

THE OMAHA DAILY BEE.

FOUNDED BY EDWARD ROSEWATER.

VICTOR ROSEWATER, EDITOR.

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

Table with 2 columns: Number of copies and Total. Rows include various circulation categories like 'Returned copies', 'Net total', 'Daily Average', etc.

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

Now, let us also cheer for the cracking of the corn.

High cost of living or not, we must have that vacation.

Mayor "Jim" sent a telegram, anyway, which will doubtless do just as well.

Wonder if Governor Haskell will not lower his temperature until the hot wave passes.

Combination forecast for this week: Continued hot weather and the adjournment of congress.

The reference to D. E. Thompson's Lincoln newspaper as an "insurgent organ" is the funniest of all.

Kermit says he can beat his dad shooting. Yes, but we have yet to hear from dad on that subject.

China is clamoring for a parliament. Perhaps England will be willing to give it one house to start with.

Constructive democracy was mentioned by a democratic senator in debate the other day. What is that?

It's the irony of fate for a convention of coal men to come down upon us with the thermometer in the 90s.

A North Pole expedition has just left Boston, sum drops and all except Dr. Cook. These fellows are in earnest.

What is the Water board waiting for, now that the supreme court has affirmed that judgment of \$6,263,295.49?

The two important points on the map are Beverly, Mass., and Oyster Bay, N. Y. Not such big places, but oh, my!

When you see a cloud of dust it is only the street railway sprinkling car whizzing by to make sure that it wastes no water.

Champ Clark brings the discouraging assurance that he proposes to stay in public life until he is 75. But has he shown his people?

The problem of the hour for the bare-footed boy with cheek of tan is the knot in his clothes, but what does he care so long as the water is fine?

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It seems that after all the careful staging, the Abernathy boys were left out of the play. Certainly an oversight on the part of some thoughtless manager.

Those St. Joseph automobilists ought to have known better than to schedule Omaha for a visit just at the time when the lid is down for a thirty-six-hour stretch.

Edgar Howard is still pleading with Governor Shallenberger to call that extra session of the legislature, but the governor appears to be a trifle deaf. Get a megaphone, Edgar.

The Magic of the West.

The reception to former President Roosevelt has been pronounced the most imposing demonstration of the kind ever witnessed in historic New York. It was a brilliant spectacle, dramatic in every detail; staged against a background of striking scenic effect.

But in it all one incident stood out above the rest. When those Rough Riders from the plains of Arizona, Texas, New Mexico and other western states dashed by their old commander on their ponies the glamor reached its zenith.

And nobody who knows the west and these interesting fellows who made up Colonel Roosevelt's Rough Rider regiment will fail to be struck by the power of this incident. These men, whom the former president called by names, were cowboys, laborers of various kinds, but they came out of the west and they brought with them that mysterious power of fascination on which the west holds for the lover of simple nature.

Such conservative cities as Cincinnati and Milwaukee have adopted the trade extension idea and Milwaukee already has sent an excursion into much the same territory covered by Omaha's last expedition.

While Omaha ranked thirty-fifth ten years ago in population, it ranks fifteenth today in bank clearings. For years it has never been surpassed by a city its size, but, on the contrary, has always gone ahead of every city of its class and, as the records show, ahead of many of those beyond its population class.

Some of the cities mentioned have increased in population without a corresponding development in business. Omaha's population growth has been substantial, but its business has expanded until, commercially, it is a city of the first class.

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it went out of office. The farmer, above everybody else, will refuse to swap horses while crossing the stream this time.

But, on the other side of the ledger, while we are paying more for our living, to be true, we are getting the best living we ever got, the wage earner is getting the highest pay he ever got and the country is better off than it ever was.

Conclusive. Our democratic congressman from this district made a speech on postal savings in the house, during the consideration of the measure, in which he explained his position in the following language:

I wish to state that I shall vote first for the postal savings bank bill as proposed by the democratic minority of the committee, and if that is beaten I shall then vote for the postal savings bank bill as proposed by the republican caucus, not because I think it is the best bill that can be drawn, but because it will be evident that it is the only postal savings bank bill which we can secure at the present time.

