

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 B. 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 July, 1910, was as follows:

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Subscribed in my presence and sworn to before me this 1st day of August, 1910.

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

Some advantages in treeless prairies occasionally. To re-count or not to re-count—that is the question.

Those prize-fight motion pictures have not created much commotion around here.

Give the Nebraska farmer a full corn crib and the rest of us will take care of ourselves.

A boom for Hoke Smith for the 1912 democratic presidential nomination is now in order.

It is easy to play the hand held when some other fellow furnishes the chips. Ask Mayor "Jim."

We are for Dahlman—World-Herald. Governor Shallenberger and his friends should stall in their hats.

Aeroplane are quoted at from \$2,500 to \$5,000. As the supply on hand is limited, don't all speak at once.

Why pay railroad fare all the way to Reno for divorces when they may be had so expeditiously in Kansas City?

The Eagles are holding their national convention at St. Louis. Hope the brood is bigger than it was here last year.

The hope of the railroads lies in a big crop bringing top prices. Then if they raise the rates the farmers may not miss it.

When the colonel publicly declares that there will be no compromise, folks may rest assured that there will be something doing.

According to latest advices Georgia is another state where a democratic governor serving his first term has been tripped up on the liquor question.

After our street railway company discards those flat wheels, it will also confer a favor by having those jerky air-brakes put in smooth running order once more.

A fifty per cent attorney's fee, pulled down by a democratic United States senator from Oklahoma, makes a ten per cent fee claimed by a mere lobbyist look like small change.

The League of American Municipalities, made up mostly of city officials, is outspoken against attempted assassination. Still, few of them are such shining targets as to tempt a marksman.

Now if the Oregon law transplanted to Nebraska works out the election of a republican United States senator by the votes of a democratic legislature its sponsors will be clamoring for its repeal also.

We fall to note in the reports of campaign expenses filed by candidates in the late primary anything to show how much "Would-Be Senator" Sorenson paid for the very flattering vote he received. If as "Al" insists he was barred from even voting for himself, and he spent no more than his \$50, he surely got his money's worth.

Roosevelt on Rural Life.

In selecting "Rural Life" as the subject of his initial address on his present speech-making tour, Colonel Roosevelt has made use of the opportunity to restate some homely truths which cannot be too often reiterated. The problems of rural life are the problems of more than half of the people of this country because we are still essentially an agricultural nation and agriculture as an occupation far out-pace all others on the list.

Colonel Roosevelt's observations are plainly facts based and gathered and presented by the country life commission which he set in motion and go to the necessity of elevating the standards of farm workers, not only in the matter of up-to-date methods of scientific cultivation, but also in the matter of household economics, cooperative organization and social and religious activity. A characteristic Roosevelt thought is found in this contrast of two farm types:

The rich man who spends a fortune on a fancy farm, with entire indifference to cost, does not do much good to farming; but, on the other hand, just as little is done by the working farmer who totally refuses to profit by the knowledge of the day, who treats any effort at improvement as absurd on its face, refuses to countenance what he regards as new-fangled ideas, and contrivances and jeers at all "book farming."

The ideal farmer in Colonel Roosevelt's estimation is the farmer who not only makes his farm pay but makes country life interesting for himself and his wife but for his sons and daughters, and equips himself to render the service to the public which every nation needs.

Colonel Roosevelt does not, in this address, differentiate between rural life in different parts of the country. If this phase were to be impartially studied the farmer of the newer west would, without question, measure up much more closely to the ideal than the farmer of the older east. The western farmer is, on the average, more adaptable to changing conditions, more alive to new ideas, more ready to make experiments promising increased yield or smaller outlay, more appreciative of the need of business-like methods in buying and marketing and more awake to the possibilities of sociability and culture in the farm home.

While cities have grown fast in the west, their expansion has not been so much "a growth at the expense of the farm," which Colonel Roosevelt deplors, but rather a consequence of the increase of rural population. The western farmer, too, continues to be active in public affairs exerting a proportionate influence in the making of laws and directing of the government. Every movement to improve farm life will therefore find its stronghold in the middle west where much has already been accomplished and further progress is assured.

Exit Sibley.

