VICTOR ROSEWATER, EDITOR.

Entered at Omaha postoffice as second

TERMS OF SUBSCRIPTION. Bee (including Sunday), per week 150 Bee (without Sunday), per week. 10c Bee (without Sunday), one year. \$4.00 Bee and Sunday, one year. ... 6.00 DELIVERED BY CARRIER. 

OFFICES. Omaha—The Bee Building.
South Omaha—Twenty-fourth and N.
Council Bluffs—15 Scott Street.
Lincoin—518 Little Building.
Chicago—1548 Marquette Building.

New York-Rooms 1161-1162 No. 34 West Thirty-third Street. Washington-725 Fourteenth Street, N. W.

CORRESPONDENCE. Communications relating to news and editorial matter should be addressed; Omaha Bee, Editorial Department.

REMITTANCES. Remit by draft, express of postal order payable to The Bee Publishing Company. Only 2-cent stamps received in payment of mail accounts. Personal checks, except on Omaha or eastern exchange, not accepted.

STATEMENT OF CIRCULATION. State of Nebraska, Douglas County, ss: George B. Tzschuck, treasurer of The 41,300

2010	Advances		41,000	ARREST AREA
	18		42,450	2
	19			3
	20		42,910	4
	21,		42,680	5
	22			6
	23			7
	24			B
	25,			9
	26			10
	27			11
	28			12
	29			13
	30			14
	31			15
	1,000,000,000			16
1.326.9		o energy		Total
9,9			copies .	Returned

GEORGE B. TZSCHUCK, Treasurer.

Subscribed in my presence and sworn to before me this 21st day of May, 1910. M. P. WALKER, Notary Publi

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

Does Dr. Cook's new grammar contain the pronoun "I"?

not be expected to exult over the open door policy.

What the democrats so much dislike about President Taft is that he is making good.

And now the city building inspector is asking for an automobile at public expense. Next!

deny the freedom of the ocean to a early in the autumn. man who could make the sphynx talk.

so hard that he will never come back

Judging from the earmarks of that letter, our old friend, "Tom" Blackburn, must also be coddling a "sting of ingratitude."

sold for \$3,000. Pooh, why. Nebraska in paper mills over the line. has cows whose sirloin steak would bring that much.

tinctly in Texas.

Bryan is touring Scotland.

delegates in the coming populist con-

Chicago's offer of \$25,000 to any aviator who will fly from New York to Chicago looks like a cheap scheme to divert population from Gotham.

not commit himself on the proposition in the United States, and though fundaof abolishing the House of Lords. The mentally commercial from the railcolonel discusses only live topics.

new pavements and street improvepay the debt off after annexation.

Even at that, isn't it a trifle expensive to the taxpayers of Omaha to make them pay \$6,263,295.49 just to and a means of culture and knowledge see the Bee Building company replace for those who can afford it, not to be one tenant with another?

Texas is making rapid progress and it is due, no doubt, to the fact that so get more education and as much culmany Nebraskans are lending their aid to the state's development, meantime retaining their residence here.

those British, German and French fel. characteristics of the nation to the every 500 of the population. The lows flip around in their little air boats man seeking a knowledge of the counnext demand will be for a limitation seven years, is 89 years old today. He is and then, getting impatient, showed try. What can one tell of California of the number to one to 1,000, county grand them how to navigate the air.

Life insurance claims paid in Ne- of the Yellowstone who has only seen braska during the year 1909 are said the Green mountains of New England? to aggregate \$2,300,000. How much Or what does the man who has lived is on principle opposed to any retire. City in 1856, where he established the Newas taken set of Nebraska for pre- his life in Chicago know of the ment allowance to superannuated gov- in 1876 to resume practice of his profas-

The Railroad Bill.

bill, he is always the case with such far-reaching legislation, has been modified in various features from the original draft as introduced, but still retains most of the important provisions . 32.50 in the direction of strengthening and enough to engage a traveler for an infilling in the first outline. The new railroad bill breaks ground

particularly in three important sec-

First, in the creation of a commerce court, which is to be made up of five and to have exclusive jurisdiction, subject to limited appeal, over all cases in and interest of their own land as this which orders of the state commerce court is to be a special court dealing with this one subject, expediting the litigation that may come before it and doing away with the delays, of the present system, which often amount to denial of justice.