A very logical statement indeed, and equally applicable, by a change of only a few words, to another situation that presented during the special session of congress. Would this statement not have been just as forceful if it read as follows:

I wish to state that I should like to vote first for a tariff bill proposed by the democratic minority of the committee, and regret only that the democrats have been unable to agree upon any plan of tariff revision which can command the full democratic vote.

Omaha's Business Growth. No matter what the census may show, it is certain that Omaha's business growth has steadily surpassed its increase in population.

The census of 1900 showed Omaha the thirty-fifth city in point of size in the United States. Since then it has had a steady, substantial growth which the census of 1910 will disclose, and even if the other thirty-five cities have maintained their places, Omaha will still make all the better showing from a business standpoint.

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Now, some public-spirited person ought to take up a collection for Richard Parr, who was given the beggarly sum of only \$100,000 for locating the Sugar trust frauds.

Position of Mr. Knox. Secretary Knox's decision to remain at the head of the State department and not run for governor of Pennsylvania disappoints his friends in the Keystone state, who were counting on him, but will be gratifying to the country at large, no doubt, which has watched his course as secretary of state with impartial interest.

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Railroad Stock Watering

COUNCIL BLUFFS, Ia., June 16, 1910.—To the Editor of The Bee: I called you today over the phone, but you were out. I spoke to one of the men in your office, calling his attention to my letter in the Register and Leader of June 15, 1910, regarding the watered stock of the railroad companies.

Let me suggest just one thing that you should have overlooked, and that is the tremendous subsidy that was given these railroads in lands and bonds, which in many cases actually paid for construction and made the securities nothing but water.

To the Editor: In your recent issue in commenting upon my answer to the statement that \$3,500,000,000 of the capitalization of the railroads of this country was water, which you inferred from the statement of Senator Dooliver, you invite me to further discuss this question of the capitalization of our railroads.

After reading carefully what Senator Dooliver states, I am satisfied that you are mistaken in the interpretation of his language. He does not state that this issue of \$3,500,000,000 of bonds and stocks is watered, or overcapitalized, but he says:

represent the sum we have built 42,218 miles of single track road, have added to our terminals, yards and sidings at least \$1,000,000,000 of value and virtually reconstructed our entire mileage putting down from 80 to 100-pound rails per yard, instead of 52 and 60-pound rails per yard, doubled the weight and capacity of our power, equipment, and rebuilt our bridges, stations, etc.

think this statement should induce the press of the country and the people who so often talk of the over-capitalization of the roads and great burden upon commerce and the amount of money they are forced to provide to pay dividends and interest on watered stock and bonds, to cease. The fact is, about 40 per cent of the mileage of the roads of this country pay no dividends and I ask the Register and Leader to start the movement to give the railroads of this country and the able men who are administering them a truthful and square deal. Truly, GRENVILLE M. LODGE.

Business men of Buffalo, N. Y., have subscribed \$100,000 to spread abroad the fame of their city, and a fund of \$50,000 has been secured for the same purpose at Poughkeepsie.

Representative Champ Clark of Missouri, minority leader of the house, will make the principal speech at the Tammany Hall Fourth of July celebration in New York City.

The Wright Brothers have discovered that aviators may lengthen their days by leaving the earth and mounting skyward as to keep the sun in view as it sinks in the west before the gaze of the earth engulfs.

Progressive Missourians are moving to recast the state seal, substituting a mule for the present ancient figure. The mule is esteemed the most impressive symbol in the state, a thirty-second degree "showman" when properly tickled.

While ex-Senator T. M. Patterson has sold the Denver Times, his evening paper, he keeps the Denver News, which he calls his first love in the newspaper world. The Times has been bought by Jared Newell Husted, a man of means, for his son-in-law, Hugh O'Neill, a local newspaper man.

