

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER

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Table with 2 columns: Circulation type and number. Total 1,274,110.

Subscribers leaving the city temporarily should have The Bee mailed to them.

I love my lions, but, oh, you dik-dik!

White slavery must go, too. There is no color line in it, comes to that.

Soloquy in Hamlet's castle: "To be or not to be a candidate."—Boston Transcript.

Ghost talk.

Wonder if Mayor "Jim" will put his anti-sky-scraper ideas into his platform?

Was all this agitation over the gematic kiss started just to spoil that Berlin greeting?

A play has been found that was too tough for New York. Wbnder what it could have been?

The nation must feel an interest in knowing what the supreme court will do to Mr. Justice Hughes' whiskers.

The base ball team with a catcher by the name of Love ought to catch them all, especially in the spring games.

The king of Siam will pass right through Utah with those forty wives, too. In the shades of Brigham Young!

Mr. Hearst is really not provoking any uproarious applause with his latest fulminations. He has cried "Wolf" too often.

It was an irony of fate that Nord Alexis of Hayti should die in a bed after all his experiences on blood-stained battlefields.

What the republican party needs badly is another Mark Hanna—Wall Street Journal.

To tell us to "let well enough alone!"

In casting about for a man to nominate the mayor of New York for the presidency the democrats will not have to waste time considering W. R. Hearst.

Editor Hitchcock is already to shy his castor into the senatorial ring, but doesn't propose to make the toss until he gets final and definite word from Fairview.

Omaha's ball team opened the season with perfect ease. Visitors will please take notice that the Rourke family is now playing on its own green grass.

John L. Sullivan is going to report the Jeffries-Johnson fight for a syndicate of papers, but it is safe to say the "Big 'Un'" will not write as Joe Choyanski trains Jeff along the esthetic line.

Labor troubles on the new court house having been adjusted, it is in order now for the contractors and workmen alike to show the public what can be done in the way of rapid construction.

The federal court has again upheld the United States pure food law. It simply means that makers of food products must live up to the requirements of the statutes or defend themselves in court.

Detective William Buras and Prosecutor Francis J. Heney, who became famous fighting the Evil One in San Francisco, have landed big berths in New York. And Mayor McCarthy of the coast city says the lid is off and going to stay off.

The Railroad Bill.

The railroad bill crossed over the summit of its rocky road when it passed the house and is now on the downward course to ultimate success.

In the senate the friends of the bill claim to have forty-five votes assured in the compact formed under the recent "call to arms" to rally round the administration program.

In the house the bill was passed by a vote of 200 to 126, a much larger majority than might have been expected in view of the continuous fulminations against it from certain members.

Implicable foes of the administration still insist that it has been defeated in this bill because of amendments, but so long as President Taft is satisfied with the status of the measure, this criticism will have to be discounted.

Queen Alexandra's message to the people of Great Britain acknowledging their expressions of sympathy and sorrow on the occasion of the king's death is permeated by that dominant spirit of democracy which made Edward VII a most popular monarch and a power for world peace and progress.

The Queen's Message.

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There is nothing formal or fulsome about the queen's note. It is most matter-of-fact in its composition as well as spirit, subjective only of a wife's supreme sorrow and genuine appreciation of the fact that that sorrow, too sacred for trespass, is yet shared by millions of her own people.

While the city council is extending its authority to destroy dilapidated buildings within the present fire limits, it should not overlook the necessity for extension. Now is the time to widen the area from which frame buildings and flimsy construction of any sort should be excluded.

Farmer Burns, whom Jeffries says he simply must have to continue his training for the big fight and whom Goch insists on having for his training to wrestle Zbyszko, is, you must bear in mind, a citizen of Omaha.

Financial Diplomacy.

The solidarity of the world's money market after weeks of disturbing events, culminating in the death of King Edward, cannot fail to reflect much credit upon the American financiers who negotiated the shipment of more than \$20,000,000 in gold to Europe, chiefly to England, within the last few weeks.

When these enormous shipments began from New York to London the question arose, would not our own market fail to find compensation for its loss of gold, no matter what benefits accrued to the British market?

