### THE CMAHA DAILY BEE POUNDED BY EDWARD ROBEWATER.

PICTOR ROSEWATER, EDITOR. Entered at Omalia postoffice as second-

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STATEMENT OF CIRCULATION.
Sints of Nebraska, Douglas County, as:
George B. Taschuck, treasurer of The Bee George B. Zachuck, treasurer of The Bee Pathlishing Company, being duly aworn, says that the setual number of full and complete copies of The Daily, Morning. complete copies of The Daily, Morning. Evening and Sunday Bee printed during the month of August, 1910, was as follows: 1 . . . . . . . . . . 42,670 19.....43,850 \$0......43,600 49,800 ...,.....40,000 \$4......43,460 8.....48,900 28 . . . . . . . . . 43,300 25 . . . . . . . . . . 42,490 10......42,730 11..........49,780 28..... 40,100 and demand. 13.....48,640 29 . . . . . . . . . 43,080 13.....40,730 80 . . . . . . . . . 43,440 81.........43,990 15 . . . . . . . . . 43,800

Total Returned copies ...... 14,287 Treasurer.
Subscribed in my presence and sworn to before me this ist day of September, 1910.
M. B. WALKER.
Notary Public.

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

Clean up the dirty dairy.

Roasting ears-Talking about your \$58,000,000 into a surplus of neighbors.

Has Brooklyn sent its condolences to Korea?

"New Nationalism" is not "old socialism," we trust. Tom Watson now proposes to bury

the hatchet. Soak him, Tom. Dr. Parkhurst says "silence is a life

preserver." Yet how reckless he is. Has it come to this, that Mr. Hearst

support them? drastic laws on assassination.

A Pennsylvania woman found a the Fifty-third congress? \$200 pearl in an oyster she was eating at a hotel. Moral: Eat oysters.

If one could understand the motive of the recurring deaths of King Menelik, he might appreciate the joke.

ever lived.

cracking a joke on a prominent citi- should receive the endorsement of the ter conditions. for humor.

American financiers for expert direc- ligent voters? tors of its affairs. Getting away from old Belshazzer.

The Standard Oil company has cut ler's plan to die poor

Increased receipts at the Omaha postoffice are not especially surprising. but add another proof to the statement that Omaha is growing.

Ak-Sar-Ben has closed another ac- and urban centers and a general uplift tive summer with a larger member- is sure to come from the campaigns, in good old king is not measured in lip infancy. service alone.

confesses to the city council that he is preached the gospel of good roads un- New Orleans would far outdraw it. powerless to secure sanitary condi-til they have succeeded in fairly But that is a question open to the most tions in the city it is time for some- arousing the people of their states to serious doubt. Philadelphia really canbody to get busy.

South Omaha annexationists will be welcome when they come to Omaha should; if you propose to use what nawith a definite proposition, but they ture has given you to attract people ought to have gotten under headway from outside states to come in here, inseveral months ago.

Champ Clark says if he is elected have to improve your roads," the speaker he will drive a span of Mis- papers have declared. souri mules down Pennsylvania avenue. That is another reason why he will not be elected speaker. expedition is moving over that state,

It does not matter a great deal to under the leadership of the state highthe Newfoundland codfish whether it way engineer, giving practical demonswelfews an English or American strations in the science of making good gree of doctor of laws affixed to her cision.

The net effect of so-called insur- good roads, taking into consideration on his own account. gency as exhibited in Maine is to elect the comparative advantages, can be by putting democrats into power.

Indictment of the Packers. dict of guilty, but it is nevertheless a able at reasonable prices and where the direct primary law. the charges preferred against ten of

which is a direct violation of the federal laws. Neither they nor the pub-

the form of trials. They may be utterly

innocent of every charge. If so, they

Democrats Conceal Their Record.

Newspapers and Good Roads.

vest their money and build homes, you

Georgia, perhaps, is even ahead of

\$15,000,000.

serious thing. It is imperative that country offers such excellent promise. It is a question how far this movethe largest meat packers of the coun- ment would have progressed in either declared James J. Hill had "packed" try be sifted to the utmost possibility Georgia or Missouri without the insist- the conservation congress. Are we to of determining the facts. These men are charged with com- Here is a public service-one of many bining to control the prices of meat, —the press is doing the people that cordance with this packing process? branch in a state of preparedness for war. with conspiracy in restraint of trade should be recognized.

lic should expect anything short of the most exhaustive court investigations in process of law. But they may be guilty. senator to succeed Senator Hale.

