

THE OMAHA DAILY BEE

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OCTOBER CIRCULATION. 55,104

State of Nebraska, County of Douglas, ss. Dwigth Williams, circulation manager of The Bee Publishing Company, being duly sworn, says that the average daily circulation for the month of October, 1914, was 55,104.

DWIGHT WILLIAMS, Circulation Manager. Subscribed in my presence and sworn to before me this 5th day of November, 1914. ROBERT HUNTER, Notary Public.

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

Hurrah for the full dinner pail! Now for another reduction in water rates.

The weather is still comfortable in Nebraska, thank you.

For the first time in ten years, Nebraska will have a two-term governor.

Lucky Lobeck! He always manages to hit a ball where it will be fumbled.

At that rate, it will take more than two wars to save the democrats in 1916.

No doubt, we will now be told once more that "the fight has only begun."

Popular song in Europe—"Everybody's Doing it, Doing what?" Getting into the war.

Despite the fact that Tennessee is a prohibition state, it has elected Mr. Rye for governor.

Little Change to Be Reported, Says Paris-Headline. About 30 cents, it sometimes seems.

Visiting teachers have the right of way in Omaha on both sides of the street, and going in both directions.

Tammany, no doubt, had a big hand in beating itself in New York, yet the voters figured in it to some extent.

In the excitement over the election, do not fail to note that the Arabian town of Djiddah is pronounced Jiddah.

Well, now, what about cutting up that federal patronage pie, for which Nebraska democrats have been so long hungering?

The election returns do not mean that the American people respect President Wilson less, but disapprove his party's policies more.

Putting Secretary Bryan's candidate for postmaster at Lincoln in as a recess appointee, is sort of rubbing it in on Congressman Maguire.

An effort is being made to reopen the case that decided that the district court clerk must "put it back." My, how those fee-grabbers fight to keep the loot!

Now that the campaign is over, the Hon. Hobson, who has been busy fighting his old foe, Jack Barleycorn, may find time to hunt up a new Japanese war scare for us.

Oh no, the democratic party is not yet the majority party in the nation. It never has been since Buchanan went out of the White House, and the prospects are not promising.

Congratulations to Arthur Capper, our brother newspaper man, who is now governor-elect of Kansas. He should have won out two years ago, and is now only coming into his own.

Davenport in New York, Finchot in Pennsylvania, Beveridge in Indiana, Robins in Illinois, Murdock in Kansas, Hency in California—all great "unafraid" leaders among the also-rans. "Let the people rule."

"What," exclaimed William Tell, on finding that old Gessler and his band had seized his son, "and have they netted my young fledgling, too?" Even Kansas, the apple of "his" eye, has been redeemed by the G. O. P., along with others.

Medals for excellence in Creighton college were awarded to J. Croner, Charles Franzer, George Mercer, J. O'Neill, E. Dally, M. Gardner and Frank Furay. Other names in the roll of honor include Ed McVann, Tom McGovern, Peter Bolland and B. McCann.

The presidential election is still being fought out on the street corners, both sides sticking to their claims. The work of paying Webster a visit from Fourteenth to Sixteenth with Colorado sanctions has begun.

Deputy Supreme Protector V. H. Backus addressed the Knights and Ladies of Honor, Friendship lodge, to St. George's hall.

The fifth annual convention of the Young Men's Christian association of Nebraska opened in the association rooms, Fifteenth and Farnam. The eleven associations of the state are represented by delegates.

Strips & Davis, Room 1, Union block, wants a stenographer and typewriter for a few hours daily.

W. H. Motter, 166 Farnam street, offers to loan \$5,000 on first-class security one to five years at only 20 per cent.

A number of new street cars arrived today. The mayor has appointed N. Neilson special policeman at the foot of Division street without pay.

To Vindicate Omaha's Good Name.

Politics is politics, the election is over, and no one has any desire to stir up dead issues. But Omaha, as the unfortunate victim of the recent campaign, cannot afford, by remaining silent, to let the damage done to the city's good name stand without offset.

Omaha must not let the people residing in other parts of the state rest under the impression that ours is a community where "gunmen" and "gangsters" roam the streets unmolested; that all our civic affairs are directed by a combine of greedy corporations and "the underworld;" or that life here is steeped in immorality and vice to the extent that it is intolerable, for it is a matter of indisputable fact, that Omaha will compare more than favorably with other cities for good order, cleanliness, law observance and attractive living conditions.

