VICTOR ROSEWATER, EDITOR. CE BUILDING, FARNAM AND ITH. entered at Omaha postoffice as second-TERMS OF SUBSCRIPTION onday Bec. one year 12 vitteday Eec. one year 10 vitteday Eec. one year 10 vitteday, one year 10 vitte Bec. and Sunday, one year 10 vitte Bec. and Sunday, one year 10 vitted

REMITTANCE.

mili by draft, express or postal order, able to The Bee Publishing company.

F-cent stamps received in payment mall accounts. Personal checks, expon Omaha and eastern exchange, not

OFFICES:
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With Omaha—Sils N Street.
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scoln—36 Little building.
icago—361 Hearst building.
w York—Room 188. Psc Fifth Ave.
Louis—563 New Hank of Commerce.
schington—725 Fourteenth St., N. W.

CORRESPONDENCE. Communications relating to news and iterial matter should be addressed maha Rec. Editorial department.

MAY CIRCULATION. 50,261

ate of Nebraska, County of Douglas, sa:
Deight Williams, circulation manager
The Bee Publishing company, being
ly sworn, says that the average daily
collation for the month of May, 1913,
18 80,261. DWHSHT WILLIAMS,
Circulation Manager,
Subscribed in my presence and aworn
before me this ith day of June, 1913.
ROBERT HUNTER,
Real.) ROBERT Public.

Notary Public

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

Wonder if any doctor ever preribed grape juice for it.

A gas franchise controversy is natally expected to produce hot air.

ave anything for July to do to us.

Those nine Cornell men who are tera.

Take it from us that the kaiser is toan of peace in spite of his brisng mustache.

The author of "Statesmen Real d Near" politely leaves the reader guess which is which.

He far as the time for starting is

morned, it must be admitted that e Arctic explorers who have just ne north showed class

In to cash in his grops.

Those Ulsterers who threaten a faw suffragettes in their cause.

vocate. Possibly, but it has selm been accomplished in the last \$13 years.

The Shoe trust is said to have adated crushing out where it could t buy out competitors. Grinding em under the heel of oppression, it were.

by to show contrition.

Why do orators prate over the fact better for all concerned. est Phidias cut his name on the field of Minerva? What good did de Phidias? It certainly was no my to treat a lady's shield.

Elexico appears to be as far from Herald. veral thousands natives left?

liv of one shade than another.

Harry Lauder has become a landed

That reminds us, printed copies of gand by the governor

Who Pays the Freight?

The announced extension of the pure food law to cover meat and meat products must not be taken to mean that this most important of all our foods has been left until now without the safeguard of inspection. Quite the contrary, the meat inspection law, has subjected state and municipal activities. The real trouble is that meat. like other unfit for food at various stages of its Andrews. transit from the farm to the table. Diseased animals are culled out by the possible, in storage or at the retail foundation was \$4.55, and for limestone butcher's or even after delivery to 13.66 the ultimate consumer.

It resolves itself, then, into a for what is condemned. If it is left Salisbury umpiring. between the packer and the producer, the former will try to throw it off, but must do so in the lower price a he pays for the animals which he buys whereas inspection at the place happy over the arrival of a fine boy of shipment, advocated for this purpose, would put it on the stock raiser before his stock goes on the the butcher, the cost of condemnation losses, we may be sure, will be transferred to the retailer and by Twenty Years Agohim to the consumer in a higher price charged. Just take it for granted that the cost of insuring pure meat is in the long run carried by the producer or the consumer and not by the middle man.

Our Increasing Insular Trade.

The enormous growth of commerce sular possessions furnishes a subject usy There is danger that June may not of interesting thought as presented by the Department of Commerce's formidable array of statistics. With Alaska, Hawali, Porto Rico, Guam, arning to cook must be woman the Philippines and Tutuila our commercial intercourse is expanding by leaps and bounds, mostly, of course. in shipments to them.

This is gratifying to business intersource of gratification to the government must be that it shows the n's pacific rejoinders he knows by roared these people to higher stand- for improvement. that it takes two to make a ards of living, where their tastes and habits demand better things and are Ten Years Ago-"I thank God I'm not a lawyer," of living. While affording larger outclaims Senator Martine. Of course, lets to American products, it broad-finally unlocked horns and came together ing sentences with very little of either ment, "a savage is a savage by nature, ere must be some laymen to serve ens the expanse of American institu- on grounds amicable enough for the coun- logic or sense, well qualifies him to oc- to say that "n civilized man is civilized One St. Louis brewery fills and stead of lifted them up. It is pos- lice court clerk, Lee C. Grier; inspector surd, ridiculous or out-of-the-way things do; simply a denial. I repeat is that a ips 1,600,000 bottles of beer a sible, therefore, to measure "benevo- of weights and measures. T. P. Maham- he may say. But when a preacher leaves denial? This is merry, eh judges? Then The other twenty try to supply kint assimilation" by the standard of mitt; custodian of the city hall. Alph the beaten path of dispensing salvation further in his rebuttal this daily writer scle measurement at our disposal.

