THE OMAHA DAILY BEE POUNDED BY EDWARD ROSEWATER

VICTOR ROSEWATER, EDITOR. HEE BUILDING, FARNAM AND 17TH. months. It has really had time Entered at Omaha postoffice as second-TERMS OF SUBSCRIPTION:

DELIVERED BY CARRIER.
Evening and Sunday, per month to Evening, without Sunday, per month to Daily Bee, including Sunday, per mo, file Daily Bee, without Sunday, one per mo, file Edward Bee, without Sunday, per mo, file Daily Bee, without Sunday, per mo, file Daily Bee, without Sunday, one per month, so that the sunday of the sunday

REMITTANCE.

Remit by draft, express or postul order, navable to The Bee Publishing company.
Only 2-cent stamps received in payment of small accounts. Personal checks, except on Omaha and eastern exchange, not accepted.

Complet.

Offices:
Omaha-The Bee building.
South Omaha-Els N. Street.
Council Bluffe-14 North Main street.
Lincoln-25 Little building.
Chicago-301 Hearst building.
New York-Room 1108, 236 Fifth Ave.
Bt. Louis-508 New Bank of Commerce.
Washington-12 Fourteenth St. N. W.

CORRESPONDENCE. Communications relating to news and intorial matter should be addressed maha Bee, Editorial department.

MAY CIRCULATION. 50,261

State of Nebraska, County of Douglas, ss:
Dwight Williams, circulation manager
of The Bee Publishing company, being
duly sworn, says that the average daily
direuation for the month of May, 1913,
was 50,281. DWIGHT WILLIAMS
Circulation Manager.
Subscribed in my presence and sworn
to before me this ith day of June, 1913.
ROBERT HUNTER.
(Beal.) Notary Public.

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

"Jokers" seem to be the order of

Dignity and advancing age ought to be inseparable companions.

Chill, we are told, is inclined to give American interests there a cold

write the city charter exactly the same.

rapher has pointed his camera at the Kodak trust. Nebraska soil and normal weather make an invincible combination for

bumper crops. The surest way to make it safe and sane in Omaha is to stop absolutely the sale of dangerous noise-makers.

If the poet must know what is so rere as a day in June, let him try sleeping out in one of its nights.

prove effective as temporary expeditrial warfare. By pacifying the Omaha and several practical paper ents in dealing with the suffragettes.

go around.

The man who began his summer vacation early must have had his faith in weather prophets permanently shakens

Enforced publicity for campaign funds may have to be extended to publicity of funds raised to block or put legislation across. '

A fair example of a patient man is one who can take the kinks out of a wet fish line without putting a few in the English language.

"What is the silly age of women?" asks someone. Now, that is unfair, of inherent sustenance. Belligerency Bert Chaffee: signal corps, Sergeant The presumption is that it is the same as the silly age for men.

McBrien's chautaugun deal is that so into believing that we have ap- an advance in pay of about 10 per cent. many esteemed and respected broth- proached military and naval disers should be pulled in among the armament.

Missouri Valley toughs are said to very good way for Missouri Valley to Louis Republic observes: have their town advertised.

the smoke that hides its surrounding road goes into a receivership in a season mountains from the view of tourists. est-bearing bonds to every \$1 of stock it Where scenery is the chief industry, is idle to inquire the reason. it is entitled to the right-of-way.

New Jersey needs much better judges, or much better penitentiariesf-New York

will play." glad that he was appointed.

Yes, but he is the author of a "best enterprises. seller."

Cornellus J. Ford, appointed public printer, has been head of the organized labor movement in New Jarney for ten

Frees dispatch

To Whom Belongs the Credit ! The Wilson administration has been in power a little over three;

scarcely to take an inventory of its possessions and, except for a few \$2.50 high-salaried ornamental places, the machinery of government is still manned by the same men who had administrations. Not a single court proceeding instituted by the new adadministration could possibly have fact, mighty few new court proceed. Bessie Mashennis, Jennie Kelley, Carrie ings have been instituted. Although congress is sitting in extra session, not a single important legislative measure, beyond making appropriations, has been enacted."

