THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR.

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REMITTANCE.

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South Omaha—338 N street.
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Lincoln—36 Little Building.
Chicago—901 Hearst Building.
New York—Room 106, 38s Fifth avenue.
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CORRESPONDENCE Address communications relating to news and editorial matter to Omaha Bee, Editorial Department.

JANUARY CIRCULATION. 53,102

State of Nebraska, County of Douglas, ss: Dwight Williams, circulation manager of The Bee Publishing company, being duly sworn, says that the average circulation for the month of January, 1916. average circulation for the month of January, 19 was 53,102.

DWIGHT WILLIAMS, Circulation Manager.

Subscribed in my presence and sworn to before, this 2d day of February, 1916, ROBERT HUNTER, Notary Public. Subscribers leaving the city temporarily

should have The Bee mailed to them. Address will be changed as often as requested.

Now will congress be good and obey the teacher?

To paraphrase one of "Met's" favorite say-

ings, President Wilson is scared. That's very Never mind! Wait for the Bryan dinner if

you want to see the pure and unadulterated essence of democratic harmony. And to think that our art lovers still have

to go past that hideous inartistic welcome arch in order to reach the art exhibit That Norfolk asylum superintendent will now

doubtless take to himself the story about the polly-parrot who talked too much. Sure, Omaha is just the place for a munitions

factory, but if they are of the explosive kind. please keep them at a safe distance.

As a weather prophet, the ground hog can't be beat. It remains to be seen, however, whether he can make a forecast that will last

Having given the mayor of Omaha one try at the governorship, it is no more than fair that our democratic friends should let the mayor of Lincoln take a swing at it.

The Bee must have hit some of the World-Herald's political pals in a tender spot when it chamber fire-equipment deal-we almost said

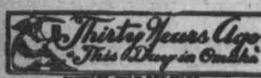
President Wilson invited the Topekans to "Get up on your hind legs and talk." Ordinarily the invitation would not get by a Kansan, but | port a presidential campaign. mistaking webfeet for quadrupeds hits pride in the hemitation belt.

If there are any "welcome" signs on the Texas side of the Rio Grande it is a safe bet they will glow with uncommon radiance as Pancho Villa nears the crossing with his bullion train. Much is forgiven a man who brings over the

Colombia's sugar plum bas been pulled out of committee, with two-fifths of the sweetness melted off. By the time the senate gets through with it, it is doubtful if the Colombians will be able to identify it by Colonel Bryan's thumb-

Every time the war shows a tendency to dullness the Teutonic allies pull off a stunt that dases the enemy and makes the neutral world sound a note of admiration. The Appam incident is not the least of many surprising achieve-

The World-Herald gets all of the government advertising put out in Omaha by the departments and bureaus at Washington at highest rates, without competition, solely by virtue of the senator's political pull. Far be it from us to complain, for the W.-H. needs the money.



Mayor Boyd has signed the new gas ordinance which provides that sixteen-candle power gas shall be supplied to Omaha consumers at \$1.75 per thousand feet, with permission to collect \$2 per thousand if the bill is not paid within ten days.

Mrs. Guy C. Barton entertained thirty-two guests at dinner at the Omaha club. The hostess was seated epposite Mrs. Woolworth, and Mrs. Patrick at her right: the other guesty were Mesdames Bennett, Moraman, Cleveland, Callaway, Ramsay, O'Dell, Yost, Parrotte, McConnell, Nash, Hanscom, Andrews, Short. Pritchett, Emith, Wakeley, Burdett, Edgar, Lininger, Allen, Coutant, Boyd, Cowin, Richardson, Kountse, Millard, Barker, Cogswell and Miss Barrows.

