

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR.

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

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

Perhaps Tsai Hsui might be able to put Mr. Schwab under the table next time. Will he try again?

If Mr. Wellman is not careful he will be distinguished as the only aviator who never crossed the Alps.

"Bellinger is in a very cheerful mood," remarks a contemporary. Not at all, he only looks that way.

When a member of the legislature goes in and testifies under oath that he was bribed, he ought to be believed.

Now that Mayor Gaynor has refused to run for governor, Hearst's attack on him probably will lose some of its force.

Ak-Sar-Ben is welcoming many loyal subjects this week, and is showing them a good time. Great is King Ak-Sar-Ben!

"Cannot the leaders in business be loyal and patriotic?" asks Senator Aldrich of Rhode Island. No objection here.

The post-masters of the country will hold their next convention in Omaha, where they will see what a real post-office looks like.

In bolting the whole party at once, Mr. Bryan might be able to get even with all those democrats who bolted him and survived.

Speaking of the new slogan, "The pork barrel must go," would it not be better to throw away only the barrel and keep the pork?

If there is anything the colonel overlooked in New York, he will attend to it later. At present it seems that he did a very good job.

The bitterest feature about that New York republican convention for the anti-Taft men is that it clinched the union of Taft and Roosevelt.

Kansas City is making a fight on thugs, and a reporter is assaulted by a gang of them on the street. The power of the press illustrated.

On Tuesday next you will have an opportunity to register, and if you don't register you can't vote. And if you don't vote, you have no kick coming.

The republican nominee for governor in New York ought to make a good Taft-Roosevelt man, for he took his collegiate course at Yale and his law at Harvard.

Leslie M. Shaw says the republican party has deserted protective tariff and the insurgents and democrats say it has raised the protective tariff wall. Now, let us hear from a disinterested middleman.

The St. Louis Republic, one of the pillars of the democracy, says that 100 years ago "many persons were of the opinion that the national government was becoming an oligarchy." Then why should we be alarmed at the alarmists of 1910?

Speaker Wadsworth of the "Old Guard" decided after his side lost out at Saratoga that he ought to resign from the legislature because it was not right for one man to hold office so long. Funny he did not reach this conclusion before the battle.

A Republican Triumph

The New York state convention, over which Colonel Roosevelt and Senator Root presided, is the most distinct triumph of the republican party achieved in many years. It sounded the death knell of reactionary leadership and the call to arms of a united party under the progressive banner.

From the election of Colonel Roosevelt as temporary chairman to the adoption of the platform and the nomination of the ticket, it was a victory for harmony and progress, an endorsement of Taft and Hughes and a stern repudiation of the reactionary influences seeking to control the party.

To begin with, Theodore Roosevelt dominated the convention. He scored his personal victory for chairman, dictated the platform and nominated the candidate for governor, whom the convention accepted. His speech of acceptance of the chairmanship and the platform he dictated turned upon the pivot of unequivocal endorsement, praise and advocacy of Taft and Taftism, and the gubernatorial candidate, is pre-eminently the choice of the president, whose personal note of congratulation is so strong and so cordial as to leave no room for doubt that if Taft instead of Roosevelt had been proposing the nominee, it would have been Henry L. Stimson.

Not since the mischievous talk of friction between Taft and Roosevelt began has there been such a sweeping repudiation of it as is furnished in all the deliberations of this convention. From now on any such talk can only be regarded as the artificial trick of anti-republicans to discredit the party and encompass its defeat. The selection of Elihu Root as permanent chairman of the convention was in itself enough to clinch the rivet of harmony, for he has borne practically the same relation to the Taft administration as he did that of Roosevelt.

Undoubtedly the New York republicans have nominated a strong man for governor and have given him a popular and effective platform on which to run. As the successful prosecutor of the Sugar trust and other powerful agencies, he comes into the campaign a tried and true man, a typical exponent of the new Taft-Roosevelt school of "deeds, not words." He will run on a platform which, endorsing and embracing Taft-Roosevelt-Hughes policies, ought to appeal with telling effect to the best citizenship, the overwhelming majority of the state.