The cry that some one must "clean up" Omaha in order to make it "safe" for out-of-town people to send their wives here to shop, or their children to attend school, is worse than gratuitous, because they can go to no other city with greater safety or where they will be exposed to fewer pitfalls. Political demagogues and their newspaper organs who spread this sort of talk broadcast to Omaha an incalculable injury.

It has been suggested that the Commercial club send out another trade excursion to set Omaha right, but the season is not auspicious for our business men getting away at this time. Something should be done, however, by way of antidote to impress it upon the people adversely influenced that these onslaughts were for political purposes only, and are built upon no substantial foundation. Let us one and all, while not abating in the slightest our endeavors to make our city constantly better, join hands in a concerted effort to stop this misrepresentation, and to focus attention on Omaha's good points, and on its many superior virtues.

The New School Board.

The triumphant election of the school board candidates put in the field by the Citizen's committee insures a complete rearing of the school board. The most gratifying thing about this prospect is, as The Bee has more than once declared, the assured elevation of the standard of the board management, by which our schools will have the benefit of some of the best business and professional talent in our city.

The problem, however, confronting the new school board is by no means a simple one, nor is it to be solved by a mere shifting of the control. The problem has three different sides to it—the financial, the instructional and the physical equipment of school plant—and the requirement is, to hold expenses within revenues, secure the greatest efficiency from the teaching corps, and provide new school buildings as needed to accommodate increasing demands. If the new board will tackle this three-fold problem in earnest, it will be entitled to have, and will have, the cordial support and co-operation of all good citizens interested in the improvement of our public school system.

The Lesson for Americans.

The noble response of Americans to the cry of want from Europe should deepen in us the realization that "Pride goeth before destruction and a haughty spirit before a fall," to the point of making us see that we have no right, even though surrounded with peace and plenty, to become prodigal of our bounties.

The ravages of war are swift and sure. Over night nations are plunged from affluence to want. We are not contemplating war, nor fearing it, but so sure as that two and two make four, we have got to curb some of the tendencies that have grown up among us in this period of prodigious wealth and prosperity or reap the deplorable consequences in some form or another. It is no longer denied that, despite all the other economical factors, extravagance cuts a vital figure in the high cost of our living—so much so as to justify the pun, "the cost of high living."

Now, quite apart from conditions in Europe, we have sufficient warning in things nearer home to make us see the importance of this lesson. As individuals, as families and as a race of people, the thing for us to do is to cut our cloth more nearly according to our pattern, simplify our tastes, conserve our resources and get down nearer the basis of living within our legitimate means. What a wonderful thing it would be at this very time if we had the power to recover all we have wasted in recent years and send it along with our other bounties to the hungry, half-clad sufferers of Europe? It would be all "velvet" for us, so to speak, leaving us still with all or our present possessions. Surely, our contact with this gnat of want and wickedness abroad will bring us close enough to this lesson as to get the full force of it.

The Suffrage Campaign.

Whether they have lost or won, the women who have been actively engaged in the suffrage campaign in Nebraska, either for and against the amendment, deserve congratulations. It is only fair to say that they have conducted their contest on a plane higher than the usual level of men's political campaigns, and have indulged in few personalities, and resorted rarely to pettiness.

Whatever suffrage plans and programs may be for the future, the women on both sides have acquitted themselves with credit. They have doubtless learned a lot by this experience, not only about men's politics, but also about women's politics, and if they will accept the result as representing the present opinion of Nebraska voters, no one will have reason to regret the time and effort spent to secure the popular verdict.

Problem in political mathematics for some folks: Kansas polled 500,000 votes, of which 200,000 were cast by women, and the entire republican state ticket was elected by immense pluralities. The proof of the pudding is in the eating, is it not?

It is reasonable to assume that at least one member of President Wilson's cabinet will not go into mourning over the defeat of Roger Sullivan as democratic candidate for United States senator in Illinois.

