

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR.

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STATEMENT OF CIRCULATION. State of Nebraska, Douglas County, ss. George B. Teschke, treasurer.

Table with 3 columns: Date, Circulation, Total. Rows include dates from 1909 to 1910, showing circulation figures and a total of 1,394,540.

Returned copies 10,421. Net total 1,384,119. Daily average 4,470.

Subscribed in my presence and sworn to before me this 24 day of May, 1910. M. F. WALKER, Notary Public.

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

Evidently the proof of the tonet's fall was not a bit more distinct than Dr. Cook's records.

Perhaps "Uncle Joe" might regard "Bat" Nelson as a good private secretary. They could exchange blows.

Even some of the high-brow scientists are beginning to realize that the late Mr. Halley handed them a gold brick.

What do those gossip mongers who reported that the colonel had been bitten by the sleeping bug think by now?

New Item: A Macon man has lost faith in Bryan. We do not believe it and will not until we see and talk with the man.

Carrie Nation has recently made a round-up in Texas. Perhaps that accounts for Senator Bailey putting on that silk hat.

The Tennessee man who posed as a squirrel really has no good ground for complaint. That is generally what the squirrel gets.

A New York woman gets a divorce because her husband stutters. Looks as if it would be at least allow man a piece of a word now and then.

Mrs. Betty Green has lost a suit. She ought to provide against that by observing Mr. Rockefeller's frugality. He buys paper vests to play golf in.

Perusal of the sporting news page shows that Nebraska is one of the few states which by law forbids indulgence in professional games on Memorial day.

Those kiss-not buttons came in on the crest of the better health wave, but after all there is such a thing as life getting stale, even with the best of health.

So far as securities are concerned, it is hard to see that New Orleans has any advantage over San Francisco in urging its claims for that Panama exposition.

A democratic paper says the country will never get rid of national extravagance until it gets rid of the republican party. Funny the country cannot see that.

Champ Clark boasts that golf is not his game. A certain quiet, sedentary pastime has always been much more popular in that part of Missouri where Champ comes from.

Fraud and corruption, says Mr. Fairbanks, will never ruin this nation. No, not if the nation keeps the upper hand and there is no serious apprehension that it will not.

Omaha Memorial day exercises compare with those held in any other city, both in character of observance and interest manifested. A good sign for patriotism of the future.

An Omaha preacher boasts having tied 2,000 matrimonial knots. If a reunion of the preacher and the wedded couples and their progeny could be pulled off it would do as well as a home-coming week.

Despite the rising cost of living, two Washington newspapers, published right under the dome of the capitol, are reducing sale price to 1 cent. If this does not convince our national law-makers nothing will.

Champ Clark's Aspiration.

Without feigning a false modesty or pretense that he is responding to the irresistible call of his party and his country, Champ Clark announces that he will not get into the senatorial fight in Missouri because he wants to stay in the house and be speaker. For being frank and to the point, the minority leader of the house is entitled to credit, although he may as well take inventory of his strength, because even in the event of a democratic majority next time he would not be safe on counting on an unopposed elevation to the speaker's chair.

Competent observers of the political drama as played on the congressional boards regard Champ Clark as being more lucky than shrewd in securing whatever measure of success the democrats have achieved under his floor leadership. He is a good talker and quick at repartee, but vastly out-matched as a parliamentarian. As an obstructionist he has done fairly well, but has demonstrated no constructive ability. To get the minority to vote against something proposed by the republicans is one thing, and to get them to vote for something proposed by a democrat is another. He lost control completely at the opening of congress when the Fitzgerald boit saved the Cannon rules, and in the later successes against Cannonism it was the insurgent alliance that saved the day and not the generalship of Champ Clark.

It takes peculiar qualifications to perform the duties of speaker in the national house of representatives and to guide the deliberations of a body of more than 350 statesmen, each cocksure of his own importance, and Champ Clark's possession of these qualifications has been questioned by his own party colleagues. The best thing that could happen to Champ Clark would be to have the next house republican, and thus save him either from being dethroned as party leader or from being subjected to a test his closest friends think he cannot meet.

Citizenship for Porto Rico.

Congress will be doing the proper thing by Porto Rico to pass the bill defining the scope of its civil government which carries a bill of rights fixing its status of citizenship. Until the supreme court took an opposite view, it was contended by some that the Foraker act of 1900 made the people of Porto Rico citizens of the United States, but while no longer citizens of Spain, Porto Ricans, in the dictum of Chief Justice Fuller, have been without any national citizenship, "like a disembodied shade in an intermediate state of ambiguous existence."

