THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER.

VICTOR ROSEWATER, EDITOR.

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1	43,700	16	44,120
2	44,030	17	44,510
3	43,720	18	44,520
4	44,190	19	41,500
5	41,850	20	44,600
6	42,960	21	44,660
7	43,700	22	44,730
8	43,830	23	44,770
9	44,000	24	3,030
10	43,090	25	43,120
11	44,420	26	41,800
12	41,400	27	43,410
13	44,400	28	45,000
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GEORGE B. TZSCHUCK,
Treasurer.

Subscribed in my presence and sworn to before me this 30th day of June, 1910.
M. P. WALKER,
Notary Public.

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

At any rate, those airships are making us all sit up and take notice.

"July Wheat Is Erratic," says the headline. No, it is not. It is those bulls and bears.

This protest against the ice cream cone did not, we are gratified to learn, spring from the small boy.

According to a New York paper, it is silly to be drowned. It is, but many silly things come to pass in the silly season.

Mr. Bryan's influence over the democratic party may have gone down, but his price for chautauqua lectures has gone up.

Mr. Greedy of New York desires to change his name. Well, a man with that name might be expected to ask for anything.

St. Louis parsons are conducting a campaign against spooning in parks. For mercy sake, what next? Where should cooing doves go?

Let it be understood that John W. Kern made his statement, "I am surprised at nothing," before the Grand Island convention was held.

Here is a Kansas City, Kan., woman who drowns in a washtub. And yet Aurora, Ill., is trying to force everybody to take a bath once a week.

From the multiplicity of messages flashed in about Doc Crippen, one might conclude that Marconi & Company were just trying out some new invention.

Fines for auto speeders may help some, but the requirement of a license for every auto driver and its forfeiture for reckless scorching would help a great deal more.

A new high-ball flourishing in New York costs $1.20. Well, it ought to prove as effective as Christy Mathewson's "fade away," for very few will be able to hit it more than once.

A capital removal association is being formed out in the central part of the state. The good people of Lincoln will take notice that this menace does not lie in Omaha's direction.

The Houston Post declares that Maine will go democratic this year. Just to be fair, we will admit that Texas will probably go democratic, but we cannot quite come over for Maine.

It has remained for a Brooklyn architect to set our fears at rest with reference to the leaning tower of Pisa. He says it is in no danger of falling, because it was built to lean. Thanks, awfully.

There is one question women are perfectly willing to allow the men to help them answer and that is the one that occurs to many young school marms at this season of the year, "To be or not to be a teacher or a housewife?"

Those torn-up streets are still waiting on the paving contractors, and the paving contractors are still waiting on the brick supply. Will we heed the object lesson and see to it that Omaha's charter is so changed that the shutting down of one brick factory will not stop all paving work on the jobs only half finished?

The Stay-at-Home Vote.

Kansas holds its primaries tomorrow for the nomination of candidates to be ballotted on at the fall election and so intense is the interest in the contests that Governor Stubbs has made a personal plea through the newspapers "To the Farmers" to go to the polls and vote. His appeal lays upon the farmers a large share of the burden of "good government" and implies that their stay-at-home vote has often militated against good government. Therefore he urges them not to allow even their crops, which they are busy harvesting, to keep them from performing this civil duty.

It is not the finest commentary on good citizenship in a free country for such an appeal as this to become necessary, and yet the fact is that too many of our people neglect their duty as electors and Governor Stubbs takes the view that this neglect is most common among the farmers. This certainly ought not be the case, especially in states like Kansas and Nebraska and other western commonwealths, where farmers constitute 65 per cent of the population. But this event should make an impression on the farmer's mind, no matter in what state he resides. It should remind him that he is and has been clamoring for certain legislation, national and local, affecting his interests and complaining when he failed to get it, and yet the governor of this great agricultural state asserts that "the enemies of good government are hoping to control the primaries because of the stay-at-home farmers' vote."

The fact is that the stay-at-home on election day is not confined to any one class or any one occupation or any one party. The stay-at-home is determined in part by circumstances and in part by disposition. It is a lamentable truth that whether in city or on farm, the average voter has to be induced to go or dragged to the polls by those who are personally interested. If a primary or an election were to take place with no bombardment of the voters through the newspapers and on the stump and no effort by candidates and workers to get out the vote, there would not be a corporal's guard asking for ballots in most of the voting precincts.

Sports in Politics.

