

THE OMAHA DAILY BEE.

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR.

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STATEMENT OF CIRCULATION. State of Nebraska, Douglas County, ss. I, George H. Tschuck, treasurer of The Bee Publishing Company, being duly sworn, depose that the actual number of full and complete copies of The Daily Morning, Evening and Sunday Bee printed during the month of April, 1910, was as follows:

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Subscribed in my presence and sworn to before me this 15 day of May, 1910. M. P. WALKER, Notary Public.

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

May day picnics have long ago gone out of style. With Dr. Hyde it was a case of "Holst with his own petard."

Anybody else in the city hall want an assistant to do his work for him? Strawberries have really made a better fight against the comet than straw hats.

After all, one of the surest ways to get peace is to speak softly and carry a big stick.

The Telephone trust still complains of a scarcity in hello girls. Why not raise their pay?

It has remained for a Californian to take refuge in a comet-proof cave. Where is Kansas?

They may crown him with their foreign titles all they please, but to us he is still "the colonel."

Of course, if Mr. Bryan prefers to talk for prohibition in a brewery annex, that is his business.

Wonder if our local weather man does not know that the coal in the bin has long since disappeared?

Atlanta makes much of its desirability as a place of residence, but somehow Charles W. Morse does not like it there.

The Chicago man who leaped to death from the thirteenth story of a building doubtless thought the twelfth was not unlucky enough.

A Baltimore packer declares that oysters that have been in cans for nine years are good. Let him show his sincerity by eating them.

If that Haytian Voodoo had only thought to come to the United States with his comet pills he might have found a much larger market.

Lincoln and Waukesha have two things in common—their mayors are both named Love and they are noted for water—the cities, not the mayors.

The Ak-Sar-Ben initiation team is beginning practice. Prospective Ak-Sar-Ben initiates who are wise will take notice and undergo physical examination.

If there is a fight to be put up against the proposed increase in railroad freight rates throughout the west, count Omaha shippers being in on the firing line.

Charles W. Morse is elated at the acquittal of F. Augustus Heinze, which was to have been expected, and his faith in his ultimate release from prison has been strengthened.

The juror who cast the deciding vote to convict Dr. Hyde on his own testimony must have been thinking of the scripture, "But those things which proceed out of the mouth come from the heart; and they defile the man."

The World has it figured out that "what New York needs is a democratic administration at Albany," adding that the present one "is drunk with power." With the Honorable Fingy Connors, or the Right Honorable Charlie Murphy, at the head of things one may well imagine that the administration would not be drunk, at least not on power.

Awkward.

In coming to Omaha to tell how democratic legislators are betraying the people by opposing his initiative and referendum plan, Mr. Bryan is in an awkward position. The triad of arch-traitors heading his list are the three democratic state senators from Douglas county, who have committed lese majeste by refusing to take orders from Fairview. No one disputes the fact that these senators are and have for years been notorious corporation cappers, two of them with previous maldorous legislative records. But notwithstanding all that, Mr. Bryan during their last campaign came here and pleaded for votes for these three disreputables simply because they had been nominated on the same democratic ticket that carried his own presidential electors.

Does Mr. Bryan know anything about this detestable trio of which he was not fully advised two years ago when he championed their cause and went good for them? What have they done since they were elected to the legislature the last time, that they were not expected to do?

Is it not a fact that they were slated for nomination by Mr. Bryan's political managers for the express purpose of getting the corporation and brewery vote for the democratic ticket, without which Mr. Bryan would not have had even the empty honor of carrying his own state?

The cards in the democratic deck are said to be stacked for the renomination this year of several members of the discredited Douglas delegation which disgraced us in the last legislature.

Will Mr. Bryan ask democrats to vote for or against them if they are nominated? Or will he again shut his eyes and hold his nose, and repeat his appeals to "vote 'er straight?"

To Clean Out the Cobwebs.

