

THE OMAHA EVENING BEE
FOUNDED BY EDWARD ROSEWATER
VICTOR ROSEWATER, EDITOR
The Bee Publishing Company, Proprietor
EVERY AFTERNOON EX. SUNDAY
BEE BUILDING, FARNAM AND 15TH

OFFICES
Omaha—The Bee Building,
South Omaha—218 N. 24th
Council Bluffs—13 South St.
Lincoln—34 Little Building
Chicago—344 Marquette Building
Kansas City—422 Reliance Building
New York—34 West Thirty-third St.
St. Louis—44 Pierce Building
Washington—75 Fourteenth St. N. W.

CORRESPONDENCE
Communications relating to news and
editorial matter should be addressed
Omaha, Bee, Editorial Department.

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Address complaints of irregularities in
delivery to City Circulation Department.

OCTOBER CIRCULATION
50,703

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 October,
1911, was 50,703.

DWIGHT WILLIAMS,
Circulation Manager.
Subscribed in my presence and sworn
before me this 1st day of November, 1911.
ROBERT HUNTER,
Notary Public.

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

The foot ball rush is over, now
for the Christmas rush.

The left-over turkey may as well
come down off that high perch.

The Boston Globe discusses Mr.
Rocks' chance. Which one?

Of course, Wharton Barker will
pay no attention to those demands
for proof.

Italy goes right ahead eating
Turkey as if Thanksgiving day lasted
the whole year.

Mr. Carnegie's income, they say,
amounts to \$44,000 a day. Does he
work on Sunday?

Mr. Carnegie left Ty Cobb out of
his twenty greatest men list, man-
ifestly by oversight.

The play boy of the west did not
prove to be the candy kid with that
New York audience.

Pennsylvania asks that hunters, as
a precaution, dress in black. Most
of them do eventually.

What is left of that \$150,000 put
up to defend the McNamara's is to
be refunded. To whom?

Good morning, Mr. Congress!
Hope you have enjoyed your vacation
as much as we have.

It is to be noted that Hetty Green
does not renege, like some old folks,
that she has nothing to live for.

Experience does not teach that the
good trusts favor investigations any
more readily than do the bad trusts.

Owosso, the little northern town
stricken by storm, sounds like a
thirsty German calling for a drink
of water.

Seeing how Mr. Bryan has laid out
the course so minutely, the task of
the democratic house majority should
be very easy.

Paris was never more startled than
when the little newsmen ran through
the streets yelling "Extry! A duelist
injured in a duel!"

In bad clubs should hasten to
amend their charters so they may
adopt the more timely and appropriate
name of Out-Patient-of-Beaumont
society.

Above everything else, this Los
Angeles situation proves that un-
bridled radicalism is a dangerous
force, whether employed by one side
or the other, in any great contro-
versy.

Mr. Darrow says McNamara had
no criminal intent. He and his con-
federates must have been engaged in
the profession of dynamiting build-
ings purely as a humanitarian enter-
prise.

Our old friend, Edgar Howard,
gives "Billy" Thompson's senatorial
boomlet a beautiful boost. Still, the
game is young yet, and the color of
the chips may look different by the
time coats, vests and collars are off.

Mr. Gompers says organized labor
has been badly imposed upon. Folks
usually decline to be the victims of
the same impostors twice. It is up
to organized labor to shake off
all the dynamiters, cutthroats and
strong-arm men.

The candidate who expects to shy
his castor into the commission-
ership race who has not yet gotten his
next best friend to mention his name
among the eligibles is foregoing a
lot of good, free publicity. Come
along—don't be bashful.

As to a Presidential Primary.
The following correspondence on
a live political topic is here printed
for whatever public interest it may
possess:
KENESAW, Nov. 30, 1911.—Victor Rose-
water, Esq., Member Republican National
Committee: My Dear Sir—You are no
doubt aware that there is in contempla-
tion the offering of a resolution at the
meeting of the republican national com-
mittee next month requesting states that
do not have a presidential preference
law to provide through their state com-
mittees for such a primary as a party
rule.

Representing a state that has provided
for such a primary by law, and the
autumn of the law being a republican,
it would seem to be fitting that you support
such a resolution. As one of your con-
stituents I respectfully request you to
do so. I am, very truly yours,
I. D. EVANS.