The United States has exercised a beneficent protectorate over Porto Rico as well as Cuba and cannot at this late day afford to have its good faith and influence impugned or marred, so congress will be warranted in doing whatever is necessary to clear up any ambiguity in the status of Porto Rican citizenship. If the Porto Ricans had not responded in such fine spirit to the new conditions of government there might be some reason for hesitating to pass the pending measure, but their avidity in seizing and improving every opportunity offered gives them ample claim upon larger privileges. In business, education, statecraft and social life they have made progress that is almost incredible considering their circumstances when the United States relieved them of Spanish rule and the short time that has since elapsed.

Both Presidents Roosevelt and Taft have advocated full American citizenship for Porto Rico and undoubtedly the sentiment of the American people is reflected in their recommendations to congress urging this action.

Planning New Transcontinental Line.

The report that the Rock Island is about to secure control of the Wabash and Lehigh Valley roads is of the utmost interest, because it presages the advent of another powerful transcontinental railway, extending its own tracks continuously from the Atlantic to the Pacific.

This transaction is being negotiated, it is understood, through English capitalists and is expected to reach successful issue without serious delay. It is easy to imagine that the Rock Island's tendency toward independence in traffic matters would become the dominant policy in the event of this merger, for it is the only policy that could promise effectual inroads on the established rivals. The conservative Gould influence could not be depended upon in such an aggressive field of operation to achieve the results so essential to that kind of a movement. The Rock Island today owns and operates more than 8,000 miles of railroad, the Wabash 2,157 and the Lehigh Valley 1,393, so that the combined mileage would give physical strength of formidable proportions. Add to this the strategic elements of the three roads and the country would have another great transportation system with which other lines would have to treat.

Undoubtedly such a combination would bring advantages and disadvantages. It would lead to centralization in agencies and traffic arrangements. Naturally the tendency would be to economize in pay rolls, but such a movement would not restrict expenditures that would have to be made in other directions for a while at least and in which the public should feel some benefit. Western cities just now engaged in fighting for their rights in the matter of freight rates, might look

with some hope of assistance from such a consolidation, for concessions would naturally follow in the wake of the merger as a bid for popular favor. Whether it would collide with anti-trust and anti-merger laws would transpire later.

Steel Cars for Safety.

Railroads have been surprisingly slow in adopting all-steel passenger and mail cars, but now the more progressive lines have taken the first step, the time is probably not far off when their use will be general. The Harriman railroads are taking the lead in this, as they have done in so many of the most modern improvements in transportation. They have just placed an order for 424 steel passenger coaches, which, when delivered, will give that system a total of 925 cars of this type, placing it ahead of the Pennsylvania lines by twenty-five cars.

The all-steel car should rapidly be placed in use, not only for passengers, but for mail and baggage, for its ability to withstand fire and the impacts of collisions makes it the safest means of travel and transportation for human beings and valuables. No matter what the extra cost of the steel car may be, the railroads can well afford to make the investment if it will shut off the frequently recurring wrecks with their appalling toll in human life. The person who pays his fare to ride and the trainman who is employed on the railroad has a right to the greatest degree of safety and protection within the power of the railway to give and the railway is not exerting its full power in this direction when it sticks to the use of easily destructible and inflammable cars. With all the other highly modernized facilities for travel, the wonder is that railroads have not long ago come to this proposition.

Omaha as a Terminal Point.

Omaha's strategic position on the railway map arises from the fact that it affords shippers incomparable facilities for terminal and transshipment traffic.

While in other commercial centers the railroads found themselves called upon to spend millions upon millions of dollars to secure adequate means of entrance and exit, in Omaha they have an almost natural terminal system provided by configuration of the topography and the location of the city, which, without forcing, has adjusted itself to the utmost utilization of these advantages.

Hardly a city in the country can match Omaha's jobbing district from the standpoint of terminal facilities. This trackage and switching equipment is by no means fully perfected, but the foundation is there awaiting extension and development, and these terminal facilities mean more to shippers than is usually realized or appreciated. In holding out inducements for the location of new jobbing houses, mills and manufacturing establishments Omaha cannot emphasize too greatly its superior terminal facilities, which are the backbone of its strength as a railroad center and market town.

