

THE OMAHA DAILY BEE
FOUNDED BY EDWARD ROSEWATER
VICTOR ROSEWATER, EDITOR
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JULY CIRCULATION
51,109
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 July, 1912, was 51,109.

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

The man who thinks right seldom acts wrong.

Every good man has a good chance to make good. Do not bluff.

At any rate, the colonel will have a chance to blame it to "too much Johnson."

The person who hesitates to try for fear of failing generally fails when he does try.

Please, Mr. Weather Man, we want to make up that deficiency in rainfall, but not all at once.

Street car conductors who pass slick coins on passengers should not kick when the passengers pass them back.

That downtown came, too, just as the city had gotten its new automatic street flushing machines unfettered for action.

"Prices to Farmers Less than a Year Ago."—Headline in local democratic organ. Yes, but not to our Nebraska farmers.

That Iowa man who put a bullet through the head of a thug holding him up at his own gate really has the proper system.

Ak-Sar-Ben's special performance ought to give those visiting stations some new ideas for deep-cut dice and high-raised crests.

A man returning to Omaha after two or three years' absence is fairly besieged with new buildings and monuments of industry.

"Johnson—A Born Fighter." is a caption over a bull moose editorial. Yes, he has whipped Tommy Burns, Jeff, Flynn and all comers.

Ohio once had a rising young congressman rather prominently identified by the name of Longworth. Wonder what has become of him.

Public School Sanitation.
The school board is to be commended for earnestly undertaking the improvement of the sanitation and sanitary arrangements of our Omaha public schools. Not that our school buildings here are behind those of other cities, but that modern heating, ventilation and plumbing have made such strides that advanced steps must be taken to keep up with them.

It must always be remembered that children spend as much, if not more, of their daylight hours at school than at home, and that their health and physical comfort should be a prime consideration in both. Whether sickness among children is, or is not, due to unsanitary conditions at school, there is no question that good or bad school sanitation has much to do with its spread.

This is one place where the school board should not stop with half-way measures.

Not a Very Creditable Record.
The democrats boasted they would stand in this campaign upon their record in the present session of congress. If they persist in so doing they will be risking themselves upon very thin ice, for their record is not very creditable. It leaves off as it began, trying to put "Taft in the hole," with an assortment of bodge-podge tariff bills, counterparts of which the president had once vetoed. The democrats knew in the first place that, since the president was definitely committed to scientific tariff revision, he could not, without self-stultification, approve catch-penny measures.

In wasting good time playing petty politics, the democrats have completely ignored the country's urgent demand for legislation looking to an adequate government for Alaska and have but partially responded to the imperative needs of the Panama. It will take an unusual lot of sophistry for the democrats in congress to deceive the people into believing that they have served them faithfully and not fought simply a sham battle.

Influence of Conventions.
Sermons might be preached upon the beneficent effect to Omaha of a Philadelphia whose first visit to the west was upon the occasion of the musicians' convention in Omaha, from which he carried back to his home and friends glowing reports of Omaha as a business and residence center. This man remained in our city ten days and surveyed it thoroughly, meeting its people and visiting their places of business, their parks and some of their homes. It is, of course, not surprising under the circumstances that he holds exalted ideas of Omaha. But it is much to our advantage and credit.

Our people have been awake to the economic value and importance of conventions a long time and it only serves to deepen their appreciation by calling to their attention such examples as this. Whatever ideas this Philadelphian has of the west were given him by Omaha, the Gate City of the west. That serves to impress us with our responsibility as the "convention city," a responsibility that carries great and far-reaching influence for the city, state and west. Back of the fine hospitality, which this visitor and others felt, was Omaha's strength as a business center, also its attractiveness as a residence city and these our friend did not overlook in forming his complete estimate of us. We can afford to be judged upon our merits any time.

A Practical Philanthropist.
What a satisfaction it must be to be able to respond, not only generously but promptly, to every demand for help that appeals for a worthy purpose with promise of real results. What a pleasure it must be to celebrate a birthday with giving rather than receiving. A fiftieth birthday anniversary marked with public benefactions aggregating \$700,000 as celebrated by Julius Rosenwald of Chicago, is unique, and ought to be an example followed by men of wealth who feel their obligation to humanity. Mr. Rosenwald's selection of his charities to include education, charity organization, hospital, orphanage, social and race improvement activities proves the broadness of his vision as well as the extent of the field open to philanthropic effort.