War Orders Coming Over

The tide of business orders from the warring nations of Europe to the United States continues to rise at a satisfactory rate. American exports during the last week of October are reported to be the greatest since last March, exceeding by \$5,000,000 the exports for the corresponding week of 1913. Some impressive items are shown in a review of a longer period. Wheat exports for three months ending September 30 were the largest on record. In September we sent 2,500,000 bushels to Canada; and the exports of refined sugar were thirteen times as great as last year, of corn twice as great, of oats thirty-four times, of rice seven times.

A report to the Wall Street Journal from Chicago says that within the last nine weeks approximately \$135,000,000 of food and supplies have been sent to Europe from and through that city. Shipments of American wheat alone July 1 have amounted to 111,827,000 bushels, compared with \$1,827,000 bushels for the same period last year. With the increase in exports of foodstuffs from the United States, shipments from other grain-producing countries have correspondingly fallen.

Chicago meat packers report that for the first time in sixteen years their plants are working day and night in the canned meat and hide departments. In the canning departments alone 2,000 extra men have been put to work within a week. Cattle from Canada, Mexico and Australia are being driven westward to Chicago, have been sent to that city at a good price. The normal supply of hides for November and December has been exhausted. In a single week 150,000 hides were sold, comparing with normal sales of 40,000 to 50,000.

Boost for Textile Industries.

Among the textiles, wool is easily the premier in the week's demands, according to the Wall Street Journal. It is estimated authoritatively that 4,000,000 pounds were bought in Boston during the last few days for export to England, at a price a cent or two over that recently paid by American manufacturers. This was a cash transaction, S. Liebvitz & Sons, the Cleveland wool dealer, are reported to have received an order from England for 30,000 lbs. of wool for delivery by November 15. Boston reports says manufacturers have been deluged with inquiries for blankets for Russia, and it is understood orders will be placed for approximately 1,500,000 blankets, for men and horses. Canadian buyers have asked prices on 200,000 blankets. Samples of woolen socks and gloves are now on their way to England. But while there is a market for wool here, other parts of the world are glutted with the commodity. Cutting off of German and Belgian markets has forced a big reduction in the price of South African wool. Germany and Belgium heretofore bought two-thirds of the South African scoured wool output, and Germany alone about two-fifths of the wool of the world. New markets must be found for 40 per cent of the South African wool.

The smokeless powder plants of the Dupont Powder company are working double time, presumably on orders from Europe. The Colt Fire Arms company is also working overtime on order for side arms. The Crockett Steel company says it has orders for 5,000 tons of steel for bayonets, and Bethlehem's Forge reports orders for many tons of horseshoes and horseshoe nails.

Large shipments of rubber boots from New England have been made, and the Plant-Butler company shoe manufacturers of Cincinnati, announces that it is opening a branch plant in Brooklyn about November 1 to take care of foreign orders. The Ives Manufacturing company of Bridgeport, makers of mechanical toys, is running twenty-four hours a day to take care of business which formerly went to Germany.

Orders Widely Placed.

The French loan of \$10,000,000 recently effected in New York remains in New York banks as a credit to be drawn upon for payment of goods already ordered in this country.

A St. Louis harness factory has secured a \$1,000,000 slice of the \$5,000,000 order for harness and saddles placed by the British government with a firm in South Bend, Ind.

A packing company in Oklahoma City reports the receipt of an order for 15,000,000 pounds of canned meat valued at \$1,500,000 for shipment to Europe.

Buying for foreign account in Philadelphia last week practically wiped out the reserve or surplus stocks of blankets, shoes, knit goods, hosiery and wire in that city, causing makers of such goods to increase the working hours of their mills.

A furnace plant in Winburn, Miss., which manufactures charcoal for the steel industry, has received orders from London firms which have heretofore used the Swedish product.

A Chicago bank has completed arrangements to finance the delivery at designated export points of 1,500 horses a week to the French government. The Chicago Herald says the bank "will not attempt to handle the purchase of the horses, but will have special representatives here and also doing business through American concerns. When a trainload of horses is ready the bank will finance the shipment to France, probably through some Canadian point, and draw on a certain Paris bank for the amount."

Twice Told Tales

An indelicate task. "One cannot be too careful in his remarks on some occasions," said a young clergyman, in speaking of a tour of inspection which he, in company with older divines, made of a penal institution.

