

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER
VICTOR ROSEWATER, EDITOR

TERMS OF SUBSCRIPTION:
Sunday Bee, one year, \$10.00
Saturday Bee, one year, \$10.00

DELIVERED BY CARRIER:
Evening Bee, without Sunday, per month, 40c
Evening Bee, with Sunday, per month, 45c

OFFICES:
Omaha—The Bee Building, 504 N. Twenty-fourth St.
Council Bluffs—16 Scott St.
Lincoln—29 Little Building.

APRIL CIRCULATION:
48,106
State of Nebraska, County of Douglas, ss:
Dwight Williams, circulation manager of The Bee Publishing Company, being duly sworn, says that the average daily circulation, less spoiled, unused and returned copies, for the month of April, 1911, was 48,106.

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

Has General Reyes been lost in the shuffle?
The Oyster Bay Pilot is a newspaper, not a man.

The democrats have also kept chattering on the free list.
One thing, this Mexican affair has gone too far to be whitewashed.

Still Uncle Sam in calling in all 1,000 bills will not be bothering many of us.
Dr. Wiley has been much less aggressive in issuing pure food orders since his marriage.

So far, at least, no noise that sounds like insurgency has emanated from the grand jury room.
An apparatus is said to be perfected for taking photographs at the bottom of the sea. Look pleasant, McGinty.

General Navarro must have enjoyed surrendering just to find how much Madero, and his men really loved him.
"I'll die before I surrender Juarez," shouts General Navarro. But after all a white flag looks better than black crepe.

Andrew Carnegie must, indeed, have been deeply touched when he gave up \$50,000 on being presented with that peace medal.
At any rate, Senator Bailey has not lost his influence, so long as he can persuade the senate to change its meeting hour from noon to 2.

It seems that Senor Madero intended telephoning to General Navarro that he was about to fire, but somebody else was on the line.
When they go to giving premiums for the most valiant policeman in the country that one in Denver who settles neighborhood rows with prayer will get it on the first ballot.

If Lincoln is really in earnest about forfeiting the license to enforce the no-treat law, several applicants for liquor license may be expected to reconsider and take down their \$2,000.
The Mexican rebels showed to great advantage in their efforts to suppress plunder and plunder after the fall of Juarez and to insure humane treatment of the surrendered officers and men.

Our state food commissioner promises a war on rotten eggs. If he calls for recruits to help out in his crusade he should get ready response from all the hard-stormers that play Nebraska circuits.
Still, when the casualties are counted up the whole Mexican revolution to date is not to be mentioned in the same breath with the aftermath of our safe and sane Fourth of July celebrations.

It takes courage and business to deal with the tariff question honestly.—World-Herald.
Is that the explanation why Congressman Hitchcock betook himself to Europe in time to be absent when the Payne-Aldrich bill was voted on in the house?
President Bush of the Missouri Pacific says the policy of the new management of that road will be to please the people. That is a good rule for guidance, and he will find that the people are not so hard to satisfy where there is an honest effort made to please them.

Dr. Woodrow Wilson told an audience that for twenty years he preached to the students of Princeton that the referendum and recall were both. "I have since investigated and I want to apologize to those students." Must we understand, then, that the good doctor preached this for twenty years without investigating?

The Fall of Juarez.

The fall of Juarez, through the surrender of the veteran Navarro, is unquestionably a heavy blow to the federal power in Mexico and a signal triumph for the Madero rebels. It seems to complete insurrecto command of the north and to encourage more aggressive rebellion elsewhere.

But all of this does not constitute the vital fact in this revolution, which is the change that has come over the civil powers in Mexico City, where, for the first time in a generation, President Diaz's name falls in derision or severe criticism from the lips of men who heretofore have meekly bowed to his iron will and given themselves, their speech and their action to his command. Thus in the halls of the Mexican congress is now found the pivot of the revolution. It is plain that the old era is passing and a new era is at hand. Whatever may come of this war, of Madero or his demands and followers, Diaz's day of supreme rule is over and Mexico is facing a new method of government.