It happens, however, that several notable steps of progress for the country have recently been scored, in which Mr. Common People finds Sixteenth and Webster streets. much reason for jubilation. Two amendments to the constitution have been proclaimed, and the supreme court has rendered several significant decisions in cases of tremendous public moment. With their usual nerve Omaha. and gall, our democratic friends have started to claim credit for the Wilson adminstration for these achievements, N. Y. with which the Wilson administration has had nothing whatever to do.

The income tax amendment was proposed by Senator Brown of Nebraska as a republican measure, and its submission and ratification was John G. Jacobs in the undertaking busicompletely accomplished during the ness, has gone to his home in York. Taft administration.

The direct election of United States senators amendment was likesociation at Lincoln. wise put through before the republicans went out of power and, as a Twenty Years Agomatter of fact, was forced by the republican senate over the persistent opposition of the democratic house.

cases and anti-trust cases decided by four men armed to the teeth appeared our supreme court, every one of and the leader presented his card in Remember, no two men would whose judges was appointed by republican presidents, were all instituted and prosecuted by the attorney fiare of a switch engine's headlight general of the Taft administration, was thrown upon the scene, making it "I am out of politics," says Boss or by the law officers of republican much too light for practical purposes and Murphy of Tammany. Tell it to the state governments, the only democrat of prominence having a part in the rate cases being ex-Governor Har- night crews and it had pulled up s Now Uncle Sam's staff photog- mon, charged in his own party with string of empties. being a reactionary.

We all agree with Mr. Common People that these things have been coming his way, but it will take a trip out in the state and reported that where the Wilson administration, or picture of prosperity. the democratic party, can rightfully come in for any share of the credit.

Domestic and World Peace.

If Uncle Sam is not careful he is likely to become embarrassed in his position abroad as the chief factotum in the cause of world Parliamentary prologues might peace by his own domestic indus- figuring on a \$50,000 paper mill for warring elements at home, he will makers were in the city figuring with strengthen the leadership he has as-The chautaugus lecture graft is a sumed among the nations. - 'Aside good graft, but it would be a better from the theoretical effect, there graft if there were enough of it to will be the practical advantage of ing sermon for the summer at Temple having in sound domestic condi- Israel on the theme, "A Text from Wiltions, the fundamental inspiration helm Meister." He found the genesis of for the spirit of peace.

ment over-estimate the part that the higher evidences of the natural law, armies and navies really play in such as the sun and stars. mill hands of Massachusetts or the was: Battalion band of thirty-five pieces, coal miners of West Virginia exacts bandmaster, Albert Fairbrother; martial law, so long will the cause of peace everywhere suffer for lack E. Captain Ernest Kelly; F. Captain peace in a nation. Men who observe ant Ralph Hart. cannot view our industrial warfare The really sad feature of Brother at home and deceive themselves tract with the company, which gave them

Investigating the 'Frisco.

In view of the plan for congress to have attacked the Omaha High inquire into the circumstances of the school cadets in camp there. Not a Frisco railroad's collapse, the St.

When you dig a man out from under ten-ton mass of rock in a mine it is idle Denver has inaugurated a fight on to ask what killed him. And when a ratiof floods and storms with \$3,40 of inter-

however, might call for investigation, and a congressional investigation might profitably be made, for here Perhaps President Wilson would was a road mortgaged, it is said, besay, "When the cat's away the mice youd three-fourths of its actual value, operating and pretending to own 7,000 miles of track, when it was As head of the Navy department, able to command possibly 2,000 Secretary Daniels is said to have miles. Yet it managed to palm off its Collins of Boston, is to be married in shocked some of the rocking chair bonds on bankers. If the investiga- Yokohama to Dr. Lionel Street, a gradofficers by his crude innovations, tion did no more than show why nate of the University of Michigan, no Perhaps, then, the country will be bankers, with a prescience of the in- practicing in that Japanese city. ternal condition of industries with which they do business, loan money The nomination of Meredith Nich- to a railroad company in such a situelson, the novelist, for a diplomatic ation it might pay. It might have appointment is opposed by an In- the good effect of putting an end to staint surgeon-major attached to the diana congressman on the ground such wild-cat methods as applied to northern army. that "he is not a good democrat." great commercial and transportation