> The Public and the Utilities. The president of the Chicago Tele- by unanimous vote.

rroney, let it take notice that the the changed attitude of the public annual dance by the veto of Principal that without a belief in that doctrine rn beit farmer will require a lot of mind toward public service corpora- Waterhouse, succeeded in getting to "the human race would be absolutely and less censorious than formerly. refble resistance of Irish home thing, but they miss a vital part of tion, passing beyond the jurisdictional act with the belief or hope that he would is may win out if they can enlist the view if they do not also see a control of Mr. Waterhouse. decided change in the attitude of pub-

A southern editor says Colonel ward the public. One had to come waterhouse at the annual encampment, anything else, through a motive of obposevelt ought to make Colonel before the other could. There is just made formal application to Secretary do not come in such ways. Was the atterson eat his words. That might one view of this situation and that is Burgess of the Board of Education for a good Samaritan looking for a reward? a nice vacation job for that ed- a frank, mutual relation between the diploma and was again denied it. He Was the love of David for Absolom inpeople and their public servants, the said he did not want Burgess to give it spired from the motive of receiving a tion?" inquires an eastern reform themselves urging this most. They have learned the folly of the old hideand-seek policy of doing business and are trying to get away from it,

though it is a slow process. While nothing like an ideal condition has yet been reached, what we have accomplished is the prenow on the way is going to be No sooner does Julian Hawthorne rougher than ever for the utility cort his parole from prison than he Joration that attempts to do business ses to perpetrating mushy phymes according to the old methods. Com- press. pout the life within, which is a poor mon sense justice in public utility sconer it is generally adopted the

The prospects appear to be that democratic harmony of opinion and purpose, which has been so marked in congress with the tariff under consideration, will receive some rather severe joits when "The era of turmoll and bloodshed the currency question is taken up .- World-

s and as ever," says the Topeka And according to the press disarnal. Why, sure; aren't there patches from Washington, "Harmony of purpose, but perhaps not harmony of opinion, is the way the An exchange dilates learnedly upon White House sizes up the situation." he flavor of butter." The next With this coincidence in advice from ing someone will be discussing two authoritative sources, it is evi-

currency.

There is now something over ind % Scotland, having carefully \$800,000 in the bank deposit guaruslanded the money he earned in anty fund, so we are told. The in United States, and is now aspir- amount, however, is in the guaranto a seat in Parliament. That is teed banks in the form of a credit to it would be a challenge to peace, whereas in thing we shall have to take tirb the account of the fund. It would fortifications were a challenge to war. anie for if Johnny Bull sees fit to take a call for reimbursement to tell whether this is the same as the

Nebraska session laws are al- The democratic tariff bill which and a \$15,000,000 loan to the Grand Trunk. Hipe, one can't get a book gilt edged to two-fifths of those entitled to vote. Why, Mehraska seesion laws are almore democratic tariff bill which
more democ

Lookino Backward This Day in Omaha 000 JUNE 28.

Thirty Years Ago-A review of the work of the Central all our big packing houses to the school in the high school building dismost rigid government scrutiny and closes that the teaching staff there of to make a little speech at some comir this work has been supplemented by the first five grades is made up of Miss festivity, in which their professional seal Schlesinger, Miss Buchanan, Miss Mack, Miss Johnstone, Miss Cushman, Miss T.

The board of public works opened their rhyme batch of bids for paving. For asphalt A hen the Barbour company wanted \$2.96 per inspection of the bureau of animal yard, with base, on a five-year guaranty, industry which applies tests before and \$2.50 on a ten-year guaranty. The killing, but deterioration is always bid for Sloux Falls granite on concrete

A bad storm last night did considerable damage with wind and water.

The Burlingtons beat the Wahoo base question who should hear the loss ball club by 7 to 5 in a six-inning game,

Bichard Kimball left for Green lake near Georgetown, Colo., where he, Incompany with several others, has erected hotel to be used as a summer resort. Mr. A. B. Huberman, the jeweler, is

Lake are visiting in Omaha with Hon. market. Between the packer and have the sympathy of friends over the loss of an infant child while here.

> Lou Wessell of the Lincoln State Journal was in town.

Mr. and Mrs. A. D. Bradley left for Saybrook, Conn., to spend the summer. Hon. George D. Meiklejohn of Fuller ton, member of congress from that district, was in the city. Speaking of the approaching session of congress he said: I am in favor of repealing the Sherman act It is time the government quit this business of buying silver for more than between the United States and its in- it is worth and piling it up in the treas-

Caldwell Hamilton, son of Mr. C. W. Hamilton, president of the United States terests, whether in office or elsewhere. National bank, died at 4 p. m., after a The public would be better pleased-purprotracted illness. He was one of the best known and liked young men in the woods-with the congressman's inter-Omaha. He was born here October 22, 1985, and was graduated from Cornell way to solve the greatest problem that college in 1889. He spent the last year in Europe and was planning to enter bustness in Omaha when taken sick.

