

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR.

Entered at Omaha postoffice as second-class matter.

TERMS OF SUBSCRIPTION. Daily Bee (including Sunday) per week...

DELIVERED BY CARRIER. Evening Bee (without Sunday) per week...

OFFICES. Omaha—The Bee Building, South Omaha—Twenty-fourth and N.

CORRESPONDENCE. Communications relating to news and editorial matter should be addressed...

REMITTANCES. Remit by draft, express or postal order payable to The Bee Publishing Company.

STATEMENT OF CIRCULATION. State of Nebraska, Douglas County, ss: George B. Tzschuck, treasurer of The Bee Publishing Company...

Table with 3 columns: Circulation category, Amount, and Total. Includes rows for Daily, Sunday, and Total circulation.

Net total 1,316,988. Daily average 42,958. GEORGE B. TZSCHUCK, Treasurer.

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

At any rate, the colonel bearded one lion in his den.

Give the New York democrats credit at least for detroning "Fingy" Connors.

So far there has been no charge that the ice trust was seizing all the available product in Alaska.

The initiation mills of Ak-Sar-Ben are again grinding, and they beat the mills of the gods all hollow.

If names count Senator Burrows ought always to be placed at the head of the investigating committee.

The suspicion is gradually growing that the Sphinx talked to the colonel, imparting certain Egyptian secrets.

Any argument Mr. Bryan may make by calling a man a self-advertiser must be at once impressive and conclusive.

It is to be hoped, at least, that war with Japan will not break out while the 'mikado's cousin is visiting in the United States.

Now we have a doctor who predicts that everybody will be insane within 265 years. Hoopla, we'll sure have the time of our lives then.

Is not the Boston Traveler putting it a little strong in saying that "most women" will wear Panama shoes this summer that cost from \$10 to \$20?

Here is an Ohio man who fasts six days and gains two pounds and an Indiana man who fasts ninety days and dies. How do they work this thing?

The finest question Mr. Roosevelt raised by his Guild hall speech was that respecting the ethics of criticism. But Mayor Gaynor started that controversy.

The filing of that anti-race injunction suit served to bring Hanthaler before the public for the first time since Mark Twain first introduced it to the outside world.

Not a man in the whole list of additions to the teachers' roll for the coming year in Omaha's public schools. Would "votes for women" make their hold upon the school room any more secure?

Unfortunately that that uplift magazine came out with its panegyric on the golden rule police chief at the very time of his being accused of several naughty tricks. But Ida Tarbell says the muckraker is here to stay.

Of three Nebraska postoffices on the salary decrease list one of them is at the home town of Governor Shallenberger. No one would have thought that the governor's transfer to the state capital would affect postoffice receipts so seriously.

And what will Congressman Latta do when the postal savings bank bill is up on roll call? Will he take back his public interview denouncing the whole postal savings bank scheme? Or will he vote his convictions and repudiate the Denver platform?

The old town of Salem, Mass., administers a rebuke to its mayor for lowering the dignity of his office by calling a man a name. The mayor was a citizen of Salem just one year when elected, so that there may be some ground to rebuke someone else.

Where the Railroads Erred.

Those twenty-five railroads that united in an attempt to raise freight rates, if they had any justification on their side, which is doubtful, plainly erred in not proceeding through the ordinary channels of law providing for submission of proposed tariff changes to the Interstate Commerce commission.

The government's firm stand against precipitate action by the railroads not only has popular sentiment back of it, but ample warrant in conditions. Here on the same day when the news of the withdrawal of advanced rates comes out, is announced the fact that the Great Northern, which has completed its annual report, finds a snug increase in net earnings, and as the Great Northern is one of Mr. Hill's roads, this is of special significance, because Mr. Hill was a pioneer in this movement for larger freight rates. This is only one of many circumstances tending to discredit the railroad plea for higher rates and to embarrass the railroads themselves.

But so far as President Taft is concerned his action, while positive, is designed not to hinder railroad development, but to bring them to see their own error and the virtue of the government's course, as well as the justice of the shippers' demands. Technically the agreement he made with the railroad presidents is but a truce, but in fact it is probably the ultimatum, for there is little or no likelihood of the roads being able to establish their claims later any more than now.

Canada Makes Conditions.