Bee Publishing Company, being duly sworn.
Says that the actual number of full and complete copies of The Daily, Morning, power of the Interstate Commerce a decent start in life as a state. To begin with it was encumbered with a month of May, 1810, was as follows: 43,620 commission has had no authority to constitution for which Mr. Bryan him-030 take any action except on complaint, self modestly admits he drew the plans but now under the new law it will be and specifications, and then it had for able to inaugurate proceedings of its lits first governor Charles N. Haskell. dream. own initiative wherever the rate sheets filed by the railroads appear to be un- for an infant commonwealth with such warranted.

> tended to embrace telephone, tele- at every turn of the road and held up 210 traffic.

Daily Average ...... 42,358 long and short haul clause, the com- the union had. But it has not worked mission to investigate stock and bond out that way. Mr. Bryan also proissues and the penalty clauses.

> out question as the two great measures since certain governmental investigaent congress.

When the original interstate com- play all his glowing virtues about merce act was passed it gave the im- which Mr. Bryan informed us. petus for creation of state railway One of the paramount laws in Okla Congressman Burton Harrison can- for further legislation giving the state tra session of the legislature. It is Ohlo brewers are on the right track. They

Canada Seeks Trade Treaty.

titude Canada betrayed toward the people cannot tell which city is their United States' proposal of reci. capital. When the first news of the procity some months ago, the Canadian returns came the governor seized his government's request now for a trade coat and hat and went to Oklahoma sponsible for a management they can not control. Many of them pleaded this as a Now, all you people who have been treaty with this country is of unusual City and set up headquarters in a defense some years ago, when indicted toe. All he needed was a horse and a mowanting to know what the colonel significance. Canada has indicated to hotel, proclaiming that the capital, but for offenses before reform began. And ment's calm to look the statue of Sherwould do when he returned—ask him.

Secretary Knox its desire to begin ne
he was followed in a short time by a late revelations of mismanagement in the buying of materials and supplies for the special of the stream of the supplies for the sup gotiations for a treaty as soon as pos. federal officer with a writ to estop him. Illinois Central, with which the govern-Neptune is too wise an old god to sible, which in all probability will be Now they have two state capitals pend-

The United States has much to gain from the right sort of treaty with magnificent natural resources, is an Now comes some advanced reformer Canada. This country is in a much object of sympathy. and urges us to conserve our wisdom. different situation commercially than But what will we use in the mean- it was ten years ago, when almost any sort of treaty with us would have been a material aid to its developing indus-Carry the big stick, but speak softly. tries, but now it is able to obtain better That is, when you hit a man, hit him terms for itself. Of course Canada's duplicate seal. But this is not the present solicitude is for its wood pulp industry. It all but has a monopoly on spruce wood and its business from that source is securing about \$10,000,000 a year. It is supplying the United States with 23 per cent of its pulp wood and seven-tenths of its wood pulp, and Pennsylvania boasts of a cow that American capital is seeking investment

dustry with a measure of tariff pro-The Houston boy who swallowed tection, and in view of the fact it bethe bottle of indelible ink doubtless hooves the United States to proceed of corporations" is the appellation usually meant to draw the color line more dis- with negotiations that will give us a applied by small demagogues to newspapers fair trade-reciprocity treaty. It is not the time to talk of what might have It is taking a mean advantage of a been accomplished a decade ago, for man for all these democrats to an- the United States still may derive much the leading paper in each city. It is nounce their candidacies while Mr. actual benefit from such an agreement on The Bee's list. and it cannot blame Canada for seeking to protect its own industries. Cer-Douglas county is accredited four tainly we should desire the most harvention. Where are the four? Here minion that it is possible to establish board, the Star of that city declares,

See America First.

tuted a movement they call "See Amer-Somebody asks why the colonel did lea First," designed to stimulate travel roads' standpoint, it was educational as well in its results and should Dundee has just voted bonds for have been maintained with vigorous effort. But this year more Amerments. All right, Omaha will help icans are going to Europe than ever before, and they will scatter hangers, whose membership is conadded millions in the various countries stantly increasing in Omaha. over the Atlantic.