One of the first things President Taft did after coming into office was to form his cabinet into a budget committee to scrutinize every item in the estimates for government expenditures as a step toward economy and soon after he decided upon a thorough readjustment of the various departments of the government. The two moves rightly go hand in hand, both making for economy and progress. To carry out this policy a provision has been inserted into the sundry civil appropriations bill authorizing the employment of experts to do this departmental housecleaning.

It is to be hoped that the president's wish will be complied with by congress and that this work may be set on foot and completed without serious delay. In some of the departments methods are in vogue today which were pursued in the infancy of the republic. They are time wasters and money consumers, cobwebs that should be swept aside for modern businesslike procedure. The president's plan, it is understood, contemplates an expert for each kind of work, one on whose special knowledge he may rely. He proposes to let these experts go into the various departments and weed out every form or method that is obsolete or antiquated and supplant it with the most modern business system even if in so doing a head or two falls into the official basket, although that will not be the main object of their mission.

Comet and Commerce.

Crop conditions are steadily improving despite the comet. Scientific measurements prove this to be a fact. And as the crops always have an influence on trade the latter is showing greater activity than it did a fortnight ago when the agricultural outlook was not as good as it is now. Undoubtedly crops, particularly wheat, have been materially injured by the unseasonable weather, which most people are prone to attribute directly to Halley's comet, giving it a commercial distinction quite as great as its astronomical, but the coming harvests if the present forecasts based upon investigation, may be relied upon, will not be as poor as was feared.

The east is showing a remarkable degree of confidence and perhaps the fact may be taken as indicating that the United States is in a state of transition from an agricultural to an industrial country, for irrespective of the farm, industries are displaying a strength which not even the repressive influence of the king's death has been able to check. This condition is encouraging for the stability of general business and points unmistakably to a departure from the hypnotic spell of the stock market, a change decidedly for the better. The east knows that whether any particular section of the west yields a normal crop or not, the total will enable business to hold its own and keep up with increasing demands.

Chautauqua Campaigning.

The chautauqua was instituted some twenty-five years ago as a system of popular education, a means of extending to the masses instruction best obtained in the academy, college and university and it comprised a course of lectures in the summer and home study in the winter. More recently the tendency has been to transform it into a public forum for private profit to a very large extent, while the educational feature is lost sight of in the commercial and political.

The practical benefit of the chautauqua as originally conducted was not open to question, but whether it is edifying for political spellbinders to use this powerful means of exploiting their favorite nostrums before the public

may be doubted, especially since the price per lecture and future profits on the investment are the determining factors. Lucky office-seekers have even found this an easy means of making their campaign yield financial returns instead of being a source of expense to them as formerly. But the most serious objection to the chautauqua as now conducted by some of the syndicates is not primarily that it affords men opportunity for increasing their incomes, but that it degrades the original function from genuine education to agitation. The influence of this must inevitably be felt upon the public mind. The shrewd promoter is not enough concerned about the gospel his circuit rider preaches, as he is over the question, Can he hold an audience? Actual worth is too apt to count less than horseplay for the gallery.

Banks and Emigration.

The heavy emigration of farmers from western and northwestern states into Canada is being laid partially at the door of western banks that have loaned money extensively on farm land, unintentionally fostering a baleful system of land speculation. The influx of farmers into the Dominion last year was unprecedented and the banks have come to realize that perhaps their policy has had a contributory influence.

The fact is the man who owned land in one of these states has had ample opportunity of selling it off to newcomers at fancy prices and he has taken this money to Canada where he could buy new land for a much smaller figure. But the objectionable feature of the transaction is the stimulating force to this emigration. Last year 103,789 persons went from the United States to Canada, while only 57,930 came from Canada over the line, and a large number of the American emigrants were farmers, but the statistician says that the rule has been for the merchant and blacksmith with whom the farmer traded to follow him across the northern boundary.