"The leader of our little expedition, a truly good man, was impressed by what he learned of the story of one young man imprisoned for burglary that he felt he should offer him some encouragement, of what kind he hardly knew. So, after many hints and hints, he delivered himself of the following: "Ah, my friend, we must not lose sight of the fact that we are here today and gone tomorrow."

"Yes, my friend," rejoined the burglar, "but I ain't."—Harper's Magazine.

A Polynesian anecdote. "The great fault of American servants is familiarity. To be familiar is to be inefficient. A familiar cook is as inefficient as a pessimistic doctor."

The speaker, a prominent society woman, is perhaps the most brilliant conversationalist in New York, a fact which renders more poignant this anecdote. "I had a cook," she continued, "whom I tried to break of her over-familiarity. What was the result? This cook, discussing me in the servants' hall, said: "I don't say she's a bad mistress, but she's a woman of only one idea. Why, can't she get her to talk of a single thing but eating?"—Washington Star.

Trixie Frigades, a butterfly of the footlights, tripped quickly sobriety into Chicago last Tuesday day and sobbed out a tale of woe. Her husband of only two years, whose bills she had paid regularly, actually slapped her on both cheeks, the mean brute. Trixie wants a divorce.

The labor situation in New York City, on the threshold of winter, is rather peculiar. The demand for unskilled labor is said to equal the supply, but skilled labor is not so well off, particularly clerks, vast numbers of whom were laid off by the collapse of business in Wall street. Scarcity of domestic servants approaches a famine.

Three times when moderation is an involuntary virtue. When you listen to a candidate on the corner expounding the wonderful things he will do to "save the country" if you give him the job, there is no chance to reciprocate. You can't find a rock to throw.

One of Dr. Charles W. Burt's correspondents, who disagrees with his views on the war, writes to him sweetly: "Therefore, I say from the bottom of my Christian heart, may God Almighty damn you and all your descendants."

"Am I My Brother's Keeper." Houston Post.

The United States is at peace with all the world, but at the same time it has to enact a war revenue bill taxing the consumers of the so-called "luxury" goods of the folly of the countries engaging in war in Europe. Truly, none of us live to ourselves. The greatest philosopher that ever lived emphasized the thought that we are our brother's keeper.

The Bee's Letter Box

Fruit Trees in the Parks. OMAHA, Nov. 5.—To the Editor of The Bee: We have many acres of land in this city given over to beautiful public parks, wherein the hundreds of tired, worn people may spend hours of happy recreation and rest on Sundays and holidays. It is essential to the physical welfare of a community that we have such shady oasis in a busy, bustling, congested city.

No matter what kind of a tree you plant, it requires more or less care to make it a pleasing sight to the eye. Many parts of our parks are seldom visited by the public. People, as a whole, seek company and as a result, they are found within the center of these fine public places. This means that the trees on the outskirts of a park are not of much use or benefit except for ornamentation.

Now, I would suggest that the points least visited be given over to fruit trees of the free use of the public. Let anybody come and pick as much as they can eat by use. We all need it, because it is healthful.

Our parks would then become doubly valuable to the public, both as a place of recreation and a place of health. B. S. M.

Picks Whitman for 1916.

OMAHA, Nov. 5.—To the Editor of The Bee: It is a little early, but I venture the guess that Charles S. Whitman, governor-elect of New York, will be the candidate of the republican party for president in 1916, and that his opponent will be Woodrow Wilson. How about it? H. J. PINKETT.

The Mortgage Tax Law.

ALMA, Neb., Nov. 4.—To the Editor of The Bee: On account of the criticism of the Smith mortgage tax law from many sources I feel that, in fairness and justice to this law, an explanation should be made which will enable those not familiar with it to understand just what it is. This is one of the fairest and most just laws ever passed in Nebraska, both for borrower and lender, in my opinion, and should be understood.

Let us take an example: Mr. A owns real estate property clear to the value of \$5,000, which is taxable. Mr. B has \$1,000 in money which is also taxable. Now Mr. A feels that if he had \$1,000 in money to stock and improve his place it would enable him to increase his income and the value of his property, and he is willing to pay a reasonable rate to get this amount. Mr. B feels that his money is idle, is an expense for taxes, and he would like to invest it where it will be safe and bring him some returns. Now Mr. A says to Mr. B: "If you will pay the taxes on \$1,000 in money I will pay the taxes on it for you and will give you 6 per cent on interest on it in addition for the use of it, but will secure you by a mortgage on my property worth \$5,000." Mr. B replies: "I will let you have it at 4 per cent under those conditions. If I had to pay the taxes on it (for the mortgage) I would have to charge you 7 per cent or 8 per cent, which, considering the rates of taxes, would be about the same as my offer."

