

THE OMAHA DAILY BEE. FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR. Entered at Omaha postoffice as second-class matter.

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

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Cheer up, the peach harvest is in on the Osarks. At that give us the simple life for the summer time.

Has anyone in Ohio noticed Mr. Bryan 'standing aside' in Nebraska? Omaha's bank clearings for July show up pretty well for a hot weather month.

Sweet potatoes are coming in, so we cannot expect the south to talk politics now for a while. And they tell us Dr. Cook is living happily not far from New York. Well, he is entitled to it.

Mark Twain laid down a great truth when he said, "A journalist is a reporter out of a job." Now Nicaragua proposes to whip us over that battleship, Hornet. She will keep on until she gets stung.

The presence of Frank B. Kellogg at Beverly can mean just one thing—work. No vacation where that man is. How about those automobile regulation ordinances? Must we sacrifice more lives before the brakes are put on?

Jack London has been elected president of the Alabama Bar association, but it is a different Jack and a different bar. "When you meet the right man, marry him," is Mary Manning's advice to women. What if he will not stand for it?

Incidentally, the motorcycles that dart here and there, most commonly without lights after dark, call for a little attention. A recent coroner's inquest in Chicago has clearly demonstrated that suicides may happen in the best burglarproof houses.

When that auto truck fire-fighting apparatus arrives it will be just our luck to have no fires here in Omaha for weeks and months. Three Salt Lake women are said to have charmed a snake by singing, "Nearer, my God, to Thee." The snake must have taken pity on them.

The youngest Tammany office-holder ever to resign has just laid down his duties at the early age of 82, which must stand as a severe rebuke to that common insinuation that Tammany pie-bitters never let go.

The democrats think they have a good start toward keeping Mr. Bryan out of the 1912 race, but they had better arrange both day and night shifts from now on if they want to hold the ground they have gained.

We refuse to give credence to the report from Texas that Mr. Bryan is planning to abandon his Nebraska home and locate in the Lone Star state. That is not Mr. Bryan's customary method of getting even.

Democracy and the South. Southern democrats profess to see in the present predicament of their party an opportunity for southern leadership and possibly for a southern man as the party's nominee for president in 1912. Writing in his Uncle Remus Magazine, Julien Harris, son of the late Joel Chandler Harris, has this to say:

If Watson enters the democratic party, mous his spleen, and takes the same high ground, he will be a power beyond dispute; added to this, if he will work in a constructive spirit—and he has not made a mark for this—he will be a tower of strength. If Mr. Watson stands ready to help liberate the democracy of the south from its crushing subservency to the democracy of the north, he has the chance for able service. What democracy in the south needs is less narrowness, less pot-shooting for character bruises in primary opponents, and a closer, sorer searching out of the devastating cankers in the body politic.

It is impossible to tell just how much of the south Mr. Harris can speak for, but it is extremely doubtful if he can voice the sentiments of a very large number if he has any serious idea that Tom Watson could unite the democrats of Dixie on himself as the preferred leader of the party. Thomas Watson is hardly the sort of leader the south or the democratic party must have to make a formidable showing in 1912, if we may be allowed the right of an observation from outside the breastworks. And so far as meeting the qualification of dropping his spleen, to which Mr. Harris refers, what would Tom Watson be without his spleen? It is our guess that democrats in neither the north nor the south will give any serious thought to supplanting W. J. Bryan with Tom Watson.

It has been a long time since the democratic party gained a national victory and a longer time since it had a presidential nominee from the south, and yet the south has continued to vote the ticket straight, from tradition, rather than conviction. The south never was a strong Bryan territory and three futile experiences with the Nebraska has driven it further in the direction of its natural conservatism, so that it scarcely seems possible that it would now take up with a leader more radical than Bryan, merely because he is a southern man. But before any definite estimates may be formed as to the next democratic leader, it will be necessary to await the outcome of some fall elections to determine the fate of a few ambitious democratic statesmen.

Safeguarding Banks. It is worthy of notice that one of the means proposed for safeguarding against misappropriation of funds by bank employes is a general advance in salaries, and novel as this may strike some, it has a practical aspect. Of course, it would not do to urge this proposition too generally, for that might reflect on some bank clerks and officers whom no amount of money could tempt, but just the same, good men have doubtless gone wrong for no other reason than that, trusted with large sums of money, they fell when impressed with the relative inadequacy of their own compensation.