This changing process might easily be reflected in the half-hearted vim that animated Navarro's men and, indeed, in the abrupt decision of the old warrior, himself, to surrender instead of die fighting, as he had but a few hours before declared his intention to do. Our own soldiers over the five agree with the rebels that the task of taking Juarez was all too easy. The federal commander must have seen the mutinous spirit among his men and known the futility of fighting that and Madero, too. Madero's speech and treatment of his captives was humane and magnanimous, and undoubtedly he told the truth when he said most of them fought only as a matter of discipline and not for love of country or principle, a force that will defeat any army.

From afar it seems that the federal blundered badly by not hastening reinforcements if they meant to hold Juarez, since they had had ample warning of the attack. What effect the loss of Juarez will have on Diaz is the question to which the answer will soon develop.

Objections to Rockefeller Foundation.
Acting upon the advice of the attorney general, the president is understood to have decided on a veto for the Rockefeller foundation bill, should it pass congress. The reason is, of course, not personal, nor inimical to the great work sought to be performed for humanity under the terms of this endowment, but solely in the conviction that it would be dangerous to perpetuate a power as stupendous as that represented in the financial fortune of John D. Rockefeller.

The defect of the measure is—and that is conceded by the framers of the bill—that it would permit the use of the Rockefeller funds for purposes other than those named in the act. The attorney general maintains that the United States could not afford to "perpetuate a creature whose tentacles now touch practically all industries." It is not improbable that it may so strike even Mr. Rockefeller, himself, since he is not at all charged or suspected with any schemes to foist upon posterity the power that he holds through the money he possesses. The beneficent purposes of his plans are generally conceded, and that his scheme could be made to benefit civilization is not questioned. But it might also be misused, and there is no need for an instrument of such potential evil as this. In the judgment of the attorney general and president, would be.

The crux of the thing lies in the power the bill gives the directors of the fund proposed to determine "what would best advance civilization" and apply themselves to its realization, even if that be to assume control of the government, itself. It will be surprising if congress, now that this objection has been pointed out by Mr. Wickersham, will bring itself to pass the bill.

A Questionable Restriction.
The death of Representative Minor, who was a member of the house from Lancaster county, creates the first legislative vacancy after the enactment of the law creating a new way of filling it. Heretofore vacancies in the legislature, similarly to vacancies in the national house of representatives, have been filled only by a new commission from the electors of the district given at either a special election or at an intervening regular election. Over in the Ninth Iowa district, for example, a special election is soon to be held to choose a successor to Congressman Walter I. Smith, who was appointed to the federal bench after re-election to congress. The new Nebraska law provides that a vacancy occurring in the house or senate during a special or regular session shall be filled by appointment by the governor or some qualified elector of the same political affiliation as the previous incumbent. The present vacancy, to be sure, does not occur during a special or regular session, and the governor's right to appoint will not become effective, and, therefore, may not be exercised, unless the legislature should be reconvened.

The proviso which would limit the governor in making an appointment to a legislative vacancy to members of the same political party as the preceding incumbent is, we believe, decidedly open to question. If the legislature could raise the bar in this fashion here, what would stand in the way of the same provision as to other appointments by the governor? Could the legislature restrict the governor on party lines in filling a vacancy on

EDITORIAL SNAPSHOTS.

Washington Post: "Mr. Bryan will do his part," says the commoner. "Wasn't the letter 'y' left off the end of that last word?"

Washington Herald: Nebraska is so much at the front in matters of social legislation that there is a new law forbidding night work by women. But it has been thrown into court.

Houston Post: An Omaha female somnambulist boarded a street car in her slippers and rode down town. She said afterward that she remembered nothing about it, but she woke up everybody else in the town.