Novel as it may appear, base ball and prize fighting are to cut a figure, incidentally, in the republican contest for United States senator in California this year.

The two leading candidates are Albert G. Spalding, the one-time famous Boston and Chicago pitcher and later the millionaire manufacturer of sporting goods, and Governor Gillett, whose manifesto sent Jeffries and Johnson out of California for their battle. Mr. Spalding's friends are already playing as hard as they can his old-time popularity on the diamond and with the fans and hope to score a long hit by this, while Governor Gillett will have to face the opposition that arose from his action. It is difficult, however, to see how the fighting fraternity and those who objected to the governor's action are going to make their opposition count for more than the strength he gained by this order. The non-sporting element of the state certainly must outnumber the other element and it is reasonable to suppose that this element is with the governor on this proposition. As a matter of fact, the governor's final action was based upon business, anyway. He was influenced by the fact that California was given to understand that if it countenanced the prize fight it would weaken its claim for the Panama exposition, so that he should, and doubtless will, gain from business interests.

But quite aside from the sporting element injected into the contest, Spalding, who resides at San Diego, stands as the candidate of the southern end of the state and Gillett, a resident of Eureka, of the upper part, and as southern California is still striving to become a state in itself this will certainly make the fight intense to the last.

Equality Before the Law.

There seems to be a strong intimation in the decision of Judge Frost that under other circumstances and conditions he might have decided otherwise. Perhaps a thoroughly non-partisan judge, who did not feel a sense of obligation to a political party, might have held to another interpretation of the law. Any mere man who is conscious of a bias or prejudice upon a given question may be swayed by a determination to be fair into going too far in an effort to avoid a suspicion of bias, but it must be conceded that in this case Judge Frost has erred, if at all, in the most decent and honorable way.—Lincoln Star.

We have always believed, and still believe, that Nebraska's motto, "Equality Before the Law," really meant something and that the law was intended to be the same for rich and poor, high and low and for democrats, republicans, populists, socialists and prohibitionists alike. We have always believed that the law when once enacted was intended to be construed and applied the same, irrespective of "circumstances and conditions," and that we had passed beyond the mediaeval stage of special licenses and dispensations to violate the law. We freely admit that the misbranding of democrats with the populist label is a fraud which can be perpetrated legally in Nebraska by complying with all the requirements of the primary law, but that does not justify the perpetration of this fraud illegally in utter disregard of the requirements of the primary law.

We venture this prediction, that even if the law remains unchanged, no democrat will again attempt to steal the populist nomination without paying the required filing fee. A stiff-backed non-partisan judge would have stopped the fraud this time.

Preventing Forest Fires.

It is estimated that from 25 to 90 per cent of the destructive forest fires have been caused by sparks from coal-burning locomotives on railroads running through timbered sections, east, west, north and south. Forest fires have been considered a problem difficult of solution. If these intimations as to their origin are correct it would seem to be the simplest sort of problem to solve. If locomotives on railroads traversing these sections would burn oil instead of coal or wood the hazard would be vastly lessened if not entirely removed.

This statement may be made on the basis of what has been done by those forest railroads that have changed from coal to oil. On one line in the Adirondacks oil has been used for ten years and not a fire has occurred. Similar instances might be cited in California, where the Southern Pacific uses oil on all of its 1,100 locomotives, and in other states and sections.

In working out the problem of the conservation of natural resources the government will not have completed its task until it does away with the causes that produce forest fires that in one year burn over an area of 465,000 acres, destroying property worth $3,500,000 and in other years producing almost as great losses. The Northern Pacific, which penetrates so much of the forest country of the new west, has undertaken to co-operate with the Agricultural department toward preventing forest fires and in various states laws on the subject have been enacted, but still, even this summer, we have had devastating fires, showing that the remedy is not yet complete. The country cannot spare these forests, no more than private individuals can spare their homes or their lives and immediate action should be taken to safeguard every interest. The remedy might as well be general as specific.

The Significant Feature.

Some critics are endeavoring to take issue with the assertion of The Bee that the significant feature of the Nebraska republican platform convention is the decisive vote of approval and confidence in President Taft and the work of congress along the line of his recommendations. They would have us believe that the action of the convention in standing up for one of the staunch supporters of the president for permanent chairman by a vote of more than two to one and later reciting in the platform unanimously adopted the notable achievements of the administration, is of secondary and minor importance to the declaration in favor of county option.