OMAHA, Dec. 1, 1911.—Hon. I. D. Evans,
Kenesaw, Neb.: My Dear Sir—I beg to
acknowledge receipt of, and to thank you
for, your letter with reference to the
question of a presidential preference
primary, and enclose a copy of a letter
which I wrote to Senator Bourne nearly
two months ago on the same subject. I
am also enclosing an article contributed
by me to the Review of Reviews last
winter on the Oregon primary law,
personal to some of the difficulties still in
the way of a nation-wide primary on
the same plan.

By my efforts in part, the call for the
republican convention issued four years
ago was so framed as to recognize elec-
tion of delegates by direct primary in
those states where the law so required.
The national committee, however, in
framing the convention call is limited to
the authority conferred on it by the
national convention by which it was
created, and the last national convention
unanimously adopted a report of its com-
mittee on this subject specifying the number
of delegates to be appointed to each state,
territory and insular possession, as well
as the time and manner of their appoint-
ment. To what extent these rules are
directory, rather than mandatory, is for
the committee to decide. While I take
it that the committee could not, for ex-
ample, change the apportionment, I be-
lieve the call should again recognize the
credentials of delegates elected by di-
rect vote instead of by state conventions
from states that have so legislated on
the subject even though the rules re-
ferred to provide for convention-elected
delegates only.

To require direct primary election
everywhere, or instruction of all delegates
by a presidential preference vote, would
necessitate uniformity, or, at least, no
discrimination, but there is no machinery
to conduct such a primary in most
southern, and many northern, states to
say nothing of Alaska, the Philippines,
Hawaii and Porto Rico. My own per-
sonal opinion is that all the committee
can properly do, or should do, is to make
it permissive for each state or territorial
organization to provide any fair method
of choosing delegates that it may see fit,
and to have their delegates instructed
by primary, or by convention, or be left
undirected, as the republicans of the
respective states may desire. This opinion,
of course, is predicated upon the existing
lack of preference vote primary legisla-
tion in all but six states, and the present
inability of the committee to organize and
conduct a national primary election for
itself.

"Thanking you for your kindly interest,
and assuring you that I shall always be
glad to have your suggestions on any
matter I may have to deal with in a
representative capacity, I have the honor
to be, very truly yours,
VICTOR ROSEWATER.

OMAHA, Oct. 18, 1911.—Hon. Jonathan
Bourne, Jr., President National Progress-
ive Republican League, Washington,
D. C.: My Dear Sir—I beg to acknowledge
receipt of your letter under date of Oc-
tober 11, addressed to me as member of
the republican national committee, with
reference to the election of delegates to
the next national convention by direct
primary. Nebraska, as you know, is a
law requiring the election of delegates
in that manner, and I do not conceive it
to be the purpose or province of the na-
tional committee to ignore this law. Very
truly yours,
VICTOR ROSEWATER.

How Far Right is Smoot?
That is a mercifully candid state-
ment which Senator Smoot of Utah
makes with respect to congress' in-
tention of playing politics and put-
ting the president in the hole this
winter. It is correct? Has Senator
Smoot summoned a little more
courage than others, and called a
spade a spade, laying bare the truth
for the truth's sake, letting the con-
sequences take care of themselves,
or has he gone further in denounc-
ing agitators and reformers than
the circumstances warrant?

It is an interesting situation he
presents. He says:
What is congress going to do at the
coming session? I answer promptly and
frankly. Play politics from beginning to
end. Every recommendation made by
President Taft to congress will be consid-
ered not as to whether its enactment
into law will be a good thing for the
country, but for the effect it would have
upon some individual's candidacy for
the presidency, or the result it might have
upon the opposition party's presidential
candidate. We must remember that the
political fight now being made by in-
surgency is not for principle, but for
men for office and political power.

This much we know, that from
the beginning to the ending of the
recent extra session of congress a
studied and persistent effort was
waged to "put Taft in a hole" and
but for which the extra session
would have lasted about one month
instead of more than four. Senator
Smoot may exceed the facts in lay-
ing all the trouble at present to the
muck-raker and his votaries, for
there is no gainsaying that "big
business" had badly misbehaved and
needed correction. At the same
time, that the situation has been
and is being unduly exploited by
self-seeking propagandists, cannot
be denied. And that hurts. We are
not going to be able to cure one
abuse by another. If instead of
playing politics and trying to put
Taft in a hole, all elements would
throw away selfish considerations
and unite at the coming session of

congress for the country's good, we
would get something done for which
nobody would have to apologize.

