

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER
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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, for the month of December, 1911, was 50,119.

DWIGHT WILLIAMS,
 Circulation Manager.
 Subscribed in my presence and sworn to before me this 24th day of January, 1912.
 ROBERT HUNTER,
 Notary Public.

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

Is that Camorra trial still in the cage?

Nobody strikes for more of the wages of sin.

Next popular melody: "I Want My Alimony Back."

Of course, if one excuse for raising the price of ice will not do another one will.

St. Louis always has the excuse of the state line to give for not annexing East St. Louis.

"Iowa corn is just as bad as Nebraska's," we are told. But that does not help Nebraska's any.

Mrs. Schumann-Heink's mistake seems to have been too much of a hurry to get married the latter time.

The blight of divorce is the one touch of nature that makes the whole stage kin, from vaudeville to grand opera.

San Francisco, too, has awakened to the "evil of the dance halls." Make them behave or put them out of business.

How can Nebraska democrats afford to nominate Metcalfe for governor? Who would run Mr. Bryan's Commoner, then?

In spite of the small net profits, the meat packers are fighting like Trojans for the privilege of remaining in the business.

Mr. Rockefeller might increase the membership of his "Don't Worry Club" by spending some of his golden optimism around.

Governor Wilson evidently never learned that little school boy couplet: "Speak when you're spoken to; answer when you're called."

Chicago nurses say babies must not be rocked to sleep. There they go, striking down the hand that rocks the cradle and guides the nation.

Now that Dr. Wiley is given a completely clean bill, we may eat our dinner with the easy consolation that it will not kill us, even if it does break us.

Governor Foss' press agent is not earning his money. The Massachusetts man's presidential candidacy has not been mentioned out this way for a week.

Those revival meetings that are stirring Council Bluffs so deeply might have found more fertile soil there a few years ago. Still, better late than never.

Judge Gary denies the report that the Steel trust is working to defeat the re-nomination of President Taft. Oh, perish the thought that the Steel trust would do that!

The Men and Religion Movement is now actively launched in Greater Boston," says the Boston Transcript. In which case the movement seems to be in earnest in trying to save sinners.

And now we are told that Senator Cummins and Senator La Follette are both to seek the presidential nomination without having a falling out with one another. We shall see what we shall see.

Mr. Bryan again issues a warning that "the money trust" is at work. Somehow, it seems to us that we heard something of the same kind when the silver bullionists were endeavoring to save humanity from credulity by restoring 16 to 1 free and unlimited.

The Wilson-Harvey Incident.

Governor Wilson's repudiation of Colonel Harvey and his political championship is typically Bryanesque. Is it possible the Nebraska's counsel might have inspired it? Stranger things have happened, yes, even in the brief political career of Governor Wilson, or at least since it began. Something has evidently transpired to elicit nice and forgiving words for Dr. Wilson from a leader who ordinarily does not sheath his feelings at men who talk of knocking him "into a cocked hat."

But aside from the inspiration it, what will be the effect of Dr. Wilson's break with the man who brought him out and made him governor and a candidate for the presidency? That is a question already being answered both ways. The Bryan people declare it will strengthen Wilson; the other fellows assert it has even now annihilated him politically. It may do neither, and yet will, undoubtedly, estrange as many as it will attract. Of course it would tend to cement Bryan's personal influence and move him to real active efforts in Wilson's behalf. That is, it would if Mr. Bryan, himself, were not a receptive candidate. Far be it, though, that the unsophisticated scholar in politics could have conceived the iniquitous notion of thus testing Colonel Bryan.

"Dr. Wilson seems to be specially unfortunate in some of his political adherents. Colonel Harvey is not the only plutocrat who, strangely, finds his ideals of the presidency embodied in Colonel Watterston's schoolmaster. There is, forgoth, Colonel Roger C. Sullivan of Illinois embarrassing the governor with his ardent admiration. But Colonel Sullivan has no daily or weekly newspaper through which to vent his praise, and then he made his peace with Colonel Bryan long ago, so perhaps his influence is harmless or acceptable. In the meantime Dr. Wilson should flatter himself at the distinction of having to drive men out of his band wagon.

Cornering the White Slavers.