discouraged, but it is nevertheless a fact that mony of the travelers could ture of a practical sort nearer home. In Europe, Berlin is Germany, Paris is France, London is England, but in the United States no city, no single state, brewers propose to plant in Omaha? in various cities in Iowa and Nebraska. The Americans sat by and watched represents in any fair measure the We now have one liquor license to who has never been outside of Boston or New York? Or what does he know

out of conference committee is prac- of the south, its resources, industries notice. tically assured of becoming a law in and living problems? Ours is a cosmothat form without further change. The politan nation, and a land whose topography, climate, horticulture, agriculwith different sections and localities. so that to obtain anything like an intelligent knowledge of the country, urged by the president, and the one has to go over it and study it. And available. changes have, for the most part, been it is large chough and interesting definite length of time.

Ambassador James Bryce, one of the greatest world travelers, says he found in the United States the most sublime scenery in the world. Americans who spend annually \$4,000,000 seeing Eujudges detailed from the circuit bench, rope, ought to be able to get as much pleasure and profit out of the beauties English statesman. It will do us good commission are questioned. This as American citizens and patriots, to stead. say nothing of our education, to cultivate this "See America First" fad.

Poor Oklahoma.

Oklahoma deserves all the sympathy and commiseration generous folk may air take an seroplane flight out to meet Second, the enlargement of the give it. It has a poor chance to make him? What could be expected but trouble an incubus upon it? Its young life Third, the jurisdiction of the Inter- thus far has been a period of blunder state Commerce commission is ex- and mistake. It has been embarrassed

graph and cable companies, putting to the contumely of its older sister the latter in the same class with other states until its own people must feel common carriers engaged in interstate the pain of such circumstances. To be sure, Mr. Bryan, after he had There are other provisions of drafted this constitution, told us it scarcely less importance, such as the was the best constitution any state in claimed Governor Haskell the ideal The new railroad bill and the postal man for the place. Well, the governor savings bank bill will stand out with- has been at such great disadvantage scarcely had a fair opportunity to dis-

commissions in nearly all of the states, homa is the initiative and referendum, and this new railway legislation may for which, in Nebraska, Mr. Bryan has be expected to be a starting point, also, sought so persistently to force an excommissions corresponding authority through and by virtue of this law that can themselves end many of the abuses and power where they do not already the people have recently voted in Oklahoma on the proposition to remove the state capital from Guthrie to Oklahoma City, and the law worked with In view of the independent at- such pre-eminent success that the ing disentanglement.

Assuredly Oklahoma, with all its

The governor of Oklahoma transacts business under the official seal of the state, while the assistant secretary of state uses what is supposed to be a first incident of the kind on record. Nebraska's embezzling state treasurer was pardoned out of the penitentiary under a seal other than the official seal of the state. The latter was in the office of the secretary of state, but the seal used by the governor was an old one found stowed away in a dark vault.

The Post does not exchange with the These figures clearly indicate the Omaha World-Herald, but the Memphis wisdom of Canada's fortifying this in. News-Scimitar tells us that the World-Herald declares the Post is a mouthpiece ing public we will say that a "mouthpiece that are not impregnated with populism. asininity or other forms of congenial insanity.-Houston Post.

Speaking of the retirement after twenty-two years of service of the monious trade relations with the Do- president of Lincoln's Public Library without sacrificing any of our own in- "Had the office been elective and salaried it is almost a cinch that none so good could ever have been induced to referendum!

While it is hardly within the jurisdiction of the Police board, the recommendation of its scouting committee that more cars be furnished during the rush hours to facilitate street railway traffic will strike a popular chord with the concatenated society of strap-

All of the reports to get Mr. Bryan into the senatorial race by putting pressure on him through petitions sent out from Lincoln carefully refrain from stating where the petitions originated. We trust Mr. Bryan O. K'd. the form as satisfactory to him before he left for Europe.

option or no county option.