A does not pay tax upon \$1,000 still because he is permitted by the law to deduct the amount of the mortgage from the valuation of his land. This law has enabled A to get this money for from 1 per cent to 2 per cent less and there is no loss to the town, county or state in taxes. This would have a tendency also to raise property of Mr. A. What is there unfair or unfair about it?

Under the former law, every time a loan was made on real estate property, there was double taxation to the amount of the loan which was unfair and unjust because no more actual taxable value was created.

Our state supreme court has held that a bank is the same as an individual and has the same responsibilities and privileges. The court would not permit discrimination against the banks in favor of individuals under this law. The fact that the banks have been saved this burden of over taxation, or double taxation, to themselves has not hurt the municipality, town, county or state a cent, as will readily be seen by the example of A and B above. Editors and legislatures who are clamoring for a repeal of this law, or any amendment to it, should take a second thought.

WILLIAM E. EVERSON, Cashier Bank of Alma.

Help for the Helpless

Indianapolis News: It will require \$1,000,000 a month for seven or eight months to keep the Belgians from starving, but what's a trifle like that to Mr. Rockefeller?

Chicago Herald: The Rockefeller Foundation sends to sea today the largest neutral ship in New York harbor loaded with food for the starving Belgians. It is able to give quickly, when so doing is giving twice. It has fully proved its need, and that its founder builded better than he knew.

New York Times: Praise of Mr. Rockefeller and his associates in this high enterprise is uncalled for, and printed words would be futile to express the sincere and widespread satisfaction that the announcement will cause. A neutral nation, when a terrible war is rending many other countries, can do no nobler work than this.

New York World: These millions of will all be needed, and more besides. The state of the homeless Belgians speaks first and most imperatively. Ambassador Page cables from London that he has never known such a case of need; "many will starve now before food can reach them." Within three weeks 7,000,000 wanderers in that devastated land will face death unless outside help comes.

Washington Star: The Rockefeller Foundation is to act quickly to send supplies in generous volume to the Belgian sufferers, and the son of the founder of the institution has announced that millions of dollars will be available, if necessary, to the end that the noncombatants in the fighting zone may be relieved of their distress. The American public should liberally contribute to this worthy work of charity. This is a duty which rises superior to any diplomatic considerations of neutrality and noninterference.

"Am I My Brother's Keeper." Houston Post.

The United States is at peace with all the world, but at the same time it has to enact a war revenue bill taxing the consumers of the so-called "luxury" goods of the folly of the countries engaging in war in Europe. Truly, none of us live to ourselves. The greatest philosopher that ever lived emphasized the thought that we are our brother's keeper.

Editorial Viewpoint

Philadelphia Ledger: There seems to be a gap in the logic of those who insist that our present policy of neutrality compels us to go unarmed.

St. Louis Globe Democrat: The receipts from the income tax will be smaller still next year, unless something happens to stop the shrinkage of the incomes.

St. Louis Globe Democrat: Admitting that the terrible Turk is human, he cannot be blamed for protesting great distress over the European war atrocities.

Washington Post: Adopting for the nonce the role of prophecy, we venture the prediction that the thirteenth week of the war is going to be very unlovely in spots.

Baltimore American: A Nebraska woman has just returned to the government a \$5,000 farm which she obtained by irregular means. If this conscience-pricking could only be extended it would be a good thing for business.

Indianapolis News: After three years and three days the Steel trust dissolution case is finally under consideration by the court, and it is believed that in the course of a few more years a final decision can be reached. In the meantime the lawyers should—as they generally do—work.

Philadelphia Bulletin: Thirty thousand dollars as salary for the governor of the New York district is hardly comparable with the salaries paid to the presidents of member banks, but it is the sacrifice that public service often requires when it calls the highest type of men from private enterprises.

Indianapolis News: We may not all at once have all the property that we should like to have, but there certainly will be an improvement in business conditions. Many men who make a study of such matters predict that next spring will see a great forward movement in American industry and commerce, which seems quite likely. When New York and New England begin to show optimism, the rest of the country may well cheer up a bit. We have the stuff to sell and are finding the market for it.