Young Mr. Rockefeller, it transpires, was not dealing in vain boasts or threats when, elected foreman two years ago of the celebrated grand jury in New York that was to investigate the white slave traffic, he vowed he would stick to the fight until a law prohibiting white slavery was enacted and enforced. Such a law is there and convictions have been obtained under it. Nor is that all. Mr. Rockefeller has induced the national government to take up the crusade to which he has given so much of his time and \$100,000 of his private fortune. It is to be hoped that the day is not far off when this abominable species of crime will be done away with in every state of the union. It is not half as hard to abolish as many easy-going communities have made themselves believe. Certainly, it will be admitted that Mr. Rockefeller did not pick out the easiest place in which to begin his work. If real headway can be made in New York in two years, what might be accomplished in other states?

The New York law is not a plaything. It carries an extreme penalty of twenty years in prison and a fine of \$5,000. At least one white player, a youth of 20, whose offense was particularly atrocious, has been given this limit. Three others last year were sentenced from ten to twenty years. Convictions have not been as hard to secure as might be supposed and prosecutors and judges maintain that the law is rapidly breaking up the nefarious traffic. Even the creatures who engage in such vice criminality are not complacently taking chances on this law with the determined spirit back of it for its rigid enforcement. The country is in debt to the young multi-millionaire for the splendid impetus he has given so great a reform.

Mr. Bryan and the Bad Bosses.

Just ten years ago this date appeared in The Bee and other Associated Press newspapers:

BUTLER, Pa., Jan. 21.—W. J. Bryan spoke at the Butler opera house, on "A Conquering Nation." He had spent the greater part of the day at Pittsburgh, where he was the guest of the democratic national committee.

Mr. Bryan is still giving out that same statement: "The future of the democratic party is bright. It means success." He has been repeating it for nearly sixteen years. But he is not putting up as the guest of the democratic national committee of Pennsylvania when he goes to Pittsburgh. He has had his personal talks with Colonel Guffey, whom in 1908 he had thrown over the transom at Denver and who turned the tables on Mr. Bryan the other day at Washington.

It may be just a coincidence that Mr. Bryan's alliances and differences with Colonel Guffey and Roger Sullivan and Boss Murphy, Tom Taggart, and other similarly reputed gentlemen are all personal, but it is a striking coincidence, nevertheless. And it is also a matter of much interest that he is now and for a long time has been on amicable terms with Murphy and Sullivan, whom he was excommunicated more severely than he ever has Guffey. It is the weakness of Mr. Bryan's professions, that he falls

out with the odious boss in politics, apparently, only when he fails to get on with him personally.

School Books and Disease.

A discussion last week at Lincoln before the Lancaster County Medical society brought out a vigorous protest against the free text book, and the common use of pencils and other school equipment, as carriers of disease. Particular stress was laid upon the evil of collecting and redistributing pencils, and the declaration that every pupil should use only his own books was approvingly received.

This raises one feature of the free text book question which has usually been passed over, but it certainly calls for at least precautionary measures. Omaha has been a free text book city for many years, and while unquestionably a great saving in money to the pupils and parents has been effected by paying for the books out of the school treasury, there are drawbacks that offset many of the advantages. The life of the text book depends entirely upon its use and is very uneven, especially with the incentive to careful handling removed, with the consequence that most of the time the children are compelled to use dilapidated or filthy books that are well calculated to be disease carriers.

The problem of disease communication through the schools is much more serious and much less understood than it should be.

Help for the Widows and Orphans.

Philanthropy takes so many different turns that it must often test the resourcefulness of a benefactor to find a new channel for dispensing aid. Mr. Carnegie, it will be recalled, says it is more difficult to give away wealth wisely than to acquire it, though, of course, the task may not be generally appreciated. Mr. Carnegie's giving has been in large lumps and usually for what may be regarded as large objects, more for rewarding leaders of the race than for relieving individual distress. He may encounter, doubtless, severe tests of discrimination in endowing colleges or libraries, to say nothing of financing the great eternal movement of world peace. Yet it is even possible that men who give to the smaller necessities of personal existence may meet with more trials of this kind than Mr. Carnegie does in his broader field of philanthropy.

Richard T. Crane, the Chicago iron manufacturer, more famous for his antipathy for higher education, dying, leaves an estate valued at \$10,000,000. While the will does not so stipulate, provision will be made by his sons, the administrators, upon authority of their father's oral declarations, for expending \$1,000,000 in building homes in Chicago suburbs for helpless children and their widowed mothers. Now, while such beneficence would seem to require the greatest wisdom, it also certainly involves opportunity for tremendous direct aid of the very highest order. What more laudable purpose could a philanthropist set himself to than relieving the immediate distress of the widow and orphan and enabling the latter to secure a foothold whereby they might help themselves to positions later in life of useful and comfortable service?