These critics forget or overlook the fact that the regulation of the liquor traffic is a purely local proposition and that republicans outside of Nebraska are not specially concerned whether the party in Nebraska is for one plan of liquor traffic regulation or another, or for its absolute prohibition. Republicans outside of Nebraska, however, are interested in knowing that the republicans in Nebraska acknowledge and approve the leadership of President Taft. The action of the convention is notice that republicans in Nebraska are steadfastly progressive in the same sense that President Taft is progressive, and that they are neither reactionary nor insurrectionary.

Because the democrats kept a county option plank out of their platform must not be taken to mean that there are no county option democrats. The fact is that outside of Douglas and Lancaster counties there are probably as many county option democrats as county option republicans. The liquor question cuts straight across party lines and not along party lines.

The census returns for two or three Nebraska counties have been given out, showing rather small population increases as compared with ten years ago. When we get the whole state figured up, however, Nebraska's population growth may be depended on to be at least equal to the average.

Our old friend (by permission), Edgar Howard, says that the Grand Island convention was run by Shallenberger and Hitchcock and that they are entitled to whatever credit or discredit belongs to its action. That's what Mr. Bryan thinks, with the accent on the discredit.

What's this we hear? An anti-cigarette crusade proposed? We thought there was a law on the Nebraska statute books absolutely prohibiting the sale of cigarettes in this state. What a fine chance for Governor Shallenberger to start some ouster proceedings.

It's an old trick to hold back a resolution or motion until the tail-end of a convention and then declare it carried after two-thirds of the delegates have left the hall. It was by this trick that a lot of delegates to both recent state platform conventions were instructed.

Nebraska, according to the internal revenue returns, has the smallest number of liquor sellers compared to population of any state. That does not quite comport with some of the charges of the anti-saloon agitators, does it?

Strange how those Nebraska democrats who were so loudly proclaiming fealty to the idea of nonpartisanship last year are now just as loudly lunging it for the straight party ticket.

Can't Lose Him.

Chicago Tribune.

Colonel Bryan says he does not intend to quit the democratic party. That party never did have any luck.

Ohio Points the Way.

New York Tribune.

The president's own state, with great propriety, has pointed the way to all others by giving Mr. Taft's administration its most cordial approval.

Fool Killer in Action.

New York Tribune.

When persons through sheer speed madness race their automobile with a railroad train, and then, getting a trifle ahead, try to cut across the tracks just in front of the locomotive, and are killed in the attempt, it may sound harsh, but it is the truth to say that the fool killer has done his work.

Sentimentalism and Crime.

Baltimore American.

A New York magistrate has lifted his voice against the extreme to which care and consideration for the criminal are being carried, and the consequent difficulties for law-abiding people to obtain justice. The law of the present time in its misplaced sympathies seems to be trying to abrogate the eternal dictum that the way of the transgressor is hard. The aim of the sentimentalism of the day is to turn it into a path of roses apparently, according to this sane and sensible magistrate, whose protest is timely.

Mixup in Political Colors.

New York Post.

In Wisconsin political parties are now compelled to choose colors for their primary ballots. The secretary of state decided the question by lot, and the results are not in all respects satisfactory. There seems to be agreement that the prohibitionists, who drew pink, have no reason to complain, but it is felt that the democrats, who drew red, ought to trade with the socialists, who were awarded blue. The only color left was green, and the republicans drew that. They deny that it has symbolic appropriateness.

Insurgency in Cuba.

Philadelphia Ledger.

General Miniet, distinguished Cuban patriot, with ten armed followers, has organized a revolution at El Caney. It was reported that General Jane, a gallant veteran, and General Rabi, hero of many wars, had also joined the revolution. This accounts for the difference in the estimates of the insurgent strength, one dispatch crediting General Miniet with twelve followers. At the last accounts, however, General Rabi was at home and General Jane had gone fishing, so that the official figures remain at ten, neither of these heroes having contributed any recruits. There are, however, so many generals in Cuba in a chronic state of insurgency that it is necessary to keep the police always mobilized.

PATENT TIEUP FOR TRUSTS.

Significance of Proceedings Against Bathtub Combine.

New York Journal of Commerce.