If so, then the law should take its The campaign was fought out along local lines entirely and the election. No one can doubt that these gentle- therefore, is not of natonal signifimen will have able counsel to present cance, though it overlaps the scope of their side of the case, so that they will state politics in the election of memscarcely have to say when the verdicts bers of congress. Two factors gov- that they got lost in a cloud. come in that they did not get a fair erned the contest: The democrats had hearing. The people may count safely promised, if successful, to resubmit the on this. It is also worth while to re-old question of state prohibition, and member that these same gentlemen a faction of republicans made an orthat they are not to blame for the ap- the result of disputes over patronage. word with impunity. parently arbitrary rise in the prices of Neither of these issues was related to some of our edibles which they seem national politics and this will, in a fair what to expect and should be as fully Maine's election from being held up prepared to meet rebuttal as they are as an example of national influence. 23 ...... da,280 whether ten men have it in their power disregard this fact; they will hit upon to say what we shall pay for a large this outcome as a forerunner of demopart of what we eat, without any ref- eratic victory at large. That, of course, ity. What the republicans need to

bandled about so long are false, then a few pledges to the people yet unre- potters, the future is not as reseate as the sooner we find it out the sooner deemed and to redeem them they will it might be for the legislative grafters. we may get on the right trail and re- have to return a republican majority lieve the big packers of further odium. to congress this fall. But if such a thing as a democratic success should overtake the country in November, it he fact that, with all the insidious at- 1912. It is as Senator Root says: tacks the democraty are making upon Periods of discontent have always been the republican tariff, it has never oc- common in the middle of every admincurred to them to say a word in de- istration and the pendulum of politics fense of the last tariff they placed is apt at times to swing from one exupon the statute books. Nor has it treme to the other. Should the demoever occurred to the democrats to ad- crats gain the majority in congress, mit that whatever else the present failing, as they must, of any tangible tariff law may not have done, it has results, it would only militate against in one year transformed a deficit of them in 1912.

Omaha's Milk Supply.

What was it the Wilson-Gorman law The milk supply for the city of did? Everybody who can go back Omaha is not what it should be. Much fourteen years in his memory knows bad milk is sold and many dairies are that it paralyzed industry and impov- not in sanitary condition. The blame erished people, leaving the country in for this state of affairs rests somea miserable condition. That tariff was where. It ought not to be difficult for third congress, the last under the con- and apply the remedy.

trol of the democratic party, which Last winter when the prevalence of also then had the presidency. And that typhoid fever in the city was ascribed is the only act of that congress which to the condition of the water supply a history will record as at all notable. tremendous hullabaloo was raised. On what, then, do the democrats Experts were sent scurrying hither as to ask people for permission to base their plea for office now? Cer- and thither to make analytical exam

that period republicans have had con- the city council, each accusing the states.

and better relations between the rural they are supposed to receive.

ness of San Francisco in going after Much credit is due to the newspapers of Georgia and Missouri for this too far away for any considerable answered by an emphatic negative. When the city health commissioner reform. They have, in season and out, number of our people to attend; that not simply the advantages, but the ac- not appreciate the drawing power of tual necessity of good roads. "If you San Francisco and California. It must expect to develop your state as you not underestimate it.

Congressman Norris ought to get much consolation out of comparing the editorial utterances of democratic pa- facts and data. pers today with those of several months ago. Editors who were so artist and illustrator, is 43 years old today. Some of the laws she was instrumental in loudly applauding him while congress was in session are now equally active ing. Missouri thus far, but Missouri is coma note of this.

Miss Helen Gould now has the debest of results. It is unnatural that late Jay Gould, never wore the title, farmers would prefer bad roads when but he did a little doctoring of laws panies ever since.

for all states, especially those of the the democrats of Nebraska will know Omana since 1902.

south and west, where the greater who their candidate for governor is. A federal grand jury indictment is amount of settlement work is going To have the result definitely known very different document from a ver- on, where agricultural land is avail- within a month is a triumph for the

> And now how about those papers that ent hammering of the newspapers, understand that the results-if there right names?

deserve to be proven innocent by due which would mean a United States 59,485,117 barrels, as compared with pany for each three regiments in addition 39,330,848 barrels in 1900.

Modern Conventence.

A Check to Competition.

A man who called the colonel a liar im-mediately found himself clutched in the have repeatedly assured the public ganized fight on the Hale machine as only one man in America who can use that Highways to Economy.

Baltimore American.