There is no telling what relief and joy and service this legacy of Mr. Crane's might make possible. He, himself, was a poor boy once and fought his way up by hard luck. He knew, therefore, what poverty meant. Of course, his endowment will relieve but a small part of this want, comparatively, yet \$1,000,000 will cheer many a faltering heart and probably will set an example to be followed by other men of large wealth.

On the score of being the only Nebraska candidate in the field, an ambitious statesman named Ross, who lives in the western part of the state, and has had himself filed for president on the primary ballots of all political parties, can rightfully claim the support of all delegations from Nebraska as Nebraska's favorite son. Presumably, Candidate Ross will see to it that his name is likewise filed for president in the other seven states that are to have a presidential preference primary, and thus take the whole country by storm.

The Lincoln Star still persists that the request made on members of the republican state committee to record themselves for an order directing the election of national convention delegates by primary vote was an attempt to override the primary law instead of an effort to comply with it. It must be persisting - on the old theory of a lie well stuck to.

Our new reform democratic sheriff is a great raider, but his vision evidently does not extend beyond the confines of the Third ward in Omaha. Wonder if he knows that South Omaha and the rest of Douglas county are equally within his jurisdiction?

President Taft believes in a fearless and independent judiciary, but he cannot persuade himself that we will have either with the club of popular recall hanging over the head of every judge who conscientiously renders an unpopular decision.

Looking Backward
This Day in Omaha
COMPILED FROM BEE FILES
JAN. 22

Thirty Years Ago—

Quite an exciting scene was witnessed on the river bank opposite Boyd's packing house when C. E. Mayne, returning from Council Bluffs, drove his valuable roadster, "Oscar Phelps," across the ice in the river and broke through a place where the ice had been out. A crowd of not less than 500 people gathered on the bank and watched the efforts.

President Clark of the Board of Trade has received a communication from the Council Bluffs Board of Trade asking for a conference in regard to construction of a wagon bridge across the Missouri and has called a meeting to take action.

The program announced for the Burns celebration over the names of Thomas Falconer, president; A. C. Troup, secretary. Includes most of the local celebrities. Addresses by Homer Stull, Rev. W. E. Copeland and D. C. Brooks, and musical numbers by J. Northrup, Lizzie Calderwood, Charles McDonald, Maggie Henderson, W. H. Wilkins, Ida Gibson and A. Wilkins.

J. Sport, boot and shoe manufacturer, 309 South Tenth street, offers to make French calf tongue boots, sewed, in order for \$5.

The weather is again delightful, so we are told.

Miss Minnie Richardson left for Utica, where she attends a select school.

Frank Zimmer, lately of Omaha, but now of Wheeling, W. Va., has returned east.

Miss Hoyt of Utica, N. Y., for several months the guest of Mrs. L. M. Bennett, has departed for her home.

General Manderson and wife left for a trip to Europe.

Mr. and Mrs. J. M. Stafford became the happy parents of a nine-pound girl baby.

Twenty Years Ago—

Judge and Mrs. Shields entertained the Koutze Place High Five club at their home on Emmet street. Mrs. H. Lawrie, winner of the woman's first prize, got a handsome glass basket. Mr. E. D. Van Court won the gentlemen's prize, an ash receiver.

Mrs. Frank Czapetzer gave a kenington in the afternoon, which for beauty and elegance took rank with the season's events.

Branch No. 2, Catholic Mutual Benefit association, gave its first card party at its rooms in the evening. Lunch was served and dancing indulged in. Miss McMahon and H. Husele took first prize, while Miss Brady and Mr. White captured the last trophy.

Charles J. Green left for Washington to argue the suit for Nebraska involving title to a strip of land in East Omaha.

E. M. Moorman went to Chicago on business.

Captain H. E. Palmer left for Chicago on a business errand.

A fire in the basement of Sloan & Johnson's new wholesale grocery establishment at Ninth and Jackson streets did small damage.