We shall have to wait for more evidence before judging of the merit of the government proceeding at Baltimore against a combination of manufacturers of enameled ironware, known as the "Bathtub trust." One would suppose that the government attorneys would be careful about the facts before bringing suit in the federal court against the defendants as parties to an unlawful combination in restraint of trade. In their "bill in equity" they charge that such is the case and say that the combination controls 85 per cent of the output of sanitary enameled ware in the country, has advanced prices, divides the country into zones for the distribution of the business, makes contracts with jobbers to sell only at fixed prices and refuses to sell to any one who does not sign such a contract. It is said that the defendants have attempted to conceal heir unlawful purpose under the guise of a licensing arrangement under a patent assigned to one person.

The chief allegations in the bill are promptly denied by officers of the most prominent companies in the alleged combination, and if the suit is ever brought to trial something will have to be proved. These men admit that the concerns and persons who are made defendants control 85 per cent of the business and have formed an association, but they deny that his is an unlawful combination, that prices have been advanced or the field of traffic apportioned, or that there is any exclusive contract with dealers. The arrangement is not worked under any patent, but is formed for the purpose of "pooling", as it were, the several patents which are held by different members, but are used under royalty agreements by others than the holders. For convenience these have been assigned to one man who leases them to the different manufacturers according to their requirements.

But that looks on the face of it like quite a convenient and effective way of maintaining a combination that would have all the potency of monopoly and restraint of trade. A number of concerns control different patented devices and processes of use in a common business, be it making sanitary enameled ware or shoe machinery. Instead of forming one company to own all the patents and do the whole business, they concentrate the patents in the hands of one agent for all concerned and fix the terms upon which the devices and processes may be used, which will necessarily confine their use to the combination and may to a large extent unify the cost and the prices of their products. The chief source of monopoly power in this country is in patent rights secured absolutely to the person to whom the patent is granted or assigned. The only way to prevent the abuse of that power is to open the use of patented articles to competition for a just and reasonable royalty to be paid to the patentee, instead of letting him keep it to himself or say just how much it shall be and on what terms it may be shared by others.

Our Birthday Book

August 1, 1910.

Francis Scott Key, author of "The Star Spangled Banner," was born in Frederick county, Maryland, August 1, 1779. He was a lawyer and a poet, and wrote his famous song while a prisoner on the British fleet during the bombardment of Fort McHenry during the war of 1812. He died in Baltimore in 1843.

Robert T. Lincoln, son of the martyred president and now head of the Pullman company, is just 67 years old today. He was born in Springfield, Ill., and has served as minister to Great Britain and also as secretary of war.

Ralph W. Moody, sales manager for the Cudahy Packing company at South Omaha, was born August 1, 1874, right here in Omaha. He worked first for the W. Y. Morse company and was then over five years in the Union Pacific auditor's office, and with his present employers since 1898.

Frank J. Fitzgerald, investment broker in the Board of Trade building, is celebrating his 49th birthday. He was born in New Haven, Conn., and used to live in Cuming county, coming to Omaha first with R. S. Peters company.

Around New York

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

Automobile drivers in New York City are being subjected to a midsummer "third degree" of unlooked for severity. They are required under the new law to pass an examination into their ability to handle cars, their knowledge of car mechinism and, incidentally, their general intelligence. Examinations, both practical and oral, have been going on for ten days and will be completed by August 1, when the law penalizes a driver without a license. It speaks well both for the efficiency of the chauffeurs and the leniency of the law that out of 305 applicants but fifteen were rejected, while five others were held under advisement. After the driver has passed his examination by question, a road test comes, that his skill, coolness and practical knowledge in handling a machine may be discovered. An inspector will sit beside the driver and watch him operate under difficult conditions, in the most congested sections of the city.

The dyspeptic who gives prayerful thought to every bite he eats sat down at a restaurant table and glanced dubiously over the French menu card on which a dozen items were marked with a cross in red ink.

"To my untutored mind," said he, "those things sound all right. Some other fellow with a stomach has been here ahead of me and has marked off the few things that a Christian can eat without inviting sudden death."

In his delight at finding the dinner problem thus providentially solved the dyspeptic ordered six of the red cross dishes. They were unpronounceable and unrecognizable, but they tasted good and the man liked them. When the last crumb of the last course had disappeared the dyspeptic said genially to the waiter:

"Rum old chap that must have been that ate at this table ahead of me."

"Yes, sir," assented the waiter. "He was one of them diet cranks that drive restaurant people crazy by marking up the bill of fare with red danger signals before the dishes that nobody that ain't got a sound digestion dares to trifle with."

"Good Lord!" said the dyspeptic and bolted for the nearest doctor.