The Arion club has the following officers for the ensuing year: President, Charles Metz; vice president, Henry J. Richard; secretary, George B. Tsachuck; treasurer, Fred Mets, Jr.: banner carrier, Henry me; trustees, G. F. Epeneter, Robert Rosensweig

William H. Kent, for many years one of the newspaper fraterolly of Omaha, but lately of the Laramie erang, is now official reporter of the legislature

Mrs. McShane, the venerable mother of John A. James H. and Felix J. McShane, is reported by Dr. McKenna much improved from her recent illness. The Pauton & Vierling Irouworks has been incor-

porated by W. A. Paxton, John L. Kennedy, Robert Virging and A. J. Vierling to conduct the ironworks purchased from T. W. T. Richards, They expect to unploy seventy-five to 100 men in a general (oundry vote didn't come up to the shouting.

Just Lying-That's All.

Our amiable democratic contemporary, the World-Herald, throws a conniption fit over the fact that The Bee is doing the official advertising for the county, and it is sorely distressed about the price that is being paid, although very careful not to say that the price is excessive. It declares that the county paid The Bee last year \$3,801.46, and that at the same rates paid by the city would have effected a saving of over \$2,000. In this, the World-Herald is just lying to bamboozle the public-that's all.

Here is the exhibit of the bills rendered by The Bee to the county for advertising during the

Treasurer's annual statement \$ 204.09 Proposals for bids and legal notices...... 266.94 Delinquent tax list 2,985.20

Now, the prices charged by The Bee for this advertising were originally fixed by competitive bid, the World-Herald being the other and higher bidder. For the treasurer's statement the county is paying the legal rates and for the other notices less than the logal rates. For the delinquent tax list (which last time required an extra twelvepage section of three distinct issues of The Bee) the payment is not by the inch or by the line, but by the description of the property and is so fixed by law and added to the tax bill. No competition would relieve the delinquent taxpayer from paying this advertisement fee, nor would it save the county one cent, to say nothing of \$2,000.

The sublimeness of the World-Herald's gall, however, lies in the fact that the last time a democratic majority controlled the county board, that paper itself stealthily grabbed off the advertising contract without competition of any kind, and did the job on the identical schedule of rates being paid to The Bee. Not only did it manifest no desire to save the county money by competitive bids then, but it fought strenuously for this piece of patronage as if it were afraid it would get away. What seems to all the World-Herald is not the prices in The Bee contract, but disappointment that it failed to hold this county advertising for itself.

Inviting International Blackmail.

The senate committee on foreign relations has done the expected in reporting out, by a strictly party vote, the Bryan Colombian treaty, with an amendment cutting down the gift proposed from \$25,000,000 to \$15000,000 and modifying the apology so it will be not quite so humiliating for the American people. The attitude of the committee on the question is not fully understood, for, if the United States is beholden to Colombia in any sum, it must be the full amount of the claim and if we have done our South American friends an injury it should be fully atoned for and in no half-hearted way.

The truth is, this whole proceeding is a part of a plan by which the late democratic secretary of state hoped to inflate the fortunes of his party with a little cheap sentimentality. The Colombian treaty was devised for the purpose of disorsditing President Roosevelt and Secretary Root and put a stain on their accomplishments in connection with the Panama canal. This claim has around it the same aroma of scandal that attached to other thwarted efforts to hold up the government of the United States in the prelimithe Colombian government took part. It now partakes of the nature of blackmail and would never get consideration were not the democrats so direly in need of something on which to sup-

Nicaragua's demand for compensation for a canal route and the Fonseca naval base is in many ways similar to the Colombian. The naval base was taken to prevent its sale to an European government in defiance of the Monroe doctrine, while the canal route was being offered to Germany when the United States stepped in. Submission by our government to this injustice at this time invites continuance of this form of international blackmail by irresponsible governments we are morally bound to protect. The treaties, fortunately, will have to run the gauntlet of the senate, where the whole miserable

Sunday Laws and Common Sense.

mess will get a needed airing.

