

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER... PUBLISHED BY CARLISLE... TERMS OF SUBSCRIPTION...

The Truth in Advertising.

The ad men in their annual convention have raised a high ideal for themselves in determining to confine their advertising matter to the simple truth.

skill in advertising those packages.

For instance, "The food the Wiley baby eats!" Can anyone doubt the popularity of that food product ever after.

Municipal Reorganization.

The officers newly elected to inaugurate the commission plan of city government for Omaha seem to be taking due notice that the purpose of the change is to secure a complete reorganization and overhauling of the administrative machinery of the city.

Looking Backward This Day in Omaha COMPILED FROM BEE FILES MAY 24.

Thirty Years Ago.

The city council meeting is characterized as a "severe session." Among other things it ordered the Nebraska National bank to remove its temporary building from the streets and notified saloons and gambling houses that they must close at 12 o'clock.

Army Gossip Matters of Interest On and Back of Firing Line Gleaned from Army and Navy Register.

Army officers who are interested in the maintenance of the efficiency of horses for the mounted branches of the military establishment have caused to be issued orders which provide for the noon feeding of animals in garbison at certain posts and in the field whenever practicable.

POLITICAL SNAPSHOTS.

Philadelphia Bulletin: The action of the socialist convention in refusing to recognize the Industrial Workers of the World suggests that wise leaders in the radical party realize the fact that the time for revolution has not come in the United States and that the people have not entirely lost their heads as yet.

LINES TO A SMILE.

Dollie—That's a perfectly beautiful engagement ring Jack gave you! Mollie—I didn't know I had shown it to you! Dollie—You didn't—Judge.

50,109

State of Nebraska, County of Douglas, ss: Dwight Williams, circulating manager of The Bee Publishing Company, being duly sworn, says that the average daily circulation for the month of April, 1912, was 50,109.

Mr. Cobb is still under the Johnson ban.

After Ohio, New Jersey has the center of the political stage.

"Big Business is Crafty," says a headline. That is why it is big business.

Cuba seems to be making more progress than Mexico in handling its own rebels.

The Queen of the May seems to have lifted Old Boreas and eloped with Mr. Sol.

Maybe Underwood thinks he can play the under dog act in the Baltimore convention.

Mr. Hearst is against a single six-year term for the presidency. Why? "There's a reason."

Vice presidential nominations are used as consolation prizes or penalties, as the case may be.

The juggler who was arrested for bigamy probably thought he could keep one wife in the air all the time.

The Houston Post pretends to have forgotten that Texas held a democratic preferential presidential primary.

Fortunately for Omaha taxpayers a ransom of \$175,000 on a \$7,000-000 water bond sale is not a regular occurrence.

From New York we learn that the Nebraska crop outlook is "improving." So good in New York to keep us informed.

The explanation comes late, but is nevertheless convincing—Cato Bell managed Woodrow Wilson's campaign in Texas.

The scientists have determined by post-mortem examination that Murderer Richeson's brain was all right. Now, how about his heart?

For some reason not hard to guess, the quality and color of Omaha's water supply have not been subjects of public debate for quite a while.

The attempt to postpone action on the Lorimer case until next session certainly does not spring from the conviction that Lorimer is blameless.

The Visiting Nurse association is again undertaking to raise money by public subscription for its summer work for the babies. It is a good cause. Push it along.

Omaha had its trouble with its high school cadet encampment a year ago, but the state university cadets evidently have to learn their lesson through their own experience.

Then, too, if the sleazy is to be the vehicle of the future, why go to so much trouble to get a charter to span the Missouri with another bridge between Omaha and Council Bluffs?

Roosevelt lost New York. Cummins lost Iowa. Taft lost Ohio. It turns out that Ed Follie is the only republican presidential candidate in the running with his own state behind him.

As man who turned in a false alarm was severely beaten by the firemen and then was solemnly arrested—Chicago Evening Post.

He doubtless appreciated that his treatment was thoroughly on the square.