Our local democratic contemporary prints an unguarded communication, apparently by oversight, giving a vigorous left-hander to the men "whose sole province of life seems to be to hold office." This is pretty strong for a paper with an editor and chief proprietor drawing a salary of \$7,500 and perquisites as congressmen, whose appetite for office began with an unsuccessful run for the city council, and even now, still unsatisfied, is yearning for the job of United States senator.

When Norman Mack asserts in cold print that "it is idle to think of Mr. Bryan as ever again being the party candidate for the presidency," the democratic national chairman lays himself open to the charge of harboring a sting of ingratitude. Who made Norman Mack national chairman, anyway? And to whom does the democratic party belong if not to Mr. Bryan?

The imported champion of the initiative and referendum proves to be a professional lecturer for the Henry George single tax propaganda, who advocates the initiative and referendum merely as a means to that end. We suggested not long ago that the Henry George single tax was still available as the next paramount.

Over in Iowa the two senators are traversing the state telling the people whom they should select as congressional candidates. In Nebraska, where the people rule, Mr. Bryan is the only statesman accustomed to play the role of political dictator in that fashion.

The "only heir of George Washington" says he will prove his claims as soon as he finds the documents carried to England by John Paul Jones. If it takes him as long to make that discovery as it took this country to find Paul Jones' body he will never need the fortune.

The democratic state committee has been called to select the place and make arrangements for the democratic platform convention. We might present the claims of Omaha, but presume Mr. Bryan left full directions behind before he hiked for Europe.

The conviction of the Greek whose shooting of a policeman started the South Omaha riots does not conclude the claims for damages that have been filed by the government of Greece in behalf of the Greeks whose places were raided. In view of what has

An Ill-Timed Speech

Houston Post—R. M. Johnson, Democratic Representative Hitecock of Nebraska, the author of the first resolution calling for an investigation of Secretary Ballinger and the Interior department, made which he violently attacked the president's speech in the house Thursday in his pending the report of the committee as to its findings in the matter. Among other things, the Nebraska representative is quoted as charging the president with being "drunk with power and willing to involve his administration in scandal rather than give up that power."

It is hardly to be conceived that any one with a thimbleful of brains, who has the faintest conception of the high character of the man who now occupies the White House will believe a word of what Representative Hitecock charges against the president. In fact the speech seems to have been timed with a view to arousing partisan prejudice against the finding of the committee, should it be favorable to Mr. Ballinger.

While in no sense of the word a defender of the conduct of the Interior department under the present administration, the Post has regretted to note a disposition on the part of many overzealous newspapers anxious to create popular prejudice against the party in power to distort the testimony taken since transpired, how much better it would have been for South Omaha people to have let the law take its course in the first place without bringing upon the town the odium of a mob outbreak.

Dallas, Tex., has induced Adolphus Busch, the St. Louis brewer, to erect a \$1,000,000 hotel in that city on a lot for which he is to pay \$250,000. Invite Mr. Busch to come to Omaha at once.

"Fortifying the Pennsylvania Railroad" is the caption of an article in a Philadelphia paper. Most people will be prompted to ask, "From what?" No one ever thought of it needing protection.

Offensive Discrimination. Kansas City Star. The Hon. Lorimer can't see why he was singled out, when so many other senators got their seats in exactly the same way.

Another Martyr to Science. Philadelphia Record. The great scientist who investigated the cause of the African sleeping sickness at the end of his life has now gone to his last sleep.

Corporation Quibbling. Brooklyn Post. The Philadelphia company's solemn plea that it only does a hotel business and isn't subject to interstate regulation adds to the gavelty of nations. Are we a nation of quibblers or are we not?

Observations of the Boss. Chicago Post. Mr. Bryan of Nebraska says Mr. Harmon of Ohio shows symptoms of weakening vertebrae. While Mr. Bryan says he is for any good democrat for national election, he is sure he gets the BS. Who make serious objections to that honor.

World-Powering in Finance. If the participation of the American bankers in the Chinese railroad loan and the reported request for American money by Turkey are to be taken as a criterion, the United States is advancing rapidly as a world power in finance along important lines.

PERSONAL NOTES. The man who asks for a more flexible monetary system comes from Paris, where money is hoarded in stockings.

The census discloses that the average salary of a minister of the Gospel in the United States is \$22,000 a year. Miss Lillian Russell in organizing the Grand United and Mutual Beneficial Order of No Tell'n' Ares. She's to be worthy grand patriarch.

The evidence in a Salt Lake case was a bottle of whisky and the jury took it all in. The court accepted the empty bottle as evidence of contempt.