The decision of the police judge at Benson, holding that The Bee may be sold by newsdealers in that bailiwick on Sunday, is in line with common sense. The observance of Sunday as a day of rest, sanctified by divine command and ballowed by almost universal custom, is not to be abandoned because of this ruling. Certain activities of society have so developed since tha Nebraska statute was passed as have brought about conditions that could not have been foreseen by the lawmakers of the early day. No faundamental tenet of the Christian or any other religion is involved in the fact that certain processes of social life today are continuous and can not be interrupted, even for a single day. The sale of a newspaper is not the only thing involved in the suit. A more wholesome regard for the law will follow on its temperate enforcement. Striking blindly at all things in reach will not win.

All Right-All Write.

The chief reliance of the opposition to all preparedness measures whatever is the appeal of Mr. Bryan, calling on everyone in sympathy with his sentiments to "write your congressman" in protest. The purpose, of course, is to bring the influence of the constituents to bear as pressure upon their representatives at Washington with a view to making the latter believe that the "folks at home" are all one way, and against all preparedness proposals. This is legitimate so far as it goes, and if the anti-preparedness people alone do the writing it may have the desired effect through misrepresenting the real sentiments of the constituency. But if one side can write, so can the other, and there is nothing to stop those who believe in reasonable preparedness likewise to "write your congressman" and thus let him know that inaction is not universally demanded.

So, if this question is to be decided by a letter-writing campaign, we say "All right-all

Still, a distinguished Nebraska democrat also drew mighty crowds some years ago, but the

The Return Goods Evil A Growing Abuse

Secretary Associated Retailers of Omaha-

N THE business of retailing merchandise, what was at one time a great "privilege" has by constant 'abuse' become one of the greatest, if not the greatest "evil" in merchandising. This "privilege," or what is now known the United States over as an "evil," has to do with the return of merchandise.

The "privilege" of returning merchandise was started years ago by one of America's leading retailers and was accorded at first to only a few special customers. It was found that in this way sales were increased, and from that time on the "privilege" grew to such an extent that not only in his store, out in nearly every store in America, it was granted universally

'The demand for "service" in all lines of business has grown amazingly in the last few years, and with this demand has grown the cost of doing business. In no other line of business has the cost increased so steadily as it has among the retailers. About three years ago the retailers in cities where there were associations began investigations for the purpose of trying to reduce the cost of doing business by stopping the numerous "leaks."

Cleveland, O., I believe was the first city to investigate the cost to the merchant of the "return of goods evil." With this investigation the association immediately got together and adopted certain rules which would tend to lessen the "abuse." Since that time nearly all retail associations have begun to take up the question. St. Louis, Denver, Louisville, Cincinnati. Chicago and San Francisco have all adopted some plan to either lessen or stop the "evil" entirely. In Denver merchants have adopted the rule that no goods are to be sent out on approval or to be re turned unless same are returned in original packings, accompanied by the sales slip and on the same day that they are taken from the store. In other words, the return "privilege" in Denver is a thing of the

The retailers who hold membership in the Assoclated Retailers of Omaha have not as yet adopted any iron-clad rule on this question, but they are making up a list of people who they know to be abusers of this "privilege," and these names will be handed to one another and the parties will be denied this "privilege" in the future.

All retailers will admit that the "abuse" has grown, not so much through the fault of customers, as through the desire of the clerks of the store to make a good showing in sales. In fact, in thousands of cases where the customer would waver, the clerk would make the following suggestions: "May we not send the article to your home for your further consideration? You may take it home and then if it does not suit, you can bring it back." The retail stores themselves have educated the buying public in this way, and since the privilege has grown to an "evil" the retailer must now educate his customers to a realization of the absolute unfairness of the practice as indulged in by some of their customers.