Canada's positive refusal to receive immigrants from England merely as a means of relieving the congestion in London's army of unemployed presents a most interesting situation. London hit upon the plan of using the Dominion as its social dumping ground, but Canada has balked and refused to admit any man unless deemed fit for farm labor. It has great need for men to help develop its agricultural resources, but none for those unable to do this kind of work.

While much is to be said for Canada's position, it nevertheless is subject to some criticism. The industrial centers of the mother country are overrun with the army of unemployed, which is being swelled largely for lack of work, so that poverty has become a national menace. England has no room for contiguous territorial expansion and these thousands must seek employment, if at all, among its provinces or dependencies, to reach which they must have aid. But whatever sentimental duty may seem to impose itself on Canada in this connection is lost sight of by that sturdy people who are just now fixing their gaze upon the practical point of view and are busily developing a wonderfully rich empire.

Canada is not half as hospitable toward England as the United States is toward all European countries, 135,000 of whose immigrants it admitted to its portals during the month of April alone. And it is of particular interest to note that most of these came from northern Europe, 16,604 from the British Isles alone.

Canada's action must impress on all the fact that Canada enjoys a much larger scope of independence than is comprehended in the definition of provisional government and that it is to practical purposes distinct and separate in its authority from England. It even owes a very small financial obligation to the crown, taxes for the army and navy constituting about its whole share of the burden of maintaining the government at home.

For Harmon as Against Bryan.

Ohio democrats are unwilling to follow the leadership of Mr. Bryan this year and the Buckeye democracy has taken great pains to impress this on the Peerless Leader, to show him beyond the possibility of doubt that they will stand by Governor Harmon and not by him.

Mr. Bryan invited this revolt in Ohio when he threw down the gauntlet to Harmon in the letter commanding him to adopt the views of the Nebraskan or "prepare to stand aside." The governor did neither. He spurned the defy. In the parlance of a more speculative game, he "called the bluff," and it now appears he reckoned not without his host, for the democrats of Ohio seem to be with him as against the attempted dictation of Bryan. Leaders of the party have come out boldly in declaring that they will not have any senatorial nominations as ordered from Fairview, but will proceed with their plans just as if the Fairview mandate had never arrived. In fact it seems that they are even more set in this conviction than they were before Mr. Bryan spoke.

It matters little to republicans whether the Ohio democrats follow Harmon, Bryan or Tom Johnson as the latter's lieutenant, but it is interesting to the people in general to view the steadily receding Bryan tide of sentiment in Ohio and elsewhere. Once it engulfed the party, sweeping away every vestige of opposition to Bryan, and on the crest of its top wave carried its idol to the highest gift within a party's power. The second time it bore him there, but with less resolute force, and the third time it was simply a case of a bold mariner daring a tempestuous sea, while today this tide of party sentiment is lashing the shores

Ak-Sar-Ben's Open Season.

Ak-Sar-Ben's open season is now on, and there will be something doing in the realm of Quivera right along until the culminating event of crowning the new king and queen amidst surroundings of pageantry in October. Ak-Sar-Ben is an established institution known far and wide the world over. When Colonel Roosevelt emerged from the jungle and encountered travelers from Nebraska in the valley of the Nile, he returned their greeting by recalling the triumphs of Ak-Sar-Ben.

Ak-Sar-Ben is a monarch at whose court all loyal citizens of Omaha and Nebraska are welcome, and he lets his subjects share his glory. He is the one ruler who never dies and whose reign has no ending. It is announced that Colonel Roosevelt will be just as frank and open with the country as he was in Egypt and England. The only difference is that we are used to it here and will promise not to get up and howl. Besides, we rather feel that we deserve to be jumped on.

Not So Bad, After All.

In order to make a showing of work accomplished, the organ of the Anti-Saloon league makes public a specially compiled exhibit of the results of the recent spring elections through Nebraska so far as they have affected wet and dry territory, as follows: In the first place, more towns went from "wet" to "dry" than from "dry" to "wet," and by an aggregate majority that wipes out the majority of the "dry" to "wet" towns. In most of the thirteen towns where the "dry" policy was discontinued the issue was not clearly defined and we did not poll our full vote; overconfidence and even criminal negligence paved the way for the temporary setback.