The plight of "Joe" Sibley, the veteran congressman from Pennsylvania, who announces his retirement from public life after capturing an nomination which he admits cost him \$42,000, furnishes food for thought. Congressman Sibley has figured prominently in politics for twenty years and more, originally as a democrat, where he stood high in the party councils as one of the pioneer champions with Mr. Bryan of the free coinage of silver at the ratio of 16 to 1 without waiting for the aid or consent of any other nation on earth. In his book called "The First Battle," Mr. Bryan tells how in 1895 a conference was held in Washington attended by a number of leading bimetallicists, which drew up an address to the friends of free silver and suggested the name of Hon. Joseph C. Sibley of Pennsylvania as the proper person for the forces favorable to bimetallicism to unite on as their preferred candidate for president.

It was only in later years that it was disclosed that this great advocate of the poor, down trodden people was the special representative of Standard Oil, who, after playing his role as the next best friend of Bryan, pretended to turn republican to hold his seat in congress from a district in which the republicans had regained their majority. Publication two years ago by Mr. Hearst of the stolen batch of Standard Oil letters, in which those written by Mr. Sibley were numerous and enlightening, completed the job of ending his usefulness in the halls of national legislation.

Whether "Joe" Sibley bought his last renomination legitimately or illegitimately may be open to question, but the people will be disposed to take his excuse of bad health for what it is worth and let him seek retirement in his old age, wondering only how he succeeded in keeping to the front so long.

New Grief for Automobiles.

As if the cup of joy and sorrow of the automobilist were not full, here we have a suggestion of new grief in the recommendation by General Frederick D. Grant in his annual report as a department military commander of a law putting all machines capable of transporting four or more persons at the disposal of the government in time of war. General Grant calls attention to the great improvement of our roads and the perfection of automobile locomotion as foreshadowing the no great distant time when troops will be moved long distances almost exclusively in motor cars. Up to date, at least, all the automobiles built are, he reminds us, purchased by private

citizens as rapidly as the manufacturers turn them out so that there is nothing of a reserve stock on hand to supply a sudden demand for the large number which would be required for use in the military service in times of necessity. What General Grant advises, therefore, is the enactment of a law requiring registration with the national government of all automobiles equipped for four or more passengers and imposing the legal obligation on the government on demand.

The balm for all this grief is contained in the further recommendation that the government pay for the machines when thus appropriated. "A sum of money not greater than the first cost to the owner," which would mean the purchase by the government of second-hand machines at original prices, inflicting on the dispossessed automobilist only the hardship of waiting for the factory to turn out new machines to supply his demand. General Grant believes that even on this basis the cost to the government would be vastly less than it would be if it had to pay arbitrary prices for rush orders or keep on hand expensive motor car transportation and waiting for emergencies. The only question is whether, when the army marches in automobiles and the navy sails in airships, war will still be what General Sherman said it was.

Badly Mixed in Law and Fact.

Governor Shallenberger's explanation of his demand for a recount shows that he is badly mixed in his law and fact. The governor apologizes for giving us the open primary and promises to recommend its repeal, but seeks to justify his approval of the measure by making claims for it that have no foundation. For example, he says:

"The open primary law has some valuable improvements on the former law. The provision for voting the names upon the ballot, the change of the date of the primary from conflicting with the state fair and the section providing for representative conventions to make platforms, are all provisions which improve the old law and should be retained as proved benefits."

Governor Shallenberger has overlooked the fact that the changes made in the primary law by the late democratic legislature were made by three or four separate bills and were not all included in the bill which afflicted us with the open primary. The provision for representative state conventions to make platforms is in a different bill, the Oregon plan of pledging legislative nominees on United States senator is in another bill, the so-called nonpartisan judiciary ballot is in still another bill, and there was no good reason whatever for the governor to approve the open primary because of any other feature, because that was its sole inspiration and motive power. The change of date in the primary and rotation of the names could easily have been brought about by simply amending the closed primary law without opening the door for wholesale crossing from one party to another.

The idea with which the democratic law-makers were infected, and the governor along with them, was that with the open primary the democratic ticket would be made up by agreement—renomination being conceded to the governor as a matter of course—and the democrats would be left free to go into the republican primary and try by their votes to foist on the republican party a candidate for governor whom they thought they could most easily beat in the election. That is what looked "fair" to the governor when he signed the bill, and it is only chickens coming home to roost that in practice this vicious democratic law has worked out precisely the reverse of what its sponsors expected.

