THE OMAHA DAILY BEE.

FOUNDED BY EDWARD ROSEWATER

VICTOR ROSEWATER, EDITOR.

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.43,000

corded an American.

Not Through with Expositions.

dom of holding these national and in-

ternational gatherings at greater inter-

vals, but the people of several large

be especially plethoric for such occa-

sions, as well as indulgent, there is

Briton and Boer United.

While we have had a vast run of ex-

STATEMENT OF CIRCULATION.

		1
	18	2 49,450
49,660	19	8
43,000	20	4
43,000	21	5
41,450	22	6 42,640
43,740	23	7
43,230	24	8
43,090	25	9
43,370	26	10
43,400	\$7	11
	28	12
41,300	29	18
43,370	89	14
	31	15
-		16
.1,398,910		Total
, 9,985		Returned cories
.1,316,228		Net total
42,358		Tally average.

42,358 Dally average GEORGE B. TZSCHUCK, Treasure my presence and sworn t list day of May, 1910. M. P. WALKER, Notary Public. Subscribed in

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

"As for Omaha and the tributary country, The Omaha Bee has full swing. The Bee is a remarkably good newspaper and universally ra'd."-Joseph Edgar Chamberlain, staff cor-Mail.

at all?

Pleasure in every form has its serious side, even joy riding.

Charles A. Towne says he fears war

in 1915.

No Place for Partisanship. represented in the cabinet. Representative Carey of Wisconsin ould scarcely have thought up a more embarrassing situation for a friend than that involved in his proposal that the insurgents in congress go in a body to greet former President Roosevelt as their leader on his return to New York. It is encouraging to note the general disapprobation accorded this plan. The insurgents themselves, even

if they had the right to an exclusive overshadowing honor upon the name claim on the former president, could carrying out the Carey program.

King Victor Emmanuel and Queen But Colonel Roosevelt has insisted

from the outset that no partisan dem- Helena proved to Italy and the world onstration be inflicted upon him; that on the occasion of the Messina havoc he is above factionalism and belongs that they love their people genuinely to the whole country. The place he enough to leave their throne and minhas made for himselr in the hearts of ister to their affliction-to share their

of Great Britain.

A Queen, a Woman and a Mother.

the American people is as a citizen of sorrows if need be. No danger dared party instead of the Honorable the United States, jealously working their devotion, no peril vainly chalto advance the common good of the lenged their sympathy and not a sub- a dickens of a fix politically. country at large.

ject was beneath their solicitude. Now It just so happens that a democrat in the last catastrophe in 'southern is at the head of the reception to be Italy royalty is again touched for its accorded to Colonel Roosevelt and the people and the world is given a speccommittees on arrangement and detail tacle of heroic love such as it has selare made up without the remotest dom beheld. The king, at the first re care of that case, all right. thought or suggestion of political or port, rushes to the scene of suffering partisan /alignment. Certainly any expecting to go alone, but he is denied other course would be impossible since that distinction by his noble queen.

As my presence is necessary at all festithis is to be the home-coming greeting vals, it must not lack where the people 42,660 of the American people to one of their distinguished citizens and former therefore I must go. It is my place as a chief executives, who has been absent woman and a mother, more than a year, receiving from for-Those were eloquent words of Queen

eign nations and rulers the most Helena. They will burn their way .43,099 auspicious demonstrations ever ac- deep into the hearts of monarchies and republics alike and exalt the crown and

ennoble the scepter. They will serve to convince a skeptic world that royal robes and diadems cannot hide a great positions in this country in the last heart nor dull the steel of human sym-

1,336,210 seventeen years, we are evidently not pathy. More than all, they will en-9,985 through with them yet. In 1893, one throne that intangible instinct of a ident's wife. year behind schedule time, the World's mother's love, to which the world has fair was held at Chicago, then came ever paid tribute; that intrepid attrithe wonderful Transmississippi exposi bute of the divine in the human that tion at Omaha in 1898, following inspires real heroism and impels per-

which Buffalo held its Pan-American sonal sacrifice where there is human and St. Louis its World's fair. In the pain and the opportunity of alleviatmeantime San Francisco had gone ing it. through with its Mid-winter fair and Italians everywhere should hall Jamestown later had its celebration.

their king and queen with adoring Some of the experiences of the past pride. Italy is a better, a stronger nahave been such as to suggest the wis- tion because of their rule and example.