Clearing the Track for Alaska.
One good result of Secretary
Fisher's Alaska trip is already evi-
dent in the decision of Attorney
Brandeis for the house committee on
investigation of the Interior depart-
ment's expenditures, to abandon the
inquiry into the Controller bay case.
The decision is made as the direct
result of Secretary Fisher's findings
and reports.

The chief effect of continuing the
investigation would have been fur-
ther to retard action by congress on
Alaska's case, a matter which presses
with imperative urgency upon con-
gress this winter. With this "in-
quiry" out of the way, congress will
have small excuse for not getting
right down to business and proceed-
ing to enact laws offering relief for
the Alaskan situation.

All that is implied in Mr. Brandeis'
purpose to sidetrack this investiga-
tion and give Secretary Fisher's
recommendation the right-of-way en-
courages the hope for a sane dispo-
sition at last of these demands, about
and over which so much time and
energy have been expended. Secre-
tary Fisher must have got down to
the tap root of the situation. He is
a live conservationist, yet of the sane
order, who believes in business more
than billingsgate, and, undoubtedly,
the secretary is working in closest
coincidence with the president in all
his recommendations.

Age Line for Men Who Work.

Chicago has an organization call-
ing itself the "Anti-45-Years-Age-
Limit-League," whose object is to
fight the alleged rule of crowding
men above that age out of employ-
ment. The organization is incor-
porated and assumes the air of seri-
ousness. It is of some standing in
point of time, but remained inactive
until recently a man advertised in
the newspapers that "the best woman
in the world" was starving to
death because he could not get a job.

One prefers, even if this is a genu-
ine case, to believe that it is not
typical, but quite sporadic. Yet
Chicago is not the only industrial
center where this trend of prefer-
ence is running against the man of
advanced years and toward the
younger worker. It may not be done
to the extent of deliberately turning
men off, but that it is done in the
matter of sifting forces and filling
vacancies cannot be doubted, whether
the exact limit of 45 years is rigidly
observed or not. Some rail-
roads, however, and probably other
industries, look for their mechanical
forces among men much younger
than 45 years, and yet at the same
time they are not letting off all their
older men.

The prospect is one not entirely
without its tragic aspect for the man
dependent entirely on his daily wage.
It should have a sobering effect upon
him. Industry could ill afford, how-
ever, to hold out such a poor prom-
ise or reward for faithful youth, and
the time must not come when contin-
ued years of good service and ex-
perience do not count as factors in
favor of the old employe, no matter
how much industry must look to di-
vidends. Here again this country is
brought to see the necessity of some
stable form of old-age insurance.

The astounding collapse of the Mc-
Namara case will come more nearly
to being a complete triumph when
the originators of the dynamiting
scheme and the sources of financial
supplies are disclosed. Others be-
sides these three men—the McNa-
maras and McManigal—are implicat-
ed and would have to share re-
sponsibility if brought to justice.
Organized labor, whose national head
confesses to having been imposed
upon, owes it to itself to do all it can
to locate all the culprits and shake
off the whole brood.

Superintendent J. C. Randall of
the state reformatory at St. Cloud,
Minn., was one of the prominent
delegates to the recent Prison con-
gress in Omaha. According to a re-
port of an official investigation made
by the state into his official conduct,
he recently brought a recalcitrant
boy to time by giving him the water
cure, turning the hose on the lad
until he did what the superintendent
wanted him to do. That was one of
the reform methods not emphasized
at the Prison congress, however.

The Lincoln Journal again reminds
us that several constitutional amend-
ments are to be voted on in Nebraska
during the coming year. It will take
more than one reminder to focus
public attention on these amend-
ments sufficiently to secure intelli-
gent action on them.

Worrying the Melon Makers.
St. Paul Pioneer Press.
More than 150,000 complaints against
the express companies have been filed
with the Interstate Commerce com-
mission. That is one class of advertising
that does not pay the company.

Looking Backward
This Day in Omaha
COMPILED FROM BEE FILES
DEC. 4.

Thirty Years Ago—
A benefit of "The Daughter of the
Regiment" was given tonight at Turner
hall for Jules Grossman, who, himself,
took the role of Calpurnia. Miss Treas-
en was the Marchioness, and Mr.
Lindeman, Phillip, Miss Grossman,
Annette, Miss Bushman, Tonio, and
Mr. Huck, Leonville. Mrs. Marter
presented Mr. Grossman with a gold-
headed cane as a token of appreciation.
The Sabbath school announced to be
opened in the Northwestern depot has
been given up because the room could
not be secured.