Canadian Agent at Capital

Canada's plan of establishing an official representative in Washington is cordially approved by the State department and already an agent is on the ground securing permanent quarters. The plan is to clothe this official with discretionary powers, not large enough to interfere with the present system of making treaties, but of such scope as to be in fact, as well as name, the representative of the Dominion government in the United States. Diplomatic intercourse will continue to be carried on as at present. This move is in direct line with steps already taken by both governments toward reciprocal trade relations. It has already begun to take shape, too. The agent has energetically interested himself in the development of northwestern Canada, the part of the Dominion in which the provincial government is most concerned just now. Nor need there be anything disconcerting to domestic land agents in this, for it simply means that this new function is one of business and not politics, and, of course, it must be left for Canada to decide what is her wish as to the development of her own business, so long as there is nothing offensive in her purposes or methods.

One of the last utterances of President McKinley was a strong plea for reciprocity with Canada, and that same proposition has been persistently advocated by President Taft. At last he has brought our friends on the north to see the wisdom of the arrangement and Premier Laurier has committed himself and his government to it. All that now remains, to be done is to agree on the details of a treaty and get down to business. And both countries are bound to reap vast benefits as a result.

Champ Clark's Handicap

Champ Clark expects to be the next speaker of the house of representatives. If the democratic party has such a functionary as a leader, the Missouri statesman can lay as much claim to being it as anybody else. At least, he assumed the distinction when he sounded the keynote for his party in the present campaign at St. Louis, laying down those ten "promises."

Mr. Clark's ten promises form his handicap. He tells what his party will do if restored to power. Passing over nine of the promises, we may come to the tenth, or the first, which is a reduction of the tariff to a revenue basis, and consider Representative Clark's handicap and task. Should he and his party win, it would be necessary for him, in order to make good on his promises, to do what every leader of the democratic party since Tilden failed to do.

1884, 1888 and 1892, and yet it was never realized under democratic rule. Not even when the democratic party was in control of the presidency and both houses of congress did it redeem this promise, so often reiterated to the people. Morrison, Mills, Randall, Springer, Wilson, Gorman, Cleveland—everyone failed to make it good; everyone failed to give us an ideal tariff law, and their failures in the end were so monumental as to create a revulsion of popular sentiment that expelled them and their party from power.

But Champ Clark promises that he will not fail. How do we know? How do we know that he can do what greater men could not, or would not? But that is not the point of the argument with the American people. They want nothing to do with a democratic tariff. They want a tariff under which industry at home and commerce abroad are guaranteed prosperity and the wage earner and consumer alike share in the benefits of protection and revenue.

The present tariff law in one year has turned a deficit of \$58,000,000 into a surplus of \$28,000,000, and also in its first year of operation "the value of imports free of duty was the greatest in history by \$109,000,000 and the average rate of duty was less than under the Wilson law." Compare these results with democratic promises.

And yet the republicans are pledged to a still farther revision of this tariff.

Nature and Nebraska

King Ak-Sar-Ben is a merry king and laughs with King Corn in the golden sunshine of early autumn. It is the most glorious season of the year, and nowhere else in creation does nature wear a more benignant and attractive aspect than in Nebraska during the fall. Views that enchant the eye, colors that are at once the delight and despair of the painter, and vistas that inspire the poet, are here on every hand. "Every prospect pleases," and the people unite together in one glad psalm of thanksgiving that they are permitted to live in Nebraska, where nature pours out her bounty with unstinted hand, and man has but to exert himself to receive lavish return for proper effort.

And this is why Ak-Sar-Ben comes to bid the people welcome, and why the people respond with joyous and jubilant accord to that welcome. And the Kingdom of (W)iversa rejoices at the fullness of the season and with gladness in the joy of life. It is good to live in Nebraska at all times, but in the autumn it is a privilege that is priceless.

Republicans who joined in insurgency

Republicans who joined in insurgency with such enthusiasm may extract much more consolation than they have yet received from the taunts that are being thrust at them by the Omaha Double-Enders. Democracy has come out from behind its mask, and jibes at those republicans who have helped it into a position where it imagines success is within reach. This ought to enable loyal members of the republican party, who have the cause of their country earnestly at heart, to sink their differences and meet a common foe with a united front.

Our old friend (by permission)

Edgar Howard, finds himself just now torn betwixt love and duty, and as the several democrats he has so dearly loved have gone off, each on his own particular tangent, the judge is mangled almost beyond recognition in his effort to keep up with the different processions that are being led throughout Nebraska. He is having the time of his life in trying to keep his democracy on straight.