A Chicago banker is authority for the statement that many of the financiers of the west realize their mistake in observing so free a policy of loaning money on farm land and that from now on they propose to tighten up. The last report of the comptroller of the currency disclosed the fact that bank loans generally in the west have expanded abnormally in the last year, but as all business has been in a healthy condition this might be possible and yet indicate nothing one way or the other as to the wisdom of farm loans.

Of course it will be necessary for banks to continue a fair policy in this respect in a country that is growing as rapidly as is the west and the delicate problem will arise in differentiating between land speculation and legitimate farm development.

Spirit of Decoration Day.

Mayor Busse of Chicago is the recipient of general commendation for denying a permit for the Gotch-Zbyszko wrestle on Decoration day. The day was not set apart as a holiday for the selfish aggrandizement of such highly commercialized sports as wrestling, and it is not right that true homage to patriotism should be capitalized into dollars and cents by those enterprisers whose "squareness" at heart is seriously questioned. If the promoters of these contests will not willingly recognize the spirit of the day, then it is time they were forced to and it is the duty of those in official positions to show them the light.

Nebraska is one of the states that enforces the observance, or at least prohibits the desecration of Memorial day through legislative enactment and its citizens do not regard it a hardship to turn aside from recreation one day in the year to acknowledge their debt to the soldiers of the civil war. It is asking little enough of the American people in the light of the immortal blessings which these veterans bestowed upon posterity to have them devote one day in 365 to honoring their heroes in war.

The wrestlers ought to let this occasion teach them the lesson to go slow in challenging public patience. They have already pushed their business to the ragged edge of public tolerance and if they do not exercise more common sense professional wrestling will reach the point of prohibition where boxing is in most of the states.

What republicans, either regulars or insurgents, may expect from the democrats may be gathered from the resolutions promulgated at the Furnas county democratic love feast, which attack Congressman Norris, the recognized leader of the house insurgents, even more vehemently than they attack "Uncle Joe" Cannon. Democratic ring leaders will always encourage dissension within republican ranks, but when the crucial point is reached they always find some pretext for giving preference to dyed-in-the-wool democrats.

Nebraska creamery men are opposing any change in the federal oleo law which would permit the marketing of colored oleo by making the tax on it the same as on uncolored oleo. Inasmuch as we have a Nebraska law which is absolutely prohibitive on the sale of colored oleo, this state cannot be so directly concerned.

After classing Senator Burkett "among the progressives" in its news account, the World-Herald now tries editorially to take it back and insists that

the real progressives were not there. In the definition of the World-Herald, the only way to be a progressive republican is to join forces with the democrats to fight the Taft administration. The decision in the Omaha water works case already argued before the supreme court of the United States has not yet come down, and only one more sitting of the court is scheduled before adjournment for the summer. If we do not get returns on the water works case in the next batch of opinions handed down the chances are that it will be deferred at least until October, as the supreme court seldom holds special sessions.

Could Horace Greeley have had the range of jackpots in mind when he advised young men to go west? In Pittsburgh they start as low as \$81, in Illinois they get up to \$500, while in California they are said to run as high as \$25,000.

A Spectacle for the Gods.

The earnest solicitude of the democrats in congress over the possibility that all the measures advocated by President Taft may not be enacted is one of the most affecting incidents of a highly involved political situation.

Activities of Peasimists.

We do not believe the new English monarch should be judged too quickly. All the dire predictions were made when Wilhelm II ascended the German throne. But that strenuous emperor has more than made good with a big G.

Kicking the New Parliament.

After making prohibition a new "paramount," Mr. Bryan now finds Nebraska to be part of the enemy's country. This may mean that he will let somebody else get the candidacy in 1912, as he did in 1904, but he may have something to say about the nomination in 1906. He will be only 56 years of age at that time.

When Grant Was Abroad.

When General Grant was in Berlin he declined a review tendered in his honor. He had seen so much of military life, and been in so many pitched battles that such display of mimic warfare bored him. He avoided salutes by wearing civilian clothes, and the officer of the guard at the Berlin palace who was reprimanded for not rendering him the honors due his rank and station excused himself by saying that he never imagined that the plain gentleman who entered by the public gate was the illustrious visitor.

