THE OMAHA DAILY BEE

ROSEWATER. FOUNDED BY EDW VICTOR ROSEWATEL DITOR. The Bee Publishing Company Proprietor. BEE BUILDING, FARNAM AND BEVENTEENTH Entered at Omaha postoffice as second-class matter. TERMS OF SCHSCRIPTION.

Cally and Sunday 500.

REMITTANCE.

Remit by draft, express or postal order. Only twocent stamps received in payment of small accounts, Personal checks, except on Omaha and eastern
exchange, not scoepted.

OFFICES
Omaha—The Bee Building
South Omaha—Mis N street.
Council Biuffs—14 North Main street.
Lincoln—25 Little Building.
Chicago—601 Hearst Building.
New York—Room 1106, 286 Fifth avenue
St. Louis—508 New Bank of Commerce.
Washington—726 Fourteenth St., N. W.

CORRESPONDENCE. address communications relating to news and editorial matter to Omaha Bee, Editorial Department

AUGUST CIRCULATION.

53,993

State of Nebraska, County of Douglas, as:
Dwight Williams, circulation manager of The Bee
Publishing company, being duly sworn, says that the
average circulation for the month of August, 1915,
was 50,893.
DWIGHT WILLIAMS, Circulation Manager. Subscribed in my presence and sworn to before me, this id day of September, 1915. ROBERT HUNTER, Notary Public.

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

The "bear that walks like a man" knows a trap when he sees it.

With the record-breaking membership this year, Ak-Sar-Ben should break a few carnival records, too.

Eligibles for trail-hitters should know that tabernacle collections have ceased, and salvation is free. Hit 'em up!

In the race of time September is entering on the home stretch. If the European war is going to be over in October, it will have to hurry.

Start now to make Omaha presentable for the coming Ak-Sar-Ben visitors. What is left to be done the last moment may be left undone.

Germany's new order to submarine commanders amounts to a revised motto of Davy Crockett: "Be sure you are right before you

To a man up a tree it would seem that that man who was fined for breaking the speed limit with an auto truck should be really entitled to a prize.

If young Mr. Rockefeller can fox-trot himself into favor with the Colorado miners, most of the things said about the wickedness of dancing will have to be expunged.

Any other high-up office of the big national, professional or trade associations looking for panding, his tastes are becoming good material to fill them can also be accommodated by drafting Omaha men.

Culebra slides are too frequent and expensive for levity. Every time the mountain squats down the canal treasury digs up, and hangs crepe on the hope of a dividend.

Nothing is still lacking to make young Rockefeller's tour of Colorado a round of joy but an address of welcome from a reception committee headed by Frank P. Walsh.

If the Allies' financiers cannot negotiate a loan at a rate less than 5 per cent, the question in, Can Omaha municipal or school bonds be floated bearing only 4% per cent interest?

The president of the British Board of Trade boasts that he has put one over the American Beef trust. We thought it was proved in court several times that "there ain't no such thing" as a beef trust.

Mathematical wonders never cease! A friend has shown us a water bill which purports to convince him that he is saving more money by rate reductions under municipal ownership than he paid altogether before the city acquired the plant. Q. E. D.!

Testimony given in the election fraud trials at Indianapolis show marked proficiency in the art of making tally sheets register more votes than there were ballots cast. Indiana politicians abbor an uncertainty. Their talent makes for a sure thing.

The discredited Ambassador Dumba is reported impatiently counting the hours which must pass before his steamer heads for home. To a diplomat of royal sensibilities turning a spotlight on a private snap sounds the depths of humiliation and provokes a longing for a wilderness or the silence which distance gives.



Drawings for the new bridge for across the river lave not yet reached the Union Pacific headquarters, but are expected in a day or two. The structure is to consist of five spans, resting on plars of soilt masonry. The centerof the bridge will be devoted to railroad traffic with a driveway and street car track on each side, and walks for foot passengers outside

Miss Emma Anderson was agreeably surprised at her home on Twentieth and Douglas by a large party of her friends, who brought their own refreshments with them and had a general good time.