Through his newspaper organ Conmiums on life policies is not stated. great northwest, with its fertile prai- ernment employes unless the pension sion.

ries and boundless resources? What fund comes out of the employe's The new railroad bill as reported do half the people of the country know wages. Wage workers will please take

> Observe that the Flexner report on medical education advises the junction ture, fauna, industries, vary radically of the two halves of the College of Medicine of the University of Nebraska, preferably at Omaha, where alone the necessary clinical material is

> > When Mr. Roosevelt first took office we were boasting a population of 75,-000,000. Today we claim all the way policies.

> > be detained in jail. The only wonder is that he did not send his wife in-

Up-to-the-Minute Feature. Cleveland Plain Dealer. In order to add another feature never

Political Pipe Dreams. Chicago Record-Herald. If anyone in Washington is losing sleep

over the imagined "new party" hints in

about the faintest shadow of the idlest Unholding Professional Glory.

New York World. The feat of a lone highwayman in hold-Mexico shows that the profession of train robbery at least has suffered no deterioration under the civil service rules.

The Rich Have Their Troubles.

Indianapolis News. With so many people being robbed of valuable jewelry and being fined for trying to fool the customs officers it will be seen that the rich have other troubles in addition to the perplexities caused by the high cost of living.

Hopeful Sign for Missouri Editors St. Louis Republic.

We are glad that that newspaper man's home is to be but fourteen miles from St. Louis, for the 2-cent rate is a thing of the of constructive legislation of the pres- tions began down there that he has past in this commonwealth and print paper to his earnings ends with a competence.

> Novelty in Saloon Reform. New York Tribune.

Dispatches from Cincinnati tell of the indictment for four saloon keepers for violations of law on evidence collected by the which have brought the liquor traffic into disrepute and encouraged so widespread a recourse to prohibition as their only effective remedy.

An Old Railroad Cry. St. Louis Globe-Democrat. President Ripley of the Santa Fe is the radical conservative of the country. He row insists that railway owners are resome railway management is always badly neglected.

PERSONAL NOTES.

Possibly the well-known tendency of Speaker Cannon to run over people explains the refusal of congress to equip him with an automobile.

An American woman who, by discussing politics in Berlin, managed to stir the calm waters of diplomacy, was unhampered by any knowledge of the subject under debate, and, following precedent, made the most of the opportunity.

Charles N. Prouty, 72 years old, a wealthy shoe manufacturer, in Spencer, Mass., a church deacon and state senator for many years, won a twelve-mile walking match from B. Eugene Browning, a prominent merchant. The match was from the town hall at Spencer to Franklin square, Worcester, and Mr. Prouty won by seven min-

Frankie McClure of Gabbettsville, Ga. and operate the telegraph key kust as on the seat, and I saw him walk away cleverly as her foster father, who has been from it." in the business more than twenty years. The girl learned telegraphy when she was 6 years old, and, it is said, that she takes as much amusement in it as other girls do with dolls.

death he had \$300 on deposit in a savings backing man. The bank has been trying ever bank. since to locate his heirs, but only succoeded in doing so a few days ago, when it handed to William Fiderell of Salem, O., his brother and only surviving heir, the sum of \$1,162.84.

try for it." Alas and alack! What parently at the rate of from forty to laid out before the Revolutionary war. In Two years ago the railroads insti- treason to the sacred initiative and fifty miles an hour, ignored the warning the ancient minutes of Jamaica the street

## Our Birthday Book

June 16, 1910.

General Wesley Merritt, retired as brigadier general of the United States army, was born June 16, 1836. After serving through the war in the union army he made several Indian campaigns in the west, and was also in command in the Philippines during the Spanish-American war. Robert Cuscaden, violinist, is celebrating his thirty-first birthday. He was born in Chilicothe, O., but educated in Omaha and later studied abroad. He now resides in Berlin, where he is devoting himself to his

Fred N. Penney, retired banker, was born June 16, 1868, at Adams, N. Y. 'He has been How many more saloons do the in the banking and merchandise business and still retains his interest in the First National bank of Wood River.

chancellor for the Knights of Pythias of the domain of Nebraska, having been elected to that position a year ago. Dr. Frederick D. Renner, one of the pioneers of Otoe county, was born June 16, gressman Hitchcock announces that he 1830, in Bavaria. He located in Nebraska

