

REPORTS ON INDIAN PEONS

American Consul to Peru Exposes Abuses in Rubber District.

NATIVES DRIVEN UNDER LASH

Production of Rubber by British Company Attended with Terrible Cruelties Long Practiced on Helpless People.

WASHINGTON, Feb. 8.—A twentieth century story of Anglo-Saxon exploitation of South American Indians, rivaling a narrative of heartless cruelty tales which have come down from the old Spanish captives, was laid here today in a special State department report which President Taft transmitted to congress.

Little hope for the relief of the long suffering Indians is held out in the report, for the Putumayo region is remote from the seat of Peruvian government, and Stuart J. Fuller, American consul at Iquitos, Peru, who made the investigation, finds that the travesty on justice which exists in the rubber section is entirely in the hands of the rubber company's section chiefs.

Terrible Penalties Inflicted.

In this far-away corner, the Indians were held at the mercy of the company's overseers. When they failed to bring in a toll sufficient to satisfy the demands of the overseers, flogging, mutilation and sometimes death followed. It is asserted that several of the overseers are declared to have admitted that they had put Indians and even white laborers in stocks for minor offenses.

Indians Enslaved by Debt.

Mr. Fuller finds that while professing not to approve cruel and inhuman treatment, the whites generally regard the Indian as having been created by Providence for the use and benefit of the superior race.

Improvement Promised.

Conclusions on the peonage system by Frederico Alfonso Peset, Peruvian minister to the United States, were made public by the State department today. His statement shows that the Peruvian government has been aware of every step taken by Consul Fuller, and the minister gives assurance that already steps have been taken by his government for the improvement of conditions in the Putumayo territory.

Women Break "Stag" Rule at Elks' Club; All Honor Guests

It took twenty-seven years for mere women to batter down the bars and obstacles that kept her from the Elks' lodge rooms in Omaha on the big festive night of the order, but at last she succeeded, and success comes on the eve of Dr. Anna Shaw's visit and a woman's suffrage revival.

The Elks' Omaha lodge celebrated its twenty-seventh anniversary last night with an excellent program, a sumptuous banquet and a dance, and in every feature of the celebration the best and leading parts were those taken by the fairer sex.

Several days ago Alex C. Reed, chairman of the entertainment committee, and George Begerow, chairman of the "stag" committee, got together to arrange the program for last night.

Reed favored the admission of women, but met with firm refusal on the part of Mr. Begerow. Finally, to settle the dispute, Secretary Miner was called in and he decided in favor of the women.

When the fact became known that Miner's vote was the deciding one in favor of the women it caused considerable comment. "Dan" Weaver of Ak-Sar-Ben fame voiced the consensus of opinion by remarking: "And that guy is Methusalem's oldest brother, too—whadja know 'bout that?"

Life Companies Seek Membership

Twenty applications for membership in the American Life convention have just been received by T. W. Blackburn, secretary. When all these shall have been accepted, the organization will have a total of ninety-three companies in its membership.

Those applying for membership repre-

sent nine states and are as follows: Idaho State Life, Boise; Idaho, Montana Life, Helena, Mont.; Pioneer Life, Fargo, N. D.; Central States Life, St. Louis, Mo.; Old Line Life, Milwaukee, Wis.; Western States Life, San Francisco; Equitable Life, San Antonio, Tex.; German-American Life, Omaha; Standard Life, Pittsburgh; San Francisco Life, San Francisco; and Two Republics Life, El Paso, Tex.

The next annual meeting of the association will be held in St. Paul, Minn., August 20 to 22, next.

The Idaho Life Insurance company has just been admitted to membership. Edward S. Chadwick, general manager of this company, was formerly a citizen of Omaha. He is a nephew of Aaron Chadwick and took charge of this company a little less than a year ago.

Confesses Murder of Husband.

WEBB CITY, Mo., Feb. 8.—Mrs. Lida Gilmore confessed to the police today that she and James Lynn Gilmore, who murdered her husband here last Thursday night, both are under arrest, charged with first degree murder.

Records of Cases.

BOSTON, Feb. 8.—Litigation over the bequest of \$200,000 made to the First Church of Christ Scientist, Boston, by Mrs. Mary Baker G. Eddy, ended today when her natural heirs joined with the trustees of the church in proposed decrees entered in the several courts involved.

EDDY HEIRS GIVE UP FIGHT

Son and Foster-Son Assent to Court Decree for Church.

ENDS LITIGATION OVER WILL

Allegations Directed Against Christian Science Religion and Church Officials Stricken from Records of Cases.

Former Rights Not Forfeited. The trustees on their part consent that the administrator shall pay \$5,000 for the assignment of the sons' contingent right to renew in their lifetime the copyrights upon their mother's published works.

Church's Adviser Pleasured. CONCORD, N. H., Feb. 8.—General Frank S. Streeter, who represented the Christian Science church in the argument for the discontinuance of the action brought to break the will of Mrs. Eddy, said tonight:

"In view of the denunciations and allegations in the court pleadings of Mrs. Eddy's two sons against her, her religion and the officials of her church, the recent proposal of their counsel to end that litigation, came to us as an agreeable surprise. It was especially gratifying that Mr. Parker willingly should agree that the sons' pleadings should be amended as to contain no allegations reflecting on Mrs. Eddy or upon the religion of Christian Science, or upon the

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integrity and good faith of her associates, counsel and trustees; and that all said allegations should be expunged from the record.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

San Diego, Cal., Feb. 8.—Under hurried orders from the Navy department the gunboat Annapolis began coaling today and will clear before night for Guaymas to reinforce the cruiser Denver and the auxiliary Buffalo in the patrol of the western Mexican coast.