Miss J. Jewett left for Toledo, where
she will spend the winter.
Ex-Governor Smith and family of New
Hampshire arrived here from a western
trip.

W. M. Baxter is acting manager of
Boyd's during the absence of Manager
Marsh.

Mrs. J. H. N. Patrick has returned from
New York.

Mr. and Mrs. John M. Thurston are
back from Wisconsin.

Tom Rogers has gone to New York
on a business trip.

The main supply pipe of the water
works on Cuming street between Twenty-
second and Twenty-third burst and left
a gap of men busy all night repairing
the break.

The death of a young man named
Snyder discloses that Dr. Upjohn of
Papillon is coroner of Sarpy county.

Willis M. Yates advertises that he will
save his customers \$1 on every sack of
flour bought from him.

Twenty Years Ago—
At 1:30 a. m. the city officials of Blair
telephoned to Omaha that their town was
burning, asking for help.

J. W. Eller, county judge-elect, spent a
part of yesterday familiarizing himself
with the office he was to occupy.

The First Baptist church filed its articles
of incorporation in the county court.

Officer S. S. Drummy put a box of
cigars on tap at the police station. "It's
a boy."

These doctors announced their candi-
dacy for the office of county physician:
Connell, Coulter, Horner, Worley,
Wirth, Van Camp, King, Keogh, then
the incumbents.

Judge Hopewell broke the court record
and refused a divorce. A woman applied
for a decree on the ground that her
husband was lazy and the judge held that
to be an inadequate excuse.

Connections were all completed and
everything was in readiness to turn on the
heat in the furnaces at the new city hall.

J. A. Connor, H. G. Clark, C. F. Good-
man, W. N. Nason of the Omaha Board
of Trade committee on conference with
the railroads on grain rates returned from
Chicago, where they conferred.

L. M. May, fish commissioner of Ne-
braska, moved to Omaha, taking a resi-
dence on Binney street, in Kountze
place.

Bert Wilcox, accompanied by Charles
Rundlett of Red Oak, Ia., came near being
killed in a runaway on Q street in
South Omaha, both men being thrown out
when the horse ran away and demolished
the buggy in a collision with a beam of
the viaduct.

Ten Years Ago—
General Manager Bidwell of the Elk-
horn road returned from the terminus of
the Verdigris branch, where he set a
party of surveyors to work, running out
the line to be followed in extending the
road to Niobrara.

Mrs. Grace Wood Mattocks, wife of
Dudley Mattocks, and mother of Mrs.
Marc Perkins of Omaha, and Mrs. T. S.
Burgess of Sun Prairie, Wis., died at her
home, 429 Cuming street.

Mrs. Millie Wyman, widow of William
W. Wyman and sister of Mrs. J. A. Lill-
ie, aged 84, died at home, 311 South
Twenty-third street.

Agent A. J. Sampson of the Wells-
Fargo Express company took occasion to
refer reports that his company was to
abandon its office in Omaha.

R. C. Peters & Co. sold the resi-
dence of J. R. Buchanan on Thirty-eighth
street, north of Farnam, to John H.
Brown for \$10,000.

After eight years of litigation, Swift
& Company paid in full the judgment for
personal injuries obtained against it by
Frank Holoubcek, a former employe,
amounting to \$3,973.72.

Editors of local weekly papers ad-
dressed the Real Estate exchange on the
matter of consolidating the city and
county governments. J. G. Kelly of the
South Omaha Journal-Stockman favored
it, as did also J. E. Reagan, editor of the
Quill, whose policy, he affirmed, would
be subject to the will of Douglas county
democracy, while Clement Chase of the
Excelsior wanted to get the question of
constitutional limitation out of the way
before proceeding to consolidate.

People Talked About
A marked demand for American wind-
mills in Egypt is reported. The breeze
stirred up by Mr. Roosevelt must be
doing some business at the old stand.

The Bee's Letter Box

Kansas City as an Example.
OMAHA, Dec. 2.—To the Editor of The
Bee: However well we may think of
our city and of its advancement and pro-
gressive conditions looking to the welfare
of its people, we nevertheless may learn
from other cities who have made suc-
cessful studies of certain features of mu-
nicipal life and from them learn certain
ideas which might be profitably used in
our city.