Mayor Bemis, Chief of Police Seavey. ests, but the chief significance and Health Commissioner Somers and Plumb ing inspector Duncan were out in their official capacity as the board of health inspecting the sanitary conditions in benevolent and edifying effect of charitable and other public institutions American occupation in these islands: and schools, and reported them bad, as If Mr. Hobson has read all of Ja- It shows that our influence has a general rule, and recommended plans

hall, Ole Jackson. The confirmation was at him.

Whatever congress does with the phone company has been commending which was denied the opportunity of an rewards and punishments, and declares artificial and he comes back to tell me tions, which he finds more reasonable dance after all at the banquet and ball without any motive to practice virtue or Others have observed the same Millard hotel. The graduates had now a little by saying that no man ever per-black but they wise a virtuous known for the same reason," and I will

People and Events

Three subordinate courts in New York state pronounced unconstitutional statute requiring automobile drivers dorequisite change of view. From ing personal injury to stop and give their names and car numbers. The court of appeals reversed the lower courts and upheld the law. Whereat there is joy among pedestrians and applause in the

service is the only safe rule and the bridge over the Mississippi at Memphia, Tenn., is to be a memorial to the late James T. Harahan, its projector and first

People Talked About

A social uplifter in Kansas City reports spiritual comfort because they connot alford 10 cents for the church contitlution box on Sunday. Next! whole Damm family-Heloise,

sether butter is improved more by dent that trouble is in sight over Joseph. Albert, Rebecca and Raphaelheld a reunion in a New York court recently and entisfactorily divided the estate of a dead and gone Damm. John D. Long of Masachusetts. secretary of the navy, suggests that a statue of Jesus be erected on a mountain overlooking the Panama canal. He said

Rattrond Subsidies.

Pittsburgh Dispatch. The Canadian Parliament has voted sub-



Let Everybody Advertise.

OMAHA. June IL-To the Editor of The Bes: No doubt you have many readers who are interested in advertising. It may possibly he that some of them may have will prompt them to proclaim the benefits of making themselves and their goods real trouble is that meat, like other McCheane, Miss J. Wilson, Miss Stull, known to all men and women. Should perishables may become impure or Miss M. Wilson, Miss Morse and Miss this be so, I pass on to them as a good reason for advertisement the following

A hen is not supposed to have Much common sense or tact. Fet every time she lays an egg Bhe cackles forth the fact.

The busy little bees they buzz,
Bulls bellow and cows moo;
And watchdogs bark, and ganders quack
And pouter pigeons cop.

The peacock spreads his tail and squawks Pigs squeal and robins sing; And even setpents know enough To hiss before they sting. Yet man, the greatest masterpiece.
That Nature could devise.
Will often stop and healtate
Before he'll advertise.
SAM L. MORRIS.

More Predictions from Jerry. SOUTH OMAHA, Neb., June El.-To his house, his first son and heir.

Mr. and Mrs. A. M. Goodwin of Salt O. Lobeck was recently quoted in The Bee as saying that "he does not think Thomas Staley and O. P. Straight, and there will be any evidence discovered of money having been paid to members to

influence tariff legislation." It would be too had if anyone of our distinguished statesmen at Washington or elsewhere were detected receiving bribes or blood money. Statesmen have returned from Lincoln to Omaha during legislative sessions and pronounced al the darlings there like Caesar's wife above suspicion, and there is no doubt but there are men in Chicago, too, who would guarantee the good intentions of

the inwmakers at Springfield, Ill. The proof of the pudding is in the eating, where there is smoke there is fire, and the public are becoming better acquainted with the tactics and strategy of the lobbyists or 'legislative counsels. and the servile tools of the special inticularly his constituents in this neck of views if he would give his ideas on the confronts the nation nowadays, the industrial unrest. The time is approaching when the lobbyists, the grafter and the legislative counsels will be looked upon with greater contempt than the unfortunate scarlet woman on the street-with an apology to the fallen woman, for the male prostitute is the worst.

JERRY HOWARD.