Ten Years Ago—

News reached the city of the death at Pueblo, January 20, of G. L. Horne, Jr., who had been with the C. B. Havens coal firm for ten years. His death was due to pneumonia. He had gone to Pueblo several months previously to accept a position as manager of the Colorado Fuel and Iron company. He was 62.

James Wallace and Miss Margaret Reed, daughter of Mr. and Mrs. Edward Reed, were married by Father Ahern at St. Peter's church, at 8 p. m. They had their home arranged at Hill Pierce street.

Jerome M. Kempton and Miss Ella L. Simpson, daughter of Mr. and Mrs. David L. Simpson, were married at the home of the bride's parents by the Rev. H. C. Harrington, pastor of the First Congregational church. Miss Gray of Waterloo, Ia., was bridesmaid and Shelby Kempton was best man. The groom was the son of one of the first legislators in Nebraska and a member of an old family here. The couple left for St. Louis and southern points, to make their home in St. Joseph.

James E. Woodard of Omaha won the Creighton college oratorical contest, entitling him to represent his college at the state contest.

Mrs. Henry T. Clarke, Jr., gave an "at home" in the afternoon that was a social feature. Bridesmaid roles and red carnations were the decorations. Mrs. Clarke was assisted by Misses Allen, Cleveland, Victor White, Luther Kountze, Fred Nash, Charles Marsh, Harry Wilkins, Miss Spurgeon and Miss Clarke. Mrs. Remington entertained the Sewing club.

People Talked About

The domestic side of life in Chicago must be in a crude state when a helmsman leaves her home town to do housework in New York.

Ethan Allen, a New York lawyer and descendant of the revolutionary hero of that name, who died recently, left an estate of over \$100,000.

The real test of Dr. Wu Ting-fang's ability to steer the Chinese republic to smooth waters comes in the battle for the location of the republic's national capital.

When the youngsters of today become "the oldest inhabitants," posterity is assured of some real winter weather stories. As a basing date, January, 1912, puts Ireland all over Ireland's "big wind."

Prof. Brander Matthews predicts this country will be girdled up in a big war about 1915. As chief publisher for the Sunlight Spelling board, the professor is excusable for changing his brand of spells.

The proposition is made that people whose homes burn down be penalized in the interest of fire prevention. This will start a demand for a fireproof cigarette or one guaranteed to go out when taken into the house.

The Ohio constitutional convention, presided over by a preacher, has before it such propositions as the initiative, referendum, recall, short ballot, woman suffrage, single tax, dry goods and wet goods. If the members do business with out dictographs, the chances of earning their regular salaries are reasonably good.

Army Gossip

Items of General Interest to the Service Gathered from Various Sources.

Cavalry Maintenance.

A comparative statement of the cost of maintaining a regiment of cavalry at Fort Ethan Allen, Vt., Fort Oglethorpe, Ga., and Fort Des Moines, Ia., recently sent to the capital, seems to bear out the contention of the War department that it would be more economical to keep the cavalry regiments near the source of forage supplies. It is shown that it costs \$25,000 to maintain a cavalry regiment for one year at Fort Ethan Allen, \$12,500 at Fort Oglethorpe, and \$10,000 at Fort Des Moines.

Guard Duty Rules.

The War department has under consideration the question as to whether the present system of guard duty shall be retained, or an entirely new system, designed to be operated with a less number of men shall be substituted. Upon instructions from the War department, Colonel W. F. Evans, head of the infantry board at Fort Leavenworth, Kas., prepared a revision of the present guard manual, the revision contemplating the retention of the present system. This revision is under consideration by officers attached to the army war college. In this city, but final action is deferred until the question of policy is settled.

White Ants Bother Army.

The army officers in the Philippines continue to complain of the depredations of the white ants. The buildings at many of the posts in the islands, being only of a temporary or semi-permanent nature, are already showing the effects of weather and the ravages of white ants, and many by this time would have been uninhabitable were it not for the money that has been expended in repairs. It would undoubtedly be economical in the long run if the construction of buildings of reinforced concrete which has been begun at Fort William McKinley and Camp Stotsenburg should be hastened, although the immediate expenditure would be greater.

Reward for Colonel Goethals.