Another place where the governor has lost his legal bearings is found in his supplementary letter expressing willingness to join with his competitor "in waiving the technicalities of the law and having all the counties recounted." The governor seems to have a notion that he can suspend the law at will and set aside its provisions by stipulation. The primary law permits a recount on demand of any candidate who has lost out, but he must first subscribe to an affidavit setting forth "reasons for requesting the same," and no candidate is entitled to a recount unless it appears that a recount would change the result. A demand for a recount by the successful candidate is nowhere contemplated by the law, and a recount where no reason exists for believing it would change the result could not be legally had because the necessary affidavits cannot be sworn to.

The University of Nebraska, with its 2,000 pupils, is in itself a prize for which any other enterprise in the state could afford to pay millions—Lincoln Star.

If Lincoln people could be made to realize this potent fact they might modify their demeanor in several respects. Each legislature appropriates approximately \$1,000,000 out of the state treasury for the university, but a small fractional part of which is paid in by taxpayers in Lincoln where it is spent. Let Lincoln people try to imagine their city without the university and the state house and they may appreciate faintly the special privileges which they enjoy at the expense of the rest of the state.

The stupidity of democratic law-makers seems to be equalled only by the denseness of democratic office-holders. Out in Kearney county the democratic county clerk left the constitutional amendment off his printed ballot in complete disregard of the plain letter of the law. If these ballots should be held defective and thrown out altogether it would be a

pretty mess and might change the result on one or more state officers.

The Independent Telephone company of Omaha is to be jacked up by the State Railway commission for failing to file its report as required by law. That's nothing. It has also failed to pay in the agreed royalty due the city of Omaha by the terms of its franchise or the occupation tax levied on its gross receipts. These special privileges evidently are not always what they are cracked up to be.

California is to have a special session of the legislature to authorize a \$5,000,000 bond issue for the Panama-Pacific exposition in San Francisco in 1915, "providing congress designates the California metropolis as the exposition city." Inasmuch as congress does not convene until next December, it would seem as if those Californians were crowding a little.

In spite of Mr. Bryan's advice and instruction, Texas democrats declared against his pet hobby of free raw materials. Mr. Bryan may have to divide his time and try to convert those Texans to free trade in between efforts to convert his Nebraska democrats to prohibition.

Congressman Hitchcock must have given his exchange editor instructions to search diligently for bouquets for his senatorial candidacy and to dodge the brickbats which are flying fast and furious. Pick a posey and get a free want ad.

Suggestion for a Test.

Washington Herald. Mr. Bryan might undertake to commit Nebraska to the proposition that it will not have any more of Mr. Bryan's political notions in its business. The indications are that he would carry every precinct on that issue.

Specific for Curiosity.

Indianapolis News. If you don't know where that additional \$20,000,000 a year which the Treasury department expects to get from the tobacco tax will come from, just weigh the package of tobacco for which you pay the usual price.

Radicalism that Looks Good.

Philadelphia Ledger. Doctor Wiley says that he cares more for the public health than for the money invested in the manufacture of foodstuffs, likely to impair the public health. Of course, there is a shudder at such radicalism, but not on the part of the consumer.

The Moderated "Poor Lo."

The Chicagoan chief who stood in with the attorney that got the big rake-off from the Indians shows evidences of rare financial ability. Sometimes "poor Lo's" untutored mind is underrated. The descriptions we have of him by the poets and novelists do not always fit in with our more recent knowledge of him. All of which suggests that if he is given a chance he will do very well indeed.

Formalist Heavy Thinking.

Springfield (Mass.) Republican. James J. Hill, commenting on the recent removal of Dr. Eliot's five-foot shelf of books from the library cars of the Burlington railroad, says: "His books require too much heavy thinking, and people these days are averse to heavy thinking, especially when traveling." Among the books substituted by the Burlington managers are "Railway Transportation," "Railroad Freight Rates," "Cost, Capitalization and Estimated Value of American Railways" and "Railroad Statistics of the United States." Thus, according to Mr. Hill, there is nothing about railroads calling for heavy thinking.

Democracy's Picturesque Leader.

Washington Star. The cowboy mayor of Omaha appears to have been nominated by the democrats for governor of Nebraska. If he wins at the polls he will be known as the cowboy governor. A picturesque quantity in politics, and a fighter. While a Bryan man he went all lengths for his leader. When he left that line and set up for a leader himself he withstood Mr. Bryan to his face, and has won from him. Next in national interest to the Ohio campaign, where the president has a personal stake, and the New York campaign where presidential success suggests that if he is given a chance he will do very well indeed.

Our Birthday Book

August 25, 1910.

Bret Harte, the popular American author, was born August 25, 1826, at Albany, N. Y. He was a newspaper worker in California, and hit the top notch of fame with his "Heathen Chinee."