When the Interstate Commerce Commis derstanding, it will be possible for the latter to do some effective retrenching in their legal and accounting departments.

Wall Street Journal.

stence of Major General Leona: a Wood, Graft Gets Run for the Money. Chicago Post. With the chief counsel for an alleged bribe giver severing his connection with artillery matters and the other for militia the case, and the state's attorneys of Cook matters. Under the new arrangement the If all these charges that have been keep in mind is the fact that they have a pledge to keep on the trail of the jackand Sangamon countles shaking hands in general staff in the War department will

Boom for Sentaring Humanity.

Hardly a day passes without some new proof that wireless telegraphy has conferred an inestimable boon upon seafaring Thoughtful men must be struck by would not be indicative of the result in humanity. The latest instance is the miraculous resoue of the crew of the British freighter West Point after the wireless had made known their plight to the scouts of the ocean. Davy Jones may still claim his victims, but their number will steadily diminished in proportion as this new force shall be more thoroughly developed and more widely applied to

Speculating on Roosevelt's Future.

St. Paul Pioneer-Press. No other American, wherever he goes, stimulates so much speculation and cu nomenal, and the public must wonder what the future has in store for so staff on that date and to perform such du-Whatever the political cards may of staff. hold for the future, it is certain that so long as Mr. Roosevelt maintains his present hold upon the affections of the had one day's haversack ration, of the in the politics of the republic.

DOES PROBIBITION PROBIBITE

Facts Give Emphatic Negative to the Question. St. Louis Globe-Democrat.

For the fiscal year ending on June 30, 1910, the beer sales in the United States amount opportunity to subject the haversack ratio tainly not on their past record, for ination of the water supply, and we to 59,485,117 barrels of thirty-one gallons to even this limited trial. There will be even they will not allow their spokes- were regaled with many detailed ex- each, as compared with 39,330.848 barrels an advantage in making use of the ration, Now that Mayor Gaynor has about men to refer to that. Promise—that hibits of the presence of the deadly the bureau of statistics at Washington. These figures are furnished by since it is apparent that the observers in the bureau of statistics at Washington. recovered, we hear no more about is all they have to offer, but what germ. Remedies were suggested and There has been an increase of 51.2 per cent of what has been done or suggest changes promise can they make in the face of applied and now we hear no more of in the ten years. Assuming that the popu- relating, for the most part, to the method the facts as reflected in the record of the danger in the water, yet typhoid lation of the country will be found to be of enveloping the component articles. That fever still prevails and now the doc-The last fourteen years have been tors ascribe its presence to the milk. weeks ago, the population has increased time. It has been decided, for instance, to the most prosperous in the history of While this condition exists we are 22.5 per cent in the decade. In the same change the form of tin can enclosing the the country; they have brought pro- being edified by the spectacle of the ten years distilled spirits has increased in corned beef and corned beef hash and there digious development in every channel health commissioner of the city and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and the consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and the consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and the consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and the consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and the consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and the consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and the consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and the consumption to the extent of 44.9 per cent will be adopted a tin seven inches long and the consumption to And yet in this decade there has been a two and one-tenth inches square. A change of trade and industry. Throughout the dairy inspector quarreling before large gain in the number of prohibition will probably be made also in the method There were only three-Maine. Next to the boy who stood on the trol of the executive and legislative other of representing a particular Kansas and North Dakota-in 1900. Half a the form of two cubes in each ration, the burning, Lee O'Neil Browne, running branches of government. The repub-dairy interest, and neither apparently Mississippi. Tennessee and Oklahomafor re-election, is the nerviest man that licans will offer their record for fifty accomplishing anything to the end of have been added to the list in the past years, but particularly for the last securing a proper milk supply. Nor three or four years. Moreover, in the defourteen, and more particularly for does the city council seem inclined to cade many other states, by local exclusion An editor in Havana was killed for the last two, as their reason why they do what it reasonably might do to bet-While only 2,300,000 people resided in "dry" zen. The Spanish never were much voters this fall. All the promises they The citizens of Omaha as such do territory in 1800, 41,000,000 are there in 1910. will make will be to keep the faith in not care who furnishes the milk. How is it that while the area of the the future as well as they have in the What they want to know is that the prohibition region is steadily and rapidly expanding the amount of malt and distilled if any, is insignificant. Persia is going to employ a few past. Need any more be said to intel- milk is healthy, that it comes from inquors consumed by the people is increasclean dairies and is delivered under ing at a much greater rate than is populasanitary conditions. If the small tion? It must also be borne in mind that dairy is filthy it should be prevented the figures here given for consumption touch only the liquors on which taxes are Good roads are being multiplied in from peddling its output. If the big paid to the government. For obvious reanumber down in Georgia and Mis- dairy is not conducted along proper sons the "moonshine" stills and breweries the price of refined oil 1 1/2 mills a gal- souri, and the movement has become lines it should be prevented from dislon. Probably a part of Mr. Rockefeller's plan to die poor.