Around New York

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

Cheered on its "square deal" policy by s court ruling conden.ning the practice of making butter cartons a part of the weight of the contents, the New York City bureau of weights and measures are giving retail butchers a run for their skewers. An official of the bureau calculates that last year 587,662 pounds of wood in skewers and spreaders were sold to the ultimate consumer at meat prices. Hereafter any from 90,000,000 to 100,000,000. Then butcher found weighing in this wood will say the people did not adopt his be prosecuted. The activities of the bureau has sent the retallers on a chase for new scales, thousands of which have been purchased recently. This fact shows how ex-Reformer Elmer Thomas has at last tensive has been the use of false weights paid a visit of consolation to his old by many classes of retailers. High prices pal, Convict Erdman, who happens to and short weights have in far too many cases been the lot of the consumer.

His hair is red instead of black,
As she had planned for him;
His eyes—that should be black as jet—
Are gray, but full of vim;
His stature is not great, his looks
Scarce warrant him a thought;
But her thoughts go flying to him;
She doesn't check them, but she ought. Aviator Hamilton, hero of the flight from New York to Philadelphia and reutra, is a young man from New Britain, Conn., rivaling Paulhan in daring and skill. He can make a biplane do things. Just before sundown on Saturday, notwithstanding a In fervor oft he's lacking,
There's a haze o'er his designs;
She wonders what he's driving at,
And she tries to "grab the lines;"
Of course he doesn't permit her—
He keeps serene his place—
And she—she's simply glad to driv
With him at any pace. dreamed of on the original return from driving rain and a brisk wind, he made Elba, why doesn't some rough rider of the what has been described as a "night attack upon New York harbor"-that is, he showed what an acroplane, carrying a cargo of dynamite, might have done in distributing condensed earthquakes. But the notable thing about his hour-and-six-minute flight was the expertness and daring of his citys. curves and upflights. One thrilled reporter With shy, reluctant grace:
But, alas, she sometimes leads a fiveHe takes it with a six.
The ace is still a mystery
Unsolved—oh, fiddlesticke! Pinchot-Garfield utterances he is worrying described it as "Weird, wild, gripping. Never before in the history of New York was there such a sight. It set the imagination afire." One of the thrilling tricks with which Hamilton entertained spectators was to fly just above the water level directly in the course of an approaching tug, mainng up a trainload of passengers in New taining the low course until the tug pilot was almost frantic from fear of an anticipated collision. Just when the collision seemed inevitable, however, the pilot of the airship would lift thirty feet higher and sail above the water craft.

When a smoking car, with thirty-five passengers, on the New York, New Haven & Hartford, near West Rochelle, on the Boston Jay express, jumped the track, a railroad engineer in the car, off duty, yelled to the passengers to "hang on tight," and while the car turned over no one was hurt. "Hang on tight" is good advice in most ciples of advertising. upsets. The man who hangs on tight to himself when his temper is upset will get through without hurting either himself is still going up. But almost any of us The man who "hangs on tight" to his place, when business upsets come, generally holds down the job.

hand furniture store at 2378 Second avenue, was engaged with his wife in gilding Ohio Brewers' Vigilance bureau. The picture frames a woman came in and expressed violent disapproval of an ice box she had bought earlier in the day.

"My money back!" she cried to Litzsky He could not see it that way. She raised her voice to such a pitch that several young men ran in. When they heard her story they sided with her. Then Litzsky, losing his temper, picked up a two-foot-high can of gilt paint and hurled it at the woman and her sympathizers.

the paint and poured its contents on Litzsky's head. It saturated him from head to cue, soon looked just like St. Gauden's ment has had nothing to do, indicate that bronze traffic policewoman on the same pedestal.

The row finally reached such a height that the police were called. The woman who started the row faded away before the peacemakers arrived, but the gilded youths and painted boss were there.