Close observers of men and things in Washington have decided that for pure brilliancy it is a dead stand-off between Champ Clark and Mrs. Champ Clark. She is a most ambitious woman and yet sparkles in her like sunlight on a sweet stream.

Fordham college is to confer the degree of literary doctor upon Thomas A. Daly, the author of the Italian dialect poems in the Catholic Standard and Times that have made him famous the world over. A literary honor was never more fully deserved.

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NEBRASKA PRESS COMMENT.

Beaver City Times-Tribune: Governor Shallenberger, who is the principal owner of a bank himself, has a new remedy for bank panics, and that is fewer banks. Some way we always believed in competition.

Plattsmouth News: So the railroads are not to be permitted to make contracts with the newspapers to exchange mileage for advertising. All right. Cash will be accepted in lieu of mileage. Send in your orders, your general passenger agents, for space.

Scribner News: The supreme court of Nebraska has decided that railroads cannot exchange transportation for newspaper mileage. Newspapers doing business on business principles, and which give advertisers their money's worth, are well satisfied with the decision.

Hastings Tribune: Governor Shallenberger has hopped onto a new hobby. This time it is a law limiting the number of banks for Nebraska. Whichever "Shallen" doesn't play the game of politics for all there is in it he will throw up the sponge and retire to private life.

Kearney Hub: The Nebraska bankers assembled the other day at Hastings resolved again against the postal savings bank proposition and petitioned the congressman from Nebraska to vote against the bill in the house. That they will bolt their party platform is not probable. Nor would they dare to.

Papillion Republican: In his speech at the graduation exercises Governor Shallenberger made an attempt to ridicule President Taft because of his extensive traveling. Those who live in glass houses should not throw stones. The governor must remember that he spent \$1,372.82 of the state money to defray his traveling expenses for a period of fourteen months while his predecessor expended but \$248 in twenty-four months for the same purpose.

Wood River Interests: Our supreme court has unhesitatingly declared that the railroads of Nebraska cannot swap transportation for advertising space. The court holds that "the standard measure possible in order to insure absolute uniformity in the charges is money." The notion the railroads have had that they could not pay cash for their advertising service the same as other business ads has been wrong and it is well our supreme court has clearly pointed out the error of their way.

Plattsmouth Journal: In some sections of Nebraska the people seem to have it in for Omaha. Go down into Missouri and they possess the same feeling with regard to Kansas City and St. Louis. It would appear that the large cities of any state are the ones the people are always condemning. Lincoln does not possess enterprise enough to have people talk either good or bad about it. When that town loses the capitol, they should erect a high wall around it, and gates on each side and admit no one but those who are religious, moral and temperate, or profess to be, and call it the "Holy City."

Grand Island Independent: Dr. Greene, formerly superintendent of the Nebraska Insane asylum in Lincoln, in a recent address, declared that the laws of this state, with reference to the public institutions, are about the most antiquated in the country. Which reminds us of another democratic promise unfulfilled. The party pledged that it would put at least some of the state institutions in the hands of a board on lines making efficiency, rather than party, the basis of appointment. It would appear that the promise was good enough to "get in on," but no attention was ever paid to it after that.

CHEERY CHAFF.

"The woman of the house," remarked the tramp to his brother hobo, "made a big hit with men."

"By her personality!" queried the other. "Not so much that as her rolling pin."

"You are but a servant of your country."

"That's right," replied Senator Sorghum. "I don't think it belongs to me, but a servant if you don't get me mixed up with those fellows who stand around and get grouchily about tips."

"You remember the picture you saw me sell it for \$5,000."

"That was genius,"—Houston Post.

"Don't you wish you had Aladdin's wonderful lamp?" asked the imaginative boy.

"No," replied the practical young "f'd rather be a poor fellow in the city full of gas meters."—Washington Star.

"What was that report?" asked the startled boarders, as the pistol shot rang out.

"That!" said the mistress of the lodging house, with great presence of mind. "Oh, that report is only a roomer."—Haltmore American.

"So Brown's wife has left him. I am sorry to hear it."

"She—But I thought you didn't like Brown."

"He—I don't—that's why I'm sorry."—Boston Transcript.

"At that wedding last night," said Mrs. Lapelling, "the organist made the worst

World's Best Pianos A. HOSPE CO. HAVE THE LEADERS Mason & Hamlin

Pianos have no equal for tone or touch. Kranich & Bach Pianos have stood high in the estimate of the musical public for thirty-five years.

Krakauer Pianos recommend themselves. You can't find one in use that is not considered the best by its user.