In the second place, out of 553 towns, 47 are "dry" and only 23 "wet." In other words, we have 137 per cent more "dry" towns than "wet" towns. Again, the population of all these towns is about 503,000. Deducting this number from the total population of a little over 1,998,000, leaves about 1,495,000 who live in rural sections of the state. Of this number fully 85 per cent live in territory where a saloon is unknown. This divides the population of the state into the 409,663 living in "wet" territory and the 687,337 living in "dry" territory. In other words, we have 150 per cent more people living in "wet" than in "dry" territory. If we leave Omaha out of the calculation, we have over 254 per cent more living in "dry" than in "wet" districts.

Assuming that these figures and computations are correct, what better proof could be presented that the local option feature of the Slocumb law, by which Nebraska has regulated and controlled the liquor traffic for nearly thirty years, is serving its purpose in every respect and vindicating that law as an effective piece of legislative machinery? Our present Slocumb law gives every incorporated city, town and village the right to say whether the sale of liquor shall be licensed or not, and this right is being exercised continuously and intelligently. If the Slocumb law has produced the condition of which the anti-saloon people are boasting, and has produced it without denying any community the right of deciding for itself to suit the majority, it cannot be so bad after all.

The Bee's exposure of the democratic forgery of last year as more flagrant than the forgery of little boys' names, which he so strenuously denounced, does not seem to have affected Edgar Howard in the same way. In Edgar's eyes forgery committed in the interest of nonpartisan democratic candidates for office and paid for out of the democratic campaign fund, is excusable and justifiable.

If we are overrun with too many poorly prepared doctors it must be the fault of the doctors who prepare them. The people to reform the medical schools are the medical men themselves. It should be noted in passing, however, that both the medical schools at Omaha have passed muster with the exacting inspection of the representatives of the Carnegie foundation.

What an awkward dilemma for our democratic congressman from this district in having the postal savings bank bill come in with three committee reports, two of them presented by democratic minority members opposing the bill. Will he insurge by voting for a republican administration measure? Or will he stay regular by lining up with the democratic opposition?

The ultimatum of the state university authorities to the Omaha school board that our high school students will not be accredited for the course in agriculture unless it installs a laboratory department for teaching agriculture does not need a diagram. Who is it the university people want to recommend for the job?

That democratic love feast at Broken Bow had no cablegram from the Peerless. At the last democratic love feast held at Red Cloud Mr. Bryan's greetings were tossed in the waste basket unread, and he evidently has come to the conclusion that the only sure way to get a hearing is to hire his own hall.

The charge of the Illinois Central that it has been defrauded by its own officials of more than \$2,000,000 in four years on padded repair work bills may point the way for our railroads to catch up on the high cost of living without taking it out on the shippers by increasing freight rates.

Our local democratic contemporary, whose principal stock-in-trade, in season and out, is calamity howling, cartoons the railroads as calling the calamity howlers out to assist them in

strengthening their greedy grasp upon the throat of commerce. The point is self-explanatory.

Cheer Up, U. C. I. Washington Star. Cheer up, ultimate consumer! The high price of opera stars is to be reduced.

"On the Dead" Baltimore American. Blaming the sugar frauds on a dead man will not convince the people that there are no guilty men among the live ones.

Reward of Merit. Washington Herald. A year or so ago, Emperor William got a pretty straight tip from the German people not to talk so much. He graciously governed himself accordingly; and now his salary has been boosted 25 per cent. Common sense generally pays.

"What is Coming to Us." Cleveland Plain Dealer. It is to be hoped that Colonel Roosevelt will be just as frank and open with the country as he was in Egypt and England. The only difference is that we are used to it here and will promise not to get up and howl. Besides, we rather feel that we deserve to be jumped on.

A Job for More. Pittsburgh Dispatch. A congressman, inspired by the discussion of the president's traveling expenses, thinks that the members of the legislative branch should have their expenses paid while traveling about to see the country. As they are now paid about twice the cost of railroad fare for coming to congress and going back home it looks as if the margin would support considerable diversions from the direct line.

Smuggling Comes High. Philadelphia Bulletin. Another case of wealth and prominence in his home state has been fined for attempting to smuggle dutiable goods past the customs inspectors. The defendant this time is a banker from Minnesota, and he was caught with two undeclared pearl necklaces in his back pocket. The duty amounted to \$2,500 and it was thought that the Federal agent before whom he was convicted would assess that amount as the fine. Instead, the judge doubled it, so that the banker had to pay \$5,000 for his "fun." It is evident that the customs authorities are sharply on the job this year, and the courts have sustained them on each occasion. When they have caught one of this class of rich smugglers.