But even "cheers, oratory and singing," which Bill Allen White mentions in pointing out the significance of the bull moose gathering, do not necessarily mean enough votes to elect. If in doubt, ask Colonel Bryan.

"Can we understand the Japanese?" asks George Kennan. Since mighty few of us understand the Japanese well enough to converse with him in his own tongue, it is safe to answer in the negative for the present.

Perhaps the colonel deliberately put 20,000 words into that speech in order to lay the foundation for the charge that corporation-controlled newspapers refuse to print what he says.

What might be the most popular plank of all is searched for in vain in the political platforms—a vegetarian diet until the ax and the cow revise their prices downward.

Looking Backward This Day in Omaha

COMPILED FROM BEE FILES

AUGUST 13.

Thirty Years Ago—
The twenty-fifth anniversary of Mr. and Mrs. Henry Pundt was celebrated at their home on Seventeenth and Douglas by a reception and later with a serenade by the Concordia society.

A Scandinavian branch of the Omaha Labor Protective union at Tivoli garden elected these officers: John Peterson, president; A. P. Quastrom, vice president; P. Whitman, secretary; C. E. Fenjell, assistant secretary; Olaf P. Peterson, treasurer; Carl Erickson, door-keeper.

The old Paxton & Gallagher warehouse at Fifteenth and Farnam has been rented by the commission firm of Millard & Johnson.

A. L. Strang has received the public drinking fountain donated to the Omaha Humane society by Mrs. Appleton of Boston and it is to be placed in front of Schroeder & Becht's drug store on Fifteenth street.

Durant engine company has elected the following officers: J. Shannon, president; Thomas Meldrum, foreman; John Shean, first assistant; Peter Dowdall, second assistant; John McDonald, treasurer; Frank Schner, secretary.

Thomas Haigreaves, purchasing agent of the B. & M., and James Patterson, freight agent, have quit to go into the commission business in Denver.

Hon. Pat O. Hawes is back from Washington, looking fresh as a daisy.

Thomas F. Daily made a short trip out on the Union Pacific.

Fred Davis, cashier of the First National bank, went east.

A new map of Omaha drawn by Jacob Hauck, under direction of City Engineer Rosewater and County Surveyor Smith, is being gotten out by George P. Bemis, showing the entire city and all its additions.

A notable christening of five youngsters took place at the residence of Mr. Jacob Elsassner, Rev. Frels officiating. The names of the children were Wilhelm Ludwig Elsassner, William Frederick Rice, Louise Otrilla Kugel, Johann George Laible and Peter Emil Elsassner.

Twenty Years Ago—
The Omaha Athletic club leased the base ball grounds, Sportsman's park, at Twentieth and Miami streets, for all sorts of outdoor sports.

A rumor supposedly emanating from the people's party national headquarters at St. Louis to the effect that John M. Thurston was going to cut loose from the republicans and join the third party is denied. Mr. Thurston said he never heard of it before.

W. A. McGinnis of the Union Pacific's freight auditing department returned from his old home at Detroit.

Dr. M. A. Rebert returned from Pennsylvania, where he had visited his parents.

Fred Fretwell and William Fretwell and their wives were visiting their parents, Mr. and Mrs. D. M. S. Fretwell, 1612 California street.

Mrs. Frank Thomas returned from Halifax, where she spent several weeks with her parents.

Board of Education statistics showed that the janitor service in the public schools for the last year cost at the rate of \$2.31 per pupil, while similar expenses in Kansas City amounted to \$1.40, in Milwaukee, \$1.19 and Minneapolis, \$1.38.

Ten Years Ago—
Rev. W. T. Hilton, pastor of the North Side Christian church, went to Sioux City to distribute convention literature and confer with churchmen there about the Omaha convention.

It was announced that negotiations under way for months whereby New Yorkers would secure control of the Omaha Street Railway company would soon come to a head and W. V. Morse, secretary of the company, said that the buyers would carry out the old company's plans of spending \$1,000,000 in improvements and extensions.

Mr. and Mrs. H. A. Thompson and son left for Duluth to take a boat trip on the Great lakes.

Charles S. Young returned from the Pacific coast.