Executive Freight Rates.

The manufacturers of the country will have the country behind them in their protest against an excessive advance in railroad freight rates. The advances already made by western and New England railroads seem to be out of proportion to the advance of wages of employes which the increased freight and passenger rates are intended to offset. It is all right that the railroads should earn enough money to pay their way. There should be no kick against fair rates. The great desideratum at the present time is to secure from the railroads an abandonment of secret rates and arrangements by means of which they unjustly discriminate between persons and between places. As common carriers they should sell their transportation at a common charge for common service rendered. It is the failure to do this that arouses just resentment.

Talks for people who sell things

Another man who believes in quality and in advertising it. Louis G. De Armand, advertising man in Davenport, Ia., in a letter to Printers' Ink, of January 26th, says: "Two years ago the Wm. C. H. Heuck Company of this city decided to advertise a Wisconsin cheese under the name 'La Finesse,' stamped all around the rind with 'La Finesse.'"

"Of course this allowed for substitution for many months, but through short, right-to-the-point ads we have overcome this evil, and know that buyers now look for the stamp on the rind. 'We did not give anything away, used no coupons, sent out no special salesman nor canvassers. We just relied on the papers here to get the business. The copy was right and we have the business.'"

"That this campaign has been successful is evidenced by the fact that a few months ago the Heuck Company opened another branch in Moline, Ill., and from the very start, with newspaper advertising, has increased the sales enormously in this new territory. By judiciously spending an average of \$10 a month in these papers we have in two years caught the 'people' by the palates and pocketbooks, and induced them to buy and try 'La Finesse' cheese. 'The people' will eat cheese if you tell them in the right way.'"

Mr. Merchant, the "people" of Omaha will "buy and try" your goods if you "tell them to in the right way." They will buy and try cheese, butter, eggs, tea, coffee, clothing, shoes, hats, dresses, silk, satin, cotton, pianos, stoves, refrigerators, diamonds, gold, silver, real estate and insurance, and they will "look for the stamp on the rind" if you will but tell them in straight-to-the-point advertising about your qualities.

You can reach over 150,000 "people" who want quality, in a four-inch space for \$59.98 a month in The Bee three times a week.

If you advertise your store in The Bee to 150,000 people you can safely bank on the fact that in due time everybody will hear about you. People have a way of passing along good news.

The fact that your advertisement appears continuously in a reputable newspaper stimulates public confidence. Your shop advances step by step in the estimation of tens of thousands of people who may be months getting around to make their first purchase.

You can talk to 150,000 people any day of the week through The Bee and make your talk as personal as you wish. You need not employ an interpreter or use a megaphone. Simply talk. That's all. Be sincere about it. Let your words ring true. People will listen. They like it.

Spend thousands a year on rent and electric light and experienced salesmen and then squeeze out a niggardly hundred or two on advertising; on telling the people that you have the store and the goods and the salesmen, all hanging around waiting. A retail shop that spends \$5,000 a year on rent ought at the very lowest estimate spend \$10,000 a year on advertising.

Your advertising is not a thing apart from your enterprise. It is your enterprise; a contagion which you yourself create and which, if thoroughly spread, is as enduring as the everlasting hills.

Wallace C. Richardson, the well known farm paper representative, recently advertised for an office boy. He ad specified that he must be of good family, living at home and must have had a good school education.

He did not get the job; which let be a solemn example to all factious and flippancy advertisers who think they are terribly smart.

Washington Life

Some Interesting Phases and Conditions Observed at the Nation's Capital.

A chunk of advice culled from the experienced Senator Dewey and circulated among the solons of Washington has some value as a check valve for high feeders elsewhere. The senator probably had attended more banquets than any ancient now hobnobbing on the Sunset highway.