Hon. T. Van Antwerp of Albany, was visiting his sephew, Captain John S. Wood. Plans for the new Barker building on Pifteenth and

Farnam have just been completed by the architects. Mendelshon and Pisher, and call for a building five stories high with a Mansard roof. The Patti Ross company put on "Esp" at Hoyd's

in a large and well pleased audience. The Coristian church on the corner of Parnau and Twentieth has been raised to the atreet level, and is being moved to its new location at the corner of Twentieth and Capitol avenue.

Armenians and America.

Terrible tales of Armenian slaughter by the Turk again come to the public notice in this country, accompanied by an appeal that the United States intervene to protect this people from threatened extermination, if only part of the atrocities reported were founded on fact. the case would be a most desperate one, so far as the Armenians are concerned. That their hardships are an incident of the war is also true. When the Turk entered the world conflict, the perpetually precarious situation of the Christians in the Near East was made extremely perilous, and it was understood that the world would be shocked by tales of murder and rapine from the regions where the Moslem was unrestrained in his control. But the other nations of Europe are directly chargeable with the presence of the Turk in his position in Armenia and elsewhere, and have been for these last five centuries. If the United States is to enter the world war it must be with more direct provocation and for another purpose; the rescue of the Armenians is a labor for the European powers now engaged in strife.

Retirement of Federal Judges.

A judge of the federal district court is permitted to fetire at the age of seventy, drawing thereafter the full pay of an active judge, which is \$6,000 a year until his death. This explains why the Department of Justice is not willing to accept Mr. Bryan's recommendation for the appointment of W. H. Thompson of Grand Island to the vacant Nebraska judgeship The government would receive only about eight years of work and would then be responsible for a full pension for perhaps more years than had been devoted to active service.—Lincoln Journal.

Just to scotch this piece of misinformation before it spreads further, let it be known that the revised statutes of the United States fix the retirement age of federal judges at seventy, but also require a minimum service of ten years. If a man is appointed to the federal bench when he is sixty-two years old, he is not permitted to retire until he is seventy-two years old-in other words, the statutes insist upon ten full years of service as prerequisite to a retirement pension. Still further, the average man's probability of life at seventy cannot be figured at much more than ten years, so the possibility of a pension for a longer period than the years of service is rather remote. It may be said, however, that the appointing powers, in making their selection for judicial places, as a rule, require a prospect of more than ten years on the bench, which accounts for the reluctance to appoint judges who would have to serve beyond the age of seventy to meet the statutory prerequisite for retire-

Wages and Wealth.

From the Department of Labor at Washington comes a report with the interesting information that wages have been considerably advanced in the United States during the last year. Only one small group has undergone a reduction in wages. Hours of labor have been reduced in many trades, following the general movement in that direction. This information is quite comforting, for it shows that in some measure the wage rate in the United States is keeping pace with the general advance of the living rate. Economists find in prevailing conditions encouragement for the future.

The question of production and distribution is taking on new phases with each advance in man's capacity. Man's wants are steadily exing and his ambition more embracing. Production may have met the requirements of yesterday, perhaps of today, but certainly not of tomorrow. Man wants more, and to get it he must create it. Therefore, the question of production is not settled, nor will it be until man no longer nourishes an unsatisfied desire.

Distribution is coming, in America, at least, to be on a better basis, for the good things of life are here being passed around with less exclusiveness. Just as man develops, his needs become harder to satisfy, and his energy must be more and more highly specialized to meet those needs. Wages and wealth go hand in hand, and while the old 'wage fund" theory may have been discarded, the relation between the two is not seriously disturbed.

Why Expose Children at All?

An Omaha doctor, at a Des Moines gathering of doctors, delivered an address, advocating the exposing of children while young to contagious diseases, thus building up a race of immunes. This rather startling suggestion was met with the immediate opposition of another doctor, equally certain of the point, who contended that youngsters have no special capacity for resisting disease, and as many of them die as do the elder. This point may be of intense interest to the "mind that's scientific," but it holds a little element of wonder for the layman. Why expose children, or anyone else, for that matter, to the menace of contagious diseases? Is it really necessary that we have the mumps, the measles, the whooping cough, or any other dangerous and avoidable ills that beset childhood? Doctors really ought to be busy educating people in how to escape from these trials. The bacteriologists for years have been nultiplying our dangers by many times, while the medicine men are equally active in supplying us with avenues for escape, If science offensive and defensive persist, may we not hope for a return to that happy condition when death will be occasioned alone by loss of blood or lack of breath.