> In Virtuous Lincoln. Occasionally we get an inkling from

American cities do not appear to have unexpected sources of what is happenshared in that belief. At any rate, we ing in virtuous Lincoln, where everyhave three proposed expositions of thing is dry. This time the moving world-wide interest coming up. New picture is thrown upon the canvas by York wants to lead off with a world's a large display advertisement in a Lin- the seeds of revolution and independence respondent of the New York Evening fair in 1913, Baltimore proposes an coln paper announcing a sale of and preserved the institutions of civil lib-

memorate the turning back of the Brit- cipal druggist in the town. The ad-Do we draw any summer this year ish at North Point, which is regarded vertisement reads: as the pivotal event in the War of 1812 Sale commences at 4:15 p. m. sharp, to-

and the defense of that city against the which occurred just one week ago when subsequent naval attack which in- our store was entered, doors locked, busi-

spired the writing of "The Star Span- ness suspended, the proprietor arrested gled Banner," while San Francisco and and store taken in charge by the honorable The crop of smugglers that Uncle Sam

You

THE BEE: OMAHA, THURSDAY, JUNE 9, 1940.

federation; is also the only state not forgets to pull enough mileage, and the failure of the passenger to put it back. It's a poor rule that won't What more complete victory could

Oom Paul Kruger have achieved? And work both ways. this rearing of an apparently crushed

Omaha retail grocers have agreed people into a great vitalized governamong themselves to close down for a ment is not only a most remarkable half holiday every Thursday during example of constructive statesmanship, the summer months. Let mere man but it stands as an everlasting monutake warning and prepare for a coldment to the British sense of justice and victual handout twice a week instead humanity and will always reflect an of only once a week as heretofore.

> Those High school cadets evidently forgot to square up with the weather man before getting into the game. Or perhaps they have simply ex- this appeal: changed luck with the grocers' and by the Sloux on the Rosebud reservation butchers' picnic. he sent couriers to the Crows for help.

> They sent 120 of their young men, and these The election of John A. Dix as chair- two Indians. Old Bull Snake's leg was man of the New York state democratic shattered in the fight by a musket ball. Old Coyote's shoulder blade was shattered. "For thirty-four years these old men have "Fingy" Connors leaves the latter in dragged over the country without pension. without reward of any kind from the government. Both of them are very old men

> New comes a New York erudite with at this time, and I do think \$20 a month under these circumstances is certainly i this assault upon Colonel Roosevelt, pitiful allowance for this great government 'Homo sum; humani nihil a me to render to these two old men who were alienum puto." Just wait; he will take shot in battle." Enough was said. The bill passed the senate in spite of the committee report.

It is to be noted that Reformer Elmer Thomas is fronting bravely for made a speech before the Americus club his old pal by sending his wife to tesof Pittsburg on Ulysses S. Grant. During tify as a witness for Convict Erdman the course of this address he quoted Genweep and die. In the south Italians suffer: instead of going himself. eral Robert E. Lee to the effect that Grant

> How people have eaten bread made commander of armies. of bleached flour all these years and the story, reports the Washington Times, lived is simply astounding in face of than old confederate soldiers from a score tricks that were not vain, or he escaped the revelations scientists are making at of states said they didn't believe Lee ever that Kansas City trial. said it. They said it did not sound like Lee, and that if the great confederate had

The man who threw a can of beans given vent to such a sentiment, it took the at the German crown prince is on a On the whole, the southerners discredited country a mighty long time to find it out. par with the St. Louis woman who once the senator's authority for the quotation. tossed a pancake at an American presunion soldiers are denying that Lee ever gave such praise to Grant. A half a hun-

An Unrestrained Critic. Chicago Record-Herald.

Chancellor Day thinks too many mer are keeping automobiles instead of supporting wives. The chancellor evidently has no stock in any of the automobile factories.

national court of arbitration is to be being even calmly discussed that it is im-Theodore Roosevelt, it will scarcely be possible to please any of the people any necessary to indulge in any speculation re- of the time. garding the names of the other members.

Springfield Republican.

President Taft's statement "that of the great men who founded this country, who defied the power of England and spread went to the White House and proposed the historic exposition in 1914 to com- "police damaged goods" by the prin- erty in this country, nearly all were educated as lawyers,"-this statement holds quent advocacy of the cause of his friend,

eral others whose services could not be

Millionaire Smugglers. Baltimore American.