IDEAL AMERICAN SOLDIER.

General Custer, His Career and His Monument. New York Sun. The statue of General George A. Custer unveiled at Monroe, Mich., presents him riding up his horse on the brow of a hill while reconnoitering during the civil war, the target of the enemy's line, which from admiration of his gallantry withheld its fire. There was not a more soldierly and attractive figure on either side in the great battle of Gettysburg. Custer went straight to the battlefield, and as a Major-General of Volunteers at twenty-five he could say in a farewell order to the Third Division: "During the last six months, though in a comparatively superior position, I have been captured from the enemy in open battle in pieces of artillery, six times. From West Point, Custer, went to the front, including seven general officers. You have never lost a gun, never lost a battle, never been defeated. Eleven horses were shot under Custer in battle. Fourteen of his thirty-seven years were spent in active warfare. Of simple tastes, temperate by habit, fond of children and animals, reverencing religion, he might have stood for the ideal American soldier."

A WORD FOR THE RAILROADS.

Proposed Tax Levy of Two Hundred Million Dollars on the People. Indianapolis News. There is both a comical and a serious side to the threat of a levy of the railroads that if they are not allowed to raise their rates, "at least \$200,000,000, which they had tentatively arranged to spend in replacements, must now be used to stave off ruin." and that hard times will be the total result. Whose money would this be? The answer to that constitutes the comical side of the proposition. The country shall have what they want in a tax on the people or else threaten them with "hard times." Indicates that our Caesar has been feeding on too rich meat. Until the first questioning of rates and rebates a few years ago, the railroads of this country exercised an automatic way. Twelve men meeting in secret in Liberty street, New York, decreed what the American people should pay for common carriage; and if they did not like it they could lump it. Now, those days have passed. The railroads may not perhaps think so, but they are no longer automatic. In the country, for example, contractors simultaneously this last threat of the roads. But the main point is simply this: The people of this country are going to run it. They will have to travel a long way to do it, but they are headed in the right direction.

Another thing that the roads could gracefully realize, and that is that the people do not mean to hurt them. Both St. Paul and Aesop long ago told the world of the foolishness of the various members of the body quarreling with one another—the hand because it was not the head, and the foot because it was not the hand. Railroads are, indeed indispensable to prosperity and civilization. But the day has gone when they alone can say what share they shall have and punish the country if they do not get it.

Our Birthday Book

John Everett Millais, the famous English painter, was born June 8, 1829, at Southampton. He, with several associates, inaugurated the pre-Raphaelite school of art.

George C. Cockrell, justice of the peace, was born June 8, 1836, in New Jersey. He is a veteran of the civil war and also prominent in a number of fraternal organizations.

Frederick H. Millener, electric engineer for the Union Pacific, is just 85 years old today. He was born in Tonawanda, N. Y., and is a graduate first of De Veaux college of Niagara college in electrical engineering and of Jefferson Medical college. He has been doing some wonderful things in experimental engineering since his survey of the profession, as they open before the young college graduate. He had most of criticism for his own profession, and most lawyers probably will agree with such reflections as he made upon abuses of modern practice. His view of journalism is appreciative and eminently sound and just, though not of startling novelty. Perhaps some particular significance may be attached upon sensational, muck-raking newspapers and magazines, but most right-minded readers will find in hearty accord with him. We agree altogether with the president that "this episode will pass, and that the muck-rakers are already sinking to their proper level."

Improving. Puck. We think the world is growing better. There seems to be an increasing determination to make the other fellow do what is right.

Around New York

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

The most extensive campaign yet undertaken by the New York Board of Health for saving the lives of babies during the hot summer months is now under way. Sixty different private agencies and charitable organizations will co-operate with 161 doctors and 141 nurses employed by the city, and the leaders of the campaign confidently expect to surpass the twenty per cent reduction in the infant mortality record scored during July and August last year.

The campaign is in charge of the Division of Child Hygiene, whose head is Dr. S. J. Baker, and the office looks like the staff tent of an army on maneuvers—maps flung to represent every death last summer, maps by districts for the nurses, and ward maps. Charts of all kinds are ready, on which each move is planned. There are daily reports and weekly estimates, which the doctors in charge follow as closely as a broker does the fluctuations of the stock market.