"Of course, it is fatal for any man to attempt to eat all the courses and drink all the wines served at a modern banquet," said the senator. "He should eat sparingly and exercise discretion in drinking. First a man should learn what wines he can stand without disastrous after effects. Having found something that he can drink safely he should stick to it and refuse all others. Some men can drink still wines freely, while a single glass of sparkling wine will knock them out and vice versa. The thing for a man to do is to find out if he can drink one kind of wine with reasonable safety and try no others."

Senator Dewey at dinners and banquets refuses cocktails, sherry and light wines and drinks only champagne.

Senator Elkins, who is engineering the passage of the railroad bill through the senate, refuses to be perturbed or even irritated in debate, reports the Washington Times.

Insurgents or democrats may talk themselves black in the face, may heap protest upon protest, may charge and re-charge the senator's committee with bad faith, but the great good humor of the West Virginian never falls him. As a matter of fact, this good humor is the most disconcerting factor in the railroad debate.

The other day Senator Dixon told the senate that he had approached Senator Elkins and asked him what rights a certain amendment had.

"Why, we have the votes, my boy, that is all there is to it," Senator Elkins is reported to have replied.

"Can you take a joke?" Senator Elkins asked the Montana statesman when he rose to explain the matter to the senate.

Occasionally some insurgent bats the West Virginian into a rejoinder on the issue of the railroad bill, but this is the exception. Once in a while a democrat provokes a spirited rejoinder from Senator Elkins, but this is even less frequent.

At a request of Postmaster General Hitchcock, Senator Penrose, chairman of the senate committee on postoffices and post roads, has introduced a bill providing that after December 31, 1910, letter carriers in cities shall deliver mail only to those houses which are provided with receptacles to receive letters and papers.

Letter carriers waste about one-half their time in ringing door bells and waiting for some one to come and take the mail. Consequently if every house is provided with a mail box or a slit in the door a carrier can cover about twice as much territory as he does now. The cost of providing houses with these receptacles will prove very slight, and they will result in lessening the danger of losing letters.

Judge Walter I. Smith is not only one of the best waiters in the house, but he is also a stumper from way back. When he is doing his turn on the hustings, relates the Washington Post, his audiences are always large and enthusiastic. More than that, the judge himself becomes so enthusiastic in his notes that he is oblivious to many things that happen.

The judge usually wears a frock coat and a string tie in his make-up. He carries his handkerchief in one of the coat pockets, in the tail of the coat. He had started off to speak in the town hall one night and found that he had no handkerchief.

Rushing upstairs he grabbed a nicely folded white object out of the bureau drawer and shoved it into the accustomed repository of his kerchief. When the judge had use for his handkerchief he reached around to the pocket, and, drawing it forth, would shake it sharply, causing it to snap like a whip.

In the midst of his speech on the night in question, he got excited and the per-

PERSONAL NOTES.

The driver of a coal cart has been fined \$50 for delivering a woman 500 pounds of coal less than she paid for. It is thus for the ice man to shiver.

Astronomers who have been scratching the comet's head with the spectroscopic, a prismatic fine-toothed comb, find a trifling of cyanogen there, but no more than a healthy comet needs to keep it active.

Miss Matilda Townsend, who is soon to be married to Peter G. Curry in New York, has imported a \$15,000 wedding gown. In order to cut any figure at the wedding she will have to wear a suit that cost at least \$5.

Frank Tomski of Bloomfield, N. J., says that just as he was hauling in a big eel, John Fritz pushed him into the Morris canal. The eel struck him in the face with its tail, but got entangled in the line and the hook caught in his thumb, but when he got out of the eel was in his coat pocket.

Frank Day of Jonesville, N. C., is the chameleon mail carrier of the state. His route is twenty-five miles long and in the forty-five years that he has been in the service he has traveled 87,648 miles. He never lost a mail lock, was never more than fifteen minutes behind schedule time, and more than half the trip were made on foot. Mr. Day is 60 years old. When 15 years old he lost his right arm.