A short woman, wearing a white shirtwaist and a hat with three apples on it, grabbed by the neck a chunky young man who held a ticket in his right hand in the waiting room of the Lackawanna railroad station in Hoboken at 5:30 o'clock vesterday afternoon and screamed, "Give me my

"Gug-gug-gug," gasped the gagged stranger as he struggled to release her

The station cop went to the man's rescue and gently inquired what the rumpus was all about. He's got my ticket," said the woman.

"I haven't," growled the man. "I paid for it, and it's mine." "Well, it looks like mine," explained the woman. "It's the same shape and who is 11 years old, can dispatch trains color. I put it in my bag, which I placed

> "Why don't you look in your bag and make sure?" suggested the cop. The woman took a peck and found her

"Men shouldn't carry their tickets in Twenty-eight years ago George Fiderell their hands," said the policeman as he died in Pittsburg. At the time of his backed away from the backing woman and

Two venerable documents, one a grant by George III, made in 1734 to the common people of the town of Jamaica, giving them the right of assembly and the control of lands, and the other the origi-Cleveland has a viaduct with a draw- nai charter of the Long Island railroad, bridge on it. Cautious people might think figure in an interesting fight in the Queen's that automobile scorchers would drive County court. The fight is over the clos-carefully there. But the other night a ing by the railroad of old Hamilton street, young man driving an automobile, ap- in the suburban town of Hollis, which was lights of the open draw, dashed through was designated as one of the "King's highthe iron gates and fell to his death ninety ways." The company makes no denial, but says it was entitled to the street by its charter, granted 100 years after the time of George III.

THE COMMERCE COMMISSION.

Powers of Railroad Regulation Are Vastly Increased. Washington Post.

With the broadened scope and enlarged powers vouchsafed by recent court decisions and new legislation, the Interstate Commerce strides in importance among the instrumentalities of government. At one time since its establishment in 1887 its authority had been materially circumscribed by the courts; but with the more recent, broader interpretations of the railroad laws the asion's original assumption as to its rights and duties have been admitted to the full, and more, Within the last few weeks its hands have

been strengthened by the decision against the railroads in the Missouri-Mississippl freight rate case, which was strongly fought, and which some of the western magnates pronounce more important in its results than the government's injunction suit. Commenting on the decision in questhe victory of the commission "in what may be called the boldest order it ever made foreshadows the final triumph of the idea that, as judges of the facts in ratiway rate questions, the Interstate Commerce commission shall be recognized a the supreme authority." The Gazette goes on to say that the question which will come MIRTHFUL REMARKS.

future, as the result of the decision "Don't you think Smith has an odd tempromise to be of the weightlest character. Angrily, the Gazette feels moved to say "No, he has a bad temper, but I would not call it an odd one."
"But you've just said is wasn't ever "But more American." that "a majority of the members of congress and about 90 per cent of the voters seem to think that any measure of rate

regulation which comes short of confiscat-"I thought I told you to stop smoking," ing the railway's property is not only reasaid the doctor, severely,
"I tried to," replied the patient, "but I haven't the heart to disappoint the members of my family who look to me for prime coupons and base ball pictures."—Washinghopes increased power will give the commission a higher sense of responsibility. No less signal, though perhaps not so ton Star. far-reaching, is the victory the commis-

"In these days of high prices," said the passenger in the threadbare Prince Albert, "it is all I can do, on my salary, to keep soul and body together."
"Yes?" said the passenger with the skull-cap, making a rapid guess. "You are either a college professor or the editor of a church paper, I presume."—Chicago Tribune.

"Do you consider that the money apent on your con's college education was a good investment?" "I should say we do. You just ought to see the curves that boy can put over!"-Houston Post.

It is said that the Nicaraguans would rather fight than eat.
But don't jump at the conclusion that this is an indication of great courage. It may mean poor cooking-Cleveland Plain Dealer.

"Is your wife going to Europe this sum-"No. I've bribed a fortune teller to warn her to watch for a slim bland woman who is coming into my life."—Chicago Record Herald. "Do you believe that horseshoes bring

"I do, if they're attached to the win-ning horse,"-Buffalo Express.

"if I were the aviator you were speaking of, I would not take my wife with me on my air voyages."
"Why not?"
"Because they both happen to be of a quarrelsome dispkosition."
"What of that?"
"My dear fellow, consider the serious effects of their falling out on the voyage."