Instructional work in nearly 200 centers. These are recreation clubs, centers, playgrounds, and in many cases charitable organizations equip their officers with the necessary apparatus for the baby-clinic, and offer their use. In these various centers, at stated times, a doctor and nurse hold a baby-meeting, bathing, feeding and weighing the children brought there, to illustrate the methods taught. According to Dr. Baker, it is not the immigrant mother who needs instructions half as frequently as the American tenement-born daughter, who has left school at fourteen to become an office girl, and of whom, when she marries, knows nothing of home-keeping.

To meet this situation lectures are being given to girls in the last two years, and "little mothers' leagues" are being formed rapidly. There will be not less than twenty in Manhattan alone, formed this summer, and the returns now coming in. In the Bronx, a \$2 prize has been offered to the girl who writes the best essay on the lecture to be given there. The boys then protested that they didn't want to be left out, so another doctor is to talk to them and they will compete for a prize on that subject.

A circus feat by Oscar Moll, a machinist employed by a motor car company, with a garage at Broad and Green streets, stopped a runaway and averted possible injury to children playing on the streets and to Fred Lister, the son of a caterer, on Longshore street, who was in the wagon.

Moll was driving an automobile out Torcaleda avenue in a demounting kit to a prospective customer, when young Lester sped by in the wagon, calling for aid. Speeding his machine ahead of the runaway, Moll fearlessly swung himself upon it, climbed over the top and down to the seat, and recovered the tangled lines by a feat of acrobatic flying hoofs. The boy was badly frightened, but the 21-year-old, and lives on Arch street near Sixteenth, received an ovation from passersby who witnessed his act of daring.

A strange looking man did all kinds of stunts in the footpath of the Williamsburg bridge on the Brooklyn side. He ascended a girder, crawled along the iron pillars, and when policemen went after him he played hide-and-seek and managed to get away. Nothing was seen of him for a couple of hours. Then he showed up at the Eastern hospital, where the doctor was operating on a patient. When the door was opened a man rushed in and begged to be protected from the devil, who, he said, had pursued him relentlessly and was determined to get him in his clutches.

The man, who proved to be Joseph Zigle, a cooper, 25 Broadway, became very violent, and it took several men to hold him down while medical treatment was administered.

Louis Katz, 144 Forsyth street, a 24-year-old boy, who was arrested with an older boy for attempting to pick pockets, was in children's court charged with being a ward of the law. His father had driven him from home and when he met the other boy and was told how he could get a meal easily, he went out picking pockets.

"Do you know how?" asked Justice Hoyt. "Sure I do."

Justice Hoyt, who had some friends sitting with him, asked the boy to step back of the bench. "How do you work for pockets, vest pockets and upper coat pockets?" asked the justice.

The boy folded his arms, edged up against one of the justice's friends and promptly plucked out a violet handkerchief. "And how do you work a hip pocket or a side coat pocket?"

"Like this," said Louis, and he lifted the pocket flap of a reporter, stuck two fingers in and drew forth two nickels and a dime.

"I find you guilty," said Justice Hoyt, "and I'll remand you to the Gerry society."

The Night and Day bank on Fifth avenue, which announced that its doors would always be open, Sundays and holidays excepted, has now decided to close from midnight until 8 a. m. There was practically no business offered during the small hours of night and those who did come for money then were usually better off without it.

The Rollins case was not known, perhaps to the Kenosha (Wis.) woman who reached New York Friday on the Landfall, for one of them thought she could fool Collector Loeb's inspectors by concealing \$3,000 worth of jewelry in a chamois bag carried under her skirt. The woman turns out to be one of the most prominent and wealthy in Wisconsin, her husband being a director of the leather trust and the head of the biggest tannery in the world.

Openings for Young Collegians. Philadelphia Ledger. The president, in his commencement address in Ohio, gave a comprehensive and wise survey of the professions, as they open before the young college graduate. He had most of criticism for his own profession, and most lawyers probably will agree with such reflections as he made upon abuses of modern practice. His view of journalism is appreciative and eminently sound and just, though not of startling novelty. Perhaps some particular significance may be attached upon sensational, muck-raking newspapers and magazines, but most right-minded readers will find in hearty accord with him. We agree altogether with the president that "this episode will pass, and that the muck-rakers are already sinking to their proper level."

