#### 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. R .- A twentleth which have come down from the old little less than a year ago. Spanish captains, was juid bare today in a special State department report which President Taft transmitted to congress. The present day victims of a medieval Gilmore erstem of barbarous oppression are the Indian tribes of the Putumayo district in Peru. It was shown in the report that these helpless people have been driven to their death before the lash wielded by the Peruvian Amuzon company, an English Peruvian Amazon company, an English concern which works the rubber fields in the upper Amazon country.

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 wifich exists in the rubber section is entirely in the hands of the rubber company's section chiefs. It is the Putumayo country's remoteness from the Peruvian capital, from all government authority, that has left the natives entirely at the mercy of the company, according to the report. Terrible Penalties Inflicted.

In this far-away corner, the Indiana were held at the mercy of the company's overseers. When they falled to bring in a toll sufficient to satisfy the demands of the everseers, flogging, mutilation and sometimes death followed, it is asserted. Several of the overseers are declared to have admitted that they had put Indians and even white laborers in stocks for minor offenses. Many of the Indians whom Mr. Fuller saw bore marks of floggings and other maltreatment.

Mr. Fuller found that the labor of the Indians is secured by a systtem of peonage based on advance of merchandise. Although payment is made for this labor, It is declared to be nothing more nor less than forced labor. He reaches the conclusion that, considering the remoteness of the country and the poor quality of the rubber, it would be difficult to make the enterprise pay without harsh treatment of the Indians. Although large numbers of the Indians have been killed and some have escaped into the South American jungle, the output of rubber has increased. Indians Ensinved by Debt.

Mr. Fuiler 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 supeflor race. Debt is declared to have been the chain with which the Indians have been fettered. By being encouraged to buy more imported goods than they could ever hope to pay for, they have been reduced to what Consul Fuller found was virtually slavery. As claims are transferable, the person of the debtor being transferred to the new creditor, the Indians and their families are really bought and sold.

Improvement Promised. Conclusions on the peonage system by Frederico Alfonse Pezet, 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 mindster gives assurance that already steps have been taken by his government for the improvement of conditions in the Putumayo territory.

In bringing the district under the protection of the Peruvian law and the administration of justice, the minister points out that his government will rely Bargely upon the co-operation of the man Catholic hierarchy.

Minister Pezet declares that the moral uplift of the aborigines has received very ectal attention and that the administration has decided to erect a bighopric at iquitos and establish five missions throughout the district. With the priests from these missions living among them and instructing them, Senor Pezet is confident the Indians will be effectually protected from any new attempts to maltreat or brutalize them.

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

It took twenty-seven years for mere woman to batter down the bars and obstacles that kept her from the Elks' lodge rooms in Omaha on the big festal 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 re-

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

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.

weed 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. "Dad" Weaver of Ak-Sar-Ben fame voiced the consensus of

opinion by remarking: "And that guy is Mathuselah's oldest brother, too-whadja know 'bout that?' Mr. Miner is nearly 70 years old and is the most sedate and dignified Elk in the order.

On the program last night were the fol-lowing, besides the Bika orchestra and the Ak-Sar-Ben quartet: Ove Neble, Mrz. G. W. Shields, Mrs. Harry O. Steele, Mrs. Grant Williams, Jerome Latsch, Mrs. E.

## Life Companies Seek Membership

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

sent nine states and are as follows: Idaho EDDY HEIRS GIVE UP FIGHT Helena, Mont.: Pioneer Life, Pargo, N. Old Line Life, Milwaukee, Wis . Western Son and Foster-Son Assent to Court States Life, San Francisco; Equitable Life, San Antonio, Tex.; German-American Life, Omaha: Standard Life, Pitteburgh; 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 bequest of \$2,000,000 made to the First upon their mother's published works brought to break the will of Mrs. Eddy, century story of Angio-Saxon exploitation this company, was formerly a citizen of Church of Christ Scientist, Boston, by of South American Indians, rivaling of Omaha, rie is a nephew of Aaron Chad- Mrs. Mary Baker G. Eddy, ended today a narrative of heartless cruelty tales wick and took charge of this company a when her natural heirs joined with the

> Confesses Murder of Husband. WEBB CITY, Mo. Feb Mrs. Like

Decree for Church.

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

Omaha. He is a nephew of Aaron Chad- Mrs. Mary Baker G. Eddy, ended today trustees of the church in proposed decreas entered in the several courts involved. Coincident with this action, the Massachusetts house concurred this afternoon with the senate in an enabling agt which permits the mother church to accept and Christian Science as directed by its tonight said:

District of New Hampshire.

In these George W. Glover of Lead, ENDS LITIGATION OVER WILL Eddy, abandon their suits for a share in parties have joined in mutual consent to against the sons in all the courts removes money left the church.