Silas A. Holcomb, former governor of Nebraska and later judge of the supreme court, is 82 years old today. He was born in Indiana and located in Broken Bow, where he is elected by the people to be judge of the district court. After retiring from the supreme bench he removed to Seattle for his health, but returned again to Nebraska and is now living at Broken Bow.

Richard Henry Little, journalist and war correspondent, was born August 25, 1868, at Leroy, Ill. He has been staff representative of several newspapers, and president of the Chicago Press club where he still holds forth.

John A. McNamee, capitalist and former congressman from this district, is celebrating his sixtieth birthday anniversary today. He was born in New Lexington, O., and was associated with the Creightons in many of their big enterprises of western development in early days. As congressman he procured the appropriation for Omaha's postoffice building.

Clarke C. Powell, president of the Powell Automobile Supply company, was born August 25, 1875, right here in Omaha. He started out with the Omaha Electrical Works ten years ago, but soon launched into the automobile business, now dealing exclusively in automobile supplies.

Dr. Henry L. Akin, the stomach specialist officiating in the McCauley building, is just 38 today. He was born in Leavenworth, Kan., and educated at Princeton university and Creighton Medical college with a post-graduate year in medicine studying in Vienna and Berlin.

H. R. Gould, manager for Nebraska, for the Prudential Life insurance company officiating in The Bee building, was born August 25, 1860, in Michigan City, Ind. He was the only one of the McCormick Harvester company, going into the insurance business in 1891, having held his present position for nearly ten years.

Forest Infernos

Flame-Swept Idaho Closely Mimics the Minnesota Tragedy of Sixteen Years Ago.

Just sixteen years ago the present month, a section of Minnesota forests swept by fire entailed losses of life and property exceeding in the estimates the present disaster in the Idaho panhandle. The number of known dead in the Idaho calamity is placed at thirty-four, and the indication points to a total of lives lost under 100. In Minnesota the death roll mounted to 255, of unknown 200 perished in the destruction of the town of Hinckley. Four other communities besides Hinckley were swept away at the time, but Hinckley was the largest of the settlements reduced to ashes in that appalling storm of flame and smoke. Many stories of heroism and sacrifice came out of the Minnesota inferno, the most thrilling and tragic being the flight of a train jammed with refugees through seven miles of road walled in with fire.

St. Paul and Duluth train No. 4, south-bound, with eighty passengers, ran into Hinckley at 2 o'clock in the morning of August 28, 1904, and proceeded thence to Mission Creek, two miles further south, only to find that village in ashes. Conductor Sullivan issued immediate orders to his crew to back into Hinckley, but before the train, running at twenty miles an hour, could reach Hinckley, the place was in flames. The train stopped at the depot one fatal minute, during which the woodwork of the engine and the baggage car caught fire. The train quickly resumed its backward journey toward Duluth, and the very motion of the cars fanned the flames to fury and they soon enveloped the sleeping passenger coaches and the smoker. While the train was stopping at Hinckley nearly 200 panic-stricken persons of the place rushed upon the platforms and into the cars. When they discovered the train was on fire, they began to moan, shout and pray, which, with the roar of the flames, made the picture of Satan's realm perfect. A mile out of Hinckley those on the platforms were made lunatics by the heat, and in their terror began to jump from the cars and plunge into streams, into sand and into smoke-encompassed forest. A little farther on, those on the cars stifled with smoke, began to smash the windows of the coaches in a frantic attempt to get a breath of fresh air. Driven back by the flames making their way up the sides of the freshly varnished coaches, they stood in baffled amazement for a moment, when dozens of them in sheer desperation, tumbled themselves out through the open spaces to the ground below, some being instantly killed by the fall and others lingering in the horrible heat and smoke until suffocated.

In spite of the fact that the train was on fire from engine to rear end brake, the train crew bravely stood at their posts and ran the train back six miles to Skunk Lake, where the passengers rushed out and into the water. Some of them were in such a state of exhaustion that they were unable to walk and half a dozen were entirely unconscious. All of these latter were rolled in the mud and water and laid on their backs just far enough out in the lake to keep the water from running into their mouths.

All around the lake the forests were roaring. Many of the people in the water were in such a state of excitement that they offered prayers in a loud voice for deliverance. The scene was one of the most remarkable ever witnessed.