M. H. Madden, engaged in the real estate business at Spencer, was visiting his family in Omaha.

Mr. and Mrs. H. G. Burt, Mr. and Mrs. E. Dickinson, Mr. and Mrs. R. W. Baxter, Mr. and Mrs. Ferris, Mr. Crain, Miss Emily Wakeley, Mr. Childs and Mr. A. Dickinson made up a dinner party at Manawa.

People Talked About

The proposed boycott on meat in Boston indicates a desire to restore the primacy of coffee and beans.

WHY THE CHURCHES SHOULD ADVERTISE

By William T. Ellis, Editor Atfield of The Continent and Secretary of the Publicity Commission, Men and Religion Congress.

Strange new tendencies are abroad in the religious world today. Of these none is more tangible or striking than the movement toward the use of advertising by religious organizations.

Why should the churches advertise? Primarily, because they have an invitation which should reach every person within their fields. Nowadays the churches are wholly committed to the proposition that they are bound to go after the uninterested as well as the interested. In the case of the local church this invitation needs to carry with it a statement of the facts involved—the location of the church, its hours of service, the name of its minister and the character of its meetings. In order to command attention, this invitation should be made as attractive and forceful as possible. It is not enough to plant a church and open its doors and expect the people to enter. By all the winsomeness of love and consecration they are to be "compelled" to come in.

The right sort of sign at the front of a church building might be sufficient, if everybody in the community passed that spot. Since this is rarely the case, the propriety of putting other signs in better places is manifest. Thus the use of cards and circulars and newspapers is brought under consideration. By the dignified use of these, and the avoidance of a sensationalism which merely serves trivial curiosity, or ministers to the vanity of the messenger, the presence and appeal of religion in the community may persistently be brought before the attention of the many who have grown thoughtless concerning the church and its claims.

The right sort of advertising conveys not only an invitation, but also gives an impression of the welcome which awaits everybody within the walls of the church. There is a widespread distrust of the reality of this welcome. Many persons believe that they are not wanted in church. They say the churches are merely clubs, and they often harshly add, "of hypocrites and pharisees."

A persisting policy in church advertising should be to disabuse the minds of the public of any suspicion that the church is not genuinely interested in all men, and that she does not want everybody, poor and rich, within her fold.

Sensible advertising will also have a reflex influence upon congregational life. The effort to make "the goods" as advertised is to be found in religion as well as in business. Selling campaigns always stimulate the factory. A congregation naturally elevates its tone and methods to meet the expectations of the public. A wholesome sense of solidarity and responsibility is created in a church by an advertising campaign which is not a mere exploitation of the preacher or of sermons. A proper pride, which may be developed into responsibility and activity, follows upon the consciousness that the members belong to a church which is worth advertising, and which is alert to its opportunities. This wise, stereotyped advertising phrase, "We are advertised by our loving friends," indicates the best of all ways of appealing to a community. Grateful patients make a doctor's business; and men and women who have been

uplifted and bettered are not likely to keep quiet concerning the worth of the church in which they have been helped. Within a year there has sprung up a widespread movement for concerted advertising campaigns by all the Protestant churches of a community. It seems as if the churches are entering into a realization of the demonstrable fact that they are the most important enterprise in the city, with the greatest amount of capital invested and the largest number of workers engaged. Unlike certain other concerns, such as the manufacturers of automobiles, they are not designed to serve a selected part of the people but they have business with everybody, and always. Every last man, woman and child in a city should know that the church is interested in him and has something to offer him. Large measures are now contemplated. The sense of civic ministry, and the commendable diminution of the parochial spirit, make it obligatory upon the churches to present their claims to a whole city. They conscientiously must reach the entire public. Impressions count for most of all, and once the idea gets lodged in the popular mind that the churches are "on their job," and that they are pulling together for a common end of public service, then many of the difficulties of religious work will be eliminated.

These general campaigns necessarily have several results. They show the world that churches value their own mission and message. The churches have such confidence that they are willing to spend money to advertise. The churches themselves think it vital to inform the world of the claims of religion. There was a time when this course might have been thought to cheapen the church. In this new day it but dignifies and exalts the importance of religion in the minds of most men.

The right sort of advertising campaign in a city is the best possible demonstration of the essential unity of the churches. Fifty conventions upon church unity in a city within a year would not create upon the public mind the same impression as when the churches speak week after week with one voice their common message to all mankind. Without talking about the non-essentials that divide the Christian bodies, the great fundamentals of the Christian message and mission may be set forth appealingly in display advertisements.