Governor Shaw's remarks on the business outlook

Governor Shaw's remarks on the business outlook will commend themselves to careful consideration, no matter what political coloring they may have. The more firmly the policies of the president are established the more certain business will adjust itself to conditions. This is simply an additional reason why republicans should vote for republican candidates at the coming election.

The interesting test of Mr. Bryan's new theory of denying his support

giving it on moral grounds will come when his party makes its nomination for president in 1912. He has set up another difficult standard for himself.

The young man who fell down a Chicago chimney

while watching an aviator soar, solved one of the problems of aviation—how to light. All that is required for safety and success is a soft spot.

The melancholy season soon now has come

when no more, for six months, shall we hear that glad and gallant cry, "Ladies and gentlemen, the batteries for today's game will be—"

It will be observed that the platform "which Roosevelt dictated" in New York, in its conservation plank de-

Along the Line

Political Shots, Personal Raps and Breezy Comment from the Vigilant Country Editors of Nebraska.

Kearney Times: If one could forget the history of the Nebraska State Journal one might have more confidence in its present high moral tone.

Kearney Democrat: Just as soon as D. E. Thompson cleaned up \$5,000,000 on his Mexico railroad deal he sold the Lincoln Star. He wanted to save his money.

Culbertson Banner: It requires thirty days for the democrats to decide who was nominated for governor at the primary election. How long will it take them to find out who is the choice of the people at the November election?

O'Neill Frontier: Many old wheel horses of Holt county democracy predict that this county will give Aldrich and the republican ticket a majority of 500. They say it will be a regular Maine landslide but that the slide will be in favor of the republicans instead of the democrats.

Blue Springs Sentinel: The tables have turned and the eastern man now looks upon the farmer as the plutocrat. Well, he has had a short inning and he is not likely to vote his inning away, for awhile yet if he can help it for it has been a long time coming.

Aurora Republican: When the people of Nebraska elected George L. Sheldon and the legislature in 1908, they won a great victory over the mighty corporations. But the corporations knocked 'em out in 1908 and carried away the belt. Are the people doing the necessary training to "come back" in 1910?

Alma Record: Now that the governor has come out in a published statement offering his resignation, the democratic state committee saying he is for Dahlman and ready to work for his election, we wonder what those anti-saloon leaguers who helped to elect him two years ago think about it.

Grand Island Independent: By the way, we hear very little this year about the National Convention, and we comparatively less interest on the part of the general public in progressive corn growing and Nebraska ought to be able to realize by comparison, the educational value to the whole state of Omaha's enterprise in securing the show for 1910 and 1909.

Hitchcock Leader: Republicans of the First district are receiving recognition from all parts of the nation as a result of their wisdom in selecting a candidate for congress, and the election of Will Hayward seems to be a foregone conclusion. His excellent showing on primary day will be mentioned, and he will have an opportunity on election day to receive the votes of his democratic friends, which were denied him on primary day.

CALL OF THE CLOTH. Thoughts Suggested by Retirements from the Pulpit. Baltimore American.

Is the call of the cloth becoming less powerful? If so, what cause may be assigned? Why, for instance, should the Iowa Methodist conference be presented with a death of preachers in proportion to the appointments, causing the situation to become critical for the denomination in one of its most important fields? Why should fifty-three parsonages be vacant, while the records show that many men called to the ministry have departed from following the gospel to engage in secular employment? Such an exodus of young men whose training has qualified them to preach the gospel is almost without parallel in the history of any conference or like ecclesiastical body.

The denomination, the country over, are pondering. They fear a warning is held forth in this exceptional but by no means solitary instance of young men laying aside the cloth to enter into the arena with their fellows in the toil of secular labor.

The immediate reason assigned for the leaving of the cloth, to make its call effective or permanent with so many qualified young men is that the salaries paid in the ministry are entirely too small. Is this the case? The latest statistics disclose the fact that in the country and small town circles of churches the salaries average not more than \$80, running down to the vanishing point. On the other hand, the cities rating over 20,000 population pay an average salary that compares with those paid in secular employment. In Methodist churches of this class the salary average is above \$1,500. The situation appears to be not that the preachers are paid too little, but that they are too disproportionate.