The president of a retail dry goods store in St. Louis, a store that does a 19,000,000 business each year, made the statement that before St. Louis adopted their new rulings, on account of the great "abuse" of the return goods "privilege" in his store, that he was virtually in the second-hand business. One of the leading clock and suit houses in the west admitted that their books would show that over 37% per cent of goods sold were returned to them,

All who are abusers of this "privilege" do not abuse it knowingly. In one instance where this office has been compelled to write to a lady whose record ng the stores was that she returned between S and 90 per cent of the goods she purchased, expressed great surprise, saying that she knew that the stores' wagons were out her way every day and that it did not cost the stores anything to have them stop at her house to either leave or take back the goods. But the number that knowingly and willfully "abuse" the "privilege" is on the increase and in justice the good customer who wishes to buy "fresh goods" the retailer is compelled to do all in his power to check this "evil." I have gathered together a few examples of the great injustice being done to the stores by some of the Omaha patrons. The "returnof goods" and the "send out on approval" customers are a great deal more numerous in the women's ready-to-wear departments and stores than in any

From a furniture house we received this example: customer bought an expensive dining room table. After having had it four or five days, she called up and asked us to send for it for the reason that it was too large. On its return we found cup marks on the table, which would indicate that it was merely purchased for the use of a day or two. Another instance; a mother accompanied by her little daughter requested that a rug be "sent out on approval." This was on Wednesday, Her little girl, who was with her at the time, said, "Why, mother, we don't have the party till Thursday."

The following incident occurred in a St. Louis atore: In opening the mail one morning they found the following letter:

Dear Sir: Am sending back three mourning hats. The patient is doing wonderfully fine. Yours truly. Hats bought on the 16th of the month, returned on the 30th. Out fourteen days.

Life furnishes this witticism, showing how general is

"Lady Customers 'You told me yesterday, when I bought that article, it was the last one you had. Today I see a counter full of them.' 'Yes,' said the floor walker, 'we are now selling those that went out on

An investigation of the accounts of charge customers for a period of one year made the following showing in one store; Some returned 100 per cent.

More returned 75 per cent.

Still more returned 50 per cent. privilege of returning merchandise is exended by the stores to the customer as a matter of envenience. It is useful for customers when intelligently, properly and fairly employed. But it is great injury and bad for the stores when it to

The Omaha stores are not abused by their customers as much as those in some other cities. But the "abuse" is great enough, even here, that were they to report same every day, it would take several

umns of your paper to print the month's record. In the past month or so we have had reported one man who had sent to her house on approval a \$100 dinner set. Used that night and returned next day with some trivial excuse. Another one had sent our very handsome Turkish rug. On the evening it was sent there was a reception held at her home. Two days afterward the firm was asked to call tor the rug as the colorings did not suit the other furnishngs. Another woman, during a shirtwaist sale in town had several waists "sent out on approval" from several different stores and at her home got them mixed up so that she did not know where each in-

dividual waist came from. It must not be overlooked that many returns of nerchandise are caused by the store's own fault. As for instance, when goods are found to be defective, when deliveries are not made on time promised, when goods are mussed, rumpled or misused in the wrapping or packing, causing them to be in bad order when received by the customer, when a customer has not been properly fitted through the carelessness or inefficiency of the salesman. The "return of mermandise" for these reasons are gladly received by the retailers. But they do object to the customer who returns goods for some trivial reason or just

because, from the time of purchase to the time she reaches home, she has "changed her mind." We believe that the majority of those customer who have got into the habit of having goods "sent out on approval" or the returning of goods, will, when they see the injustice that it does to the store, be more careful in the future.



For Early Closing in Winter, Too. OMAHA, Feb. 1.-To the Editor of The Bee: The Associated Retailers of Omaha very kindly closed their places of business last summer at 5 p. m. from June 14 to September 1, except Saturdays, and we clerks and employes enjoyed it all.

Now, why not during these cold, dull winter months close at 5 p. m., including Saturdays, from February 15 to April 1? Or, what is better, close early the year around, as other metropolitan cities do Put Omaha on the map.

JOHN H. GILLESPIE.

Shotwell on Preparedness. OMAHA, Feb. 1 .- To the Editor of The Bee: President Wilson's speeches on preparedness are so fine and compelling. so full of sentiment, love and patriotism that all of our citizens should rise above party and nationality and support him. In his speeches there is a note of sadness-and it is a pity and a shame that the head of our nation should be compelled to debate a question of so great moment to our people. He knows better than anyone else the unfitness of our nation to cope with an assault from without.