Union advertising campaigns not merely speak to the great public which is outside the churches, and they not only speak in behalf of all the churches, but they also speak to the people of the churches themselves. The quickest way to convey any information to all the members of the church would be by display advertisement in the daily papers. With regular advertising space at their disposal the united churches of a city could get action within twenty-four hours upon any urgent civic problem. The frantic efforts of all the various agencies of the church of a city to secure a hearing would be rendered unnecessary. Thus, causes approved of the church could occasionally speak through the church's newspaper in the daily press.

A BUSINESS PARADOX

Country Apparently Undisturbed by the Political Campaign.

There is something strangely paradoxical about the present situation in the business world. Ordinarily at this time in a "presidential year" there is a feeling of uncertainty and hesitation on account of doubts concerning the results of the campaign. Since the panic of 1907 and the depression that followed it there has been only a slow and irregular recovery. This has been attributed to agitation over trust prosecutions and further anti-trust legislation, changes in the tariff, actual and apprehended, increased expenses and diminished earnings of railroads and the denial of the privilege of advancing rates, etc. These things may have had their influence incidentally, but they are not fundamental causes. The recovery was bound to be slow and to have its painful incidents. The situation caused by a reaction from "boom times" had to be worked out by liquidation of expanded obligations and production of new values on a lowered basis. Still, the time had apparently come for a genuine revival this year if the country should be blessed with good crops, but there was the shadow of the ever-disturbing presidential campaign, and it was expected that doubt and hesitation would defer all prospect of renewed prosperity until the excitement was over, and, after that, much would depend upon the result of the election.

Somewhat the customary perturbed state of mind, which was expected to be rather aggravated than otherwise this year, does not seem to exist. The crop prospects are more than fairly good for the season, and that fact appears to be having its full effect, in spite of a campaign that has been regarded as unusually confused and disturbing to the general equanimity. Industries have become more active and their profits are improving. Railroad earnings have been increasing and there is every indication of a growing traffic which will soon tax the facilities of the roads. General business necessarily feels the impulse, and even the stock market is cheered up. This is not because the preliminary canvass of the parties in preparing for their tickets and platforms has been more serene than usual and there has been a specially restful feeling in regard to politics or an assured certainty about results. As everybody knows, the excitement over caucuses and primaries and nominations has been greater and not less than usual. The chief disturbing element, to be sure, has been the Roosevelt raid upon the republican party for a third-term nomination, but that had a peculiarly perturbing and confusing effect, which it lasted, and it was hardly to be supposed that its failure and the forming of a new party to keep up the third-term racket would cause things to quiet down or produce a feeling of ease and confidence.

The forces that make for renewed activity in industry and trade appear to be moving and to promise a return of prosperity without regard to the results of the November election. At a time when there is reason to look for more uncertainty than usual, there is every indication of less. The unrest is visibly subsiding and a feeling of confidence is perceptibly rising. Does this not signify a growing tendency among the people to withdraw support from radical and drastic policies in the treatment of abuses that have been put in the way of correction, and to give their support rather

to "safe and sane" methods, with a reasonable degree of conservatism? There seems to be a general conviction that no party in power is going to venture upon any course that will upset things in the near future. There is a growing belief that caution is going to prevail for a while and that a fair chance will be given for the prosperity to return for which we have been waiting and which everybody is ready to welcome.

MOOS AT THE MOOSERS.

Washington Post: Senator Beveridge addressed the moose convention for two eloquent hours, but we do not know what he was talking about, as he didn't say.

St. Louis Republic: One of the least surprising things which have occurred so far at the bull moose convention was Colonel Roosevelt's loud cheer for himself.

Louisville Courier-Journal: The Roosevelt confession of faith is too good to be true. It is as the label on a bottle of patent medicine pretending to cure every distemper from bunions to yellow fever, from corns to cholera.

New York World: A new party is necessary not because the republican party is hopelessly corrupt or hopelessly reactionary, but because the republican party refused to nominate ME. That is the crime of crimes. Because of that iniquity the republican party must be destroyed.