Speculation about President Wilson's feelings regarding W. J. Bryan's proposed peace mission wastes time and space. There is nothing in politics surer than that the president favors the mission. It is a hundred-to-one shot that if Bryan will merely hint at a winter's stay abroad the president will bid him a cheery godspeed at the dock.

From a corporation point of view things are better ordered in Mexico than on this side of the line. The street car company of Matamoras, yielding to the demands of strikers, promptly pushed the extra cost on patrons by advancing rates. American efficiency has some leagues to go before reaching that destination.

It is painfully evident that the money-lending bankers of this country have no respect for the opinions of Colonel Bryan and Senator J. Ham Lewis. "Don't loan money to foreigners," the politicians cry. Thereupon the heedless bankers nudge up to the deal.

Ethics of Advertising

Bert Moses in Mewspaperdom. LOATING around in my ink bottle are a few remarks about patent medicines, and also a bit of comment concerning the unkind things that folk with myosis and myasthenia of the mind have said about them. This shall be a sincere attempt to fish the remarks and the comments out. In all reform movements, something or somebody has to be the goat. Before you can get a crowd to abandon reason and blindly follow the leaders, you must find a man or a thing to kick around and throw bricks at. To lead a crowd, it is not necessary to possess an intellect or be a logician. All that is needed is an object and plenty of noise. One day the police are the goat; next day, Wall street; then food manufacturers, judges, politicians, trusts, bankers, and today the Angora is patent medicines. No attempt at discrimination is made by the "Mad Mullahe" hot on the traff of ephemeral fame. They condemn an entire industry simply because there are in it a few scalawags. There scalawags are held up as specimens of the contents of the entire package, and war dances are executed around the wretches as the fagots are lighted.

Let it be admitted that folk get sick, and that most of them would get well if they behaved themselves, breathed deeply of fresh air, took a bit of exrecise, forgave or forgot their enemies and kept away from ctors and medicines of any kind. The taking of medicine, however, has a certain psychological effect, and some drugs possess the property of changing conditions in the human body. The practice of medicine, at best, is simply a game of guess-work, because the action of drugs varies to a remarkable degree upon different individuals. The reason there are so very many doctors and so very many medicines is because the dear people demand a variety, so they can change from one to another when results are unsatisfactory, which is frequently the case.

I am told that in America there are some 30,000 patent medicines, and possibly 2 per cent are downright fakes and frauds. The other 25 per cent are made from formulas probably written originally by 'regular' physicians, although I am unable to tell you what a "regular" physician is. Now, it seems to me that if a man makes a good remedy, it is hardly criminal to let the public know about it, and the best way to let the public know is by advertising. If a man advertises a remedy that is not good, it is only a question of time until he will find no sale for it.

It happens that men who advertise very often get rich, while men who don't advertise very often go broke. The doctors (who don't advertise if they have to pay for it) became jealous of the business established by advertisers of patent medicines, and for quite a while have been trying to get a monopoly on the medicine industry through the enactment of laws. That is to say, if they can make it illegal for any body but an organization doctor to treat people who are ailing, they will soon be able to sell their Fords and buy Packards.

Now, if doctors cured the people they treat, I would be up in front shouting my head off for them, but the various graveyards scattered over the countryside are mute testimony to their impotency. The possession of a sheepskin is not proof of skill, and a doctor's frequent duty is to fill out death certificates What is the logic of the reformers was demand that none may sell medicine except graduates of a med:cal college? Why, it is analogous to insisting that no one shall write books but college graduates; no one shall touch upon religion but ordained preachers; no one shall go into business but graduates of a commercial institution; no one shall publish a paper exgraduates of a school of journalism; no one shall bake a pie except those who follow the recipes in "The Homely Ladies' Journal!"

You might think, from all this indiscriminate baying of the pack, that promoters of patent medicines were co-laborers with Gyp the Blood, Dago Fran't and Lefty Louis, while the members of the pack were colmates of Little Rollo, Sunday School Susia and Sinless Sam; but the facts seem to be that there is the same percentage of decent folk who sell prepared remedies at reasonable prices as there are decent reformers who reform at big prices. There are very many proprietary remedies that are as standard as any preser'ption that any present day physician can write, and in millions of homes you will find these remedies in every day use with satisfactory results. And these remedies are largely bought and used by people who cannot afford to su tor at \$2 or \$3 per "sum" every time a little something is needed to banish pain or soothe a tired brow Frequently they are folk who have, at much sacrifice, taken from their slim stores and paid doctors for services which conferred no benefit whatever.