The fact must be borne in mind that the clergyman's duties are never finished, that he holds services and various business and other meetings and conferences nearly every night of the week, besides attending to the routine of pastoral duties and church administration. He has the preparation of sermons and lectures for critical congregations, besides being expected to keep informed in current literature and on public questions, to be an encyclopaedia upon all subjects. He must likewise be a model of good temper and gracious deportment. The task presented to the minister is most difficult. When to it is added lack of proper subsistence it is little wonder if young men read above the portals of the church. The latter, that enter here, leave home behind, and reading turn away. Such at least is the tone in which the problem of the pulpit is discussed in church papers.

Our Birthday Book

September 30, 1910. Cyrus Northrup, president of the University of Minnesota, was born September 30, 1834, at Richfield, Conn. He has visited our state university more than once, and is about to retire of his own accord to make way for a younger man.

Henry A. Buechel, former governor of Colorado, was born September 30, 1874, at Akron, O. He is president of the Methodist university at Denver.

John H. Mickey, former governor of Nebraska, who died a few weeks ago, was born September 30, 1842, at Union, Ia. He was a farmer and stock raiser near Osceola, Neb., for more than a quarter of a century, and served as governor two terms.

Lucius A. Welsh, local weather forecaster, is just 62 years old today. He was born in Union county, Ohio, and has been an official in the United States signal service and United States weather bureau from 1873 to the present date.

Henry B. Lages, secretary and treasurer of the Panorium, was born September 30, 1844, at Akron, O. He was educated as a physician and practiced for thirty years, moving to Omaha in 1869 to enter his present business.

Maximilian Rosenthal, proprietor of the Palace Clothing company, was born September 30, 1869, near Baltimore. He was connected with the Peoples Store for five years, moving in 1893 to Portland, Ore., and established a branch and returned to Omaha in 1894 to engage in business for himself.

Cadet Taylor, real estate and investment broker, is just 62. He was born in Putnam county, Illinois, which explains the fact that he is president of the Putnam Real Estate company. He is a printer by trade and at one time was part proprietor of the Omaha Daily Republican, and he also surveys of customs for four years.

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LAUGHING GAS.

"How did you come to appoint Bliggins leader of your club? He can't sing." "That's why. We let him stand up and beat time on condition that he won't try to sing."—Washington Star.

"I don't believe any two words in the English language are synonymous." "What? 'raise' and 'lift'?" "There's a big difference. I 'raise' chickens and have a neighbor who has been known to 'lift' them."—Philadelphia Ledger.

"I was told the famous aviator took his pet dog with him in his record flight. What kind of a dog was it?" "I don't know, but I suppose it was a sky terrier."—Baltimore American.

"Was Wilkins' theatrical show a success?" "No, he demanded too much of his audience." "Money or intelligence?"—Life.

"The directors of the road were a precious lot of grafters." "You don't say so." "Yes, every last man of them had his appendix removed, and charged the cost to operating expenses."—Puck.

"My Uncle Henry can get a vice presidency if he wants it." "What of the United States?" "Now! Now! Shucks! Of a big bank."—Chicago Tribune.

Mrs. Robinson—I could have married Brown or Jones if I'd wanted to, and both of those men I refused, got rich, while I've been a poor as a church mouse. Robinson—Of course, I've been supporting you all these years—they haven't.—Boston Transcript.

"Well, I think the doctor is about through with me. Told me my ailment is practically cured." "What did you have?" "Two hundred dollars, originally."—Courier Journal.

"I've called my new song 'Falling Down.'" "Then, my boy, it will never be popular." "It is too strongly suggestive of household bills and commercial notes."—Boston Transcript.

HITTING THE PIPE.

Detroit Free Press. I like to fill my pipe and puff. The clouds of smoke and watch them roll. Then, varieties from life the puff. And love and peace fill up my soul. Then, as the rings of smoke curl high. I feel that only friends are nigh. I quite forget that I've a foe.

My life, in that sweet hour of eve. Is just a hum of ash and pipe. No thought of sorrow comes to grieve. What joys I lack I never miss. There in the smoke about my head, But smiling faces come and go. By none an angry word is said. I make a friend of every foe.

I seem to puff away all hate. And hum my boy, it will never be popular. But simple thoughts of love I prate. O soothing power of nicotine! Then life takes on a rosy hue. I give a smile for every blow. And I'm contented, through and through. I've made a friend of every foe.