Former Rights Not Forfeited. the administrator shall pay \$5,000 for the Frank S. Streeter, who represented the assignment of the sons' contingent right Christian Science church in the argument ROSTON, Feb. 8.-Litigation over the to renew in their lifetime the copyrights for the discontinuance of the action They further consent that the trustees said tonight: They further consent that the trustees holding \$175,000 (which is the trust fund portion of the \$20,000 settled on them by in the court pleadings of Mrs. Eddy's two of the estate) shall not further claim that their rights in that fund were forproposal of their counsel to end that proceedings.

use the money for the advancement of Glover and Foster-Eddy Herbert Parker that the sons' pleadings should be so

which were entered simultaneasity in terminate all present litigation and integrity and good faith of her associates the courts of Massachusetts and New preclude the possibility of further litigation and trustees; and that all said Hampshire and the federal court for the tion by them with respect to the disposi- allegations should be expunged from the tion of the estate.

"The termination of this litigaton has "This agreement, coupled with Me 8. D., and E. J. Poster-Eddy of Water- been brough about amicably and volun- Parker's proposal to abandon all the bury. Vt., son and adopted son of Mrs tarily on the part of the heirs and all litigation and to consent to final decrees the estate and denounce their claims to the entry of the proposed decrees in the all difficulties, and the form of the

Church's Adviser Pleased. The trustees on their part consent that CONCORD, N. H., Feb. 8.-General

feited by their action in subsequent court litigation, came to us as an agreeable surprise. It was especially gratifying As one of the attorneys representing that Mr. Parker willingly should agree amended as to contain no allegations re-"The stipulations from the viewpoint flecting on Mrs. Eday or upon the Four stipulations compose the decrees of the heirs finally and conclusively religion of Christian Science, or upon the

stipulations was most amicably ar-

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

Heavy Sen Outside Queenstown. UEENSTOWN, Feb. 3.—The seas were terrific outside Queenstown harbon when the liner Baltic sailed today that the local pilot could not be taken off and was obliged to continue to New York.

Key to the Situation-Bee Advertising.

To Cure Cerns, Callouses Bunions and Aching Feet

The following is absolutely the suremand quickest cure known to science for all foot alliments: "Dissolve two table spoonfuls of Calocide campound in a basin of warm water. Soak the feet in this for fully fifteen minutes gently rubbling the sore parts." The effect is really wenderful. All soreness gives instantly the feet feel delighful. Cormand callouses can be peeted right off. It gives immediate relief for sore bunions, sweats, smelly and aching feet. Especially effective for frost-bites and chibiains. A twenty-fly cent box of Calocide 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 driggists has Calocide compound in stock or he can get it in a few hours from his wholesale house. Published by Medical Formuly Laboratories of Chicago.—Advertisement

A Great Farm Journal THE TWENTIETH CENTURY.

# 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 avoirdupois and her circum-

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 comanded 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

Bulk alone is all that interests this interesting King on the remote island in the remote sea. What has this got to do with advertising? Just this;

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-forcer, 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 Maggle 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 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 newspapers 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 commit-

tees of any real value to anybody but the advertising manager and publisher?

But HOW was the circulation secured? WHAT KIND OF PEOPLE enter into its compo-

WHERE do the papers or magazines go? How many copies GET INTO THE HOME? WHAT KIND OF ADVERTISING is accepted? Now, my fellow-citizens of this more or less free

land, we are getting close to the theme. If the circulation of a two-dollar magazine or newspaper was built up by giving away four dollars' worth of bum dishes, it is not worth so much per thousand as the circulation secured by printing a good paper.

If the circulation is largely made up of people whose incomes are limited, it is not the kind of circulation to create sales for a Packard car.

If the street sales are very large, and if editions are issued every time the Bulgarians threaten the gates of Constantinople, that kind of circulation is not well-calculated to sell things that women are most concerned

If advertising is accepted which is false and fraudulent upon its face, then the circulation is not likely to be valuable to advertisers who are promoting something

Perhaps nobody, with the exception of Col. Emery Mapes, who easily stands first, has been more keenly interested in circulation facts than the writer.

For eight years I have been going at the thing from

And this striving for bulk, fighting for bulk, scheming for bulk, lying for bulk, and even going to jail for bulk, has been the one great evil of the publishing

It has grown into an even greater abuse than the flamboyant exaggeration and misrepresentation of advertisers themselves. I know what I am talking about, for I have been closely identified with the Association of American Advertisers, whose main mission upon this earth is the

running of circulation facts to their widely scattered And isn't it time advertisers themselves gave more attention to the quality of the quantity? I think so.

What all the peanut problems that have in recent days been introduced into edvertising by men whose ability to talk greatly outclasses their ability to think—with all the hookworm talk about This. That and Tother here is a theme that just ordinary common sense is pushing to the fore. -Printer's Ink, Jan'y 16, 1912.

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