Buffalo Express: A Nebraska man was fined \$15 for stealing two classes, and a New York woman was allowed 5 cents for being robbed of one. The quotations on location seem to depend entirely upon who is to get the money.

Chicago Record-Herald: Mayor Harrison's presidential candidacy has been formally announced. The number of democratic candidates already in the field indicates that the democrats have strong hopes of being able to win next time.

St. Louis Republic: Tears, it is said I know not what they mean, tears from the depth of some mundane despair rise in the heart and gather to the eyes in gazing on my old last summer's suit and thinking of a freshness that's no more.

Philadelphia Ledger: Two Boston teachers present statistics to show that it is more expensive for a woman to live than for a man, since an unmarried woman teacher needs \$1,200.00 and the man only requires \$88. The lady might be generous and give poor Mr. Man that extra 50 cents.

Knocking Arbitration Treaty.
Will Great Britain Remove Main Obstacle to Agreement?
Springfield (Mass.) Republican.
It has already developed that the main body of protest received in Washington against the proposed Anglo-American arbitration treaty comes from Irish societies. That these protestants are more Irish than the Irish at home can easily be believed, for Mr. Redmond has not announced that the Irish party in Parliament was opposed to the negotiations now in progress. Yet there is nothing surprising in the attitude of the Irish societies in America. The people most enthusiastically devoted to Britain are usually to be found among those of the Irish race, as in Melbourne, Calcutta, Pretoria and Toronto. The imperialist in Ontario usually puts the king or the British prime minister to shame, and so the Irishman in Boston or New York easily outstrips the Irishman in Cork or Dublin in sublimated dislike of England.

This is a state of mind which undoubtedly exists and which should be dispelled before many more years shall have passed. From the British point of view, Ireland should be placated for the sake of imperial interests. In his speech at Manchester Saturday afternoon, Premier Asquith truly said that "for the first time there is a really good understanding between the democrats of both islands. Material lies quite apart from all questions of sentiment bind them together in indissoluble union. During the last few years the Irish question has come to be regarded more and more as the most urgent part of Great Britain's great imperial problem." Urgent it is. For Britain's relations with America must always be more or less dependent upon two great connections—Canada and Ireland.

The Irish connection between Britain and America will probably remain hopeless until the home rule question is settled. But Englishmen more and more are realizing the necessity for home rule in order that Anglo-American relations may assume a normal aspect. The proposed arbitration treaty, in support of which Messrs. Asquith and Balfour both spoke eloquently a few days ago, would enjoy fairer prospects if the Irish question had already been eliminated from British politics and if the inhabitants of Ireland could be brought, as they easily could, to appreciate the value to themselves of the closest moral and social ties that exist between the United Kingdom and the United States.

Great home rule, satisfy the Irish people at home that England no longer oppresses them, but rather is devoted to the promotion of their interests, and there would be soon no more enthusiastic advocates than the inhabitants of the Emerald Isle of the arbitral agreement which the administration is now endeavoring to frame. And this is because, under normal conditions, the Irish of the United Kingdom would have every inducement, material and moral, to desire that their country should be brought into the closest possible touch with the overseas republic which has become the home of the larger portion of the Irish race.

Another Viewpoint.
KEARNEY, Neb., May 11.—To the Editor of The Bee: A few days ago you published a letter from my highly-esteemed fellow townsman, Cassius Joseph Black, who wanted the privilege of standing up and being counted for Lorimer. A few days later came David Anderson of South Omaha and asks for the same privilege. Each of these gentlemen admonished the editor of The Bee to be a little more strictly republican in his republicanism. In fact, Mr. Anderson would have the editorial fling of The Bee out entirely, especially when directed at Norris Brown. It seems to depend wholly upon the point of view. I, too, live in Kearney. I, too, am an old-line republican and a diligent reader of The Bee for more than a quarter of a century, yet I must confess that my conclusions in the Lorimer case are the very opposite from those gentlemen. To me it smells of carrion, rank and fetid. No self-respecting body can afford to have it around. You remember they killed the old dog, Fry, not that he did anything wrong himself, but because he was found in very bad company.