LITERARY GRUBSTAKE WANTED

Results of Prof. Wallace's Researches

in London.

Chicago Tribune.

countrymen, as it was of some humiliation

to those of the latter. It is understood by

Mr. Wallace's friends in America that he

is in position to make further discoveries

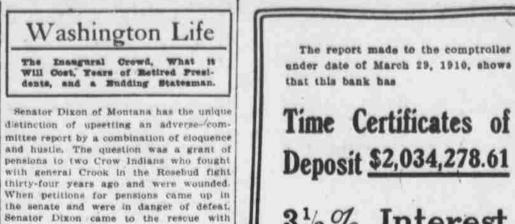
find the means to remain in London an-

Our Birthday Book

Juno 9, 1910.

law in Baltimore.

Charles J. Bonaparte, attorney general



Deposit \$2,034,278.61

3½% Interest paid on certificates running for tweive months.

PERSONAL NOTES.

Ex-Senator Spooner says he never

claimed to be a statesman, thus explaining

unconsciously why people accorded him

"Bully!" exclaims President Taft. The

the jurisdiction of the court just in time.

or not the accused was guilty.

teen scenes in the life of Christ.

A prominent New York lawyer appointed

Chicago's oldest resident in the sense

the title.

Rirst National Bank of Omaha

TAPS ON THE FUNNYBONE.

"Why don't you perfect a melon with a handle, so that people could carry it con-veniently?" "It would be a waste of time." answered the horticultural wigard. "Then they'd want 'em with wheels."-Kansas City Journal.

dispute as to whether the Roosevelt policy "You say your boy Josh is a dreamer." said the literary lady. "Does he write was without a superior in all history as a is being carried out would seem from this

is being carried out would seem from this to be at an end. The late Havemeyer is being unfairly credited with deeds that were dark and trights that many any seemed washington Star.

"But those extremely violent women lunatics-how do you manage to keep them so quiet?" "That's an idea of the new superintend-

to defend a colored prisoner charged with ent's." "Yes" "Yes; he had the straitjackets made up murder secured acquittal, but by so eloquent a speech that people wonder whether

in the peek-a-boo style."-Puck

Miss Melva Beatrice Wilson of New York "I wonder where young Biffles got his has been commissioner to do the sculptured remarkable energy and endurance in his foot ball rushes? His father was nothing of an athete." "No, but his mother was always the first frieze for the new Catholic cathedral in foot St. Louis. The frieze will represent four-

in a marked-down bargain sale counter crush."-Baltimore American.

that no other person has lived so long in Chicago, is Fernando Jones, who reached

Macduff was laying on lustily. "I don't allow any man to swear at me," he exclaimed. For at that time there had been no court decision to the effect that the word used by Macbeth was not profane.-Chicago his 90th birthday last week. When Mr.

"Have you heard that 12-year-old plano

11

THE ROAD TO RENO.

Ellis O. Jones in Judge. I remember when I met her;

"Tarry for a while." I murmured, "For I'll soon be back, you know. Wait until I've burst my bondage." Thus I whispered soft and low. But she shook her wavy tresses, As she gayly answered no.

It was on the Road to Reno, Where the merry widows grow Where the widowes ex legen [] Softly come and softly go-

SHORT STORIES.

road unknown to husbands

Why Mention Others? Cleveland Plain Dealer. If the chairman of that proposed inter-

Several Exceptions Noted.

true, barring George Washington. Ben- the president turned around in his chair and said: jamin Franklin, Robert Morris and sev-

it. They say that Senator Borah just conceived that idea himself in an effort to smooth over the rumpus which Senator Heyburn, also of Idaho, stirred up over the position of Lee's statue in Statuary hall. One or two of the letter writers recalled that Senators Borah and Heyburn parted ways on the Lee issue. Now the westerner has come to the conclusion that when civil war subjects are

"When General Crook was hemmed in

Senator Borah of Idaho the other day

No sooner had the newspapers printed

It has now developed, though, that old

dred of them have written to Senator

Borah to tell him what they think about

The appointment of Representative Gordon Russell, democrat, of Texas to be fedderal justice ends a unique contest for this high office. Judge Russell a few weeks ago name of Henry Marsh, a distinguished lawyer of Texas, for this position. After Mr. Taft had listened to Russell's elo-