Soluti, and the movement has become lines it should be prevented from diswho run them know anything about them
officially, and they won't tell. That the Much actual improvement is being entitled to protection from the menace number is large, however, is certain. More wrought as a result. Land values are of impure milk, and must have it. It of all sorts of liquors is drank now than \$150,000. tending upward, better farming is in is time for the city council and city ten years ago. This is manifest from the Frederick C. De Lang, candidate for sight, quicker means of transportation employes to stop playing petty politics government's books. Of course this means congress in the Tenth Illinois district, has that the laws in the "dry" states and in cut a Roosevelt plank out of his platform between the farm and market; closer and give the citizens that protection some of the "dry" counties are evaded, because Roseevelt countered on the broad They are evaded in Georgia and Oklahoma chin of Senator Lorimer. and the other states which adopted the ex-The Philadelphia Bulletin, com- clusion fad in the past few years, just as newspaper parley with Theodore Roosevelt ship than last year. Loyalty to the both of which states they are in their mending the pluck and progressive. they are in Maine, Kansas and North Da- failed to connect with a sumptions twelvekota, where technically, intoxicants have course dinner prepared especially for the been outlawed for several decades. The boys at Cincinnati. Of all tragic blunders the Panama exposition, adds that it is query, Does prohibition prohibit? must be this is about the limit.

## Our Birthday Book

Mentember 14, 1910. 1859. He was one of the pioneers in the been an instructor there from 1845 until work of building up scientific knowledge recently, when he was compelled to give and has a world-wide accumulation of up his duties, owing to his advanced age

ing on rapidly. Just now a good roads publicans in Nebraska ought to make is celebrating his thirty-seventh birthday delinquents. Will Irwin, magazine writer and author, teachers, better system of handling juvenile today. He was born in Oneids, N. Y., and The fourth person to bear the name of

hooks so it cannot be expected to make roads. Such a movement is bound to name. As the San Francisco Chronicie with Potter, Cobb & Meikle Co., was born of the Springfield News, published by a very big splash over The Hague de- make converts, bound to bring the observes, her Illustrious father, the September is 1865, near South Bend, Ind. Charles J. Bellamy, brother of the author He came to Omaha in 1886 and has been of "Looking Backward." with various real estate and title com-

Army Gossip

Matters of Interest On and Back of the Piving Line Gleaned from the Army and Havy Begister.

Much progress has been made in the last few months by the War department toward equipping and organizing the medical were any-of that congress are in ac-department of the militia so as to put that Is it not time to stand up and tell our An important step in that direction was effected by the detail of an army medical The democrats have achieved quite a local victory in Maine, electing the governor, two of the four congressmen and possibly the state legislature, which would mean a United States for the segment and much benefit has been derived from the camps of instruction attended by militia medical officers. It has been recommended by the surgeon general of the army that the state authorities be required to organize and thoroughly equip a field hospital with its ambulance companies and united States.

When the train lurches suddenly 'round is the old physician.

"For instance?" inquired the young medico "Well, many a woman will take exygen to the army that the state authorities be required to organize and thoroughly equip a field hospital with its ambulance companies. pany for each three regiments in addition to the regimental medical service. The great majority of the militia commands have been reported as insufficiently equipped with medical supplies, and many of them without any at all. Many of their Another cheerful thing about the aero- medical officers apparently did not know plane flight of the future is that young what supplies they should have nor how people who stay out too late can explain they could obtain them. The preparedness

of their medical departments for active service was generally reported as woefully deficient. The appropriations for the equipment of the militia are liberal, and the Have had little experience medical department has on hand ready for issue the needed equipment. If the attention of the military authorities of the states is called to the necessity for the organization of field hospitals and ambulance companies and the necessity of such provision in order that they may be considered to have the organization contemplated by sion and the railroads reach a better un- the la ... it will undoubtedly be done. An order has been prepared, at the in-