Engineer John Root, who had so bravely piloted the train through the six miles of furnace, was found to be fatally burned. Conductor Sullivan, cool and collected after the terrible journey, had, after it was over, become a raving maniac. A little later he was put aboard a special and taken to a Duluth hospital.

Along toward nightfall many of the passengers, most of whom were bound for St. Paul, began to make calculation on how to get home. As a rule they agreed that it would be best to go to Duluth and make a circuit through Wisconsin. Three men, however, resolved to walk back by way of the track to Hinckley. These were James Ed-wards, of Lodi, Wis.; James Anderson, of Minneapolis; and Charles Holt of Duluth. The thrilling story of their trip thus told by Mr. Laddell:

"I had been a traveling man for the past dozen years, and had been over the Duluth line so many times that I felt safe in making a trial. I was well acquainted with the location of the streams that I thought that if we got in a tight place we could run into one of them and save ourselves. We had lost all of our baggage, as had the rest of the passengers, and we had nothing whatever except the clothes we wore and each a light overcoat. Mr. Anderson had lost \$1,000 worth of bonds which could not be replaced. We got along pretty well for the first half hour, but we then ran into smoke so dense that we could not see a foot in front of us. We were in imminent danger of being suffocated. We could not see the track, and the ties were burning beneath our feet. Each of us took an overcoat and wrapped it about our heads, leaving only a small opening from which to breathe. To add to the horror of the situation, we frequently came across a dead body. We were only saved by occasionally arriving at a railway cut where there was generally but a little smoke."

NEWEST "POLITICAL MACHINE."

Perils of Automobile Campaigning Pointed Out.

Cleveland Plain Dealer.

The automobilist is according to the Omaha Bee, the newest American political machine. But it is a machine that must be used with care lest it develop the propensities of the boomerang.

For instance, the vote seeker who goes into the rural districts and runs over a prize rooster whose dignity will not permit him to flee too rapidly from the path of the monster is not likely to make many votes. The owner of the rooster will surely align himself with the opposition, and will go as far as he can to take his friends with him.

Hot polloi in the cities, too, according to the Bee, do not relish the sight of a friend of the people dashing about in his Panhard or Mercedes. Hot polloi are likely to be sensitive. Hot polloi feel that the candidate's touring car is a slur upon their own lack of touring car.

But for all these drawbacks the automobile has come to be almost indispensable in politics. The candidate who is compelled to cover a great deal of territory, especially in the case of the campaign, who is endeavoring to speak at half dozen meetings every evening, who seeks to get close to the voters by mingling with them here and there, can hardly get along without the automobile. True, he got along without it before it was invented. In the same way we once got along without railroads. But once any useful thing comes into general use it straightway becomes indispensable. In Cleveland, at least, a political campaign without automobiles is something not to be imagined.

What Might Have Been.

Denver Republican.

The Oklahoma disclosures suggest that if William Penn had only been a lawyer there would never have been much but Pennsylvania in what we now know as forty-eight states.

PERSONAL NOTES.

Mrs. Mason Adams of Stowa, Vt., who will be 87 years in November, recently pieced in two weeks a quilt containing 200 pieces.

The memoirs of Goldwin Smith are to be published shortly, giving a very full account of his life, beginning with his early days and ending with certain chapters relating to his later years that were dictated only a few weeks before his death. John D. Rockefeller's share in the 6 per cent quarterly dividend declared by the Standard Oil company is said to be \$1,020,000. Then his share of the 3 per cent dividend of the last quarter was \$240,000, and of the 15 per cent for the first quarter of the year, \$4,000,000.

George W. Ferguson of Lenox, has harvested 47 bushels of wheat from 107 acres, a crop which he thinks has never been equaled in Western Massachusetts. The wheat and straw were sold for \$1.25, which makes an average of more than 420 worth of wheat raised to the acre.

An Illinois widow about to marry a hitherto woman-hating bachelor explains that she won him with hot custards and sugar cookies. "He took the recipe. It is only the instant when he knows that his legion of the woman who knows that the only true love plitters the world has ever known have been concocted on baking days."

William J. Murphy, personally known to thousands upon thousands of bathers who entered the water at Revere beach, Mass., between 1897 and 1900, a life guard who was credited with saving seventy-five lives and whose most priceless possession was a medal "for gallantry" bestowed upon him by the Massachusetts Humane society, was killed in New York by falling from a hotel window.

TRUTH IN QUAINT GARB.

Indian Lawyer Plots Insinuation and Explanations.

New York Sun.