Kansas City has a board of public wel-
fare, composed of patriotic citizens who
serve without salary, the object of which
is to seek the root of evils in municipal
life and apply corrective measures so
far as possible. Employes of the board
are paid from a subscription fund. It has
the general office research bureau
association, service department, depart-
ment for the homeless and unemployed,
welfare loan agency, municipal reform
department, women's reformatory and
parole department. As I understand it,
the board of public welfare grew out of
the board of pardons and paroles with in-
creased power, enabling it to deal with
all problems committed to it. Since the
beginning of the board of public welfare
in April, 1910, it has pardoned 4,000 in-
dividuals, 75 per cent of whom were re-
stored to the ranks of useful and pro-
ductive citizens; 580 are now on parole
and are earning an average of \$10 a week,
which is turned over to their families.
Formerly men and women were kept in
a workhouse in idleness; now they are
trained in habits of industry. Kansas
City has a municipal farm of 135 acres
where small offenders are made to work
who were formerly dead expense and
trained in idleness; but the new system
reaps its best results in its character
building and encouragement of the in-
dividual, whereas idleness must be based
deep resentment toward the government
and society followed their imprisonment.
Under the new system when they are re-
leased from imprisonment they have
learned a trade and are strengthened in
body and mind for the future.

It was found that 25 to 35 per cent
of the cases of unemployed were the result
of lack of work to do, greatly due to in-
efficiency, dissipation and shiftlessness
and other conditions over which the per-
son has no control. During certain parts
of the year seven to eight thousand em-
ployes of packing houses are out of em-
ployment and want results frequently.
Under such conditions, good workmen
turn tramps and become unfitted for
future labor. Kansas City has a rock
quarry to relieve this situation where em-
ployment has been given to 2,500 persons
for a total of 16,000 days, the cost of the
experiment being \$15,000 and the amount
received, \$13,500.

There is also provision made for relief
against loan agents. It is said that in
New York City 30,000 workmen pay trib-
ute to loan agents; also 2,500 school
teachers pay 120 to 180 per cent interest.
Kansas City has a municipal loan agency
at work and \$50,000 has been loaned at
rates of 1 1/2 to 2 per cent per month.

Provision is also made in Kansas City
looking to the housing conditions and
abolishing of the slums and reducing the
evils of disease. The city is divided into
six districts with a superintendent in
each. The slum areas are carefully con-
sidered and provisions made to protect
young girls from the dangers of these
places to which they go as the only place
for fun and amusement. As has been
said by one of the workers: "Our work
has been to relieve humanity, to bring the
contented and well-to-do in touch with
the great, throbbing heart of the despair-
ing, the needy and infirm, to relieve
misery, to build up hopes, to put down
injustice; to bring about the realization of
the brotherhood of man and the father-
hood of God."

One of the most important features of
the work of the board of public welfare
is child welfare. On November 2, 1911, an
exhibit was given in Convention hall,
which was a revelation to those who
have never studied the question and the
possible results that might be achieved
by energetic labor of public-spirited citi-
zens. The exhibit was as much to in-
struct as to warn and encourage, for all
upon knowledge, a foundation upon which
sympathy finds it easier to build. The
exhibit might be classed under the follow-
ing heads:

- 1. Health; babies' hospital wards, diet
kitchen, pure food exhibits, milk sta-
tions, baby camps, wards for crippled
children, a dental clinic and X-ray
machine.
2. Homes; a model nursery, giving sug-
gestions to parents and the fitting out of
a nursery; boys' workshop, home library,
good and bad housing conditions.
3. Schools; school room classes of an
interesting nature where parents could
see how their children are taught;
classes in cooking, sewing, woodwork
and the like.
4. Recreation; model playgrounds with
suggestive plans of playgrounds as-
sociation and park commissioners, also
showing other investigations of moving
pictures, dance halls and other amuse-
ments. The boy scouts formed a part
of the exhibit. It was found in Kansas
City twelve playgrounds under the control
of the park commissioners. Each has a
superintendent who instructs in physical
exercise, morals and habits. It has also
public baths, one or more, consisting of
a spray attachment to hydrants in a con-
gested part of the city where in hot
weather boys and girls, men and women,
dressed in their old clothing, find
pleasure and health.
5. Settlements and educational move-
ments under which were included the
Young Men's Christian association, the
Young Women's Christian association and
various other organizations which
work to enrich the life of the individual
and the community.
6. Churches; showing what churches
and Sunday schools are doing for
children; charities and corrections, show-
ing what has been done and may be
done to care for the feeble, dependent
and defective children, including many
photographs and pictures, showing the
work of the juvenile court and proba-
tion officers.
7. Industrial conditions; showing con-
dition of children in the city.
Much more could be said as to what
our sister city is doing and intends to do
by means of its public-spirited citizens
aided by its city government. Now, it
seems to me that a city like Omaha, with
so many public-spirited citizens, so pro-
gressive in various lines of achievement,
and which has the conditions of all
cities and which were found in Kansas
City, might well consider the movement
now going on in Kansas City and take
steps to not only profit by it but adopt
it in so far as the plan is applicable
and perhaps add new features with newer
and better results.