The senators and representatives who have visited the canal zone have brought back to Washington with them an appreciation of the services which are being rendered by Colonel G. W. Goethals as the responsible head of the construction of the isthmian waterway. Some of the members are talking of his appointment as chief of engineers, with the rank of brigadier general, upon the retirement of General Bixby, which event occurs in December, 1912. The idea being that Colonel Goethals would continue in charge of canal construction, with an acting chief of engineers in Washington. As an alternative proposition, it has been suggested that Colonel Goethals be made a brigadier general on the retirement of Brigadier General D. H. Brush in May of this year, which is the only retirement among general officers in 1912. Colonel Goethals will have until 1912 to serve before being retired by operation of law. As a matter of fact, the appointment to the grade of brigadier general in the army is not regarded as much of a reward for Colonel Goethals' services. He has a world-wide reputation and is engaged on an engineering project of international significance. It is probable that on the completion of the Panama canal Colonel Goethals will be suitably rewarded by a special act of congress.

Officers Lose Easy Jobs.

"Fried loose" was the cry about the War department last week when it became known that twenty-two officers had been ordered detached from as many comfortable berths at the department and into field service after four or more years of Washington life. The officers detached range in rank from brigadier general to captain. Some of them have been serving in Washington for more than six years and most of them had begun to feel secure against disturbance in their positions. For as many more consequently the order of Major General Leonard Wood of the general staff, came as a great surprise to most of the officers concerned. It was no surprise to those attached to the general staff as the law requires that they shall not serve on that corps more than four years consecutively. Those who will take part in the exodus are: Brigadier General W. W. Wetherill, president of the Army War college, who will change places with Brigadier General A. L. Mills, commanding the department of the gulf at Atlanta, Ga.; Major John Hagood, general staff; Captain Charles B. Rhodes, general staff; Captain James A. Mose, Twenty-fourth infantry; Captain Stanley D. Embick, general staff; Major P. F. Staub, general staff; Major R. E. Callan, coast artillery; Captain P. F. Bishop, coast artillery; Captain J. A. Logan, subsistence department; Lieutenant Colonel John T. Knight, quartermaster's department; Lieutenant Colonel D. S. Stanley, quartermaster's department; Major F. B. Cheatham, quartermaster's department; Major A. B. Brewster, inspector general; Lieutenant Colonel J. T. Thompson, ordnance department; Major J. H. Rice, ordnance department; Lieutenant Colonel G. H. Downey, pay department; Lieutenant Colonel W. D. McCaw, medical department; Major F. S. Russell, medical department; Colonel P. F. McCain, adjutant general's department; Lieutenant Colonel Benjamin Alford, adjutant general's department; and Lieutenant Colonel J. B. Forer, judge advocate.

The Record Tells.

President Taft's roll of trust prosecutions now equals that of Roosevelt's, though Roosevelt had seven and one-half years for working up his list and Taft has had less than three. The conclusion of the Roosevelt worshippers that Taft is a failure does not seem to be founded in fact. But the president who will really score is the one who succeeds in leading the man who keeps on seeking means to perpetuate the monopoly which the courts have declared illegal in the penitentiary.

Wireless Links on Pacific.

The proposed wireless station at San Francisco, with its lofty tower, may link our Pacific coast with Japan, and will certainly be able to communicate with the canal zone and the Hawaiian Islands. The distance record thus far is that established by Marconi on the way from Ireland to South America, when he received messages at a point 5,000 miles from home.

Watch the Bear Feet.

American employees of Persia have appealed to Sulzer for help. If he moves on Teheran at once Russia will draw in its lines around St. Petersburg and prepare for a Napoleonic invasion as soon as the winter lets up.

POSTAL TELEGRAPH.

Chicago Tribune: Mr. Taft remembers what happened to Bryan when that gentleman came out for government ownership of railroads.

Denver Republican: Mr. Hitchcock wants to see the government own the telegraph business. If Uncle Sam will supply free time novels, all the messenger boys will be strong for the change.

Cleveland Leader: The Hitchcock program is interesting, beyond doubt, but it is a many-sided problem and it will not be disposed of today or tomorrow. Meanwhile, many old fashioned folks, facing the proposition coming from a so-called conservative administration, will ask once more, in the familiar words of the bewildered Georgia congressman, "Where are we at?"

New York Journal of Commerce: No where is the government ownership and control in any true sense either successful or probable, and Postmaster General Hitchcock has no warrant for his bold statements and no justification for his rash recommendation. He seems also to have committed the gross impropriety of making public announcement of it without consulting the president and cabinet.