"All that is very good, Russell, but it is too late. I have already made up my

mind to appoint you to this position." "But, Mr. President, I cannot allow you

Jones settled in Chicago, back in 1835, the neighboring tribe of savages taught him by their language. Chicago still looks as good to him as it did when it had only 4960 Phabitants-the difference in municipal population between then and now being "Yes, I heard him in Berlin thirteen years ago."-Cleveland Leader. population between then and now being Experts on hoodoos and spooky things are

at liberty to explain why Saturday has been a fatal day to the rulers of England. William III died on Saturday, March 8, f 1702; Queen Anne on Saturday, August 1. 1714; George II on Saturday, January 29. 1820, and George IV on Saturday, June 26. 1830. George I just missed Saturday by two hours, dying at 2 a. m. on Sunday and the late King Edward breathed his last just a quarter of an hour before midnight, Fri-

day night, May 6. ELEVATING THE STAGE.

Theatrical Boomers Break Into the Ranks of High Finance. New York Evening Post.

In an age of giant finance, our theatrito consider me. As long as Mr. Marsh cal managers loom up splendid as the wants the appointment, I am for him. I loftiest Titans of them all. The air of is having of late are not of the class cannot allow you to regard me as his op- late has been thick with the tens of mil-

I remember when I met her, It was in the long ago. It was on the road to Reno, Somewhere west of Kokomo. It was in the gladsome springtime, And the tulips were aglow.

It was in the gladsome springtime, In the spring of long ago, I was going, she was coming; She had shaken off her wos.

It was on the road to Reno, Where the alimonies grow.

with Japan. What is he afraid of?

At any rate, England is not so mad at the colonel that it has begun to cut off the doctors' degrees.

anybody to call him a former boxer American pocketbook, which seems to medicine, spirituous, mait or vinous liquors naturally expected. instead of an ex-prize fighter?

So far as we have heard all the still the same old question, which in sweet girl graduates of Bryn Mawr are our soberest mood must strike us with "regulars"-not one insurgent. force enough to demand attention, of

overdoing a good thing or playing the That was a cheap bluff the railroads game too fast. made, but the president called it just as if it had been a strong hand.

Housecleaning at Oyster Bay is just getting under full headway and it has been in progress for a month, too.

Out in California the raisin crop has been damaged 10 per cent by the excessive heat. Heat! Did you get that?

The closer the Water board gets to "immediate and compulsory" purchase of the water works the less eager it seems to be for it.

1f. as that Boston scientist insists. we will all be crazy in 265 years, it will final defeat as typified in the whole at- been favored and been permitted to sell, not be worth while bothering about a titude and conduct of Mr. Gladstone. It is a mistake to say that the Boers safe and sane Fourth. have accomplished in peace what they

The mikado's brother, who is visit- could not in war. What if they had board know this? ing in this country, is said to be the not revolted in 1899? What if they handsomest man in Japan. And you had not vanquished the British in the ought to see his picture.

upon them in the second? President Council Bluffs may be the back door Kruger's fight was not in vain, because larly if any intruder from Omaha, had by still further discoveries and if the benefit of the senators." to Omaha as viewed by Senator Cum- the equanimity with which Mr. Gladmins, but nevertheless it insists on stone received the news of the British would, of course, be denounced in un-

The mikado's brother and his wife enough of England's respect of Boer and printed at regular rates by the attended a bargain counter sale in New York the other day, which must have faced from the British mind forever ous town which bars from its columns

"Where Mr. Bryan made his mistake was not to stop after his first defeat,' ventures a correspondent. Where would his financial standing have been if he had?

Have you had your bill for city taxes this year? And did you see the hump? The hump is part of the bunco game which our Water board has been playing.

military affairs Fort Omaha and Fort sion at Pretoria acknowledging the is nothing to stop them from putting George C. Junkin, secretary of state ashore in that gale at Samba or charged same level with Fort Des Moines.