There is nothing the matter with the republican party today, except that too many of its officials seem to be infected with moral leprosy. They need cleansing from within, otherwise the democrats will take over the government.

It used to be that the office sought the man, and when elected he became the servant of the whole people, but under the new regime the interests select the man whom they would have serve them, and the voter confirms their selection, only to come later to find his choice should see fit to pursue such a wobbling course. It takes a long-time to shake off such an incubus. Hence the interests are always represented while the farmer and other isolated workers are lost sight of entirely.

In conclusion, I wish to admonish the editor of The Bee for his fearlessness, manly courage in striking at corruption, even though found in high places, and I trust you will continue the good work of purifying the party until you drive out all officials who administer a public office as though it were a private map. Yes, count them in for the good of the other side and cry out, "Unclean! Unclean! Unclean!" as did the lepers of old.

JOHN BRADY.
American Dollars in Demand.
New York World.
American dollars which a few months ago were to be had to overturn the British constitution and dismember the British empire are now rendering numbers of peers and leaders of society homeless. Our British brothers are a self-denying lot. Rather than go without the hated American dollars they are willing to mix coronation week if only they can rent their houses for a big price.

The Bee's Letter Box

Contributions on Timely Subjects Not Exceeding Two Hundred Words Are Invited From Our Readers.

Gratitude.
OMAHA, May 8.—To the Editor of The Bee: The Omaha Saengerfest association desires to express its gratitude for the very efficient support and promotion in its recent musical festival received from The Omaha Bee, greatly enhancing our ability to bring same to a grand and successful termination.

Trusting that our future endeavors may enjoy like favors in your columns, we beg to remain,
OMAHA SAENGERFEST ASSOCIATION,
R. C. STREHLER, President,
VAL J. PETER, Secretary.

South Omaha's School Problem.
SOUTH OMAHA, May 11.—To the Editor of The Bee: One hundred and fifty teachers of South Omaha are not casting angry looks at the school board, and, what is more, none of us are wondering where our next meal is coming from. We are not tramps, but loyal members of an honorable profession. Those who are casting the angry looks and talking in an indiscreet manner probably never have saved anything, or are chronic kickers, anyway.

As to getting cash on our warrants, the majority of us had no trouble obtaining it. South Omaha warrants draw a per cent interest, so why not just as well to hold them as to have money in the bank drawing only 3 per cent interest?

The present financial stringency is not caused by the act of the present board, but is rather a result of great expenditures in the last ten years caused by the growth of population, the demand for better facilities and the lack of increase in the tax levy.

I wish to state that Miss Georgia Packer does not voice the sentiments of the majority of South Omaha teachers. She stated her individual opinion. A vote was taken in each building on the question, "Shall we ask to teach the last two weeks and wait for our salaries until the board can pay us, or shall we be willing to close school at the end of nine months and do without the last two weeks' salary?" It was decided by a majority in every building to teach the last two weeks and wait for the warrants.

The money question is not the only one bothering the true teacher of South Omaha; but I won't say that it doesn't bother us. We have asked for an increase in salaries because of increased cost of living and additional work, and we were treated fairly and squarely by the board, who were willing that we should have the increase, but could see no way to give it to us.

If we have but nine months of school instead of nine and a half, the standard of our schools will drop, our pupils be unable to do the prescribed work and pass on, and the South Omaha schools will sink back to the level from which we have had such a struggle to lift ourselves in the last five years.