Those who are now, and have been, opposing this program are not as a rule citizens of alien birth. These citizens as a role are full-blooded and love the country of their adoption. They have come to this land of opportunity to escane persecution and intolerance, and here they have built their homes, reared their families and have been, and are now, ready to defend, if necessary, with their life-blood the country of their adoption. They appreciate our form of government, its institutions and the liberty which they enjoy. They love their kin in Europe, and who can blame them? This relationship, however, is secondary to their love for their home. The opposition to preparedness comes

from that anaemic, weak-kneed and hypocritical class of American-born citizens who, in times of peace, preach reform and practice religious bigotry, and in times of war give aid and comfort to the enemy. These undesirables among our citizens are greatly in the minority. but they comprise a class who devote a large amount of their time to regulating the conduct of their neighbors and, therefore, are more often heard than the larger class who devote their time toward the upbuilding of their state and nation. During the civil war, in Ohio there was a politician who attempted to rise to power by giving aid and comfort to the His name was Vallandingham. His followers were called Copperheads, While the boys in Ohio were fighting to save the union, he was conducting a campaign to disrupt it. He was deported to Canada, and it is the unwritten history of Ohio that a number of his followers were hanged and the organization broken up. As a boy I often heard men's names mentioned who were affiliated with that organization and we were taught to look upon them with scorn and contempt. What is the difference between the copperheads then and those citizens who now are opposing the president? What is the difference between Vallandingham Ohio and the Bryan of Nebraska? Is not the latter more dangerous than the first? Vallandingham attempted to justify his conduct through preachments of hypocrisy and cowardice, and so does Bryan.

Against Enforced Medical Inspec-

FRANKLIN A. SHOTWELL

OMAHA, Feb. 2.-To the Editor of The Bee: I have been reading with much interest of the campaign of the political doctors to force medical inspection on the citizens of wmaha.

Has not the medical profession had full sway in trying to stamp out the present epidemic of sickness? We have not only allowed them, but have assisted them in every way possible in examining every school child in Omaha. The result is-the epidemic is as bad as ever, simply because the medics have failed to de-

liver the goods when given a chance. Now the political dectors have begun to urge medical inspection of every man or woman employed in Omaha factories, stores, etc. They think if an employe lays off a day on account of sickness he should be compelled to go to a medical doctor, let him look at his hands and tongue, make out a certificate of health and pocket the fee of 60 cents or al before the employe is allowed to return to work. It is an outrage to have such a system foisted upon a free American

Why does our city health department refuse to make public the true situation regarding scarlet fever. The writer believes that the figures given out are far in excess of the true state of affairs, and that the political doctors are using the present "epidemic scare" as a coercion in forcing our city government to give them what they are after. I hope the people of Omaha will not stand by and let this outrage be forced upon our citi-

Since the advent of drugless healing, many chronic invalids have been getting well under the new methods that were "incurable" under medical treatment. The medical society feels their grip loosening and they now have their political forces working tooth and toe-nall to enact leve that will put the drugless healers out of business. Do you call this

Advertising No Test of Quackers.

BRIDGEPORT, Neb., Feb. 3.-To the Editor of The Bee: I quite agree with Dr. Sigafoos that if Dr. Merriam can cure typhoid, scarlet fever, etc., he should use the advertising pages of The Bee and let the public know it. Likewise he should pay for his advertising as other specialists do. Dr. Sigufoos is mistaken in his idea. of a quack. A quack is one who claims to do something and falls to do it. It is not an advertising physician. Nearly all general practitioners are quacks, as they take your money whether they help you or not. There are three physicians in Omaha who advertise with you and neither of them are quacks. They do business on a cure-or-no-pay basis, and if Dr. Signfoos, or the average of general practitioners, did business on that basis they would not make enough money in five years to buy a Ford. If a man is a specialist in any line of medicine or others, there is no reason why he should not advertise and let the public know it. How much business would the big stores in Omaha do if they did not advertise? (Would Sears-Roebuck Co. do a yearly business of \$130,000,000 without advertising? I leave it to the public as to which is the quack, the advertising physician who delivers a cure or the general practitioner who collects if he can whether you are cured or dead. S. B. THOMPSON.