Talks to People Who Sell Things

The Negative in Advertising Copy. Among the many errors that the copy man is apt to make, there are at least two worth mentioning in connection with the subject of this article. They are: First, telling why the article advertised is not bad; second, making the lack of the article, or the use of some substitute, look so tragic as to give the ad a general impression of unpleasantness. Such arguments are what I call negative reasoning, as opposed to positive or affirmative reasoning, which confines itself to reasons directly for, and the creation of a general pleasant impression.

Years ago certain advertisement writers found that when they confined their talent to telling the good points, ignoring the bad, and presenting their proposition in a way that would cause pleasant associations in the minds of their readers, the number of sales and inquiries was greater. If you had asked them why this was the case, they would have said—in their too often unanalytical way—"Because it's a good thing to do."

Insofar as I know, Prof. Walter Dill Scott was the first man to go to the bottom of the thing psychologically, and give the reason for the reason, by pointing out, for example, that a picture of a dead horse used as an argument for selling cotton mattresses may be mighty strong as a cold-blooded argument, but that when a reader sees an advertisement containing such a presentation his mind automatically fuses the good impression of the mattress with the unpleasant thought of horse carrion. Later, when that reader's mind is agitated by an idea associated with the impression, such as the need of a mattress, back comes the unpleasant impression into his mind, hand in hand with the name of the maker of the mattress. And maybe he cannot give you a reason for his prejudice against that make, yet ten to one he will have such a prejudice in his mind. At any rate, the sale is retarded, and that is not good advertising.

Some time ago I was asked to write an ad for a house sewage disposal concern. I had not learned the lesson then that has been taught me since, and me to "Look for the slight almond flavor."—F. W. Nye in Printer's Ink.

the famous painting of "The Doctor," showing the sick child and the physician. I chose as my catch phrase: "Safeguard Your Family's Health." The results were disappointing. An ad which followed this frightening one, which pointed out that the perfection of modern sewage systems had made it pleasant and safe to live in the country, even though there was no board of health to look after sanitation, while a weaker argument and with less of human interest in it brought better returns. Fear, hate, envy and suspicion when embodied in an ad, used either for or against an article, are not productive arguments. The picture of the coffee octopus pulling a school teacher down hill could not have been as effective an advertisement for Postum as a picture bringing out the pleasures and benefits of drinking the beverage. The advertiser who warns against substitution by saying: "Do not let the dealer deceive you," thus belittling the integrity of dealers, does not help his cause with the consumer, much less with the dealer. In fact, I think this theory of roasting the dealer is all wrong. How much pleasanter to show a dealer handing a package of the goods over the counter and saying: "Here is what you ask for, Madam; I do not find it profitable to substitute."

It is the old principle of putting the best foot forward. "But certainly you would not have us fall to anticipate objections that are sure to be raised?" I fancy I can hear some copy man ask.

By no means. That is part of the business. But here is the point: Anticipate the objection by making some counter claim, even though it has to be a bit far-fetched. For example: A certain condensed milk has a slight taste that a competitor could easily suggest to those who have tried it as for his prejudice against that make, "scalded." How does an adroit competitor surmount this difficulty? Not by telling about it and claiming that the good points offset it, nor yet by totally ignoring it. He has a much better way than either. His argument is kept affirmative and an objection is turned into an asset by asking you then that has been taught me since, and me to "Look for the slight almond flavor."—F. W. Nye in Printer's Ink.

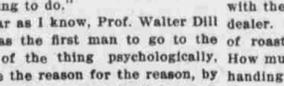
No One Will Dispute

the deliciousness of your gems, biscuits, cakes—always light enough to almost melt in the mouth—if you use Rumford Baking Powder. It raises right—makes your food light and of the finest texture. You can depend every time on

The High Quality of

this wholesome powder. It returns to flour the nutritious qualities taken out in the milling—that's all. It is a help to flavor, health and to economy—25 cents a pound is the price of

Rumford THE WHOLESOME BAKING POWDER



Office Furniture

Several of the visiting Bankers took advantage of their Omaha visit this week and bought office furniture. We could not help but notice that those who "shopped around" before buying finally bought here.

"There must be a reason." Office Furniture of all kinds—Globe Wernick Filing Cabinets, Book Cases and supplies.

Orchard & Wilhelm

Orchard & Wilhelm