Improving. Puck. We think the world is growing better. There seems to be an increasing determination to make the other fellow do what is right.

Talks for people who sell things

Newspapers or Magazines. If a man sent his children to school for twelve hours one day in the month, everybody, including his wife, would call him a fool. Everyone would be surprised if they learned anything at all.

To a teacher this is so simple a statement that it probably sounds foolish. Yet the same teacher or school president may advertise his school once a month in a magazine and imagine that people will know all about his school. The same principle underlies both teaching and advertising. The child learns to spell by seeing the combinations of letters day after day. The public learns the merits of goods and becomes familiar with it by frequent repetition of argument. Repetition is the foundation of both pedagogy and advertising.

If you see an advertisement in the newspaper, day after day, unconsciously the facts stated in the advertisement become a part of your knowledge, just as children come to know the spelling of a word, apparently by instinct.

Let me illustrate by a familiar example. Most every one likes coffee. People not only like it, but habit has made it the world's breakfast beverage. A

NEBRASKA PRESS COMMENT.

Kearney Hub: Governor Shallenberger, banker, favoring restrictions on the number of banks, is a very good imitation of an anti-monopoly monopolist.

Fairbury News: Governor Harmon is now the subject of Mr. Bryan's virtuperation in the Commonwealth, all because he has been suggested as a possible democratic candidate for president. A statesman who would maintain Mr. Bryan's respect must cast ambition to the winds.

York Times: Personally ex-Governor Mickey was clean, and in business upright, and his example was wholesome in the community in which he spent nearly all of his adult life. He leaves a considerable fortune to his family, but his richest legacy is a good name, the result of an honorable career.

Rushville Standard: Alliance has lost out in its foolish and inconsistent attempt to prevent the normal school from being located at Chadron. The action taken by the Alliance people was really contemptible, to say the least, and will not have a tendency to elevate them in the estimation of very many people.

Havell's Journal (Dem.): It daily becomes more and more apparent that W. J. Bryan should enter the race for United States senatorship. With Bryan leading there would be a snap and ginger in the campaign and victory at the end. With Hitchcock it would be a drag from the start with the result in doubt.

Oakland Independent: Ex-Governor John H. Mickey passed away at his home in Osceola. During his incumbency of the governor's office he had many difficult problems to handle, and there has been much criticism of some of his acts, but in the main we believe he acted in good faith and that the most of these criticisms came from those who were friendly to the liquor interests and their allies.

Hastings Republican (Dem.): The anti-saloon league must be pretty rotten when Frank Harrison, secretary of the Nebraska County Option league, hands it a red hot roast in his Nebraska State Capitol. He denounces anti-saloon league as a grafting, money-collecting machine. When Frank insurges against Messrs. Poulson, Ludden, Darnell, et al, the situation must be very, very bad.

Kearney Times: The State Press association did a very commendable thing in appointing a committee to assist the Commercial club in its Nebraska State Capital building campaign. This is a very little exploited in the east and its resources are such as to make it worthy of the best advertising. If these two committees will be attracted to this state.

Alma Record: The campaign thunder used by the present state administration to secure votes was for economy and reduced taxes. However, Furnas county paid \$3,000 more for state purposes than under Sheldon's administration and in the same year Harlan county paid \$2,000 more. If all the counties throughout the state paid the same increased amount for state purposes it will be difficult to explain just where the reduction came in.

PERSONAL NOTES.

The "Kiss-Me-Not" buttons affected by sedate Indiana girls bear on the reverse side an emergency motto; "Just One for Old Time's Sake." The outward sign depends on the occasion.

Just 100 human lives were snuffed out by street cars in Chicago during the eleven months ending with May. Fourteen of these fatalities occurred last month. The injured numbered hundreds.

A young married woman in New York died after years of suffering and several operations, caused by the rice thrown at her wedding, a grain of which lodged in her ear and could not be removed, finally resulting in a fatal brain fever.

Charles R. Heike, the sugar trust treasurer on trial in New York, proved such a rapid-fire talker on the witness stand that court stenographers had the task of a lifetime to keep up with him. A German

man had an article to sell as a substitute for coffee. Before he could sell it, he had to create a prejudice against coffee. The average person in this country knows without translation, that "Postum" means a substitute for coffee. The average person in this country not only knows, but thousands have, in spite of the fact that they like it, conquered a life habit and given up coffee, and what? Because they were conquered by the almost irresistible force of persistent and carefully planned newspaper advertising, by the daily repetition of facts and arguments, until they know. It is indubitably written in the average brain, as firmly as the multiplication table, because it has been established there in the same way.