of the fake games and swindles just delivered at the city hall, and under the bushels; wheat, 25,495,360 bushels. barred by Ak-Bar-Ben from the car- suspices of the grand army post at total yield of these cereals was 44 years. He has been long in politics - nival grounds sneak in under the tent to operate hereabouts other ing (Pa.) iron company, has been honored Australian Meat Export company (Ltd.). Too bad, Mr. Maupin. We're sorry seasons of the year. It is up to our by the King of Sweden with a decorayou didn't land. You have been at vaunted sheriff, police and juvenile tion of anightheod in recognition of his land 125 acres in extent on the banks of an awful world. tive in organized labor longer than court officers to make the next move, work in strengthening the international the Brisbane river, Queensland, near the

Looking Backward This Day in Omaha

2 000 JUNE 12.

Twenty Years Ago-At the commencement exercises at charge under the previous republican Brownell hall, diplomas were conferred by the bishop, and prizes awarded by Rector Doherty. Among the prize winners were: Misses Mamie Sumner, Leila Shears, Bessle Yates, Blanche Buckworth, come to a head and, as a matter of E. Lehman, Lillian Hess, Florence Yates, Dinsmore, Florance Fales, Elsie Abbott, Margaret Wilson, Marie Hoover, Anna Thomas, Marie Hagger and Mabel Pratt that to my husband." A proposition from the electric light

company offers to put up intersection are street lamps of 2,000 candle power, with lighting up to midnight, at the rate of \$18 a month, on a three-year contract. W. J. Whitehouse, the Sixteenth street druggist, has removed to the corner of

Judge Wakeley has appointed his son. Bird Wakeley, official stenographer of his court.

Prof. Landeryou, the landscape painter and teacher, who has been for three years past in England, has returned to

Colonel George N. Hicks, chief bill clerk at the Union Pacific freight office, left for a brief visit to his home in Utica, Misses Katle and Mayme Mason, daugh

ters of Colonel Mason, have returned from their school in Rochester. O. H. Gordon, of Collins & Pettey, is back from New York. Will Baker, for some time past with

C. F. Goodman is attending the meeting of the Nebraska Pharmaceutical as-

A flashlight from an old lantern at Thirtieth and Leavenworth streets was the introductory of an unsuccessful train robbery at night. As St. Louis Express The important rate cases, merger No. 2, swung along on the Belt line, coming to a stop, when suddenly the the robbers vanished. The switch engine was in charge of Steve Maloney, foreman of one of the Missouri Pacific's

> J. O. Phillippi, assistant general freight agent, left for a trip over the Missouri Pacific's upper division. Councilman Edwards returned from

searching expedition to discover Nebraska presented a beautiful green Chief Seavey asked the police board for the privilege of allowing his men one Sunday off every month with pay and the board took it under advise-

James T. Peacock. 21 years of age, son of Mrs. Sarah Peacock, died at 1 a. m. and the body was taken to Chicago for burial.

Commissioner John Utt said he was him.

Ten Years Ago-Dr. Abram Simon preached the closare above man in the physical sense, Some of our apostles of disarma- when man first worshipped nature and

The High school cadets, making a war. What undoubtedly is far more Webster street station and entrained for far-reaching is an internal condition Auburn, their annual camp. The batthat stifles the feeling of amity and talion was 300 strong, composed of six feeds the spirit of conflict. So long companies and two subordinate corps as industrial warfare among the Fair of Company C. The order of march its toll of human life or demands panies: A. Captain Hugh Wallace; B. Captain Eugene Harris; C. Captain in the individual does not make for James Withrow; hospital corps, Lieuten-

> The carmen of the Union Pacific shope, who had been on strike, signed a con-The contract was for two years.