Mr. Gladstone himself, has formed the Among other "perquisites" of the cabinet, And this cabinet is composed The State Railway commission intigovernor's office which Secretary entirely of Boer leaders; so that Mr. mates that it may start proceedings to office. Junkin forgot to figure in are the nu- Gladstone's position is little more than make an example of some railroad on Gerald M. Drew, lawyer, officing in the merous free feeds and dollar dinners nominal, while Botha is the real head which a conductor carelessly pulls Board of Trade building, was born June all over the state which the chief ex- of the new government. Still more sig- more than the exact mileage the pas- 9, 1875, at Pattemouth, and is a graduate suspicion that railroads cannot boost their scutive is permitted to down without a common up studying German, two hours each day, other way. Frequent repetition, each day other way. contributing to the gate receipts.

resort to arms.

New Orleans are contesting for the Excise board through their gallant Chief Malone, Officers McGuire and several poprize of holding a Panama exposition licemen and plainclothes men. Mr. Riggs trary, they are people well able to afford was ordered by Captuin McGuire to re- the duty, some in the millionaire class

So there are three great fairs in al- main at his office desk while he and his and of a social position which would suggest both full appreciation and moral most as many years in sight. Admit- expert cops would complete a search by virtue of a search warrant sworn out by ting all the virtues of the American Chief Malone (an officer Wonder if old John L, would allow spirit of boost and the resources of the responsible) to seize and take all patent ples of conscience and patriotism are ment was the result.

> which dontained 18 per cent or more of alcohol. People of Lincoln, imagine if you will the spectacle. Here they were:

Mr. Policeman to Mr. Plainclothes Man-What's this? Plainclothes Man-Let me smell it? It smells like Vini-Garlic-but it reads-

'Hexamethijlenamine-Tetremine.'' aste It!

Policeman-Not me. I just had an experience. A jug of concentrated ammonia Two historic figures stand out conspicuously in the consummation of the right, it's alcohol, 18 per cent. Take it liked to put me out of business. But you're new nation in the Transvaal-William along. an E. Gladstone and Oom Paul Kruger-For four hours or more, whilst our store

and it is pre-eminently fitting that the was locked and customers clamoring to get In and out to get their prescriptions and and with great deliberation. It will re- stairs to look at the bedrooms and so on son of the former should be the first medicines, and during the busiest part of governor-general of the South African day, a loss of over \$150 in actual sales, we records are which are now piled pell mell Commonwealth and the commanding were subjected to this outrageous treat-

in the vaults and to discover what relament in the city of Lincoln, state of Neofficer of the latter's army its prime braska, which boasts of her educational minister. For next to the military trior to any of its great characters. institutions and of being the home of umph of the Boers under Oom Paul Bryan. Can' you imagine anything more That is remained for an unknown Amerithe largest influence leading to the na- vicious? Why don't they pull all the drug

stores if it's a crime to have medio'nal tional independence of these sturdy liquors on hand? Dutch was the magnanimous treatment From good authority it's remarked that in accorded them by England in their the last year certain ex-saloon men have

in fact, job out liquors, and without a license or permit. Why this partiality?

Does not Jim Malone and the Excise And now, in conclusion, in all these raids I never have been convicted of selling any liquors illegally. I am a law-abiding first war and inflicted terrible penalty citizen and I only ask for fair treatment. If any rank outsider, and particu-

given rublicity to such a tale he keeping its place on the political map. defeat that enabled the establishment measured terms. But inasmuch as negie? of the Transvaal republic was proof the above advertisement is accepted

proweas and the ultimate outcome ef- most virtuous newspaper of the virtugiven some new ideas about the open any doubt of the Boers' ability to gov- everything of suspicious veracity, we ern themselves. They had shown in feel fully warranted in giving it full

war what they could, do in peace. It faith and confidence and calling it to is, indeed, more than probable that the the attention of people who might 9, 1851, at Baltimore. By collateral relaestrangement between these countries otherwise, quite by accident, be in tionship he is of the family of the great for one hundred years would have oven danger of going ustray while visiting Napoleon, and is now again practicing only to find that after the first week's prolonged indefinitely but for the final "the home of Bryan."