SCHOOL TEACHER FOR NINE YEARS.
Police Harassment.
OMAHA, May 10.—To the Editor of The Bee: Last evening about 5:40 o'clock at Fifteenth and Dodge streets several policemen had four men in charge awaiting the arrival of the police automobile, in which to convey the persons arrested to the police station. I noticed that two of the arrested parties were somewhat disfigured, one particularly, who had been hit on the head with a club by one of the policemen. This severely injured party, as I viewed the matter, was so roughly handled while being loaded into the automobile that the blood from the wound on his head started to run again very freely. I did not learn the reason why the man was so abused by the big burly brute of a policeman who wielded the club, and who, by the way, was nearly seven feet tall and would weigh close to 200 pounds, but it seems to me that if Omaha is to have such barbarians on its police force that it behooves its respectable citizens to take interest in some other locality. Some men when given authority do not use the least particle of sense or judgment in exercising such, and I believe if the above incident is fully investigated by the police commissioners that the said barbarian mentioned above will be given his walking papers.

People Talked About.
JUDGE VICTOR J. DOWLING.
He is a famous New York jurist and is happy on the bench or golf links.
Vice President M. E. Moch of the Cincinnati Trust company, who is also a director in the Union Gas and Electric company of Cincinnati, O., has begun playing marbles with his toes to revive the original beauty, grace and symmetry of his right foot.

In a little less than nine months Hobart Partridge of Atlantic City, N. J., ran off with the matrimonial prize by taking to himself five wives in five different places. All five were shaken after taking. Bride No. 4 chased Partridge into a Philadelphia prison.

Henry Multhead, of Glasgow, Scotland, who died recently, left part of his fortune to found and maintain an institution of instruction for women in physical and biological courses, so they could become dentists, electricians, chemists and so on. He is said in explanation that he had always been indebted to women, to his mother, his wife and his eldest sister.

Former Governor Pennypacker of Pennsylvania emerges from his cave long enough to remark that Governor Wilson of New Jersey is "a christian" and his writings will not bear critical examination. Mr. Pennypacker displayed unbecoming peevishness on being asked to explain how the contractors of the new state house got away with the loot while he was governor by remarking, "Let the inquiry be conducted with the celerity of cunctation."

Treat of the Medical Profession.
New York World.
The seventeen medical students in Baltimore who have volunteered to inoculate themselves with cancer germs to test a new cure have given a rare exhibition of the courageous devotion to science even at the risk of life, which is one of the finest traits of the medical profession.

TAPS ON THE FUNNYBONE.

"And what right have you to call your wife a manager?" asked the eminent and irate actress after a stormy rehearsal. "I suppose," was the deprecating reply, "it is because I have managed so long to escape with my life."—Chicago Record-Herald.

"What does your father do when you ask him questions?" asked one small boy. "He generally says, 'I'm busy now; don't bother me,'" replied the other. "Then when I go out of the room he looks in the encyclopedia."—Louisville Courier-Journal.

"Reenter (to Biddy)—Can I have the next dance with you?" Biddy (to her)—Sorry to refuse you, but I am engaged for this set.—Newark Star.

"Puppy isn't it, that the same thing can be an honor in a monarchy and a disgrace in a republic?" "What is such a thing?" "A court presentation."—Baltimore American.

"All the world's a stage," quoted the Wise Guy. "Yes, asserted the Simple Muck, 'but that is no reason why all comedians should be sent to congress.'"—Philadelphia Record.

The Author—Would you advise me to get out a small edition? The Publisher—Yes, the smaller the better.

The Bee's Letter Box

Contributions on Timely Subjects Not Exceeding Two Hundred Words Are Invited From Our Readers.

Gratitude.
OMAHA, May 8.—To the Editor of The Bee: The Omaha Saengerfest association desires to express its gratitude for the very efficient support and promotion in its recent musical festival received from The Omaha Bee, greatly enhancing our ability to bring same to a grand and successful termination.

Trusting that our future endeavors may enjoy like favors in your columns, we beg to remain,
OMAHA SAENGERFEST ASSOCIATION,
R. C. STREHLER, President,
VAL J. PETER, Secretary.