Nebraska Editors

Editor F. B. Anderson of the Watten Gasette has replaced his junior linotype with a standard machine and has put his paper on an all home-print basis.

Anson K. Holmes has purchased the Taylor Clarion.

Robert G. Douglas, editor of the Osceola Record, has announced that he is a candidate for the republican nomination for representative from his district.

Bert Howard has sold the Johnson County Journal-Tribunal of Tecumseh to Charles D. Blauvelt, former proprietor of the Arapahoe Mirror. Secretary of State Pool and Deputy Secretary Cooper were formerly associated with Mr. Howard in the publication of the paper.

J. H. Sweet, editor of the Nebraska City Press, is a candidate for delegate to the republican national convention from the First district.

Lloyd C. Thomas, business manager of the Alliance Herald, has announced that he will be a candidate for nomination for representative from the Seventy-third

J. W. Leedom of the Gordon Journal has filed his name as a candidate for the republican nomination for commissioner of public lands and buildings.

R. V. Lucas, who has been editor, and part owner of the York News-Times, has sold his interest to Thomas Curran. Mr. Lucas has purchased a half interest in the World at Shenandoah, Ia.

Stanton Picket: We can't see why Senator Sorenson don't run a better picture of himself in his magazine, The Examiner. The senator is really a good-looking fellow, and we suggest that he give us a better likeness and cut out the old job lots with big feet and a pelican nose,

GRINS AND GROANS.

"I wonder how Flubdub can afford an auto. Don't you?"
"No, I don't wonder how he can afford an auto. I know he can't afford an auto. But how do gazaboes like him manage to get hold of autos? That is what flabbergasts me."—Louisville Courier-Journal.

She (coyly)—What would you do if you get a leap year proposal?

He (galiantly)—If it were yours, I'd jump at it.—Indianapolis News.

"Brooks wants to sublet his spartment."
"Why, he called it the ideal place."
"I know, but the janitor doesn't like the way he parts his hair."—Judge.

Wife (at breakfast)—Could I have a little money for shopping today, dear? Hub—Certainly. Would you rather have an old \$5 bill or a new one? Wife—A new one, of course. Hub—Well, here's the one—and I'm \$4 to the good.—Boston Transcript.

DEAR MR. KABIBBLE MY WIFE BEATS ME -SHOULD I DESERT HER? AND YOU'D BE HEART BROKEN WHEN YOU RETURN AND

ANOTHER MAN!

SEE HER BEATING UP

Stranded Motorist—Could I phone a garage from your place?
Obliging Native—Waal, I ain't got no telephone, but I could give you a postal card.-Puck.

"Then you say you have a model husband?"
"Quite. Since we have been married
he has never given the neighbors a moment's anxiety."—Kansas City Journal.

"You seem hard worked, sir," said the affable stranger.

"I'm half dead."

"Then I called in the nick of time. I'm selling life insurance. If you're half dead you can't get a policy any too quick."—
Louisville Courier-Journal.

-don't forget to order

Sunkist California's Selected

Oranges All good dealers sell them. Order now. Send for tested recipes. Save wrappers for beautiful silver-

California Fruit Growers Exchange Eastern Headquarters: 139 N. Clark Street, Chicago (432)



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Travelers experienced in the comparative comforts and conveniences of different roads unanimously declare, "Take the 'Milwaukee' between Omaha and Chicago."

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Four fast daily trains Phone or call for reservations Ticket Office: 1317 Farnem Street, Ossaba

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You can be sure of quality backed by reputation.

Sweet, Pure, Clean Swift & Company, U. S. A.

Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constantly to be really successful