Patent medicine advertising, no matter how worthy the remedies or how immaculate the copy, is not accepted by a few newspapers. Yet these same newspapers do not hesitate to print announcements of things that make medicine necessary. They open their columns to all forms of condiments, preserves, pickles, pastries and various victuals that derange the digestive tract, clog up the Eric canal and invite the peripatetic pimple to the chaste cheek of Blanche and Mabel. They savertise corsets that choke the diaphragm, and shoes that create corns, both of the hard and soft kingdoms. They give space to mince meat that puts the ache in stomach, but deny space to the man who promotes a remedy to take the ache out.

If it is ethical to advertise shoes that make corns why-I ask from the heart-is it unethical to advertise a corn remedy? If your pickles and preserves and pastry send the pimple to the nose of Nelly, why not let a man making a pimple eradicator tell Nelly how to banish the vexatious thing? If your various vic tuals give Jim the eczema, do you think it more elevating to sectefy to let him stand scratching in front of the court house or public library, or tell him in your paper the particulars about some simple ointment that will send the eczema where it came from? Why should it be improper to inform a bitious man, with coated tengue and bad breath, where he can get a bolus to encourage action in his eliminating apparatus, and thus brighten up the heavens for him and

It is just as easy for a publisher to discriminate between the good and bad in advertised remedies ar between the good and bad in department stores, grocery stores, shoe stores and dell'atessen stores. No branch of trade is immune from mountebanks and crooks, and it is simply a matter of judging values by the exercise of common sense to clear up the whole situation. No advertising is objectionable if it ernveys information of value to the whole people, and it is surely desirable to know what to do when you are not feeling well. The doctor has his place ,and so have patent medicines, and the world will take a big step backward if it over gives the sheepskin power to prevail over ordinary horse sense. Why the newapapers should espouse the cause of the doctor, who hates advertising like "Billy" Sunday hates hell, and scorn the reputable patent medicine man, who has done more for advertising than any other force known, really I am unable to say,

Twice Told Tales

No Question of Tenses. A young woman whose husband is on the stock exchange recently awakened to the fact that he was juite sportily inclined. One evening the professor's wife, who lived quite near, ran in to make a call

During the call, the young wife of the stockbroker

remarked, rather plaintively "I wish I knew where Jack was!" "I presume, dear," said the professor's wife primly.

"you mean you wish you knew where he is?"
"Oh, no, I don't," replied the young wife, "I know where he is. He is upstairs in bed with terribly bloodshot eyes and a raving headache. I want to know where he was!"-New York Times.

An Easy Surrender.

"The trouble with my wife," said Blathers, "is that she always inrists on having the last word." said the philosopher. what is the last word?" He turned to the dictionary. The last word here," he continued, "is syxomma eaning an Indian libeliulid dragon fly, having a large head, narrow face, and very large eyes. Seems to me, Blathers, that considering how little call you in the ordinary conversation of the ordinary day for a word like that, you might, for the sake of peace, let her have it. I am sure that if I had a wife, and she wanted a word like syxomma, rather than rive rise to symotic disturbances in the family, I'd give in."-New York Times.

The Bees &

Latchstring for Commercial Club. OMAHA, Sept. 24.-To the Editor of The Bee: There is one little innovation by our Commercial club, It is a plan that the Lincoln organization has followed for some time and which has proved practical in its working.

Many business men, dealers in all lines of business from out in the state, come into Omalia each month on business trips. Oftentimes they are here for only a day or possibly a few hours. Most of them know of and would like to visit the Commercial club, but either do not know anyone connected with it or cannot find anyone at that partic Fr time who can take them to the club. Naturally, they feel some timidity about pressing themselves into the club rooms. In addition, it is not possible for these men to lunch there unless accompanied by a club member.

The Lincoln Commercial club has solved this matter by sending reputable merchants in the state membership cards and asking them to use the facilities of the club while in that city. This is a matter of small moment as regards expense, but it has proved to be a mighty popular plan with the out-of-town merchants. There are many who would utilize the opportunity if offered to them. but mighty few who will beg for it. J. L. WOOD.