Senator Root was temporary chairman of the convention that nominated Colonel Roosevelt in 1904, selected for that purpose by his request, but it is not quite certain whether the colonel is so sure that Senator Root will do the job right this time.

Advertising has come to be one of the foremost special businesses.

An exact science, engaging alert minds and paying guaranteed returns. It is the propelling power of business today and no progressive business man would care to risk its sacrifice.

Base Ball Strikes.

Base ball has the advantage of industrialism in handling labor disputes. Base ball law is inescapable, its contracts are enforceable and he who jumps one or violates the other has about as much chance on the diamond as an expatriated Russian would have at the court of St. Petersburg.

The British Titanic Investigators believe in hitting a man on his most vital spot.

It has proposed reducing the salary of the president of the London Board of Trade on the ground that he, as head of the organization, having censorship of the equipment of ships, neglected his duty in the case of the Titanic. It's an outrage.

Word comes from China to stop sending money for famine sufferers.

The relief has been completed and everybody reached. What a rebuke to the cynicism that says one-half of the world does not know or care what the other half is doing!

To speak of a groom as a young man who "will win success in life," is only another way of complimenting the young woman he has inveigled into marrying him.

Overestimated Pensions.

It is said that the new pension law will add \$20,000,000 a year to the appropriation. At the present rate of increase, 20,000 pensions will die within the next five years. The increased named looks like an overestimate.

A National Showdown.

Who takes the slightest interest in the proceedings of congress these spring days? Before that body are many legislative measures highly important to the country. People should be interested in them and public opinion should be mobilized in order that congressmen might be influenced to push through bills which are drawn in the public interest.

The Model Baby.

While we are debating the wisdom of eugenics, the model American baby makes his advent, in the person of John Harvey Wiley, the distinguished son of the famous food expert, who spent twenty-five years shipping the germs out of Uncle Sam's victrolas. The menu, dress and habits of living for this baby are all laid out for years ahead. It is possible to state today just what he will have for breakfast on July 14, 1918. And what he has will be exactly what every child of his years should have and those who do not have it will be inviting some sort of dire calamity.

The country owes Dr. Wiley a still further debt of gratitude for thus continuing in its service, without pay, without hope of reward, except that which comes to all benefactors of the race.

Think of the eyes of a million mothers focused on one baby, and ask the question, if you dare, if the Wileys are rendering a public service? It would have been disappointing had they done less. This nation has long ago heard of the importance of rearing babies, and lots of them, but it has never before had a model by which to rear them. No wonder it kept on making mistakes. He must be blind to reason who cannot see the greatness of the Wiley mission.

It may be expected that some of the selfish interests that pestered Dr. Wiley while in office will annoy him in his model baby rearing. Commercialism has its eyes wide open. It will watch keenly the different packages that go to the Wiley nursery and apply all its art and

skill in advertising those packages.

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St. Louis Republic: If the proposed constitutional amendment should be adopted the three disqualifications for the office of president will be foreign birth, an age less than 35 and previous enjoyment of the highest honor the country can bestow. It is doubtful if it is not easier to defend the third limitation than the other two.

Washington, Herald: Speaker Clark's present position in the race recalls the presidential ambitions of many of his predecessors in the speaker's chair.

Clark adds Hinkle, Carlisle and Reed, to mention only the names which come instantly to mind, coveted the presidency. Not one of them had his ambition gratified. If Champ Clark can be nominated and elected while holding the speakership he will establish a precedent in American politics.

Pittsburgh Dispatch: The statement of the Iowa Bryan club that Mr. Bryan is willing and anxious to accept the nomination will doubtless be interesting reading to Wilson, Clark, Harmon and a few others, not forgetting Governors Burke and Fess, who thus find even the position of dark horse somewhat crowded.

Mr. Bryan will, of course, declare the nomination entirely unauthorized, which is quite according to precedent. Moreover, it is founded on the just conception that the psychological moment has not arrived for springing the Bryan boom, which must take the party with the force of a last resort.

Eager for Action.

St. Paul Pioneer Press. There is no room for the expectation that the states will take half the time to ratify the amendment for the direct election of senators that already has been taken over the income tax. Most of the legislatures are acting to get at this amendment.