Baltimore American.

## Talks for people who sell things

-Bayoll Ne Trele.

before the commission in the immediate

sonable, but desirable and necessary."

sion has just scored over the Pullman

enjoin the commission from lowering the

sleeping car rates, but the federal circuit

court, in a decision handed down at Chi-

cago, upheld the commission, and thus

established its authority in a new direction.

Decisions in pending litigation and the

passage of the new railroad law promise

THE WAY OF IT.

still further to increase its powers.

In fervor oft he's lacking

Tis he should lead the ace. And she play her five upon it,

Omaha.

company. The latter asked the courts to

made the remark that he did not care college attendance. whether it was good or bad, as long they are influenced by what they read. It as they kept saying something about is not true, that the average person is him. This politician had apparently much influenced by the consideration of whether the college has put forth a suc-

sports receives much free advertising, something about a constant of the whether or not the faculty regards it stitution. as good or bad.

cussed among educators as college stitutions, the news of athletics is the only athletes. In these discussions they news from the college, that comes to a all overlook one point-the commer- newspaper. The fact, that a college gains cial value of athletics to the college as a reputation for training the muscles, as advertising.

ollege, if they can manage to go to one which is well known. It is the college, with which most people are familiar. College sports are the spectacular side of college life in America. It is a part of college life, that appeals to human interest, and newspapers naturally devote space to the base ball and foot ball teams, the crews and track teams. The class room has no spectacular features and it lacks the elements of what the city editor calls "a news story." It is not surprising that the foot- agement. ball captain is written about in the papers Everyone

and the professor is ignored. name is repeated time and again. It is its value depends on how sideration with reference to the effect of line of goods as it really is.

College Athletics and Advertising, college athletics. Everyone has observed, A certain politician is said to have that strength in athletics has its effect on

what the newspapers said about him, they are strong minded or weak minded, Everyone reads newspapers and, whether learned one of the fundamental prin- cessful foot ball team, but it is a fact, that the frequency with which they hear the The college that is strong in athletic something about a college, has a great in-

The strong team gives the newspaper a There are few subjects so much dis- reason for giving the college space in its well as the mind, may have its value, but is is apt to put the college in a false light, No boy or girl wants to go to an unknown This is not always the fault of the newspapers; more often, it is the college, that mentioned most often in the newspapers the newspapers news of a different character. It is not necessary, however, that a college should depend upon such free advertising, as ft may get in a haphazard way. Newspaper space is for sale for the purpose of advertising. Advertising is a force that can be used to not only keep the college in the public eye, but it will convey whateves impression is desired by the college man-

power of the press, in influencing opinion. Nevertheless, do not overlook that fact- Advertising is the part of this great force, the college is mentioned just the same. Its which is legitimately for sale. If you buy kept in the strong light of publicity, which Advertising can be used to educate people has a value, regardless of any other con- to know any institution-any business-any

## AN ENORMOUS REDUCTION on Our Third Floor Player-Piano Stock

and a great increase in our used Pianos on the second floor at 1513 Douglas street.

We have sold so many Player-Pianos on which we were compelled to take used pianos as part payment, that we now can furnish you a full size

**Upright Piano for \$75** on \$1.00 Weekly Payments

Of course we put them in good tune, furnish new stool and a fine rich velour scarf.

Now that the children have their vacation they can earn the money to start them in a musical education. Can you afford to miss this?

A. HOSPE CO., 1513-15 Douglas St. We Do Expert Piano Tuning and Repairing.

Protect Hourself!

## At Soda Fountains or Elsewhere "Just Say" **HORLICK'S**

It means the Original and Genuine

MALTED MILK "Others are Imitation

The Food-Drink for all Ages. Rich milk, malted grain, in powder form. More healthful than tea or coffee. For infants, invalids and growing children. Agrees with the weakest digestion. Pure nutrition, upbuilding the whole body. Keep it on your sideboard at home. Invigorates nursing mothers and the aged. A quick lunch prepared in a minute.

Take no substitute. Ask for HORLICK'S. In no Combine or Trus