonsense; the point is to show it invalid by pointing out the flaws and fallacies, if such there

I see that Mr. Wooster has a Baptist on hands at present, so I will pass of Horace P. Holmes.

The gentleman abould have signed his full name and let us know what the "F nderstand my language better than you pretend to, and what is the use to waste valuable time and space with all this mock-ignorance about the "turkey trot" and the "lap dogs." And you surely de know that there's a religion of the head called "positivism;" this is the celebrated philosophy of Mr. Comic. Read the discussion between Mr. Huxley and Mr. Harrison on this subject. Now, Horace, you are some word-splitter all right; you saw a chance to "butt to" and try your luck, but unless you get stronger than you are now, you are not likely to do much damage. If you cannot take either aide of the question, read up and get posted, but don't quibble and fuss with words, for a juggler always keeps everything in the air. Let us know in your next letter whose disciple you are.

E. O. MINTOSH. Mazonic Reading Room: Hours 10 to 1,

In Justice to Madium Land, OMAHA, July 6-To the Editor of The Bee: In July 7a Bee I saw an hear from Madison, Neb., in which selling

For washing dishes without selling the M. The letters of this gentleman which them. If he had read the previous ence

he would understand the connection be- in the province of Quebec, Canada, during tween the different sentences in the 1912, employers have endeavored to atquoted paragraphs appearing in his let- tract part of the emigration from Engter. The clause, "I may eventually be land. reduced to allence," has reference to the fact that some contributor had attempted to refute some of his statements about man in his natural state. If E. O. M. annoyed by communications from readthe publication of his identity. Let him reached long ago, continue to enrich the letter box with his APPRECIATOR OF GOOD PHILOSO-

# Here and There

By holding up reduced freight and passupper rate laws for three years a Mismuri statistician calculates the people of the state paid \$17,238,931 in excess rates. Minneapolls brake the June bride record with a flat of 568.

yers' certificates in Missouri, 170 passed the state examination and were given permits to break into the firing line of The Pennsylvania legislature has im-

Out of a total of 197 applicants for law-

posed a tonnage tax on the output of bord coal which is expected to yield \$5,000,000 a year. The consumers will gret It.

The National Union of Women Clerks, founded twenty-one years ago in Berlin, is one of the best organised unions in Germany, numbering over 25,000 members. The distinction of having the best paid one-room country school-teacher in the Philippine commission, smiled gleefully nation or tribe, after having first United States is claimed by Logan county. Illinois, which pays its teacher \$110 per menth for a term of nine months. In consequence of the scarcity and high

Saturation Point to Antomobiles. Springfield Republican-

The "automobile saturation point" is a were to expose his identity he would be phrase used in the trade discussion as to how many new automobiles this country ers who, not fully comprehending the can buy in a year without exhausting depth of his statements, take lasue with the possible market. This year the numhim about various passages. As for my- her of new cars turned out is estimated saif, when I turn to the letters of the at some over 400,000, as against 210,000 last editorial page f first seek a contribution year. If only those people are considered from E. O. M. As he has attacked no who can afford to buy and keep cars, the man's character, there is no occasion for "saturation point" must have been

> Transition of Corporation Lawyers. Brooklyn Eagle. Fifteen years ago a corporation lawyer who pulled the strings for promotors was a man of power, and today he is a goat, loaded with scorn by the men he served. well. The law business has its severs

#### THE COMING MAUDE.

T. W. Jackson, in Judge, Maude Muller, one day, eating fudge, Booked up and saw the county judge. Maude was a pretty girl, all right; His honor fell in love at sight.

And, when about a month had fied, Maude promised that the judge she'd wed. Then o'er the judge's pathway came A wealthy, proud and stately dame. The judge, then, for ambition's sake, Poor little Maude resolved to shake. An ardent suffragette was Maude, Chairwoman of the county Board,

T'll get square," Maude said, "without So told her party her sad tale. Judge had elected been in fall; In spring they voted his recall.

price of labor, particularly farm workers, 'Don't monkey with a suffragette!"

Going from Home, to the Sea Shore, make your headquarters at



# THE PLAZA

**NEW YORK** Fifth Avenue and Fifty-ninth Street

Delightfully located opposite Central Park, assuring peace and quiet. Summer Terrace Restaurant.

The coolest Hotel in New York. Convenient

to theatres and shopping district. Special Rates during the Summer Season FRED STERRY . - . Managing Director

# Little Stories and Talks About Advertising

(Copyright, 1913, by Harry Scherman)

### How Restaurants Ought to Advertise

The first principle which the good ad-writer follows is to make his advertising CREATE A DESIRE for what he is trying to sell. And the trouble with much advertising is that it is not calculated to create desire.

A glaring instance (and many such instances will be cited in these talks) is restaurant advertising. Now and then a restaurant will advertise, but that's about as

far as most of them get. They put their names and addresses in the paper, and then the proprietor sits around and HOPES the advertising will be effective. If it is not, he is apt, like many people, to call advertising a bunco game. But suppose—instead of a card—he puts his menu in the paper every day? Suppose he makes a point of talling you daily about something particularly appetizing that Monsieur the Chef has pre-pared for luncheon?

Or, occasionally let him suggest a luscious plank steak to you, or something else that piques the appetite and opens wide the salivary glands-AND YOU'LL BE MUCH MORE LIKELY TO DROP AROUND!

Especially if he continues to ROUSE YOUR APPE-TITE THAT WAY every day. Very often advertising is not effective in creating desire because it is written by the business man himself. Now a bully principle for a business man to follow-is not

to write his advertising himself. Why? Because, even if he is a good writer, he is generally to CLOSE to his business. It is always wise to get a fresh, outside point of view, to call in an expert ad-writer. If you haven't one on the job in your business, it will pay you to institute a hunt for

A representative of The Bee will be glad to call and give advice and assistance to intending advertisers. Phone Tyler 1009.

# CANADA EASTERN Round Trip Fares From Chicago

Montreal, \$20.00 Ottawa, - \$20.00 Quebec, - \$24.00



St. Lawrence River -Trip Via Kingston only \$4.50 extra.

Write today for free comprehensive beautiful illustrated guide-book describing the three interesting cities in Canada. Historical; legendary. Tales of adventure, exploration and conquest. Citadels, cathedrais, shrines, battle grounds and battlements.

In reaching eastern Canada the Grand Trunk offers an optional route down the St. Lawrence River through the Thousand Islands and Lachine Rayide from either Toronto ur Kingston. Through Pullman siesping car ines are also maintained from Montreal to Portland, Boaton, Old Grehard Beach and New London, Coun. with mexpensive circle tours by ocean to New York and return via Singara Palls.

Oet the books Simply address J. D. McDonald, Assistant Gen-eral Passenger Agent, Grand Trunk Ballway System, 113 West Adams Street, Chicago, III.