But it is well, at least, that the bankers have come to realize the necessity of some definite action to prevent peculations from within. The loss of \$25,000,000 in five years, an average of \$7,000,000 a year, is certainly enough to bring them to this awakening, and when one considers the extreme measures of precaution they have taken, with such excellent success, against the bank burglar, he can but wonder that they should have delayed this long directing their attention to the other side.

If banks are menaced from within far more than from without, it is high time they were throwing up some effective fortifications at least calculated to reduce the possibility of robbery by unscrupulous clerks and officials. A business with the sagacity back of it that the big banks have ought to be proof against any considerable peculations by employes.

John G. Carlisle. The death of John G. Carlisle at the age of 75 marks the passing of another of the old-time democrats who, with Grover Cleveland, spurned the new democracy under Mr. Bryan and went out of active politics rather than yield to its claim for support. During the first Bryan campaign in 1896 Mr. Carlisle spoke in his native state of Kentucky for Palmer and Buckner, the gold democrats' candidates for president and vice president, and was once or twice assaulted by excited partisans. His state divided its electoral vote, twelve for McKinley and one for Bryan. Mr. Carlisle soon after removed from Kentucky to New York City, influenced, it is said, by the treatment his own people had accorded him for his stand against what he regarded as false democracy.

The public career of John G. Carlisle began in 1859 as a member of the Kentucky legislature, and terminated as secretary of the treasury in Cleveland's second administration. In the meantime he had served his state in the national house and senate and was three times speaker of the house. In some respects he has been ranked as the greatest speaker the house ever had. A man of powerful natural ability, he was also a profound student of affairs and men, with a wonderful capacity for work. His commanding leadership gave him prestige and influence as speaker, which few, if any, who went before or have come after him possessed to such a degree. One of the greatest tributes ever paid to Mr. Carlisle came from the lips of his

colleague, Senator Blackburn of Kentucky, who said: "Carlisle is entitled to mighty little credit for what he has done in the world. He has all the wisdom of the ancients and the moderns rolled together. To say great things better than anybody else could say them, he has but to open his mouth. That isn't the result of work; he was born that way."

Senator Carlisle's selection by President Cleveland for the treasury portfolio was at the time exceptionally popular, for his long study of the tariff and financial subjects had given him an intuitive grasp of fiscal affairs. The only objection came from the east and that was based only upon the fear that a man from west of the Allegheny mountains was not fitted for such a position, a delusion soon dissipated. He was always a great lawyer and, long before acquiring his distinguished practice in New York in later years, he had built up the largest clientele in Kentucky. He was one of the great men the Blue Grass state has given to the nation.

That Tail-End Resolution. The effort to magnify the tail-end resolution presented by Congressman Norris in the closing confusion of the republican state convention and declared carried by the chairman in spite of vigorous demands for a roll call is like an attempt to "make a mountain out of a molehill. The resolution was never properly presented nor really passed. Two-thirds of the delegates had left the hall and even the delegates who remained in the packed galleries joining in the chorus the chairman had to hesitate as to which side had yelled loudest.

Aside from all that, however, the tail-end resolution was entirely out of order. At the outset the convention had by unanimous vote ordered all resolutions to go to the resolutions committee without reading, and this resolution should have been ruled out by the chairman just as in the democratic convention at Grand Island the chairman had ruled out of order resolutions offered on the floor without being reported back from the resolutions committee. If it is suggested that no point of order was raised the answer is that the chairman had only a moment before on his own initiative ruled out of order a motion to table under pretext that it would carry with it the whole platform as reported by the resolutions committee.

If the voters are fully informed of the circumstances surrounding the tail-end resolution they will give it the weight that belongs to it.