The unexpected death of Brigadier General Joseph W. Duncan, United States Army, at San Antonio on Tuesday, creates another vacancy in the list of general officers.

The death of Major General F. D. Grant has made it necessary to appoint a major general and a brigadier general, while the retirement of Brigadier General D. H. Brush left a vacancy in that grade. The president, therefore, will find it possible to nominate one major general and three brigadier generals as well as the adjutant general, the last named vacancy to be created on the retirement next month of General William E. Hall. There has been some comment to the effect that General Hall would apply for retirement before he reaches the date of his statutory retirement on June 1. There has been much animated discussion in Washington concerning the new appointments to be made and nearly every officer of the grade of brigadier general has been mentioned as likely to be appointed a major general. * * * Nothing definite has been given out at the War department concerning these appointments. One of the purposes may be worth recording. This accords to the president the intention of appointing Brigadier General W. W. Wotherspoon to the grade of major general and the appointment of Brigadier General Clarence R. Edwards, now chief of the bureau affairs; Colonel E. Z. Stever, Fourth cavalry, and Colonel J. P. Wisner, of the coast artillery corps, to the grade of brigadier general. These three appointments would be a recognition of infantry, cavalry, and coast artillery, respectively. An alternative proposition substitutes the names of Colonel G. F. Chase and E. J. McClelland of the cavalry arm for those of Colonels Stever and Wisner.

People Talked About

Mayor James C. Dahlgren, re-elected under the commission form, is perhaps the most talked about individual in Omaha. And what people are saying about him can be judged by the election returns.

A glimpse of the pension accounts of the pilgim of New York City shows that an amendment of \$40 has been made on each of the 3,500 members of the force on all the wheels of favorable legislation at Albany. The fund delivered the goods.

American globe trotters spend about \$20,000,000 a year in Europe, of which Paris scoops in one-fourth. London's share of the spoils is \$7,000,000, but the big town wants to double the take-off, and promises to put on as gay a front as Paris, if tourists put up the coin.

Tourists must be shown before considering the investment.

Miss Iulia Garaboldi, a granddaughter of General Garibaldi, the Italian liberator, went to Minneapolis as an official delegate to the general conference of the Methodist Episcopal church, she came from Rome, where she holds a prominent position in the educational and religious work of her church as the head of the girls' home school for the children of the poor.

Climb a Glacier in Glacier National Park

Located in Northwestern Montana—in the very heart of one of the wildest and most magnificent sections of the Rocky Mountains—this most scenic and picturesque is attracting tourists from all over the world. Towering into the sky, massive mountains lift their snow-capped heads among the clouds; on their sides hang slowly grinding glaciers. In the deep-cleft valleys lovely lakes reflect the overhanging crags. Wild contrasts abound. Above, eternal snows glisten in the sunlight—below, the swiftest beauty and warmth of flowers.

"See America First"

Take the Great Northern to the official gateway—the only main transcontinental line to border on a national park. Take the Great Northern Express from Alliance, Standard sleeping car service Omaha to Alliance. Alliance to the Pacific. Luxurious travel comfort—unexcelled service—the great national highway to Glacier National Park and the Pacific Coast. All Great Northern Coast Train run via Glacier National Park. Call send or phone at once for the Glacier National Park Library—nice pieces of remarkable literature. Twenty cents in stamps (to cover postage) will bring the complete set—each beautifully illustrated. Four cents brings a splendid descriptive booklet. Round-Trip Excursion Tourist Tickets on sale June 1st to 30th. W. M. Rommie, Dist. Passenger Agt., 215 Seventh St., Des Moines, Ia. Panama-Pacific International Exposition, San Francisco, 1915



Remington Adding and Subtracting Typewriter (Wahl Adding Mechanism)

The adding and subtracting feature does not interfere with the regular functions of the typewriter.

This means all day usefulness instead of only part time convenience of machines which embody only the single function of writing or adding.

Remington Typewriter Company, 19th and Douglas Streets, Omaha.



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