City Treasurer A. H. Hennings issued a call for the payment of taxes, and that all bills would draw interest after

People Talked About

Bt. Louis scores the first firecracker victim of 1913. Rannie Cartin, a boy of 5, tops the melancholy roll.

Five sheriffs are being impeached in The proceeding is an advance notice to The railroad's method of finance, summer trippers to 'bring their's with them.

Ad men from various parts of the annual convention in Baltimore by "filling twenty pulpits" on Sunday. "Filling" is doubtless correct, but "decorated twenty pulpits" was the idea put on the wires and lost on the way.

Miss Murie Rose Coillins, youngest daughter of the late General Patrick A. Dr. Henry Nachtel, founder of the New

York night medical service, has just received from the French Minister of War the military medal of the Franco-German war of 1870, in which he served as as-Ray, Anna Tillinghast delivered the

memorial sermon this year at Beverly, pounds. Mass. This is the first time, as far as known, that a woman has been asked to Heverly.

At Broden, superintendent of a Beadthat, but evidently not sufficiently either one at a time or all of them has been made a knight of the Order of ped slaughtering and packing plant is cheek when a man hits you, you are in at once.

Yasa, first class.

Twice Told Tales

Woman's Place.

At a meeting of a woman suffrage or ganization in Kansas City, Kan., it was suggested that the members talk to their servants and other women workers with a view to forming an estimate as to the strength of suffrage sentiment in that particular locality. One member, who ing capital out of the investigation at has employed the same washerwoman Washington, are resorting to the exfor the last six years, reported that she tremest arts of demagogy. Although I put the question to this worthy woman: "Are you in favor of votes for women? insistently maintain:

"I don't pay any attention to politics," the washerwoman replied. I leave all tional right to petition the law makers,

"Well, how does your husband stand on woman suffrage?" "He doesn't stand at all. He believes

in women staying at home and minding their own business." "How many families do you wash for?

"And what does your husband Mary ?" "He ain't doing anything right nowunless he found something this morning. -National Monthly.

Barren Soil. Apropos of the ravages that time has made in the faces and forms of the veterans of the civil war, Walter S. Morton, president general of the Union society,

said at a dinner in New York: "A veteran, talking to his great-grandson, a little lad of 8 or 9 years, remarked: " Nearly a generation and a half ago my head was grazed by a bullet at the

"The little boy looked at the old man's head thoughtfully and said: "'There isn't much grazing there now, is there, sir?" "-New York Sun

"Honest Injun."

battle of Chicamauga.'

It was in New York state that Mr. Miller came upon a community where the Indians had been for years, and meeting an old fellow on the highway, asked his bustness.

"Me preacher," grunted the Indian. 'Well, well," commented Mr. Miller, what do they pay you?" "Ten dollars," grunted the Indian.

"Ten dollars a month?" asked Mr. Mil-

"No. \$10 a year." "Ten dollars a year! Why, that's poor salary, isn't it?" gasped Mr. Miller. "Me poor preacher," grunted the Indian.-Catholic Citizen.

Editorial Snapshots

Washington Post: Senator Kenyon is of the opinion that the lobbyists who dine members are the most insidious. If by "institious" he means trying to get something on the inside, they certainly go about it in the right way.

St. Louis Republic: Senator Lewis b going to keep his whiskers, and we want to say that those crimson ramblers look a good deal better on Senator Lewis than they would on his colleague, Senator Sherman.

Indianapolis News: As the Canadian parliament has decided not to spend \$55,-000,000 for dreadnoughts until the people of the country say so, it doesn't look as if there ever would be much doing in the Canadian dreadnought line.