The recent visit of Miss Anne Morgan, the philanthropic daughter of J. P. Morgan, may result in the location at Colorado Springs, of the Home for Dependent Children, which she proposes to erect. While there recently, Miss Morgan and her party were not at home to society, and the real object of her visit was to study the climate and other points that recommended this as an ideal location for such a home.

SMILING REMARKS.

"Nurse—Doctor, the patient called a little last night, and shows unexpected strength this morning." "He says he won't take any more of that vile medicine." "Dr. Kallowm—Dear, dear! We'll have to do something to get him out of that condition."—Chicago Tribune.

"You have sold everything except one cow and one pig?" "Yep," replied Farmer Cornstossel. "Why didn't you let them go with the rest?" "Well, we thought we ought to have some sort of a memento to keep the summer boarders interested."—Washington Star.

"When did you discover that you loved me, sweetheart?" he asked tenderly. "When I found myself getting paid every time any one called you a fool," she answered bluntly.—Buffalo Express.

"Who is Jane to marry?" "His name is Bridge." "Good gracious! Who else carry the cross as far as that?"—Cleveland Plain Dealer.

"I saw a little joke in an almanac today," said the political boss, "where there's a will there's a way—to break it." "Well," asked his lieutenant, "you tried to break it?" "No," said the boss, "I'll leave that to the people." "Well, we'll have to think up a new one to break that."—Catholic Standard and Times.

Lady (in the department store)—Do you keep stationery? Floorwalker—No, madam, we continually walk about.—Life.

"Pop, the emergency men of the revolution were supposed to be on the spot in a second, weren't they?" "Yes, my son." "Then when did they call them the Minute Men?"—Baltimore American.

THAT SHOW OF HALLEYS.

While yet deep darkness lingers, Long, long, before 'tis day, The alarm clock's clatter summons Sleepy folks to their beds; The rooster's crow, in the distance, In gowns—oh, that's enough— I shan't go into details. In regard to style and stuff,

With Venus for a footlight, Father Rigge in the box, An orchestra of roosters, We had a show of howled locks, What an inspiration it must be, When no curtain interveneth— For that star to throw her searchlight Far up into the zenith.

The view we get is splendid, Unspoiled by haze or grate, And that chattering-lyric orchestra— Makes it proper and up-to-date. We think a heap of Halley's— She's worth no end of fuss— But wouldn't it make good reading? What Halley's thinks of us?

But when the scenes are shifted, And Halley in the west, Gives her evening performance, We must try to look our best— I wonder when the curtain lifts Her evening stunts to show us? I wonder if she'll make good reads? Will Halley's comet know us? Omaha. —BAYOLL NETRELE.

WANTED---100 Used Pianos. We would like to get into communication at once with 100 families having good pianos, which they would like to exchange for APOLLO PLAYER-PIANO. You may have had an opportunity to exchange your old piano for an ordinary new piano, but you may never have had a chance to exchange for the Apollo—the greatest player piano made. APOLLO PIANO. is the original 88-note player piano. The 88-note Apollo has 8 years the start of all other player pianos of like range—and it represents an advance of eight years in improvements over all others. It is also in its class. These Features in the Apollo Alone— The Apollo enables you to play a larger selection of musical compositions than any other player piano in the world. The Apollo is the only player piano made in which the pneumatic fingers touch down on the key in front of the fulcrum, giving the real "human expression." The Apollo is the only player piano with the transposing device, which enables you to transpose and to play a composition in any desired key to suit any voice or instrument. The celebrated Melville Clark Piano, in which the Apollo action is placed, is an artistic instrument. No better piano is made. FILL OUT THE COUPON and mail it to us. Be sure to put in the make of your instrument. A HOSPE CO., OMAHA, NEB.— I desire information looking to the exchange of my piano for a new Apollo Player Piano. The request puts me under no obligation whatever. My Piano is..... (Name of instrument.) My Name is..... Address..... A. HOSPE CO. 1613-1515 Douglas Street.