Reasons for Admiring. OMAHA, Sept. 24.-To the Editor of The Bee: I admire Evangelist Sunday because he preaches righteousness without the preposterous assumption of the divine prerogative or supernatural attributes.

I admire Evangelist Sunday because he incites through individual initiative to a greater exercise of the religious virtues, without the dictum of clerical authority.

I admire Evangelist Sunday because he asks of men and women no religious service, which he does not do in a manper common to all men.

I admire Evangelist Sunday because he preaches a religious democracy of individual liberty in Christ, and not a theocracy of ecclesiastical absolutism.

I admire Evangelist Sunday because he preaches a righteousness that exalteth a nation, without arrogating to himself the wearing of one or more crowns as ineignia of his right and power to rule every real and imaginary sphere of in-

I admire Evangelist Sunday because he preaches neither creed nor doctrine, which conflicts with the free agency of the individual or sovereignty of the J. BRAXTON GARLAND.

That Big Loan to Britain. OMAHA, Sept. M .- To the Editor of The Bee: I notice J. M. Thurston joins J. Ham Lewis in opposition to our loaning money to England, France and Russia. I think these gentlemen are wrong. For years these nations have been our customers and we have sold them hundreds of millions of dollars of our products. They now want to establish a line of credit so they can buy more. If their credit is bad, then we might refuse, but as they now hold three thousand million dollars of our securities it looks like good business on our part.

If we make this loan it in time will be paid. It may be much better to make it and let them burn it up than for us to spend one thousand millions in battleships and other war supplies that we may never need. This loan is safer than if made to Germany, because these nations have not called into play every nerve and muscle as yet. If the shoe were on the other foot and Germany were in position to borrow and buy from us you would not hear a word against it from Germans who came here to get away from the very condition they now endorse. I would be just as willing to give Germany the credit and sell to her if she could get the goods delivered. This loan can and will be made and perhaps another one like it will follow. If we listen to our great president and the men who handle our financial matters and keep out of war and its cost, we will be the richest nation on this earth and can dictate peace instead of begging for it. When it is over they all will need our money and help and that will give un the opportunity to say on what terms they can have both. C. S. HAMMOND., Carlton Hotel.

Sunday Campaigns in Other Cities. BLAIR, Neb., Sept. 24 .- To the Editor of The Bee. I read a great many things in your paper regarding "Billy" Sunday and his tabernacie meetings and the manner in which he calls the preachers for not falling into his ways and calling deadheads. Now, I have attended the Sunday meetings in Youngstown, O .; New Castle, Pa.; Sharon, Pa., and Erie, Pa., and saw large numbers hit the sawdust trail in all those cities, and should you return there today you would find the hills and hollows covered with the wrecks of the Sunday meetings; the great amount of money paid for expenses and given to "Billy" Sunday to save those souls has been spent in vain.

I think it is time the good people of Omaha should wake up and take this money they are giving to Sunday and see what they can do for the poor people of Omaha. JAMES R. WILLIAMS. Clifton Hotel.

Here's a Saving Clause.

EDGAR, Neb., Sept. 24,-To the Editor of The Bee: I like The Bee, and my stock has gone up 26 points. After Mr. Scovil has seen his writeup in print he will wish he had not written. If Mr. Sunday and his associates can get people to read everything printed in The Bee that they don't like, it will take some of their time they might spend at something worse. CHARLES VANSTROM.

Non-Ex'stent Matter. OMAHA, Sept. 20 .- To the Editor of The Bee: That old saw about "fools rush in where angels fear to tread" is as ap-

plicable today as is Barnum's utterance

that the "American people like to be humbugged." In face of the evidence of hundreds of material scientists who have put in years of their time trying to make something of matter, and falling, Mr. Sunday proceeds to show his dense ignorance on that subject in an attempt to heap sarcasm on a body of religionists who do not see

things as he does. In reading over some literature on the subject recently, I came across a lecture delivered in 1878 by Bisoph Randolph S. Poster of the Methodist Episcopal church the subject of the lecture being "Man a Spiritual Being," and from which I quote a significant paragraph which gives an idea of the entire lecture, as follows: "s a a There are some embarrassments which ought to be noted-things which,

if we be not on our guard, will constantly

misicad us and prevent us from reaching

the truth. Such are these a constant

habit, from childhod, of calling the form

has so grown with our growth and strengthened with our strength, that it is next to impossible to break its power; and, while we live in the mere plane of the senses, as most of us do always, it seems to be true. It requires an effort man to rise above the delusion, and an effort to which minds unaccustomed to reflection are unequal. * * * Properly speaking he (man) is a spiritual being."