There died at Norwalk, O., last week, Mrs. Amelia Southard, whose father was a soldier who fought through the war of American independence. Mrs. Southard was 88 years old, and at the time of her birth her father was 64. Their combined ages of 152 years more than covers the history of the United States of America.

"Persuading" Colonel Bryan. Boston Transcript. It seems unaccountable that Nebraska democrats should find it necessary to "persuade" Mr. Bryan to accept any candidacy, as the reports assert, and that one for the United States senate.

An American woman who married a Russian official writes back that "Russia is truly a wonderful country." Many former residents of Russia, now living in the United States, could have told her that long ago.

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NEBRASKA PRESS COMMENT.

Nebraska City Press: After looking over some corn fed specimens of college girls, we advise our beautiful bachelors to abate their thimble-fingered ardor and go in to win some delicious chunks of femininity.

Columbus Telegram: Who is this man Clark who announces himself a democratic candidate for lieutenant governor? Is he the same Clark who was Lee Herdman's candidate for speaker of the house at the last legislative session?

Beaver City Times-Tribune: Another of Bryan's letters to democratic love feasts has been suppressed, this time at Kearney. In Buffalo county they lack a Chairman Mooney and an Arapahoe Pioneer to explain that "the letter was not intended to be read" and "was inadvertently forgotten."

Kearney Hub: Senator Patrick of Sarpy county has been engaged to draft a county option bill endorsed by the Anti-Saloon League. When the bill is drafted it will be submitted to Judge Sullivan of Omaha, Judge Good of Lincoln and Hon. E. L. King of Osceola to see whether it will "hold water."

Auburn Granger: Anticipating the hot weather that it is supposed will come before many weeks, quite a number of preachers who have been kept pretty busy drawing and expending fair salaries are preparing to take a vacation, and there is one thing about this vacation business worthy of commendation; it gives the membership an occasional rest.

Lyons Mirror: Just fifty years ago today, June 15, 1860, the Republican convention met at Chicago, in which the father of the editor of the Mirror, Colonel J. F. Warner, seconded the nomination of Abraham Lincoln for president, as a delegate from Nebraska; and we have the credentials that admitted him to the convention—and he did not ride on a free railroad pass, either.

Columbus Telegram: Nine out of ten democrats elected to the last session of the Nebraska legislature owed success to the fact that Bryan's name brought out a larger democratic vote than Nebraska had seen before. Say, boys—you who are splitting on the name of Bryan today, by request of the corporations—where will you get your legislative majorities in the coming campaign without the influence of Bryan's name in the fight?

Beatrice Sun: The sight of a farmer driving home yesterday, with two sacks of alfalfa, seemed the tonnage of his automobile was enough to bring out some reminiscences from some of the old boys who used to farm in this country before the auto was ever dreamed of and alfalfa was unknown. One reason the farmer could own an auto was probably the fact that he had been successful in raising alfalfa. The alfalfa need would pay for passage if it had to be brought in silver casks from the ends of the earth.

Papillon Republican: The Bryan sentiment is growing and it is likely that Hitchcock will meet his Waterloo. Many believe that Hitchcock favors the corporations more than the interests of the people. He can change his spots like a leper. In the presence of a prohibitionist, he is for prohibition and with the saloon man, he believes in personal liberty. He is, in fact, too much of a politician to stand pat on any principle either in congress or out of it. Nebraska is too great a state to be represented by weak men and the people too well educated to send such a representative to the senate.

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CHEERY CHAFF.

"Yes," said Mrs. Lapsing, "I believe in life insurance. I'm trying to get my husband to take out a policy in the Provident company."—Chicago Tribune.

"Knicker—Did your ancestors come over in the Mayflower?" "Booker—No, they came over with Roosevelt."—New York Sun.

"Rufus, you old loafer, do you think it's right to leave your wife at the wash tub while you pass your time fishing?" "Yassah, judge; it's all right. Mah wife don't need any watching. She'll shoo wuk jes' as hard as if I was dah."—Boston Transcript.

"Have you heard the new medical school motto?" "What is it?" "Fifteen men on a dead man's chest."—Tale Record.