South Omaha's School Problem.
SOUTH OMAHA, May 11.—To the Editor of The Bee: One hundred and fifty teachers of South Omaha are not casting angry looks at the school board, and, what is more, none of us are wondering where our next meal is coming from. We are not tramps, but loyal members of an honorable profession. Those who are casting the angry looks and talking in an indiscreet manner probably never have saved anything, or are chronic kickers, anyway.

As to getting cash on our warrants, the majority of us had no trouble obtaining it. South Omaha warrants draw a per cent interest, so why not just as well to hold them as to have money in the bank drawing only 3 per cent interest?

The present financial stringency is not caused by the act of the present board, but is rather a result of great expenditures in the last ten years caused by the growth of population, the demand for better facilities and the lack of increase in the tax levy.

I wish to state that Miss Georgia Packer does not voice the sentiments of the majority of South Omaha teachers. She stated her individual opinion. A vote was taken in each building on the question, "Shall we ask to teach the last two weeks and wait for our salaries until the board can pay us, or shall we be willing to close school at the end of nine months and do without the last two weeks' salary?" It was decided by a majority in every building to teach the last two weeks and wait for the warrants.

The money question is not the only one bothering the true teacher of South Omaha; but I won't say that it doesn't bother us. We have asked for an increase in salaries because of increased cost of living and additional work, and we were treated fairly and squarely by the board, who were willing that we should have the increase, but could see no way to give it to us.

If we have but nine months of school instead of nine and a half, the standard of our schools will drop, our pupils be unable to do the prescribed work and pass on, and the South Omaha schools will sink back to the level from which we have had such a struggle to lift ourselves in the last five years.

SCHOOL TEACHER FOR NINE YEARS.
Police Harassment.
OMAHA, May 10.—To the Editor of The Bee: Last evening about 5:40 o'clock at Fifteenth and Dodge streets several policemen had four men in charge awaiting the arrival of the police automobile, in which to convey the persons arrested to the police station. I noticed that two of the arrested parties were somewhat disfigured, one particularly, who had been hit on the head with a club by one of the policemen. This severely injured party, as I viewed the matter, was so roughly handled while being loaded into the automobile that the blood from the wound on his head started to run again very freely. I did not learn the reason why the man was so abused by the big burly brute of a policeman who wielded the club, and who, by the way, was nearly seven feet tall and would weigh close to 200 pounds, but it seems to me that if Omaha is to have such barbarians on its police force that it behooves its respectable citizens to take interest in some other locality. Some men when given authority do not use the least particle of sense or judgment in exercising such, and I believe if the above incident is fully investigated by the police commissioners that the said barbarian mentioned above will be given his walking papers.

People Talked About.
JUDGE VICTOR J. DOWLING.
He is a famous New York jurist and is happy on the bench or golf links.
Vice President M. E. Moch of the Cincinnati Trust company, who is also a director in the Union Gas and Electric company of Cincinnati, O., has begun playing marbles with his toes to revive the original beauty, grace and symmetry of his right foot.

In a little less than nine months Hobart Partridge of Atlantic City, N. J., ran off with the matrimonial prize by taking to himself five wives in five different places. All five were shaken after taking. Bride No. 4 chased Partridge into a Philadelphia prison.

Henry Multhead, of Glasgow, Scotland, who died recently, left part of his fortune to found and maintain an institution of instruction for women in physical and biological courses, so they could become dentists, electricians, chemists and so on. He is said in explanation that he had always been indebted to women, to his mother, his wife and his eldest sister.

Former Governor Pennypacker of Pennsylvania emerges from his cave long enough to remark that Governor Wilson of New Jersey is "a christian" and his writings will not bear critical examination. Mr. Pennypacker displayed unbecoming peevishness on being asked to explain how the contractors of the new state house got away with the loot while he was governor by remarking, "Let the inquiry be conducted with the celerity of cunctation."