Wireless Aid to Justice. The capture of Dr. Crippen and his woman companion as the suspects in the murder of the doctor's wife makes it evident that we shall hereafter have to include wireless telegraphy among the agencies employed for the apprehension of persons suspected of crime. But for the use of this system by the captain of the vessel on which the suspects sailed from Antwerp to Montreal, it is impossible to say when the arrest may have been made, if at all. The captain used the wireless to flash back to London his suspicions that the pair that had eluded Scotland Yard were aboard his ship and this enabled the London police to dispatch an officer, who reached the Canadian shore in time to make the arrest.

This wonderful system of communication is sure to play an important part from now on in running down criminals and satisfying the ends of justice. It thus assumes an aspect of new and far greater value than even its commercial importance has given it. It circumscribes the boundaries of the world when it comes to giving safety to the fugitive and it ought to have the effect of discouraging crime, especially where persons count on fleeing to a foreign country and covering up their tracks, or, if captured, of hiding behind the technicalities of international law. Added to the splendid modern system of identification in vogue at most ports, it multiplies the chances of capture, affording the quickest possible action to be taken where there is the least suspicion.

A Double Back-Acting Victory. According to the interpretation put on it down at Lincoln the ruling of the State Railway commission extending the six-for-a-quarter rate of street car service to include the suburbs is a double back-acting victory for the people. The railway commission has ruled formally that the inhabitants of Havelock are equally entitled to the same street car facilities as the inhabitants of Lincoln, but inasmuch as the reduced fare for Lincoln was procured on the showing of greater traffic and lower proportionate cost of operation the present decision is taken to foreshadow eventual abolition of the six-for-a-quarter fare altogether, but still leaving Havelock and Lincoln on the same footing.

Those on the inside know that the contention over street car fare in Lincoln in its inception was simply one phase of the fight between two street car companies, each trying to get the better of the other even by forcing concessions to the public. Since the consolidation and merger of these two former warring public service corporations the whole face of the street railway situation at Lincoln has been changed and the desire of the owners and promoters to favor the public has been thoroughly stifled. When the experiment shall have been carried on a little longer the move will doubtless be to ask the railway commission to rescind the six-for-a-quarter order,

which at this distance, therefore, looks more like a gain in form than in substance.

The county board has not yet fixed the tax levy for county purposes. Here's a chance to spare the taxpayers a burden of at least \$50,000 included in the estimate made by the board at the beginning of the year without crippling any branch of the county government. The good example of the city council in cutting out \$200,000 from its budget should be followed by the county board.

Governor Shallenberger wants it distinctly understood that if any newspaper were designated by him to carry that constitutional amendment advertising that are not actively supporting his candidacy for renomination the mistake was entirely unintentional.

It is said that Mr. Bryan had to hear more things at the Grand Island convention that he did not want to hear than ever before at a similar gathering. Heretofore his friends have talked that way only behind his back and out of hearing.

The New York World says only one question remains to be determined in Ohio—the size of Governor Harmon's majority. Well, if the World does not mind, the people of Ohio would just as soon go to the trouble of voting, anyway.

The Omaha Commercial club is said to be figuring on an industrial expedition that will give the public an idea of the varied articles manufactured in Omaha. The materials for an interesting exhibit are here without question.

Anchored in Theory. Washington Post. Lots of people will agree theoretically with President Taft on a proposition of sixty-day vacations every year, but practically they don't want to get fired.

Time to Start the Alarm. Louisville Courier-Journal. Brazil is suffering from a case of dreadnought fever and Chile is increasing its navy. Isn't it time for Captain Hobson to think of a plan which was between the United States and South America is imminent?

Doing Quite Well. Indianapolis News. Statistics do not show that the railroads are nearly so badly off for business at this season as might be, although the number of idle cars on July 6 was 142,985. On August 18, 1909, the number was 157,453, and 1909 was a great money making year for the carriers.

A Business Barometer. Boston Transcript. It would be hard to name a more effective business barometer than that which will be established by the decision of the United States Steel corporation to announce each month the volume of unfilled orders on hand. The prosperity of this great plant signifies more, perhaps, than that of any other, and, since it is prosperous, its statements will administer a wholesome stimulus to every other branch of industry.