"Did you hear what happened at Bagley's today?" "No; what was it?" "He took down an old pistol he had had about the house for years, and playfully snapped the trigger at his wife, thinking it wasn't loaded." "Good heavens!"—Baltimore American.

"Well, it wasn't!"—Baltimore American.

"Were you at the Higsworthy-Brownlow wedding?" "Yes." "Everything pass off nicely?" "Yes; except that the bridegroom got a little confused and said, 'With all my goodly words I thee endow.'—Chicago Journal.

"Say," asked the first messenger boy, "got any novels for swap?" "If not 'Big Foot Bill's Revenge,'" replied the other.

"What a long story?" "Naw! Ye kin finish it easy in two messages."—Catholic Standard and Times.

"When I am done with this life," says the men with the overcast eyebrows, "I want to be cremated." "In the resurrection diapause of cremation," urges the man with the wobbly chin.

"I wish to want my ashes placed in a baking-powder can." "What an odd wish!" "Maybe, but I'll be pretty sure to rise again."—Chicago Post.

Maria Grove in Delinator. When Johnnie comes to grandpa's house old Tower runs away.

The kitten climbs the apple tree and stays. The chickens in the barnyard are as clustered as can be— They're all alive of little boys, as any one can see.

And many a night before he comes poor Nora lies awake Devising hiding places for the things that he might break. The jam and jelly's sure to be up on the highest shelf, But grandpa gets them down, sometimes, and grandma doesn't stir.

When Johnnie comes to grandpa's house there's 'um upon the floor, And thumb-prints on the banisters and grease on every door, The house is always upside down the whole time he is there; Poor Nora sighs and wonders why dear grandma doesn't stir.

But when at last that boy's in bed and everything is still, Old Tower leaves the barn and Tabby ventures forth at will— 'Tis there the mice nibble arm chair holds conclave in the dark With the old clock in the corner, standing there so stiff and stark.

"I'm quite worn out," she limply sighs; "since that young conspurator, John, Came out from town I've been at times 'most rudely sat upon.'"

"It beats my time," the clock replied, "how modern young folks do; It wasn't so in my day. What's the world a-comin' to?"

And the cause of all the trouble—do you see—is miles away in Slumber Land in his small bed upstairs. But grandpa will be gone in to tuck the blankets down, "Dear dear, we will be lonesome when that boy comes back to town."

Talks for people who sell things

Some Notions About Type. (Continued from Yesterday.)

The length of the type line also is a factor in increasing the difficulty of reading. If a line is too long an effort is necessary to follow the line and prevent the eye from wandering to the line above, or below. Where long lines are used, increasing the size of the type, or increasing the space between the lines, will make the reading of it easier.

Borders and other ornamentalations are used for two purposes. One purpose of the border, particularly a border made of rules, is merely to unify the advertisement and to separate it distinctly from advertisements next to it. This can also be done by the use of white space around the type matter or advertisement, and is often more effective. The other theory on which borders or ornamentalations are used, particularly those that are out of the ordinary, is that the attention is attracted to the advertisement by the peculiarity of the border or ornamentation, and then curiosity leads the reader to read the advertisement.

It goes without saying that the appearance of an advertisement should be pleasing. Symmetry and balance are usually, but not always, desirable. It should be remembered that symmetry and strength are not the same. An advertisement is often striking and forceful, that defies all of the usual laws laid down by the printer. As a matter of fact, nine printers out of ten will follow the same style, that has been used by printers since the days of Benjamin Franklin. He will invariably bring out your strong lines in capital letters, capitalizing every word that is set in lower case, which has more than one syllable and try to make the advertisement look as pretty as possible, with a total disregard of the value of type faces or the fact that the advertisement is printed to be read.

There is one thing that should always be remembered with regard to the way an advertisement is set; if it is intended to be read, make it easy as possible for the reader to read it. There are other considerations of importance. It is desirable to attract attention to your advertisement by what you say in your head line, or "catch line," by the amount of space that you use, by illustrations, or any of the thousand and one original methods, which