Springfield Republican: Postmaster General Hitchcock is to make his contribution to the volume of matters that are under public discussion on the eve of a presidential campaign, by advising congress to buy the telegraph lines of the country. The pros and cons will be duly talked about, and before congress gets around to acting on the matter everybody will have been given opportunity for making up his or her mind regarding the desirability of federal ownership. Meanwhile Uncle Sam has plenty of corporation business on hand in the way of oversight and regulation, and trouble over these things may in time make ownership of the telegraph lines look easy.

Who Gets the Money?

Philadelphia Record: Coincidentally with the announcement that the Elgin butter board has marked butter up to a new high record price, we are gravely informed that even at the new figure the jobbers are not making any profit. From the butter producers comes the same doleful intelligence. Can it be that the greedy cows are hogging all the gains of the butter-making industry?

"Well, Wouldn't You?"

Louisville Courier-Journal: Ten thousand Manchus mercilessly slaughtered, according to a Pekin cablegram. Well, wouldn't you, if you got the chance, if you and your ancestors for three centuries had been compelled to wear your hair like a Chinaman?

Backbone of Independence.

Houston Post: The man who does an honest day's work for an honest day's pay may owe a landlord or a grocerman now and then, but he doesn't owe an apology to any politician who walks.

GRINS AND GROANS.

Willis—My son was spending so much time at college that I told him he must come home and get some of his luxuries.
 Willis—Yes. He writes me that he has been cutting classes ever since.—Judge.

"How did he make all his money?" I understand he used to be a hat check boy in one of our leading hotels.—Detroit Free Press.

"We don't want any standpatters in our party," said one campaigner.
 "No," replied the other; "and yet we don't want too many of those people who are always sidestepping so that you can't feel where the stand."—Washington Star.

Mrs. Wombat proceeded to use some very plain language.
 Mr. Wombat objected.
 "Ain't what I say true?" demanded Mrs. Wombat.
 "Yes, but a woman, be more diplomatic. You talk as if you were abrogating a treaty."—Washington Herald.

"BACK TO THE FARM."

Youngstown (O.) Telegram: You hear the city workman talk. You'd say he thought "was funny" to live out on a country farm. Where all the folks had money.

He doesn't know what work it takes to raise a few potatoes. When bugs and grubs are plentiful and worms eat your tomatoes.

He never thinks how much it takes to feed his cows and horses. Nor who it is that cuts his wood and so he just rejoices.

He says, "Oh, ain't it great? To have such fresh things in your garden?" And he forgets if you don't hoe the ground will surely harden.

And weeds will grow and choke your corn. Your fine fresh peas will wither. And all dry up or else fall down. If it comes rainy weather.

He doesn't know what crop's fine and looks as thick as wheat. Till freezing nights in March come on. And then the game's all over.

Or, when the pasture's all burnt up And springs go dry in summer. That when he has to feed the corn. The crop he'd call a hummer.

For cows must eat or they go dry. There are taxes, "sure as death." The hay crop's short, the corn all gone. The prospect takes your breath.

So Mr. City Man, before you "hike," First get down and consider. With all the sweets of country life, You'll find full share of bitter.

Stout's Saxon Frau
 Old Frau
 Saxon Frau

A Word To Building
Contractors---

Have you thought of using electric hoisting in planning this year's work?

There is money for you in applying electric current to hoisting in building construction.

Complete electric hoists are now made for almost any kind of work. Concrete mixers, etc., can be electrically driven from the same source of supply.

Electric Hoisting, both high and low speed, is cheap. It means any and all kinds of lifting safely and quickly without the services of an engineer and without the cost of moving an engine from place to place.

Give our Contract Department a chance to talk to you about electric hoisting before you dismiss this subject from your mind.

Omaha Electric Light
& Power Company

N. B.—Will move our office to new U. P. Bldg., February 1st. Contract Department and Cashiers will be located on first floor just east of the Dodge street entrance.

Talking to the Public

What a vast difference between talking to the public and talking to the public!

The words of the man who talks at the crowd fall mostly on deaf ears. They do not carry his message to responsive brains, but are lost on the winds and carried to far quarters from which results seldom come.

The man who can talk to the public—driving his messages straight to quickened minds—creating that buying desire which is the very life of any enterprise that

becomes its beneficiary—is the man for whose services the advertiser can well afford to pay.

This agency has a Local Service for Omaha advertisers, and their accounts receive the same study and consideration that are given to our general accounts.