SOMEBODY BLUNDERED. Penalty of Carelessness in Tragedy at Fortress Monroe. Disasters such as that which recently caused the death of eleven men of the coast artillery at Fortress Monroe, are, fortunately, very rare in land battery practice. They are more common on warships, where the confined quarters of the gun turret not only bring the loose powder within dangerous proximity to the occasional back flare of a discharged gun, but also make the premature ignition of such powder, or the bursting of a breach, terribly destructive to the firing crew. The Georgia, the Massachusetts and several others among our battleships have mourned records of killed and maimed due to these causes.

A court of inquiry will try to find out how the Fortress Monroe accident occurred. Until it concludes its investigation all is conjecture. The most plausible explanation is that the breach block of the gun was not tightly screwed after the charge had been inserted, and was, therefore, unable to stand the strain of the firing. When the shell and powder have been placed in position in a breach-loading rifle, the breach block is not only held in place and locked by a simple rotary movement, which if properly performed makes it secure against any recoil. It is quite possible, and even probable, that in the hurry of target practice, someone neglected to turn the breach screw far enough.

In a far greater disaster, the hurling of the light brigade against the Russian at Balaklava, the man to whom the blundering delivery of Lord Raglan's message to Lord Cardigan was generally attributed, passed to his account before a court of inquiry could determine his responsibility. So, too, in this case. If it be true that someone failed to close the breach of this fatal gun an investigating board may impress upon the gun crews the necessity for extreme caution in the near future, but it cannot impose any penalty for the recent catastrophe. Every member of the firing crew who could have had any responsibility for the proper looking of that breach block perished when the gun burst.

Our Birthday Book

August 2, 1910. Elliott Flower, the author, was born August 1, 1863, at Madison, Wis. He worked up through the newspaper route and has made his reputation with short stories. Max J. Beach, American consul at Cienfuegos, Cuba, is just fifty-two. He is a native of Zwickbrucken, Bavaria. He was in the jewelry business with Max Meyer here in Omaha in the early days, moving to New York where he was appointed into the diplomatic service. William H. Shop, of the city detective force, was born August 2, 1857. He is a native of Indiana, and an old timer on the police force, although his service was interrupted and he was superintendent of the court house during the intermission. Dr. Charles H. Gleason, dentist in the Brown block, is just 24 years old. He was born in Fremont and graduated in dental surgery at Northwestern university in Chicago, practicing first at Columbus and moving to Omaha in 1904. Rev. H. M. Hansen, pastor of Pella Lutheran church, was born August 2, 1874, at Highland Park, Ill. He was educated at Trinity Seminary and Dana college at Blair, and assumed his first pastorate at Cordova in 1904. He was called to Omaha in 1908.

Army Gossip

Matters of Interest on and Back of the Firing Line Blasted from the Army and Navy Register.

It appears to have been entirely premature to have announced, upon the authority of the secretary of war, that there would be no examination of civilians this year for appointment as second lieutenant of the army. Such an examination was to occur in August, but it appears that there was likely to be insufficient vacancies to make the examination worth while notwithstanding the fact that there had been some tentative designations of candidates to enter the competition. There are 200 names on the list and if it is decided to have an examination it is probable that not more than forty or fifty of them will be authorized to appear before the board, inasmuch as it looks as if there would be only ten or twelve vacancies in the grade of second lieutenant of infantry, cavalry and field artillery. The final decision now that the question has been reopened will depend somewhat upon the examination of enlisted men.

The War department has been advised of the recent trial of Captain John B. Dailman, Twelfth Infantry. That officer was recently brought before an army court in the Philippines for criticizing Captain F. B. Wickham, Twelfth Infantry, for who the army chaplain regarded as a failure to intervene in a disturbance in the quarters of Lieutenant Colonel B. F. Ames, Twelfth Infantry, which troubled led to the suicide of Second Lieutenant C. M. Janney of the same regiment. Chaplain Dailman used strong language in addressing Captain Wickham and subsequently repeated his allegations of an uncompromising nature in an official communication. He was sentenced to be reprimanded and General Duval imposed this in vigorous terms. Whereupon Chaplain Dailman indulged in a newspaper statement in which he said, among other things, "I shall do my professional duty undeterred by any authority under the sun and entirely regardless of rank and without respect of persons. If this is inconsistent with my position as an officer, let the military authorities decide," which the military authorities promptly proceeded to do. It is not known what action was taken by the court at Manila. Chaplain Dailman presented himself before this second court after a period of observation and treatment in the division hospital at Manila.