Springfield Republic: The McReynolds plan for the graduated taxation of to- college education, for with that knowledge, bacco companies must have been a trial balloon. The administration doesn't 13:31, "But rather seek the kingdom of stand for it. If the tobacco trust was God; and all these things shall be added not in reality disintegrated, let the at- unto you." The church itself, as we view torney general attack it again under the it, is sadiy in need of a better and more anti-trust law and make a clean job

of it. St. Louis Globe-Democrat: Grape juice religion in the reverence of things that is pronounced more dignified than ginger pop or root beer. But what is the matter with a milk shake at a diplomatic dinner? Something nutritious should be provided for a disappointed foreigner.

Houston Post: "I guess I'll have to get a duplicate key for this door," said the president when he went to the capitol and found the senate adjourned and the Marble room locked. The president ought not to make such a flagrant use of the word "guess." The proper word is "Guess" is as Yankeeish as "recken." "calculate," and entirely out of place in a democratic recabulary.

Nebraska Editors

A. El Pribbles, formerly of Omaha, is the new editor of the Snyder Banner. M. Morgan, who has been in charge of the paper, has started a job office in

Frank Dunn, who has been editor of the Callaway Courier-Tribune for the last four years, has retired and the plant, which is owned by Attorney R. E. Brega, has been leased to H. E. Roush, Roush is also editor of the Stapleton En-

The Hastings Tribune printed a handomely illustrated high school edition of twelve pages last Saturday.

'Editor F. A. Gapen of the Sidney Telegraph printed a finely illustrated boom edition last week. It contained many Maine for failing to enforce prohibition. than 100 well-printed cuts showing the many natural beauties and great reof Cheyenne and Eimball

The Fremont Tribune published a sixcountry signalled the beginning of their page section Saturday, May 31, devoted to exploiting the campaign of the Young Men's Christian association for new mem

Here and There

The long and short men are co-operating in the holdup business in Chicago and getting the coin, too.

With seasonable weather Missourians confidently expect to break the six months' record for beer consumption. During the fiscal year ended March 31, 1912, India's tobacco exports reached their highest figure. Shipments of unmanufactured tobacco amounted to 20,664,172

The Nagasaka Press gives the 1912 It is publicly charged that a few speak at such a service. The sermon was Bariey. 48,500,539 bushele; rye, 39,207,405 cent greater than in 1911.

Swift & Co., trading in Australia, as the more than a year ago obtained a tract of truth about every husband this would be

Overworking the Lobby Backet. Omaha, June 11 .- To the The Bee: It seems to me this "lobby" racket is being greatly overworked, and that the politicians and newspapers makam a lawyer, I am not a lobbyist, but there are a few propositions I would

I maintain that I have a constitu orally or in writing, for or against any proposed law that I think may affect my personal interest.

I maintain that I have a right print my argument in circulars or newspapers, and send them to any or every member of congress if I want to. I maintain that I have a right to go to Washington at my own expense, and talk to any law maker who is willing to listen to me, on any subject. I maintain that if I can't go myself, have a right to hire some one and send

him there to talk for me. I maintain that if I can afford to do so. I have a right to hire a dozen of a hundred men to go to Washington and present my side of the case to any number of congressmen, individually or ollectively.

I don't believe this constitutional right an be lawfully denied or obstructed, o that there is any reason why, I, or any one I should hire for that purpose, should be subjected to ignomy or odlum as a lobbyist for exercising the right to freely speak and petition for redress of griev-

In case of corruption, threats or coereion, to force a congressman to vote contrary to his convictions, there are plenty of ways to reach the offender, but that does not justify branding as a criminal everyone who seeks by explanation or persuasion, to influence a congressman to vote as he would have him vote.

If this be reaction, or backsliding, or treason, make the most of it, LAWYER.