W. W. SLABAUGH.

POLITICAL SNAPSHOTS.

Washington Post: About the only way
a Democratic possibility can make a hit
with William J. Bryan is to make an use
himself.
New York Tribune: If Mr. Bryan is not
more diplomatic in his efforts to promote
a Clark-Underwood feud the genial Pike
county statesman will not deliver those
votes which are to start the Bryan stamp-
ede in the democratic national conven-
tion.

Pittsburgh Dispatch: The chairman of
the democratic national committee as-
serts with confidence that the democrats
have a sure thing of the election next
year. That is recognized as a regular
occupation of the national party chair-
man for about two weeks before and
perhaps 10 hours after the election, and it
will probably do as much good now as 11
months hence.

St. Louis Republic: Worse and worse!
It is now said that Wall street is not only
infatuated with Roosevelt, but that it
longs for La Follette also. Its love for
Roosevelt arises from his recent attempt
to save the steel trust from prosecution.
Its affection for La Follette is probably
due to the revelation just made in that
gentleman's autobiography that he ad-
mired Mark Hanna almost as much as he
did Bob Ingersoll.

DOMESTIC PLEASANTRIES.

Betty—Really, Kate, how can you say
that! You know I don't think seriously
of marriage.
Her Married Sister—Oh, as to that, you
won't, naturally, until after you are mar-
ried. Nobody does.—Boston Transcript.

"Do you know of any really good way
to break a man of smoking in the house?"
"Certainly. Let his wife buy his cigars."
—Baltimore American.

"No," said Mr. Comroix: "I don't in the
least disapprove of my daughter's mar-
rying a title."
"I am, what I object to is the fellow
that goes with it."—Washington Star.

She—What did you mean by kissing me
when I was asleep in the hammock this
morning?
He—Only took one little one.
She—You didn't count at least seven
before I woke.—Fitzgerald Blatter.

"Didn't you go on a wedding journey?"
"Couldn't afford it."
"Why not?"
"The minister scared me so that I gave
him a month's salary for a fee."—Cleve-
land Plain Dealer.

"Old Hanks is the meanest man in the
community."
"What has he been doing now?"
"Got his wife out of the notion of buy-
ing a fashionable muff by telling her
that muffs are made larger than they
used to be because women's hands are
growing bigger."—Chicago Tribune.

A Bell Telephone Defies Distance
The business man of today knows that the Bell Telephone, next to his own capital, is his greatest money-making asset.
Business and professional men in 50,000 American cities and towns depend upon the "Bell," because it leads them directly and effectively to the men with whom they need to deal.
Modern enterprise demands an appreciation of the value of universal Bell Telephone Service. The rates may be lower than you think they are. Inquire at our nearest office.
NEBRASKA TELEPHONE CO.
Bell Telephone Lines Reach Nearly Everywhere.

Personality in Salesmanship.
IF YOUR SALESMAN is a man of person-
ality he will dominate in his class. He will
not only land his prospects, but his person-
ality will create talk amongst his customers that
will pull other customers into your store.
So it is with your advertising. Put salesmanship on paper
into your advertisements. Give that sales-man-ship-on-paper a
personality that will make it stand out by itself—make it
dominate the page on which it is located.
It will attract customers to your store—it will create talk
that will bring people, who have not seen the ads, to your
store—its effect is immeasur-
able.
We give your advertising that personality.
Darlow Advertising Company
528-40 City National Bank Building Telephone Douglas 176
Ind. A-1376
Haste!
is Not waste when you telegraph.
Western Union "Day Letters" and "Night Letters" save waste.
Telephone the West-ern Union any time.
THE WESTERN UNION TELEGRAPH COMPANY