Kimball Pianos There are 200,000 and over in actual use both in America and abroad.

Bush & Lane Piano with its 20-year factory warranty and its most excellent architecture of case design can't be beaten.

Cable-Nelson Piano As good as the \$350 kind—still sold for a great deal less, and it's as reliable as the clock.

Hallett-Davis Pianos made just seventy years—You never saw one of them that was worn out. We have a record of some Hallett-Davis Pianos, which had but one tuning in 18 years.

Cramer Pianos Made in quarter sawed oak, walnut and mahogany cases—\$275 is charged by "elsewhere"—We advertise to sell this for \$190.

TEN DOLLARS TAKES ONE HOME—ONE DOLLAR WEEKLY PAYS FOR IT.

Sample Pianos from A. O. firms are placed on our floors at prices \$165, \$175, \$185, with free stool and scarf.

Buy Now, It's Your Opportunity A. HOSPE CO. 1513-1515 Douglas St. Pianos Tuned by Expert Tuners

mistake I ever heard of. He played Mendelssohn's wedding march when the bride and party came in and the march from "Lover's Land" when they passed out."—Chicago Tribune.

NO TIME LIKE THE OLD TIME.

Oliver Wendell Holmes. There is no time like the old time, when you and I were young. When the buds of April blossomed and the birds of springtime sang! The garden's brightest flowers by summer suns are nursed, like his praise, the flowers that opened first!

There is no place like the old place, where you and I were born. Where we lifted first our eyelids on the splendors of the world by night. From the milk-white breast that warmed us, from the clinging arms that bore, When the clear eyes glinted o'er us that will look on us no more!

There is no friend like the old friend, who has shared our morning days, No greeting like his welcome, no homage like his praise, no side. Fame is the scentless sunflower, with gasp and harp of gold; But friendship is the breathing rose, with sweets in every fold.

There is no love like the old love, that we courted in our pride; Though our leaves are falling, falling, and we're fading, fading, and there are blossoms all around us with the colors of the dawn. And we live in borrowed sunshine when the gay star is withdrawn.

There are no times like the old times; they shall never be forgot! There is no place like the old place—keep green the dear old spot! There are no friends like the old friends—may heaven prolong their lives! There are no loves like the old loves—God bless our loving wives!

Talks for people who sell things

Preparing Copy. "A man should not shoot at a pond to hit a duck." The chief trouble with many advertising campaigns is that they try to cover too much territory with their advertising and to spread the money, which they have to spend, so thin that the advertising is pitifully sharebare.

They use so small space that they do not make a favorable impression with those who do see their advertisements. It is much better to make the right impression with fewer people than to succeed in reaching ten times the number of readers and make a poor impression with all of them. The number of people that you succeed in convincing is the final test of the success of your advertising, after all.

When you are selling a customer you have a way of telling things about your goods, the points of superiority, how they are made or why they have style; you tell it to him with a certain pride and enthusiasm which, if you can only transfer to ink and paper, would be the best kind of advertising copy. Some men, the moment they take their pen in hand, begin to think that they are worthy successors of John Milton or Herbert Spencer. Milton and Spencer are much talked about in works on literature and science, but are not popular authors. Horace Greeley and Charles A. Dana are better models, because they expressed themselves in English that can be comprehended by the ordinary newspaper reader.

First, make it clear in your own mind what impression you wish to leave on the minds of those who read your advertisements, and then set about to accomplish this purpose by what you say and how you say it.

If your funds are limited confine your advertising to fewer publications and use a reasonable amount of space in these, rather than a larger number of papers and insignificant advertising copy. Although your importance is judged somewhat by the amount of space you use, do not use more than you can reasonably afford. Nevertheless, it is not a correct conclusion to do no advertising at all, because you cannot afford to use large space. If your means are small, start with a modest space.

Choose your advertising copy each time, but follow the same general style. By adopting a certain style and using the same style continuously, each advertisement, if only given a glance, will bring you to the mind of the reader, and what was said in the last advertisement, which they read. Do not try to tell your whole story in one advertisement. Do not put one point clearly, in one piece of copy and another point in the next advertisement, relying on the whole series to carry home your complete argument.

If possible, have your advertisement illustrated, but the illustrations should be appropriate. They should be designed to convey some idea, or make some particular impression on the reader. The advantage of using an illustration is, that the eye grasps the idea back of it, quicker than it does your type story. Of course, this presumes that there is an idea back of the illustration.