Commendable Views. BRADSHAW, Neb., June 11 .- To the Editor of The Bee: Under the heading. Duty of Parents to Keep Children in Church Spirit." you quote Rev. J. A. Jenkins' views which are quite correct and commendable, but he stops short of the most essential point necessary to keep children in the church spirit, and that is the Christ spirit. There certainly exists at the present day enough of the church spirit vold the Christ spirit among both old and young. The church fur-nishes but few attractions to the young. unless they can be convinced that it holds for them something more valuable than other places of amusement, and the question that confronts both the church and the church-going parent is, how can children be brought into the Christ spirit, for without that spirit the child sees nothing more in the church than he does in the theater and not as much, However, we agree with Mr. Jenkins that the church will fall short of a normal growth so long as they do their work on the outside and allow the children of the church homes to lose all interest in the

church. Children should be taught to love the Bible and that a thorough knowledge of the scriptures is of greater value than a education is added; for we read in Luke thorough knowledge of the scriptures, but how shall such a thing be brought about? It has been shelved in our public schools. and in the homes, magazines, fashion books, story books and tons of other literature have completely supplanted the Bible; even the great Sunday daillea are furnishing most of the Sunday reading for both old and young in the average church home of the present day. Is there any way in which the church can have a normal growth with all these hindrances standing in the way, from either the inside or out? is a great question, and who shall be able to answer it? Let him come forth that will.

JOHN B. DEY.

Move Up Front. OMAHA, June 11 .- To the Editor of The Bee: The demand in this and most cities is for more street cars and better schedules, and I would most heartily voice that demand. But I am convinced that we might make much better use of the street cars we have if we would. For instance, since some have to stand in rush hours, why will people block the rear platforms and ends of cars when the fronts are either entirely or partially empty? Go into any car during the rush hours and you find this, and a poor conductor, with his patience tried, shouting above the hum of passengers' voices, "Move up in front, please." And the people don't move up at all. They hear him, but stand right where they are as if glued there. It's mighty aggravating It makes us seem like a lot of rubes, too I asked a woman once who was blocking the sisle of a car, why she didn't move up front. "Oh," she said, "I'm afraid those men up there would think I just came to get their seats." I suppose she considered a poor excuse better than none. She wouldn't refuse to take the seat, to which she was entitled as a lady, if offered her in the rear or front. Come on, "move up in front" and give the other fellow and company a chance. .

Muffled Knocks

Most girls who paint are better than they are painted. We all holler for justice, but we want to act as the judge. Nine tailors make a man, but one mo

tor can break him.

The reason people don't believe fairies nowadays is because they see too many of them. The milkman is an early bird, but he would rather got a weinerwurst than a

The June bride who would be happy for ever after should be blind to husband's faults, but never deaf to his excuses. Paying alimeny and old boose bills is

The about the same thing. All you get for There isn't much fun in lying to your wife. But if every wife knew the whole

The meek and the humble may fit h

LINES TO A LAUGH.

"Henry, it says here that Mr. Jackson selted the pill for three sacks. What does "Good heavens, Mary, can't you under-stand plain English? It means that he slugged the sphere safe and landed on the third pillow."—Chicago Record-Herald.

"May I borrow a volume of Emerson from the library?" asked the housemaid. "I have no objection," answered her mistress. "While you are about it, bring me 'Lady Jezebel's Divorce." "-Buston

"Bill's going to sue the company for "Why, what did they so to him?"
"They blew the quittin' whistle when
was carryin' a 'eavy place of iron, and
dropt it on 'is foot,"—Everybody's

"Going to the seashore this summer?"
"You betcher."
"Going to fiirt some?"
"A little."
"Where are you going?"
"Oh, I dunno. Any of those places where the fiirting's good."—St. Louis Republic.

"And so they have decided to get a divorce. What a pity."
"It is a pity. But what can they do? It's just another one of those cases of too much father-in-law."—Houston Post.

"Ruggles," asked his friend Ramage, "didn't you swear off from smoking a few months ago?"
"Yes; on New Year's day."
"Well, do you notice any particular difference?"

"O, yes—I've gained six pounds weight and lost the friendship of cigar dealers."—Chicago Tribune.

"I hear you and your girl quarreled at the ball park."
"We did."
"What happened?"
"Bhe wanted me to hold her hand with

"Is your wife truthful when it comes to telling her age?"
"Yes. But try asking her one how much she weighs."—Baltimore American.