Herman Gross, driver and understudy for a street singer and peddler of popular music, was a prisoner in the Tombs court, accused of having murdered "Annie Laurie" in the public streets. Patrolman Ward of the Fulton street police station was his accuser. He asked that the singer be punished for disorderly conduct.

"I like music as well as anyone," Ward said, "but the line must be drawn somewhere. This fellow was down in Cortlandt street on Saturday afternoon and the way he murdered 'Annie Laurie' was scandalous. He is a regular musical 'Jack the Ripper.'"

Magistrate Murphy looked at the prisoner savagely and then reminded the policeman that the charge against Gross was disorderly conduct and not murder.

"Oh, he didn't kill anyone, but the way he murdered the tune of that touching ballad was shameful!" Ward explained. "When he sang 'For Annie Laurie I'd lay me down and dee' I almost wished he would do it."

"What have you got to say for yourself, Gross?" the magistrate inquired.

"The regular singer was ill from overwork, and I had to do a double 'turn,'" the prisoner said. "You see, judge, it's not my business to sing, I drive the horse that hauls the piano, but I did the best I could. I'm no Caruso"——

"Well, as you're not Caruso, I'll fine you $3 for peddling 'Annie Laurie' without a license," the magistrate retorted.

The crusade against impure food and short weights has aroused the public to a careful inspection of the shops they trade in.

"Even the glass in the skylight comes in for criticism," said one disgruntled grocer. "There was a crack running across three of the panes. It had been there for six months and nobody any the worse for it, but the other day one of those amateur Sherlock Holmeses happened to tilt his head back far enough to see it, and that set him going. He hadn't found anything to complain about before, so he made that crack in the glass compensate for lack of other material. He called in the neighbors and they disjointed their necks staring up at that crack.

"'This is very dangerous,'" they said. 'Splinters of glass might fall into the salt and sugar and lard and butter you weigh under the skylight. If you don't get a new skylight we will report you.'

"And, by cricky," added the grocer, "that is what they did. I now have a new skylight."

Samuel Litchensteen, chauffeur, was arraigned before Magistrate Fitch on a charge of speeding his automobile at the rate of thirty-five miles an hour along the Hoffman boulevard. He pleaded not guilty to the charge and said he merely wanted to see "the colonel."

"What colonel?" asked the magistrate.

"Colonel Roosevelt, your honor. He was in a machine ahead of me."

"Well, did you see him?" asked the court.

"No; I only got a glimpse of him," was the reply.

"All right, $20 for the glimpse," said the magistrate, and the prisoner paid the fine.

No matter what the subject that precipitates an argument in New York, some one is pretty sure to come along who knows enough to settle it. Illegibility of the date on a dime caused a dispute between two men standing in front of a liquor store. Presently another man came along. The figures defied his keen eye also, but he was a man of resources. Laborers were asphalting the street in front of the store. The man stepped out and laid the coin on a shovel that had been heated by contact with boiling tar. In a few seconds the date became visible.

"1892," said the man, and handed the money back.

During the first six months of Mayor Gaynor's administration more business in the way of taking over property under the Catskill water commission has been done than in all the year 1909. Yet expenditure for special counsel fees has been reduced from $206,000 in 1909, to $21,000 in the last half year; expenditure for advertising has been reduced from $163,000 to $8,000, and for witness fees from $197,000 to $43,000. Here is a saving to the city at the yearly rate of over $400,000 on this work alone.

Friction of Adjustment.

Harper's Weekly.

Divorce is increasing, insanity is increasing, parental authority is declared to be prostrate, the boy is not what he was! Surely we must be heading for the bow-wows, and progressing fast. Not at all. We are merely getting adjusted to the greatest changes in the conditions of human existence that any one generation of men has seen in centuries. And possibly it is true that high prices of food are helping our adjustment by driving some city dwellers back into the country.

SUPREME COURT CHANGES.

Marked Contrasts of the Old Days and the Present.

Boston Transcript.