Mr. J. F. McMurray, who expected to obtain a fee of \$200,000 for selling asphalt and coal lands belonging to the Indians in Oklahoma, has "branded" as false a story relating to his collection of a fee of \$70,000 from the government in the Oklahoma citizenship cases in 1905. We quote from a report of the investigation now going on at Sulphur, Mo., Mr. McMurray being on the stand:

"It has been said that you drew the money from the Treasury department in the form of \$70,000 in \$1,000 bills, and that you carried them in a value to a hotel, where it was divided between certain persons. Is this the truth?" "It is not," said McMurray. "A warrant for \$70,000 was handed me. My two law partners and myself went to the Riggs National bank, and upon surrendering the warrant we each received individual checks. That is all there is to all those stories."

Thus is malignity confounded. One can imagine how evil imaginations would have perverted the truth if the McMurray firm had had occasion to collect the \$200,000 which is now in suspense. Nothing but an express motor wagon would have availed to carry it.

TAPS ON THE FUNNYBONE.

"I don't see how I could insure my life. Aviation is a dangerous calling."

"But, what'll I say if he wants to kiss the children?" "Natural! The policy was won—Philadelphia Ledger.

"Hiram," exclaimed Mrs. Courtensell, "that candidate you don't like is coming up the road. What'll I say if he wants to kiss the children?" "Don't say anything. Just call 'em back to the kitchen and give 'em plenty of bread and butter and molasses."—Washington Star.

"When I went to Kate's house this morning the whole place was in a ferment."

"Had she been quarreling with her husband again?" "No, the preserves were working."—Baltimore American.

Margaret—Did you tell the girls at the tea that secret I confided to you and Josephine?"

Katherine—No, truly I didn't. Josephine got there first.—Harper's Bazar.

"There's a gas works north of you, a gas factory to the east, on the south you have an abattoir and the reduction plant is to the west."

"What's the advantage?" "You can always tell the direction of the wind in an instant."—Cleveland Leader.

The proud heiress looked scornfully at the handsome young man kneeling at her feet.

"Is that the best you have to offer?" she asked.

"I am sorry—but it is," he faltered. "The only haven a pair in the store that will fit me. I shall go elsewhere."

Again the familiar tragedy. Another sale too.—Chicago Tribune.

Anxious Wife—What is it, John? Has anything gone wrong?"

Gloomy Husband—O, yes; it's the same old story. Evers was put out of the game for chinning the umpire.—Chicago Tribune.

"What became of those two brothers you were so much interested in?"

"One became an actor and the other an engineer."

"What extreme occupations?"

"How extreme?"

"One taking to the footlights and the other to the headlights."—Baltimore American.

"You let two automobile scorchers get by without saying a word to 'em?"

"Don't you worry," replied St. Simlin. "I reckon I know the constable business. By lettin' a few go past I set 'em a feelin' of confidence an' by the time I'll hit a bunch worth while."—Washington Star.

GROWING THINGS.

St. Nicholas.

Oh, I am a child of the country, and I love not the cities a-rim.

My heart is akin to the wild things and the woods and the brooks make music, and faint from his cool retreat over the way.

Ob, I am a child of the country, and the orchard knows my tread.

When the air comes fresh and blue with blossoms and the buds lie pink and red, and hand in hand, in the moonlight, so my soul's beloved and I.

And we need no words to question, no words to make reply.

Oh, I am a child of the country, and I love the fields at morn.

When the air comes fresh and fragrant and the joy of the day is born; Loud carols the cheerful robin to the linnets over the way.

And the growing things and the birds, and I welcome the dawn of day.

Talks for people who sell things

The following story is a good illustration of what advertising can do for the merchandise is right.

A lady went into a store, and asked for a widely advertised brand of Mocha-and-Java coffee—she was told it was not to be had in that store. "But," said the clerk, "we have Mocha-and-Java coffee that is just as good; and followed up with a long rignarole about advertised and non-advertised goods. As final argument against the advertiser, he said: "What right has he to take the coffee that all dealers sell and advertise it under a brand of his own? Our coffee is as good, in every way, as his."

"Your coffee may be good," answered the lady, "but I know nothing about it. I do know about the other—why should I change on your say-so, especially when you can give me the reason except that your coffee is

only as good, not better than I am using?"

The public will not be fooled sure enough. If your goods and prices are right, if your advertising is constant reiteration of facts, you will win out every time. Advertising will win and keep customers when intelligence and honesty are put into it and when a persistent and consistent policy is pursued.