Right Rev. Richard Seannell, Roman Catholic bishop of Omaha, was born May 12, 1841, in County Cork, Ireland. He was ordained to the priesthood in 1851, coming to the United States and made bishop of Concordia, Kan., in 1887, being transferred to Omaha in 1891.

William Alden Smith, United States senator from Michigan, is 51. He is a native of Michigan and represented the Grand Rapids district in the lower house before his elevation to the senate.

Rev. Frank Crane, now on the lecture circuit, but formerly pastor of the First Methodist church in Omaha, was born May 12, 1841, at Urbana, Ill. Dr. Crane was back in Omaha last year to help celebrate the clearing of the church from debt.

Henry Cabot Lodge, United States senator from Massachusetts, is celebrating his sixtieth birthday anniversary. He was born in Boston and holds all kinds of literary degrees from Harvard and several other universities awarded for his work as a historian and author.

There's the Rub.

Discussing the pending income tax amendment along usual lines, a contributor to the Journal of Accountancy indulges in this reflection:

In a few years we shall have fifty-two states. In a few years there will be enough states to amend the constitution and practically wipe it out without consulting, without the votes of a single one of the thirteen original states.

Evidently, there's the rub. The thirteen original states have had the idea up to this time that they should have some superior qualities and abstractions over and against the other states that have been let into the sisterhood from time to time after the republic was founded.

Whether the pending constitutional amendment is adopted or whether other amendments are submitted and ratified, the equality of the states, taking into consideration their relative population as represented in the lower house of congress, is a condition and not a theory.

The meeting of Kaiser Wilhelm and former President Roosevelt contains more of genuine interest than any reception the distinguished American has had abroad, cordial and wholesome as all have been.

Our Birthday Book

May 12, 1910.

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John Temple Graves seemed a much larger man as the editor of an Atlanta paper and citizen in his own right of that city than he does as Hearst's man Friday.

Around New York

Smiles on the Current of Life as Seen in the Great American Metropolis from Day to Day.

Since the Board of Health of New York issued its order prohibiting the operation of smoking automobiles after July 1, 1908, people whose nostrils have been shocked by gasoline fumes have expressed their joy and appreciation by letters to the board.

Five youngsters are now in the Children's society wondering why Justice Hoyt, in the children's court, broke up their expedition to go west to fight Indians.

Someone is sure to come along and remark that the English kings who have been designated as "Fifth" have not enjoyed long lives or happy reigns.

It is, of course, extremely foolish to argue from the reigns of Henry V and Edward VI that the reign of George V will not be long and prosperous.

The cost of living is not advancing in England, because the consumers are getting their food from the producers without permitting the middlemen to dip in with both hands.

Did the Governor Duck?

St. Louis City Tribune.

The four republican members of the Nebraska State Board of Assessments, after waiting several days for Governor Shallenberger who is a member of the board and who was out over the state attending democratic banquets, raised railroad assessments in Nebraska \$1,339,528.

Difficulties of Disarmament.

Philadelphia Record.

Before delivering his disarmament speech in Christiania a specialist of that city recommended to the ex-president that he should give his voice a rest.

Wireless Train Dispatching.

New York World.

Wireless telegraphy is to be used for train dispatching on the Union Pacific. Such a system should prove invaluable in correcting mistakes in train orders before the collision occurs.

Talks for people who sell things

The buying public—the workers and spenders—the real "backbone" of the country, are demanding quality goods.

Hysterical advertising of under-priced goods and exaggerated values have gone out.

The opportunities for honest and intelligent retail merchandising through honest and intelligent advertising have never been so great as now.

The retail merchant is broad enough to realize the possibilities of meeting the time and condition with quality rather than quantity and profit, who can realize the possibilities of advertising absolutely dependable goods and backing it up with his reputation.

When Loft, the candy man, started to advertise, only a few years ago, the largest space he thought he could afford was a two-inch advertisement.

He had a small store, very little money, but he had a lot of pluck, energy and ability.