The general order prescribing regular physical exercise and an annual physical test for officers of the army has been approved by General Wood and the acting secretary of war and will be issued early in the coming week. The order imposes no excessive conditions upon the personnel and contains no provisions which are likely to meet with adverse comment. The order is divided into two parts, one relating to the regular physical exercises and the other to the annual test. The original draft of this order contemplated daily rides or walks of prescribed distances within stipulated periods. It was found, however, that trying out of such a requirement that it was not possible to establish any such regulation. Accordingly, the post commander is to be held responsible for maintaining the physical fitness on the part of the officers attached to his command, and he is to maintain a physical condition so that the officer may take the field under war conditions at all times. The means and methods by which this individual efficiency may be preserved are left to the discretion of the post commander. The requirements of the annual physical test are practically the same as those which have hitherto existed. Officers on duty in the tropics will be subjected to a test which is two-thirds that of the conditions of the test at home stations. All general officers are excused from the annual test and from the physical examination. Department commanders are required to personally conduct at least one riding test in their department, but not as participants. An important change in the conditions is that the annual riding test will take place at the post where officers are stationed, so far as practicable, by which arrangement there will be a saving in mileage, and officers will be permitted to ride their own mounts. Officers of the coast artillery may take the annual test by either walking or riding.

The quartermaster general of the army will inspect the trip to the two remount depots at Fort Keogh and Fort Reno. Great progress has been made during the administration of General Alshure in the development of horses for military use. Considerable interest is manifested in the product of the remount depots throughout the mounted force, and General Alshure has been deriving some valuable suggestions from officers of cavalry and field artillery, and especially from the officers on duty at the mounted service school at Fort Riley. Brigadier General F. K. Ward, U. S. Army, who is in command at the post, has reported that the institution needs four classes of horse-jumpers, schooled horses, those being schooled and green colts, to be gentled. The first two classes are permanent as long as they last. At the end of the school year vacancies by casualties in the second class, if there are any, are filled from the first class, and the remainder of the third class are then available for sale or assignment. The four class of one year becomes only gentled and made ready to be regularly trained. It is estimated that the school will need about thirty green colts each year. The authorities of the school believe that fifty or a few more of the third class should be allowed from the remount depots to be selected for school work, and that as many western horses be selected from the Diamond ranch in Wyoming. The idea of asking for these two types is with the purpose of instruction in the method of handling them throughout the western horses. It is also desired to select from the remount depot ten horses of any age and any breed that might make jumpers. A large horse is needed because all the student officers ride the jumpers in daily routine, and many of the officers are heavy men. The school authorities insist that special care is required in the selection of horses for the school, as the instruction of the officers depends on the kind of animal he trains, and it is desired to be able to show results as soon as possible without putting too many difficulties in the way during the short period allotted.

Regulates the Handwriting. Financial World. The action of the railroads in eastern territory in voluntarily agreeing to position for several months longer the rate increase which had been announced to take effect August 1 may be taken as an indication that the executives of our great transportation systems have awakened to the fact that they can not put up rates out of hand, regardless of economic conditions. When a merchant finds his business falling off he does not mark up the price of his goods, but that was exactly what the railroads had intended doing. They have transportation to sell, and they have found business slipping away from them by reason of the general lessening of trade activity. This is clearly evidenced by the addition of \$0.000 cars to the idle list, which new number 142,985. When the idle list of cars shall have disappeared then it will be time to mark up freight rates.

PERSONAL NOTES

John Lind, whom the Minnesota democrats have nominated, is a one-armed man, but that deprivation does not account for the awkwardness of their platform.

New York authorities have decided that one-eyed chauffeur is competent. There is no particular reason to doubt it. Any man with half an eye could drive with more discretion than many of the craft seem to regard as necessary.

George Westinghouse, for forty years engaged in the development of new industry, has been retired from the company which bears his name and his place taken by a Boston man named Atkins. The change provokes sharp criticism from Pittsburg papers.