PASSING PLEASANTIES.

"That mule is a philosopher." "In what way?" "He accepts the fact that life is just one continual combination of wheel and axle."—Baltimore American.

"I am dyeing, Egypt, dyeing," exclaimed Cleopatra. "And then she rubbed some more perfume in her hair."—Philadelphia Ledger.

"Are you in favor of wearing cotton?" "Yes," replied the patriotic citizen; "although I don't know what is going to happen to me when my wife gets picking out calico neckties for me."—Washington Star.

She—But, dear, there are two sides to everything. He—Yes, dear; but did you ever see the other side of a mirror?—Judge.

"Bud," said the editor of a southwestern journal. "Go out among the wiretaps and see if you can't pick up a few society items."

There's no reason why we should neglect our Indian subscribers.—Pittsburgh Post.

Willie—Paw, what if the windy monthing on a demagogue? Paw—The argument advanced by the other candidate, my son. Willie—And what is a convincing argument? Paw—The one advanced by our candidate, my son.—Cincinnati Enquirer.

NOVEMBER

Grif Alexander, in Pittsburgh Dispatch. The months are onward racing With speed that is accursed. Their courses I am tracing— 'Tis now November first.

November, gloom and gloomy, With habits far from good! His limbs are somewhat rheumy— Or so says Thomas Hood.

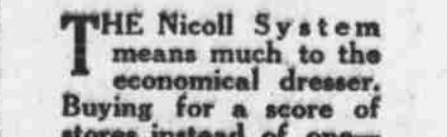
"Old Kill-Joy" poets name him Because of manner staid, But I, for one, don't blame him— I blame it on his trade.

He has a foggy mission, His methods indirect Show foggy disposition And foggy intellect.

He scorns Dame Earth's caresses; He's seldom known to smile; But nativeless possesses Some qualities worth while.

He does artistic duty To buildings "on the hog." The commonplace knows beauty When stippled by the fog.

And so I like November Despite some gloomy pranks, He'll benefit remember, And later will give thanks.



MADE TO ORDER \$25, \$30, \$35 and up

THE Nicoll System means much to the economical dresser. Buying for a score of stores instead of one—we secure the cream of each season's output at minimum cost. This saving we share with our patrons.

If \$25 is about what you want to pay for your winter suit or overcoat—you'll be more than pleased with the excellent fabrics we offer at that price.

May we see you today? NICOLL The Tailor, 209-211 So. 15th St.

Don't Say, "I Want a Box of Matches"

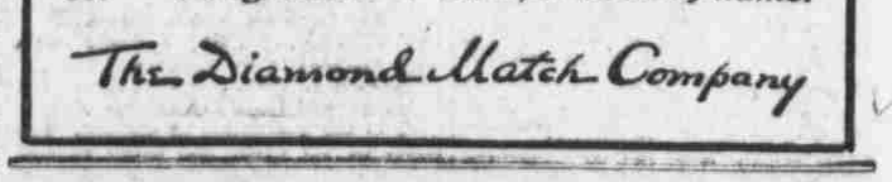
Would you go into a grocery store and say, "Give me a cake of soap?" Ask for Safe Home Matches and you will get the very best matches that money will buy.

No! You would ask—by name—for the kind of soap that is best adapted to your needs. Non-poisonous—don't spark—don't sputter—don't break—a real safety strike—anywhere and labeled by the Underwriters' Laboratories.

So with breakfast foods. You would ask—by name—for the kind that has the pleasantest taste or is most nourishing.

Follow this rule with matches. Tell the grocer you want Safe Home Matches. If you ask for "matches," goodness knows what you may get.

5c. All grocers. Ask for them by name. The Diamond Match Company



Go Gunning for Good Shirts—Go Get McDonald Shirts

and you have gotten your money's worth in style, in fit, in finish, in fabric. Made in honor, cut generously full, accurate in every detail, these good looking, long wearing shirts meet every demand of the critical shirt buyer. Ask your haberdasher or tailor. \$1 and up. Designed and tailored in America's foremost women's shirt shop by the A. J. McDonald Mfg. Co. St. Joseph, Missouri.