Any kind of an announcement, a circular, a hand bill, or a telephone message will give information. That, however, is not essentially advertising. If you want to make your name or your goods or your line of goods a household word, if you want everybody to think of you whenever goods of your kind is mentioned, if you want the public to feel that your goods are standard, whether or no, they have ever seen them, you must do it by the same method that the teacher uses—frequent repetition.

A daily newspaper does this and is the only advertising medium with which you can reach the same man, woman and child day in and day out, the same people and all of the people, each and every day. Advertising is really a kind of teaching and there is no less certainty in its making the public learn about your goods than your succeeding in making the student learn what the professor has to teach.

dialect increased the perplexities of the qualtrifiers. Heike is 65 years of age and draws a salary of \$30,000 a year.

After living to the ripe old age of 90 years without having taken a railway journey of any distance, Mrs. Thomas Bickell, who resides with her daughter in Toronto, has started to visit relatives in New Westminster and San Francisco. Miss Clara Barton was complimented by the Social Economic club of Illinois with a luncheon a few days ago, the most interesting feature of which was the announcement by Mrs. Catherine Waugh McCullough that an effort would be made during the summer to convert Illinois into an equal suffrage state.

LAUGHING GAS.

Acquaintance—Hello, Hickey! You'd do ball game? Office Boy—Yep, mo an' de boss is paired. He had to go to de country dis af noon— Baltimore American.

"We are a very old family." "I presume you have some treasured heirlooms?" "Papa has the goat."—Houston Post.

Wife—The landlord was here today, and I gave him the rent and showed him the baby. Husband—Next time he comes round just show him the rent and give him the baby—Puck.

"I was very much disappointed in that spring chicken you sold me," said young Mrs. Ford. "You didn't seem at all like the genuine article." "You must remember that I was doing any blowing about it."—Baltimore American.

"Gentlemen," said the trumpet-tongued orator, "I send my plea abroad to the four Winds of Heaven." "Well," answered one of his hearers, "after the fashion of attentive listening, 'monsieur' must remember that he is blowing about it."—Baltimore American.

"The young man had talked for ten or fifteen minutes without a break, when the girl at the other end of the wire interrupted. "Just a moment, Guy!" she said. "What is his name?" "I want to change the receiver to the other car. This one's tired."—Chicago Tribune.

"George, what did Mr. Roosevelt say in his speech? Did he make those fuzzy English phrases so mad?" "What did he say?" "Eh? He said something about Egypt." "What did he say?" "What he said the Sphinx was a heptadontal nodepunct, and Cleopatra a pieced-off autogenous tube doing any blowing about it."—Cleveland Plain Dealer.

SOLLOQUY.

New York Sun. To be killed, or scared to death; that is the question. Whether to grow fat or grow thin. Better to eat your bread and drink your tea. Unmoral of the germs that lurk therein. Or to take arms against the bacteria horde. To struggle to pantasture, to boil to chew. To chew-and by much chewing and chewing the stomach ache and all aches, not a few. That flesh is heir to. 'Tis a consummation devoutly to be wished. Chewing is good. But what is good to chewed? Ay, there's the rub. We must not chew adulterated food. And what is pure? The vegetarian says: "Naught with eyes is proper food for man."

Alas, for all the habits of the race! "I send my plea beneath this banner 'Proletaire are poison,'" says A. B. and says A. "The conquering races eat 'em," answers Z. Says A. "You quote foreign, the Japanese. Thus avertingly they disagree. ARGUE, assert, question and criticize. Till laughter is left to eat that's really nice. Except for those that like it, buttermilk. And for a treat, occasionally, rice. Against the germ that lurks in every bit. In every cup, in every breath of air. When he has paralyzing awful fear. But for the paralyzing awful fear. Of medicine after death the soul of germs. That he has paralyzing in cold blood down here?"

Perfection is err, but off it seems to me in certain realms, atavistic moods. That I would gladly give up my near-ness. Near-coffee, and the latest breakfast foods. To live as all my ancestors have lived. On pork and pickles, apple pie and cheese. To die as all my ancestors have died. Of some old