John Jay and Hughes, the first and the last—for the time being—chief justice of the supreme court of the United States, should the president make the designation for the present vacancy which everybody seems to expect. But how queer it would be! Jay resigned that office, after serving only a few years, to become governor of New York. Hughes would be resigning the office of governor of New York, after serving a few years, to become chief justice of the United States. What does this contrast mean? Mainly, that while New York has grown beyond the wildest dreams of its founders our great court has grown in prestige and honor still faster. Imagine a man laying down a place on that tribunal today to become a chief justice of the supreme court of South Carolina, and yet that is what Rutledge, Jay's successor, did, and he only came back to the supreme court when Washington offered to make him its chief. Ellsworth, the next man in line, resigned after four years of service. In fine, nobody seemed to realize that it was a great court until John Marshall, mightiest of the chief justices, made it so. "The seat of Marshall" is a wholly proper characterization of the office for which Governor Hughes is presumably under consideration.

PERSONAL AND OTHERWISE.

There are several germs of truth in the claim that automobiles are within the reach of everybody—especially those hiking in the road.

The passing of the middle-of-the-road populist has been influenced more by the automobile fever than any known political cataclysm.

As King George is well on the sunny side of 50, it is believed he can put up a lively fight against the high cost of living with $2,350,000 a year.

Miss Alice Longfellow, a daughter of the poet, has been elected vice president for the Preservation of New England Antiquities. The object of the organization is preservation of buildings and sites of historical interest.

A blackboard artist in a local broker's shop contemplates starting a society of descendants of the banqueters of Belshazzer's feast. Those who put their handwriting on the wall and a select number of those who see it first are eligible for membership.

Conan Doyle has been "speaking out in meeting" and revealing one of the secrets of the craft. In a recent brief speech he quoted his friend J. M. Barrie as saying that he did not often use a dictionary, but he liked to have one on the table, as it gave him a feeling of confidence.

William J. Calhoun, minister to China, has no valet. He is a man who, beginning life as a farmer boy, always has "washed his own face and put on his own clothes," and he has no intention of changing his habits now to make a personal impression on Chinese dignitaries. His wife has no maid. Mrs. Calhoun married a strong, simple American because she liked that kind, and her habits have continued to conform to his.

SAID IN FUN.

"You can tell from the extraordinary likeness that the pretty woman yonder is this child's mother."

"Yes, there is something about the case that is evidently a parent."—Baltimore American.

Belle—Oh, if the Lord had only made me a man.

Nellie—Perhaps He has, dear, but you haven't found him yet.—Cleveland Leader.

"Does she play the cornet with any feeling?"

"Absolutely none. If she had any feeling she wouldn't play it in the presence of her friends."—Cleveland Plain Dealer.

Prospective Customer—But you told me the house was only a stone's throw from the station.

Agent (coolly)—Merely a professional figure, sir. You must be aware that a stone can't throw.—Boston Transcript.

"Ever use an automobile for a getaway?" inquired the first burglar.

"Nix," answered the second burglar. "We fellers run risks enough without taking chances on being pinched for speeding."—Louisville Courier-Journal.

"City people don't buy gold bricks, you know," said the summer young man.

"No," replied Farmer Corntossel; "they jes' keep pikin' along, buyin' melons an' such that look good on the outside."—Washington Star.

Mrs. A.—How's your new cook? I heard that she was ill.

Mrs. B.—She's improving. She was able to sit up today and give notice.—Boston Transcript.

Mrs. X—The flat above us is unoccupied right now—why don't you come and live there?

Mrs. Y—Oh, my dear! We've been such good friends, and I hate to start quarreling with you.—Cleveland Leader.

"Have you any serious troubles with your new automobile?"

"Not a bit. So far I haven't hit a single man without being able to get away before he got my number."—Cleveland Leader.

"John, I understand that you have been saying mean things about me to your acquaintances."

"Why, dearest! Everybody knows that isn't so! Why, I tell everybody that it is you that have made me what I am."

"That's what I mean."—Houston Post.

W'AT'SA "NORAYSUICIDE?"

T. A. Daly in Catholic Standard.

Irish Padre Tommeeckbride
Laugh so mooch an' hold hees side,
I no mak' heem ondrastan',
Dough I talk so good's I can,
W'en today I go for see
Eef he pleassa marry me,
Den he call me soocha name
Eet ees maka me ashame'.

"Pleassa, Padre"—so I speak—
"I want marry nexta week."
"So?" he look at me an' say,
"You be bapatiza, eh?"
"No," I say, "you are meestak',
Weddin's what I want you mak'."
Steell how mooch I am explain
I no gat eet een hees brain.
Alla time he justa cries:
"Where an' w'en you bapatiza?"
Den my Rosa's brothra Joe—
He ees weetha me, you know,
An' ees smart as he can be—
He ees wheespera to me,
"Oh!" I say, for now ees plain
Meebe so w'at Padre mean,
"First we want da weddin' here;
Bapatisma nexta year!"
Den da Padre laugh an' say:
"Noraysuicida, eh?"