All the South African status that The threats of anti-Saloon league formed separate republics 274 now spokesmen as to what they will do if born in Brownsville, Tex., and is on the time 'at their offices. Hence it is that merged into the strong commonwealth, the various political parties do not boards of so many corporations that he for the retiring officer Washington is a with the Boers practically in supreme take orders from them sound very can hardly keep track of them.

prime minister and, at the instance of of a platform they want to run on.

ponent," replied Mr. Russell. who need to save money. On the con-"Well, we will think it over," concluded

the president. Friends of Judge Russell heard of the conversation, and wind of it got to Mr. understanding of their act-in short, the Marsh. The latter immediately withdrew not bonded or very class of all others from whom exam- from the contest and yesterday's appoint-

lions of dollars which the warring elements in the amusement business have

ball parks' in all the large cities into amusement parks by night, is only the

syndicate which is a trust rushes to bat-Many of the women tourists who would the, flourishing chains of theaters and I know another story, Many of the women tourists who would visit the White House are always disap-pointed when not permitted to roam over the private residence of the president, even to the innermost closet. They want to know how house is kept in the execu-

Spurred on by the discovery of Prof. tive mansion, and they imagine that this is cuits and bookings, and there a producing Wallace of the University of Nebraska of their right as American citizens. They manager volleys forth dozens upon dozens And here's another story, hitherto unknown documents relating to are permitted to see the east room and of the world's greatest stars and play-Shakespeare's life in London, Parliament the east wing, together with its basement

has ordered a report from the record office rooms and its exhibition of old White of the British government which is intended House china, but it requires a card to see his humble dollar should be worth all to sort out and classify the tons of docu- the other rooms of the lower floor of the these furious alarums and excursions, ments, hundreds of years old, which lie in White House, and then one is only perthe archives of that department. This is mitted to peep into the rooms, for the

undertaking which, under English doors are barred by velvet cords. methods, will undoubtedly be well done But the women would like to go upquire many years, infinite research, and And they use their tongues when disapa large fortune to determine what these pointed.

a free country," they often retort when tion they bear, if any, to English history politely refused.

But if they cannot get inside they stand gazing into the windows, and the can scholar to reveal to the world the un- least detail visible interests them. "There discovered chapter in Shakespeare's life now!" remarked a woman the other day, was a matter of pride to the former's "I at all events, have seen a maid ironing.

university is doing what it can, but it is chautauqua circuit he's one of the most mation and not under the dot we effect. Your institution will be thor-not an endowed institution and cannot easily annoyed persons that we know of creating a favorable attitude in the oughly well known; it will be a part of

"The man whose health does not permit of strenuous office labor, the man of modfrom books on any subject, but the erate income with bookish taste, the retired capitalist, the superanuated bank president, all have a hard time in obtaining sufficient human companionship," com ments the New York Post, "This is particularly true of retired army and navy officers. A fixed day, their 64th birthday, finds them promptly shelved. They give up their regiments or the command of deunder President Roosevelt, was born June partments or of fleets at the stroke of noon on the fatal anniversary. They wander things which are repeated again and homeward to the towns they came from, again. Such things as the multiplica- There is both an art of teaching and a issue of the Daily Watchword recounting James Stillman, the big New York their galliant services on land and sea

banker at the head of the National City their friends can hardly conceal their immost instinctive. Advertising, to be bank, is just 60 years old today. He was patience if these veterans appear a second successful, must accept this same psychological fact as its basis.

Mecca. He cannot walk down Connecticut control. True, Viscount Gladatone oc- much like the talk put up by Mr. Gom- from Maine, was born June 9, 1836, at he knew in the service. Colonel, general cupies the position of governor-gen- pers for his American Federation of Turner in that state. He is one of the and admiral-one of these titles he ap-If Congressman Hull is retired from eral, but Louis Botha, the man who Labor just before the last presidential oldest members of the senate, and has piles to almost every man he meets. The public life and vacates his place as only eight years ago surrendered his campaign. The prohibitionists have just announced his forthcoming retire- Army and Navy club or the Metropolitan chairman of the house comittee on sword and signed the terms of submis- a political party of their own and there ment at the close of his present term siways have their occupants. Somebody

Crook may hope to get in again on the Briton as the Boer's conqueror, is the up their own candidates on any kind for Nebraska, is celebrating his fifty-sec- down the road in the Wilderness the time ond birthday. He was born in Salina; poor Harry Smith got that bullet in his a similar period and discontinue your variety of ways, but must depend upon ex-In. and located on a farm in Gosper brain. The human touch that makes the study again, your mind would retain com- actly the same method. county which he represented in the legis- whole world kin is there."

lature before being elected to his present A Lively Suspicion. Pittsburg Dispatch.

The government seems to have a lively tinctive British member of the new about the conductor who carelessly and admitted to the bar since 1992. act may have something to say.