chief of staff affecting changes in the assignment of work to the sections of the general staff in the War department and adding two sections, one to look after coast consist of the following co-ordinate sections: The mobile army section under Major General William S. Carter, to which will be referred matters pertaining to the cavalry, field artillery, and infantry; the eral Arthur Murray, chief of coast artillery, to which will be referred coast artillery matters; the army war college and miliary information section, under Brigadier General William W. Wotherspoon, and the militia section, under Colonel Erasmus M. Weaver, coast artillery corps, now head of the militia division of the War department. The heads of the sections will serve as assistants to the chief of staff. Orders have been issued assigning General Murray, who is already a member of the general staff, to duty as an assistant to the chief of staff and to perform such duties as may be assigned him under the law by the chief of staff. Colonel Weaver is detailed as a member of the general staff, to riosity concerning his own future as Mr. take effect October 2, vice Colonel George Roosevelt does. His part has been phe- S. Anderson, Ninth cavalry. He will report goods. for duty as an assistant to the chief of young, so active, so keen-witted a public ties as may be assigned to him by the chief

The commissary general of the army has

imposed upon the people in the Fifty- the authorities to locate the trouble pelled to play a large and influential part each of the encampments. This is not a great mass of the people he will be com- new type, supplied for all the troops at sufficient quantity, to permit such a test and trust to the good sense of the pub- ers. The Bee is at your service. as is desired by the subsistence officers, but in the absence of any provision to conduct a trial of the haversack ration, which would have afforded a more adequate and convincing demonstration. It is not known, of course, to what extent the commanding officers of the camps will improve the of enveloping the coffee, which is now it coffee being subjected to great pressure. General Sharpe is investigating the advan tages of using a collapsible tin tube which will contain the coffee without requiring it to be subjected to much pressure. An alternative proposition has to do with an other form of tin tube with the coffee subjected to a moderate amount of pressure There is a question in some quarters whether the coffee retains all its qualities when it is compressed, although the experts have testified that the deterioration,

#### PERSONAL AND OTHERWISE.

The proposed reduction in the size of currency bills brings out a chorus of protest. The bills are too short now. Chicago's famous cyclorams of the bat-

dealer for \$1. The painting originally cost

Owing to an unexplained blunder the

When Rev. J. Luther Sieber, pastor of the First English Lutheran church of New Haven, Conn., saved Miss Hilds M. Miller of Yarmouth, N. S., from drowning two years ago a romance began which culminated with the marriage of the couple in

Yarmouth. Dr. Johathan Hammenett, 94 years old, Alexander von Humboldt, Illustrious Ger- professor emeritus of Allegheny college, man philosopher and traveler, was born died in Meadville, Pa. For over sixty years September 14, 1769, in Berlin and died in he was connected with the college, having

Aims V. Lafferty is a woman lawmaker, Charles Dana Gibson, the well known being a member of the Denver legislature. He was born at Roxbury. Mass., and has securing provided for pensions for women done some writing along with his illustrat- teachers, physical examinations of school children, state board of examiners for

worked up in the newspaper business in Samuel Bowies, founder of the Springfield San Francisco. He is now attached to Col- (Mass.) Republican, is a candidate for congress as a democrat in the Springfield dis-George T. Lindley, abstractor of titles trict. Young Bowles is one of the editors

A Chicago preacher, Dr. A. C. Dixon, who has lived in the Windy city long enough to Dr. James S. Goetz, physician and sur-identify the real article, declared in a geon in the Bee building, was born Septem- preachment last Sunday that the old-fashdemocrats to offices that were hitherto built and maintained more easily than held by republicans. Progress in the republicans party will never be secured by nutting democrats into nower.

The recount in Douglas is progress-ber 14, 1878, in Cincinnati. He graduated ioned devil with horns, barbed tail and medicible from Miami Medical institute cloven hoof is out of style. The modern and studied layer at the University of "Old Nick" of Chicago is garbed in frock by nutting democrats into nower.

The recount in Douglas is progress-ber 14, 1878, in Cincinnati. He graduated ioned devil with horns, barbed tail and medicible from Miami Medical institute cloven hoof is out of style. The modern and studied layer at the University of "Old Nick" of Chicago is garbed in frock Vienna, and has been in active practice in coat, alle hat, white tie, high coliar and the devil with horns. patent leather "pumpe."