Clairvoyant-In a certain contingency you are going to get what in this need of the woods is known as a whaling.

two men on the bases and the score fied."
-Louisville Courier-Journal.

"How is our friend Grafton's position on that bill regarded?" asked one member of a legislature.
"Well," replied the other, "the general impression is that his position is a very lucrative one."—Washington Star.

Jap-You can tell what is to happen? Clairvoyant-Always. Jap-Well, what is going to happen to

FALSE PRETENSES.

Chicago News. When first the snow of age appeared And flecked my riven locks with whits.
The heavy hand of time I feared And trembled with a nameless fright I thought of pains and aching bones. And cracking joints and rheumy eyes, and querulous and scolding tones.
And reminiscences and sighs.

But, like an angel unaware,
I found the herald of old age;
He lifted from me many a care
And named me "wiscacre" and "sage."
He brought respect and slippered case.
Brought youth to seek my grave advice h, he is welcome, if you please: I don't begrudge his paltry price!

I find it joy to sit in state
And have young folk indulge my whims
And readily upon me wait,
Regardful of my "poor old limbs."
But one thing mans my respect joy—
I want to run and dance and play,
Por Um as sorry as any law. For I'm as spry as any bey— But that would give the game away:

Little Stories and Talks About Advertising

(Copyright, 1913, by Harry Scherman)

Showing The Value of Concentration

In the face of keen competition, a large retailer of eigars (The United Cigar Stores Co.) wanted to introduce a new cigar, of the Londres shape, in New England.

About \$500 was spent in advertising in Boston and vicinity, a number of papers being used. The results were negligible.

The advertising department conned the matter over and then secured another \$500. But this time, instead of advertising in many papers, only one paper was used. The ads were run three times a week, and the campaign lasted

eight weeks. At the end of that time the sales in Boston had in-creased 104% and in the vicinity 100%. About two months later the same plan was used again and again the sales doubled. The really interesting question is, Why was the first campaign unsuccessful? Obviously because IT DID NOT LAST LONG ENOUGH! The advertising appropriation gave out before it was possible to cash in on the cumula-

tive effect of the advertising. No more splendid illustration can be given of the value of a lengthy and concentrated campaign-as compared with a scattered and short campaign.

If your advertising appropriation must be limited. in most cases it is not wise to WASTE IT QUICKLY in big displays and in many media; BUT TO CONCEN-TRATE YOUR CAMPAIGN.

A representative of THE BEE will be glad to call and give advice and assistance to intending advertisers. Phone Tyler 1000,

You See the People You Like to Meet

on the Great Western's Twin City Limited to St. Paul and Minneapolis. It's the train chosen by seasoned travelers who want the best, the genial hustlers who keep in touch with everything going on and make it a point to get there first, and the quiet methodical people who dislike to change their daily habits. On the Great Western you get the best—you get there first—and you don't have to change your daily habits of living.

Leave Omaha 8:10 p. m., and arrive St. Paul 7:30 a. m., Minneapolis 8:05 a. m. Day train leaves Omaha 7:44 a. m., and arrives St. Paul 7:20 p. m., Minneapolis 7:50 p. m.—fastest day service.

Ask P. F. Bonorden, C. P. & T. A., 1523 Farnam Street, Omaha, Neb. Phone Douglas 260. Chicago . Great Western

A Clogged means A Clogged Bowe) Brain

A COMEXTRATED man cannot TEXME clearly. The active and successful person needs a clear bowel and a clear Brain is naturally influenced because of pressure on the intestinal nervous system which prevents the human telegraph wires from performing their duty. To one organ in the body new independent from another; in union there is health.

EMEGUE THAT PRESSURE BOW. Bon't say, I'll take something to-night, and thus spoil your day and your sleep. Take a remedy which acts quickly, surely and gently. Take MUNIADI JANOS WATER, the natural Esmedy. The ideal launcive for a business man, is tumblerful in the moraling, or at any time on an empty stomach, relieves you in an hour or so. Get a bottle at any Bray Store to-day.