Talks for people who sell things

really a part of yourself. Keep up an ad-

In some of the previous talks com- vertising campaign, persistently, for three parisons have been made between years, and the knowledge of your institution will be as much a part of the mental teaching and advertising. These com- make-up of the regular readers of the parsions have not been used merely newspaper, in which you advertise, as the for the sake of simile, but because German language would be of your own, there are principles which are com- after consistent study. If you continue mon to both advertising and teaching. to devote some time, each day, year after Advertising is a broad term. A will retain what you have acquired and Advertising is a broad term. A will retain what you have acquired and year, to speaking, or reading German, you great deal of advertising is merely strengthen your ability as a German stupublished for the sake of giving infor- dent. Keep up your advertising, year after mation and not with any definite idea year, and you will gain the same cumula-

ment that a school is to open on a cer- Suppose a student does study German, tain day gives information which has each day for a year. Does he know it all? tending to attend a school or college, year. He may accomplish little, the first but it stops at this point. In the same few months, but at the end of the year he way a person may obtain information sees fair results. Can he stop? No: he has hardly begun. It may take a German student several years to really master the teacher would not encourage this as language and it may take you, as an adverthe best method of developing the tiser, just as long to make your institumind or securing an education. The tion thoroughly well known, Suppose the successful method adopted by the student stops his practice in speaking and reading German. Gradually he will lose the teacher as evolved by some of the knowledge that he has acquired, while by world's greatest thinkers is based on devoting some time each day, he could have the fact that our memory retains those retained his knowledge. Let an advertiser stop advertising and it is surprising how

tion table and spelling become so science underlying it. There is an art firmly fixed in the mind as to be al- of advertising and a science underlying in Both, to be successful, must influence the human mind. Much can be accomplished in teaching, by appealing to the emotional side of the student. It is likewise true, that

Let us consider, for example, how one in advertising, it is possible to play upon is taught to speak German. Suppose you the feelings of the reader. In both, devote two hours, each day for a year, to ever, it is necessary to take into considerathis study, you would unquestionably ac- tion how knowledge is acquired. Things quire some knowledge of the language; but, which are done over and over again, final (if you merely devote an hour or two a become, apparently, automatic. In acqu week, for the same period, little would be ing an education, the student has the same accomplished; or if you devote two hours things presented to him, time and again each day, for three or four months, then first in one way and then in another. The stop three or four months, begin again for advertiser must present his case in a

paratively little, by following such a plan. The most important thing to be remem Follow the latter plan in advertising and bered, in order to make a success of adthe public will know little about your vertising, is that it takes time and conschool. Follow the former plan and, at the stant repetition to secure results of real

end of the year, they will have a fair knowl- value. No lasting good can be accomplished edge of what you offer. Suppose you keep in either teaching or advertising, in any

that time you will have acquired such a necessary,

public mind. The mere announce every intelligent person's information, American scholarship if what Mr. Wallace ceases I shall continue. What I have to tain usy structure who are already in-has already done could be supplemented say on this important matter is for the its value to those who are already in-pose the advertiser advertises, daily for a

Avertising.

On the road unknown to hus. Who remain in statu quo. been flinging at each other's heads. The announcement of a \$100,000,000 hippodrome organization, which is to turn the base

I'll tell you as short a story amusement parks by night, is only the latest item from the scene of epic war. A syndicate which is a trust rushes to bat-But he soon got up again.

of the world's greatest stars and play-wrights. It is all cataclysmic, and the innocent playgoer can only wonder that his humble dollar should be worth all these furious alarums and excursions, these furious alarums and excursions, -B. N. T

"I have always supposed that this was The Parallel Between Teaching and knowledge of the language, that it will be

Speaker Cannon went over into the senate the other day when LaFollette was making a speech on the railroad bill. of a still more important nature if he can Cannon engaged Senator Cullom in an animated conversation. LaFollette was other year and pursue his researches. His annoyed. (Except when he is upon the university is doing what it can, but it is chautauqua circuit he's one of the most

spare funds which are intended for the about). And so LaFollette turned toward more practical courses of popular educa-Cannon with an ugly look. Said he: tion. It would be greatly to the credit of "As soon as the conversation nearby American scholarship if what Mr. Wallace ceases I shall continue. What I have to

funds for this purose could come from