MIRTHFUL REMARKS.

said the base ball manager, "No." said the base ball manager, will not recommend a married man for the position of umpire." "Being married hurts his capacity for quick decisions. It gets him out of the habit of having the last word."—Washing-

Dripbles-Hello, old man! What are you oing now? Scribbles-I'm writing those \$19,000 prize tories for Blank's magazine. Dribbles—You don't mean to tell me you et \$10,000 for each story? Scribbles—Oh, no; I get \$10 a week.—Chi-

cago News.

"His wife hit him over the head with it.-Washington Star.

Now, my boy, don't expect to work wonder in this world."

"All right, dad."

"You can get quicker returns by working suckers."—Courier-Journal.

"I want you to take care of my practice while I'm away."

"But, doctor, I have just graduated.

"But, doctor, I have just graduated.

That is a wreck.

"That is a wreck." der in this world."
"All right, dad."
"You can get quicker returns by working suckers."—Courier-Journal.

"You don't need it with my fashionable patients. Find out what they have been eating and stop it. Find out where they have been summering and send 'em somewhere else."—Courier Journal.

man, said the colored deacon, "an' yit I makes no doubt, but satan got him."
"Why," objected a brother, "he wuz a mighty good man."
"I well knows he wuz," replied the deacon, "but satan got mighty queer ways bout him. He sometimes wants a saint ter season de soup."—Atlanta Constitution. "Now." said the chairman of the com-

wed liveliness to commerce in the tosats,"
"First," said the burnager of the feast,
as he beckened the champague bearers forward, "we will have to 'pop' the question.

Baltimore American.

HOME FROM THE WEST.

I like to travel 'round out west
Where all is wild and woody:
There's a sort of cheer in the atmosphere
That kneps one just feeling bully.
There things that creen and things that hop
Fill life with a keener zest;
An' then when a feller gets back home

My, can't be rest! I like to ride on the tail most end Of a Frisco-bound express; When the train lurches suddenly 'round a

Yea trav'lin' westward is just O. K.; It can't be beat I declare; You may blister yer nose and wrinkle yer

But when you get home it will all come out.

An' yer throat is too full to speak;
An' yer tongue was for many a week.

fashionable have been they been some'em some'Tis nice after bouncin' this way and that,
An' mos' tumbin' onto the floor. To wake up some mornin' and find yerself Home in bed once more.

Yes, it's grand, this journeyin' round out West; You absorb much sunshine there: An' they have a brand that won't wash out Like the grit that gits in yer hair.

An' when after many a sunny mile.

You come to yer journey's end;

A sight worth while is a welcome smile.

On the face of a friend -BAYOLL NETRELE.

# Talks for people who sell things

The way some advertisers use space bad merchandise and good and bad one would think that the whole ob- merchants? coast artillery section, under Brigadier Gen- ject of advertising is to get back at a Knocking a competitor won't sell competitor.

Brown says: "My nails are the Telling the truth about your merbardest;" Jones instantly comes back chandise, seeing that the quality is with a counter claim: "Brown's nails kept up, that the price is right, that can't be the hardest, because mine your customers are served properly are.

Smith says: "My butter is the need be. purest" and Williams proceeds to put Your advertising should teach the Smith in the Ananias club.

soap that won't float," and Dobinson teresting and convincing and personal says: "'Tain't so, mine is."

other man's? Why not sell goods on their merits story forcibly and convincingly.

and let your competitor alone?

your goods-and it may sell his.

will keep you just about as busy as

people to believe in you and your Robinson says: "Mine is the only goods-it should be so strong and inthat they will think only of you and This sort of thing may add to the what you offer them, when they gayety of nations, but it doesn't sell read it.

The Bee can furnish you with a Why bother about a competitor at service of advertising copy that will make two sales grow where but one Are you selling your goods or the grew before-it will interest the people in you and your goods, tell your

Whenever you are ready, Mr. Mer-Why not advertise your own goods chant, to talk to 120,000 daily readlic to discriminate between good and 'Phone Tyler 1000.



# Thirteen Tons of Books

That will be the weight of our 35,000 Omaha directories that have just gone to press. Stacked one upon another, these books would cause the new Omaha City National Bank Building to look like a toy block. Their height would extend half a mile in the air.

Only thirty-one years ago, or in 1879, the Omaha Directory contained but 72 names, and was printed on a small card.

Now the growth averages more than 250 new installations every month, and it is conservatively estimated that more than one hundred and fifty thousand people consult the directory every day.

Everyone of our subscribers is a vital part of a great system with five million telephones, that is harmonized by one policy that it may give the most efficient and economical service that human ingenuity can devise.



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Every Bell Telephone is a long distance station.