Why you laugha? Dat'sa shame,
Callin' poor man soocha name!
Why ees Padre Tommeeckbride
Call me "Noraysuicide?"

Talks for people who sell things

Last winter a woman customer of a certain house bought a cloak for $20. After a few weeks' wear the satin cuffs frayed, the lining dropped below the hem, the binding of the buttonholes wore out. She happened to be a regular customer of this store, but that doesn't matter. She took the cloak back, thinking the store would be willing to do something about it. The proprietor sent her to the manager, the manager sent her to the buyer, the buyer laid it all to the manufacturer, and there it rested. Nothing was done to give this woman, this customer, $20 worth of value for her $20.

Gentlemen, the proprietor of this store shifted his responsibility, he set the example, manager and buyer could but follow him. He practically told this woman that he did not guarantee his goods, that his manufacturers were were not reliable, that she took a chance of losing her money when she bought goods in his store.

It is just such practices as this that drives trade away from home merchants, that makes mail order departments profitable to large retail stores in other cities. They say: "It's good or we make it good;" and they do.

Can the merchants of Omaha afford this?

Contemporaneous with this Chicago campaign of the United Cigar Stores, Mr. H. E. Lesan of the Lesan Advertising agency, is buying space in New York newspapers, printing some advertising "nuggets" that bear directly on such a plan as has been adopted by the United people.

Mr. Lesan makes a very good point when he says that if corporations had advertised only facts about themselves during the last ten years, they would have avoided a lot of trouble.

A great many big interests have been lambasted good and hard for a great many years, perhaps unjustly so. The public forms its impressions of them from the news columns, and their indifference about telling anything about themselves in public print in the shape of legitimate paid advertising.

The United Cigar Stores company are the first to come out in public print in a manner to convince the public by educational advertising.

If the Standard oil people should take pages in the newspapers and magazines, using the space to tell facts about themselves, they would make a favorable impression on the public's mind—so would every other corporate interest.

I hope the Chicago campaign will prove so resultful for the United Cigar Stores company that they will inaugurate similar campaigns in New York newspapers and in newspapers generally throughout the country.

The United Cigar Stores company is trying out a special advertising campaign in Chicago. The copy is the "straight-from-the-shoulder" kind—the frank, direct, instructive talk kind.

Advertising Manager Sherlock says that the result of the experiment will be watched with great interest, not only by the officers of the United Cigar Stores company, but by the officials of all other big companies.

The series of advertisements to be run in Chicago newspapers covering a period of several weeks will place before the people facts with which they have not been familiar.

The advertisements are well written, straightforward and convincing. People generally will form a better impression of the purposes of the United Cigar Stores company after reading these advertisements.—W. A. Freeman in New York Mail and Express.

PENNSYLVANIA
Chicago—LINES—New York

When Starting for

New York

ask for Pennsylvania Lines tickets. They may be purchased at offices of Western railroads selling tickets through Chicago.

Fast through trains—Eight from Chicago—to New York every day form convenient connections with those from the West and Northwest. All are complete in travel comforts—nothing overlooked, nothing commonplace. You will enjoy riding on any of them.

New York Trains Leave Chicago

"The New York Special"..... 8.15 a. m.
"The Keystone Express"..... 10.05 a. m.
"The Manhattan Limited"..... 10.30 a. m.
"The Pennsylvania Special"..... 2.45 p. m.
"The Atlantic Express"..... 3.15 p. m.
"The Pennsylvania Limited"..... 5.30 p. m.
"The Eastern Express"..... 9.45 p. m.
"The New York Express"..... 11.45 p. m.

"The Pennsylvania Special," 18-hour train to New York; "The Pennsylvania Limited," and other trains, typify the highest standard of comfort and luxury attained in American railroad equipment.

Booklets and time tables giving details are obtainable at hotels, city and railroad ticket offices; or a postal will bring full information. Address

W. H. ROWLAND, Traveling Passenger Agent,
213 Board of Trade Building, Omaha Neb.

Ask for booklet describing how the Pennsylvania System extended its rails to the heart of New York City and constructed the Pennsylvania Station, near Broadway, at a cost of over One Hundred Million Dollars. (149)