Treat of the Medical Profession.
New York World.
The seventeen medical students in Baltimore who have volunteered to inoculate themselves with cancer germs to test a new cure have given a rare exhibition of the courageous devotion to science even at the risk of life, which is one of the finest traits of the medical profession.

TAPS ON THE FUNNYBONE.

"And what right have you to call your wife a manager?" asked the eminent and irate actress after a stormy rehearsal. "I suppose," was the deprecating reply, "it is because I have managed so long to escape with my life."—Chicago Record-Herald.

"What does your father do when you ask him questions?" asked one small boy. "He generally says, 'I'm busy now; don't bother me,'" replied the other. "Then when I go out of the room he looks in the encyclopedia."—Louisville Courier-Journal.

"Reenter (to Biddy)—Can I have the next dance with you?" Biddy (to her)—Sorry to refuse you, but I am engaged for this set.—Newark Star.

"Puppy isn't it, that the same thing can be an honor in a monarchy and a disgrace in a republic?" "What is such a thing?" "A court presentation."—Baltimore American.

"All the world's a stage," quoted the Wise Guy. "Yes, asserted the Simple Muck, 'but that is no reason why all comedians should be sent to congress.'"—Philadelphia Record.

The Author—Would you advise me to get out a small edition? The Publisher—Yes, the smaller the better.

E-x-p-e-r-i-e-n-c-e
The "Trust" CANNOT control it; it DOESN'T descend from father to son, like a title of nobility; it CANNOT be won by love or trickery; neither can it be cajoled, coerced, or conquered by a single giant ONRUSH.
It's the "slow accommodation train" one boards to travel through a series of FAILURES as well as via a round of SUCCESSES; one must know the WRONG ways before he discovers the RIGHT.
EXPERIENCE is the toiler's diploma; it's a tool constructed by willingness, oiled by energy, and kept edged by continual keep-at-it-ness.
Raphael, Giotto, Durer, Rembrandt, and a score of other great old painters, mixed tons of paint, and spilt many a brush, before they arrived at the experienced stage, and even THEN they deplored their shortcomings.
How does the acrobat land on his brother's shoulders with his toes? He cannot tell; but he had to try it hundreds of times before he could DO it, and THAT'S experience. How does the musician keep five right hand fingers trilling the melody, while he thumps out the bass with a clever left? Could YOU do it? To be sure you couldn't. YOU haven't had the experience.
And experience counts—so much—very much—in ADVERTISING. If YOU haven't the experience, BUY it from some fellow who HAS. DON'T let the willing office boy, your recently graduated son, or some youthful Correspondence School Graduate write YOUR ads. THEY wouldn't attempt to do your plumbing, or design your building, or take responsibility for your financial success, but they WILL take a hand in your ADVERTISING—if you LET them.
In MY case the EXPERIENCE is THERE; driven home by EIGHTEEN years of plugging—studying—trying out—developing—originating—planning. I DON'T do much ELSE, but I HAVE earned the right to hang out the following shingle:
T. Toby Jacobs
"HE WRITES ADS"
507 Brandeis Theatre Building

Now Is The Time for Gotham Shirts
Gotham M.B. Co.
In New York, where people are sticklers for style, "Gotham" is preferred over all other shirts. You will recognize the reason when you see "Gotham" garments—how they are tailored and styled and finished.
\$1.00, \$1.50 and upwards
At most every good shop.
Also Gotham Suits, Underwear, Union Suits, Pajamas and Soft Collars.
Book of Shirts Styles on Request.
Gotham M.B. Co.
517th Ave. Bldg., Hudson St. West, New York City

HAVE YOU A SAVINGS ACCOUNT?
On Time Certificates of Deposit running for twelve months this bank pays 3 1/2% INTEREST
The latest report to the comptroller shows that this bank has \$3,175,295.00 of Time Deposits.
Capital — \$500,000.00
Surplus — \$850,000.00
Undivided Profits — \$100,000.00
First National Bank of Omaha