Heavy Sea Outside Queenstown. QUEENSTOWN, Feb. 8.—The sea was very rough outside Queenstown harbor when the liner Baltic sailed today and the local pilot could not be taken off and was obliged to continue to New York.

Key to the Situation—Bee Advertising.

To Cure Corns, Callouses Bunions and Aching Feet

The following is absolutely the surest and quickest cure known to science for all foot ailments: Dissolve two table spoonsful of Calceolite compound in a bushel of warm water. Soak the feet in this for fully fifteen minutes gently rubbing the sore parts. The effect is really wonderful. All soreness goes instantly; the feet feel delightful. Corns and callouses can be peeled right off. It gives immediate relief for sore bunions, sweats, smelly and aching feet. Especially effective for frost-bites and chilblains. A twenty-five cent box of Calceolite is said to be sufficient to cure the worst feet. It works through the pores and removes the cause of the trouble. Don't waste time on uncertain remedies. Any druggist has Calceolite compound in stock or he can get it in a few hours from his wholesale house. Published by Medical Formu' Laboratories of Chicago.—Advertisement

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In buying advertising do you consider where a newspaper circulates and how it circulates?

Do You Select Circulation Like the Island King Selects His Wives?

Many Publishers Still Pursuing the Methods of the Island King in Choosing His Assistant Queens — A Leading Investigator of Newspaper Circulation Explains Vividly the Kind of Circulation That is Going to Benefit Advertisers.

By Bert M. Moses, President, Association of American Advertisers.

Away out on a remote island in a remote sea there lives a tribe of savages who determine a woman's charms and beauty by her avoidrupois and her circumference.

The King has Mormonistic tendencies, I am told. Anyhow, he has all the wives he wants, and this is the way he chooses them:

At stated periods all the unmarried ladies of the island appear before His Ebony Excellency, and are commanded to prostrate themselves upon the ground before him, with faces downward.

The King then kneels, shuts one eye and "sights" along the row of feminine backs.

Those ladies who have been most generously upholstered by Nature, and who rise highest from the ground while lying down, are instantly chosen as Assistant Queens.

Bulk alone is all that interests this interesting King on the remote island in the remote sea.

Up to yesterday the vital thing in circulation was thought to be bulk.

And it has been this senseless misunderstanding of the thing that has created the circulation-fighter, and the circulation quarrels, and the circulation-affidavit-maker, and the circulation-liar.

It has been this stupid blunder that made so many advertising campaigns fail.

It has been this common mistake that inspired voting contests to decide whether Bill or Mike could eat the most hard-boiled eggs, or whether Mamie or Maggie could giggle the most.

It has been this universal error that led publishers, in their hunger for big editions, to give gravy bowls to the ladies, galluses to the gents and prune forks to the sweet brides.

And as an outcome of it all, we now have the so-called "guaranteed" circulation of the magazines.

This guarantee arrangement is new only so far as magazines go.

The newspaper—or at least a great many of them—have been doing the same thing for several years.

Bulk is only a beginning in choosing mediums—only a preliminary hitch of the trousers before lying hold and setting the thing in motion.

Of what earthly use is ten thousand, or a hundred thousand, or a million circulation, if it consists of the kind of people you are not seeking to reach?

Of what value is circulation secured by giving away premiums that are alleged to be worth more than the subscription price—when subscribers subscribe for the premium rather than for the publication?

What good does circulation do you if it is largely made up of copies purchased for the purpose of cutting out voting coupons?

Is circulation circulated free by campaign committees of any real value to anybody but the advertising manager and publisher?

The President of the Association of American Advertisers, Mr. Bert M. Moses, one of the recognized authorities, tells the story reproduced here, which will set you thinking. Read his article, then consider what it means in Omaha:

Two-thirds of the circulation of The Omaha Bee is within an hour's ride of the Omaha postoffice building. A subscriber within buying distance of your store is worth a hundred times as much as one outside of a buying radius. The Omaha Bee is delivered to the home by its own carriers.

Ninety per cent of the circulation of The Omaha Bee goes direct to the homes. A paper delivered to the home reaches the whole family, every day, rain or shine; street sales vary with the weather and the whims of the reader. The advertiser must have his advertisements read by the same people day after day, in order to make a permanent impression on their minds.

Women do four-fifths of the buying and influence the other fifth. The paper that goes to the home is the only one that the housewife gets a chance to read. Everything about The Bee appeals to women. It is a paper that any mother may allow her daughter to read. Its talks to girls, its fashion pages, its society department, its woman's department make it the favorite with mother and daughter alike.

The Bee is read by all classes and not only appeals to the people who think, and its editorial opinions on issues of importance command national attention, but it is particularly a paper for and of the working people. All the thinking is not done in mansions, nor does Mutt and Jeff appeal only to the "low brow." The Bee has been consistently fighting the battles of the wage earner, for example, in preventing an increase in the price of milk, in the fight for lower water rates, in fighting against medical charlatans, who prey chiefly on the credulous poor, and in every effort for better and more economical local government.

The Bee is everywhere recognized as the best newspaper published anywhere in this country in a city of the size of Omaha. It carries the best features of a great metropolitan newspaper organization, which pays its artists and writers as high as twenty-five thousand dollars a year. It is printed on the best quality of paper. Its illustrations are of the finest quality and it prints all the news and prints it first. It has the confidence and enthusiasm of its readers. All of these things go to make quality in circulation.

The Bee has quantity of circulation as well, for there is scarcely a home anywhere in or near Omaha where The Bee is not read seven days in the week.

THE OMAHA BEE

A paper with a purpose---A paper that does things

—Printer's Ink, Jan'y 16, 1913.