The exact legal residence at the time of their decease of persons of great wealth is becoming a matter of concern. It makes a difference in inheritance taxes of \$60,000 to the state of Colorado whether the late Thomas P. Walker, a resident of that state or legally domiciled in the District of Columbia.

A thrifty Rhode Islander, in taking his fifth wife, boasted that the four last and duly married carried life insurance policies of \$200 each for his benefit. A like policy attached to the marriage certificate of No. 5 doubtless made the forerunner beneficiary overlook the minor role of the bridegroom in the ceremony.

Kaid Belton, the young English officer, who, at 26, was the commander-in-chief of Muli Hafid's forces in Morocco and helped Muli to the throne, is now called the King-maker in Morocco. His life has been like that of a story book here, as he has been fighting since he was 16, having won his commission for bravery in South Africa and promotion in Somaliland.

Fire Chief John Conway of Jersey City has posted the following printed notice on his desk at fire headquarters: "All requests for leave of absence owing to death of a mother, funeral, lamb back, house cleaning, moving, sore throat, headache, brain storm, cousin's wedding, general indisposition, etc., must be handed to the chief not later than 10 o'clock on the morning of the game."

Falls City Journal. The governor has concluded that his political chances with the liquor interests of Omaha are always below par, and has started in to play even with that pig sticking town. He is going to make it drink water after 8 p. m. and on Sunday until it recognizes Shallenberger as one of the greatest lights of the democratic party in Nebraska.

Beatrice Express: Omaha people are trying to figure out just what political significance is attached to Governor Shallenberger's order to the attorney general instructing him to begin proceedings against certain Omaha police officials. The Omaha people are so suspicious of the governor that they positively refuse to credit him with any good intention in the matter.

Grand Island Independent: In the campaign of two years ago Governor Shallenberger in effect promised Rev. Zane Batten that he would sign a county option bill and promised Brewer Metz of Omaha that he would not sign any measure referring to liquor. Despite the fact that Hall county's democratic delegation to the state convention in effect endorsed Mr. Shallenberger's record in this respect the Independent believes that this kind of political maneuvering is not popular in this county.

Kearney Hub: Governor Shallenberger has chosen the psychical medium to stir up the liquor sellers in Omaha by directing the attorney general to proceed against Chief Donahue and other officers for failure to enforce the liquor laws. Shallenberger knows that the Omaha vote at the primaries is for Dahman, any way he has will not lose anything there, while he has everything to gain by getting in line with the temperance sentiment in the state. The move is clever and very much like our foxy Governor Shallenberger.

BREEZY TRIFLES

"How is your new car going?" "Splendid," he was out of sight in less than an hour after I got it home." "That?" "That?"—Cleveland Plain Dealer.

"Why do the greatest pantomimists come from Europe?" replied the tourist. "It's because people who don't understand English have to use the sign language in getting us to transfer our cash, to them."—Washington Star.

Lilly—"I've swine to a 'prize party to-night, Miss Bally." "Miss Bally—What will you take for a prize?" "Well, we didn't calculate on takin' no present, 'er see, we don't wish to bring 'em too much."—Life.

"See here, did you tell Van Clubber I was the worst liar you ever met?" "Not much, old chap! I told him you were the best."—Judge.

"Do you believe, doctor, that man is made of dust?" asked the student. "I don't know about that," returned the professor, "but I am sure girls are—they make such a dickens of a lot of trouble when they get to a fellow's eye."—Harper's Weekly.

"Yes, I put up a scarecrow with a phony gun on the fence there, with the idea of scaring away tramps who pilaged my garden last night." "Did it do it?" "Not exactly. The first night a tramp came along and charged clothes with it."—Cleveland Plain Dealer.

"George" whispered Mrs. Krochett, in the dead of night, "I'm sure there's a burglar down in the dining room." "Good!" replied her husband, sleepily, "if we keep quiet maybe he'll take away that chafing dish of yours."—Catholic Standard and charged clothes with it.

First Neighbor—"Haven't I had any stories to speak of this summer?" Second Dito—"Hm! Evidently you've never been around where I happened to come home late."—Baltimore American.

"You are sure that prize fight was on the level?" "Absolutely," replied the politician. "When the referee counted ten the defeated candidate for the championship was too much exhausted even to demand a recount."—Washington Star.