SMILING REMARKS.
THE SMILE IN THE HEART.
It is hard to convince a man suffering in the cold gray dawn of the morning after that two heads are better than one.—Judge's Library.
"Why do you insist on having new planks in your party platform?"
"Will," replied Senator Sorghum, "the old planks are hard to stand on gracefully. They have been turned over and used so often that they are full of nails."—Washington Star.
"Miss Bubby does not look like a literary character, yet I hear she boasts she made all her money in letters."
"So she did—the letters she brought out in her breach of promise suit."—Baltimore American.
"The most difficult thing in the world to photograph is a small boy," remarked the photographer. "Why is that?" asked the assistant. "Because he never looks cheerful and dressed up, too," explained the photographer.—Philadelphia Record.
First Farmer—What's your greatest trouble, neighbor? I s'pose it's the same as mine—lack o' farm hands.
Second Farmer—Yep. The country's gettin' too blamed full o' politicians.—Judge.
"Och, yes, I'd love to biplane, but I'm too stout."
"None sense! It doesn't make the slightest difference whether you are stout or thin when you hit the earth."—Cleveland Plain Dealer.
"The Malays have a queer marriage custom," remarked a traveler. "The groom holds his nose against a small cylindrical object. I couldn't quite make out what it was."
"A grindstone, probably," interposed Mr. Grouch.—Kansas City Journal.

NO ONE STRONGER THAN HIS STOMACH.
The celebrated Dr. Abernethy of London was firmly of the opinion that disorders of the stomach were the most prolific source of human ailments in general. A recent medical writer says: "every feeling, emotion and affection reports at the stomach (through the system of nerves) and the stomach is affected accordingly. It is the vital center of the body." He continues, "so we may be said to live (through) the stomach." He goes on to show that the stomach is the vital center of the body. For weak stomachs and the consequent indigestion or dyspepsia, and the multitude of various diseases which result therefrom, no medicine can be better suited as a curative agent than
Dr. Pierce's Golden Medical Discovery.
"Several months ago I suffered from a severe pain right under the breast-bone," writes Mrs. G. M. MURKIN, of Corona, Calif. "I had suffered from it, off and on, for several years. I also suffered from heart-burn, did not know what was the matter with me. I tried several medicines but they did me no good. Finally, I was told it was my liver. I did not dare to eat as it made me worse. Whenever I swallowed anything it seemed that I would faint—it hurt so. I grew very thin and weak from not eating. Was told to take Dr. Pierce's Golden Medical Discovery. I took five bottles of it, and could feel myself getting better from the first dose. I could eat a little without pain and grew strong fast. To-day I am strong and well and can do a big day's work with ease. Can eat everything and have put on flesh wonderfully. I will say to all sufferers—write to Dr. Pierce. He has my undying gratitude."
Mrs. MURKIN.

New Fast Daily Train To Kansas City VIA THE MISSOURI PACIFIC
Leave Omaha 10:45 a. m.
Arrive Kansas City 5:30 p. m.
Modern equipment. Drawing Room Sleeping Car, Chair Car, and our own unsurpassed Dining Car Service (meals a la carte).
ALSO
Leave Omaha 11:15 p. m.
Arrive Kansas City 7:10 a. m.
Modern equipment. Electric lighted Standard Drawing Room Sleeper, Chair Car, and Electric lighted Observation Sleeper.
ALSO
Leave Omaha 8:00 a. m.
Arrive Kansas City 4:00 p. m.
Latest patterns of Coaches, Chair Cars. Making all stops between Omaha and Kansas City.
All above trains make direct connections in Kansas City with Missouri Pacific trains—South and West.
The route of this new service is along the Missouri River for a large part of the way, thus affording a most enjoyable, picturesque daylight trip.
For reservations and any information, phone or see THOMAS F. GODFREY, Trav. Pass. Agt. 1428 Farnam St. Pass. and Ticket Agt. Phone Doug. 104.

INDIA TEA
Iced or Hot
A Luxury Within Reach of All
ONE TEASPOONFUL MAKES TWO CUPS.
Published by the Growers of India Tea.

Rock Island Lines to Lincoln
Leave Omaha—8:01 a. m.—1:25 p. m.—5:00 p. m.—10:47 p. m.
Arrive Lincoln—9:40 a. m.—3:15 p. m.—7:00 p. m.—12:30 a. m.
EVERY DAY
Tickets and reservations 14th and Farnam Streets Phone: Douglas 525—Nebraska; A-428—Independent

A little Bee want ad does the business.
Everybody reads Bee want ads