He kept that two-inch advertisement running as steadily as the ticking of a clock.

And, above all, he had the good sense to reiterate one thing only—viz., good, pure candy at a reasonable price per pound.

The business grew rapidly. His advertising space increased slowly but steadily. He never spurned or used sensational advertising.

It was constant, everlasting reiteration of quality and price. People who read his advertising announcements believed them, and, believing, bought.

The point about this story is that there are at least 200 merchants in New York (and scores in every city) who can commence advertising as Loft did and make a success of it if they will also do as Loft did—back it up with the goods.

Any shrewd advertising agent can conduct a successful advertising campaign for a beginner by running two-inch advertisements several times a week in a few papers that give a lot of attention to small advertisements.

PERSONAL NOTES.

Numerous tourists who met Dr. Cook in South America will be surprised to learn that he was never there.

Chicago promises to become presently one of the country's most important producing centers for graft infections.

Francis Heney, who is particularly bad medicine for grafters, is going to live in New York, which naturally strikes him as a fine field.

The statue of Mr. Roosevelt which is to be erected in Medora, N. D., has been disapproved by him on the ground that there should be statues of nobly except persons a long time dead—a class to which Mr. Roosevelt does not belong.

Harry Whitney and Paul J. Reiney, millionaire sportsmen, hunters and explorers, have completed their plans for a hunting expedition around Labrador and the Arctic this summer.

Ninety-six years old and conducting a scientific search for two daughters, Frank Schraum, a veteran of the Mexican and civil wars, tramped into Pittsburg from Cleveland more like a husky lad than a battle-scarred centenarian.

The Middleman Excluded.

Chicago Record-Herald.

The cost of living is not advancing in England, because the consumers are getting their food from the producers without permitting the middlemen to dip in with both hands.

There has just died at Florence the countess Tahan. She was the last of the Vespucci family. Amerigo Vespucci, it is well known, gave his Christian name to the continent of America, and she traced her descent from the celebrated navigator.

MUNICIPAL WASTE.

Increased Tax Burden Without Adequate Returns.

M. T. Herrick in Review of Reviews. The bonded indebtedness of American cities as a whole is increasing much more rapidly than municipal assets, and the taxes for operating expenses are becoming more burdensome each year.

In Chicago Professor Charles E. Merriam, at the head of a special council investigating committee, reports that nearly half of the water pumped by the city is wasted, while a very large percentage of the water used is not collected.

The evidence is conclusive that in municipalities, counties, states and the national government itself there is a vast and growing amount of extravagance in the administration of public business.

SUNNY GEMS.

"That man told me he would marry and settle down."

"Well, he married, but he didn't settle down. He's been up in the air ever since."—Puck.

"Are you going to plant a garden this summer?"

"Well, if it is half the worry and expense I found one last summer, I think the garden will plant me."—Baltimore American.

"Have you completed your graduation essay?"

"No," replied Mildred. "I read it over to father and he understood every sentence. I've got to rewrite it and put in more words of four syllables."—Washington Star.

"Physician—I have told you to take long walks in the open air, and you are not doing it."

"Confused Dyspeptic—I know it, doctor, but you told me I was to take them on an empty stomach, and I never have an empty stomach."—Washington Star.

"With those scaries of yours," said the official inspector, "you give overweight instead of underweight."

"Yes, I know it," responded the grocer, "and I have the trade of all the young mothers in town. They all say these scaries are the only ones that weigh their babies correctly."—Chicago Tribune.

Judge Grouper says the real truth about that Monte Carlo story is that his letter of credit went into the laundry.

And it didn't come out in the past. But the next man who finds himself without money in the little principality of

Dr. PRICE'S CREAM BAKING POWDER. No Alum. No Lime Phosphate. Fifty Years the Standard. A Guarantee of Light, Sweet, Pure, Wholesome Food.

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Pianos Getting Cheaper. Upright Pianos in oak cases, in mahogany cases, in walnut cases, selling for \$75, \$90, \$100, \$125, \$135, \$175 and \$185. Ten dollars takes one home.