Judge. Hear the babble of the belles—Idle belles! What a world of spicy chatter their gossiping foretells! How they chatter, chatter, chatter. Through the living room afternoons! What they say is no great matter, but your character is not so matter. To the tinkle of the spoon; Telling tales, tales, tales. Beware which you're listening to! Such a flood of idle tattle 'tis spontaneous well!

From the whispering and the hinting of the belles. Hear the tattle of the belles—Fretful belles! What a hazy drop of libels their gossiping foretells! How they chatter, chatter, chatter. On the topics of their friends, While the eager ear attends Every idle tale that floats Round the town. Building up their gay romances until every soul that breathes is done brown.

Hear the bustling of the belles—Ancient belles! How they revel in the trouble that their gossiping foretells! In their eager hunt for scalp Changing molehills into Alps—And they fly, fly, fly, chatter. And the infant in its crib Round the town. Building up their gay romances until every soul that breathes is done brown.

Oh, the belles, belles, belles! How the words correct swell! How they chatter, chatter, chatter. Tattle 'er their tattle. Telling tales, tales, tales. Oh, no living man but chatter. At the mingled, mingled mess of truth and falsehood in the tales. In the gossip and the scandal of the belles.

Talks for people who sell things

Advertising that paints a mental picture and places the reader in the picture—advertising that puts a beautiful gown on a woman, a well fitting suit on a man, that pictures their home furnished with charming furniture, in the sort of advertising, Mr. Merchant, that pulls business. It creates desire; people do not want to get out of the picture. And do not fear that your advertising will be read by people who are not in a position to buy your goods. There are mighty strong chances that the man who is not able to buy today will be able to buy tomorrow. Good advertising not only sells to the man of today—it paints the picture so strongly that the man of tomorrow will remember your store and your goods when he is ready to buy. It will make him want to stay in the picture you have painted. Mr. Merchant, let us get together. The advertising columns of The Bee will take your arguments into 43,000 homes every day. We offer you the services of our advertising department. We have advertising copy and illustrations that will help you to sell more goods to the present and future buyers. Will you join us? "Phone Tylor 1000 for an appointment." Charles M. Peck, who is advertising manager of the Fourteenth street store (one of the chain of stores controlled by Mr. Henry Siegel) has been doing some unusual things for several months. Recently he wrote a page advertisement, which appeared in several newspapers, and not a single place was mentioned. This advertisement excited comment everywhere because a full page goods advertisement without prices is a curiosity. Microchips in all parts of the country wanted to know the result of the experiment. The result was really astonishing. The Fourteenth street store was crowded with buyers whose curiosity had been aroused, and they bought liberally. The day's business following the printing of the advertisement was one of the largest days in the history of the store. The page announcements and smaller advertisements put out recently, announcing the sixth anniversary of the Fourteenth street store, also excited comment. It was timely and effective advertising. Some men are floundering for trout and they cast all day long, but do not catch any fish. They try hard enough but they do not succeed because they are poor fishermen. Others, keen for the sport, with knowledge of the habits of fish, certain of the kind of bait to use, sure that a cast into this pool or that pool will bring trout to the surface—get fish, which they know how. In the matter of advertising, Mr. Peck knows how to attract the public's attention—how to bring a response. After all, it is in the "knowing how" and then backing it up with the goods. Ordinary men do ordinary things. Extraordinary men do extraordinary things. Mr. Peck is an extraordinary advertising man. Therefore he does things. By the way, congratulations to Mr. Siegel on completing six years of a successful business at Fourth street and Sixth avenue.—W. A. Freeman in New York Mail and Express.

B. Altman & Co.

5TH AVENUE, 34TH AND 35TH STREETS, NEW YORK. WILL SHORTLY ISSUE THEIR CATALOGUE No. 102 FOR THE FALL AND WINTER SEASONS. A COPY OF WHICH WILL BE MAILED UPON REQUEST. NOTICE—PREPAYMENT OF SHIPMENTS. ATTENTION IS DIRECTED TO THE NEW SHIPPING SERVICE FOR THE ACCOMMODATION OF PATRONS, DETAILS OF WHICH ARE CONTAINED IN THIS CATALOGUE.