MIRTHFUL REMARKS.

L J. C.

"A shoemaker ought by his calling to be an ethereal sort of a creature."

"Why, there's nothing so pressic as shoemaking. Why should a shoemaker be ethereal?"

"Because it is his business to develop an affinity for sole mates."—Baltimore American.

Father—Ar-r! So I have caught you kissing my daughter, have I7. Suitor—I trust there is no doubt about it, sir. The light is quite dim, and I should feel vastly humiliated if it should turn out to be somebody else I had been kissing.—Topeka Journal.

"Montmorency, can your flance cook?"
No. mother, but she can paint beautifully on chins. She can paint the meat natural grapes and peaches you ever "Well, maybe looking at them will appease hunger when there is no dinner ready."—Louisville Courier-Journal.

KABIBBLE KABARET DEAR MR. KABIBBLE, MY FLANCE WANTS ME TO WAIT THE HE GOES THROUGH COLLEGE BEFORE WE CAN GET MARRIED. SHALL I WAIT?

Her-At the conclusion of an argument between a man and a woman the man may be silenced but not convinced. Him-Yes; and the woman may be con-yinced but not silenced.—Indianapolis

HOW SMART IS HET

"Your Honor," said the arrested chauf-feur in a Chicago court. "I tried to warn the man, but the horn would not work." "Then why did you not slacken speed,

the man, and of thinking it so. This idea rather than run him down?"

A light seemed to dawn upon the prisoner. "Gee. Tour Honor," he said, "That's one on me-I never thought of that." Chicago Post.

"I offered her my hand," said the young man.
"Did she accept it?
"Not exactly. She's a bridge player and what she expects of me as a partner is to lay my hand on the table and be dummy."—Washington Star.

FATHERLAND.

Herman Hagedorn, in Poetry. There is no sword in my hand Where I watch were's Patter's land, mether's land, What will you say of me,
Who am blood of your German blood.
Through and through.
Tet would not, if I could.
Slaughter for you?
What will you say of one
Who has no heart Who has no heart
Even to cheer you on?
No heavens apart,
No guiding God appears
To my strained eyes.
Athwart the fog of fears
And hates and lies,
I see no goal, I mark
No ringing message flying.
Only a brawl in the dark
And death and the groans of the dying.

And your strong men of deeds
Crumble and die with screams.
And under hoofs like weeds
Are trampled; for you
In city and on hill Voices you knew
And needed are still.
And roundabout
Harbor and shoal
The lights of your soul
Go out.

To what end. O Fatherland?
I see your legions sweep
Like waves up the gray strand.
I hear your women weep.
And the sound is as the groaning
Swish of the ebbing wave—
A nation's pitiful moaning
Reside an open stave.
Ah. Fatherland, not all
Who love you most,
Armed to triumph or fall,
March with your mighty heat.
Some there are yet, as I,
Who stand apart,
And with aching heart
Ponder the Whither and Why
Of the tragic story,
Asking with bated breath.
Which way lies giory
And which way, death? what end, O Fatherland?



What to Eat In Hot Weather

MEATS, heavy and greasy foods, should be eaten very sparingly during hot weather. They heat the system and tax the digestion. Faust Spaghetti ought to be indulged in during summer not only because it does not heat and is very easy to digest, but because it is also extremely nutritious. It contains the rich gluten of Durum wheat, which is a blood enricher and muscle builder. There is practically no end to the ways that Faust Spaghetti can be prepared to make relishable eating. Write for free recipe book.





The Henderson Piano

A reliable, honestly made, medium priced

piano; but having the tone and wearing qualities of a more expensive instrument. Beautiful case designs, in mahogany, walnut and oak, \$225.00.

Payments if Desired.

Douglas St. A. HOSPE CO. Douglas St.

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.