Wooster Dogmatizes a Little. having authority which, together with gisms. The city council and Mayor Moores his ability to manufacture smooth-sound- I ask him now, is it reversing his statetions and substitutes them for those cil to confirm at last, after weeks of re- cupy an orthodox pulpit. In church no by nature?" To make the latter statethat have held these people down in- fusal, the appointess of the mayor as one is permitted to take issue with the ment, he says, of course denies what he follows: Gas inspector, John Lynch; po- preacher no matter what illogical, ab- said (the former), but that is all it does business done in such instances as Bugh; market inspector, W. F. Gerke; to fellowmen and makes a newspaper writes, "where savagery ends and civiliza-

In the Letter Box of June 9, E. O. M. thereby receive a reward as his motive, decided change in the attitude of pub-lic service corporations as a whole to-boys who had a clash with Principal mother, his sweetheart, a highball or

> pious preachments of E. O. M. In conclusion, E. O. M. mentions sev eral of the worst crimes; says society has never been able to punish all these crimes, and then, with great unction triumphantly declares that "if God is God, such men will be punished; forget

it not." On the contrary, God is very much in of rewarding the worst of criminals. This is the usual procedure: A Rev. Richeson murders an Avis Linnel. Society puts the Rev. Richeson in the penitentiary and God sends the Avis Linnel straight to hell. Then the prison chapoutside sky pilot, helps the Rev. Richeson to make his peace with God, wherepresident of the company organized to him the proper dose of electricity, and build it. Mr. Harahan was president of then God hikes him off to heaven, gives poor, loving, confiding Avis in hall, and

of the heavenly world. Great scheme, this wonderful plan of alvation! Better send right off for Rev. You are a booster for Omaha and Ne-Billy to come and explain it to the bethat working girls do not get enough nighted citisens of Omaha and Nebraska. fore you. CHARLES WOOSTER.

> Searcity of Skilled Craftamen. EXCELSIOR SPRINGS, Mo., June IL-To the Editor of The Hes: In a Bee of recent issue, one of your readers suggests that the required number of years for a law course be extended to seven. the voters voting on it at a special elecand advises young men to become mechanics. No doubt the gentleman is total qualified voters of the city is more justified in his suggestions, but does he than 25000. At a special election it is realize that the number of apprentices is regulated by the unions and that it is very hard for an aspirant without influence to "get next?" Also that much of not more than one-tenth of the voters of the finer work in the trades lines is be- the city. If the ordinance were submitted

ing sadly neglected? I don't want to say that it is owing less than 20,000 votes will be cast it would to the unions, but I know that since the require the approval of 10,000 votes to sidies of \$22,000,000 to Canadian rallways unions have organized in the bookbinders make the ordinance effective, or nearly gave an order for a glass cabinet, that | decided at a regular election shows that

if I wished strictly No. 1 glass they now would have to send to France or Ger-

These questions are becoming national years before the present franchise of the and I hope the wise men in Washington will find a way to solve them to the satisfaction of the trades and the public MRS. PAUL GETZSCHMAN.

Why Apologize for the Substitute! KANSAS CITY, Mo., June 21 .- To the Editor of The Boe: I observe the expression of W. C. Pearce, international Sunday school secretary, indicating pride in a cabinet member ruling out whisky, wine and champagne from his official functions, which is commendable as far as it goes.

However, if the intoxicants were ruled

out, why maintain 'imitation" of the cus-

tom by serving anything in lieu of the

stronger drinks? The immorality is not

so much in the strength of the liquor as it is in the public practice of its use which has full endorsement in a substitute, even though it be grape juice. Grape Juice was not used in place water, tea or coffee, it was not used quench thirst, but its use was wholly ! imitation of the stronger beverage and that use was accompanied by an apology for the absence of strong drink, notwith standing the fact that the secretary o state in entertaining official guests under no obligation to apologize for his table and the food and drink thereon served. If Mr. Bryan had served turkey place of roast beef, he would have made no apology to a "beef eating" Englishman therefor nor to anybody else His guests are presumed to eat and drink that which is placed before them without question or comment and Mr. Bryan failed to rise to the dignity of his posi-

served grape juice with an apology therefor. H. B. KELLY. Nebular Logic.

tion and to his rights as host when he

OMAHA, June 21.-To the Editor of Th Bee: He's in again! I refer to the dill gent contributor to The Bee's letter box who oscillates between Missouri Valley and Omaha to get ideas on vast subjects to be explained by him to a benighted public. I write this not to carry out an argument, for plainly an argument with him is impossible. I want to point out the humor in his rebuttal to my argument on his amusing "treatise" on human nature, savagery, civilization and other things, for fear some unlucky person missed the fun. So this I intend to be something like the reference book one takes with him when going through a museum or art gallery. This is a sort of guide through the labyrinthian ways of this man's mental wandering in that rebuttal, which, I might add, is typical of his daily letters. He calls my attention to the fact that if his statement "about a savage being a savage by nature is un true, it cannot be refuted by reversing it. nor by comparing it to the statement about the dog having nine legs." It is laughable how he considers that I denied the fact that a savage is a savage by nature and it is equally funny how he SILVER CREEK, Ngb., June 20.-To reached the conclusion that his statement the Editor of The Bee: For some time had been "reversed." I reversed his past I have been taking a little note of gyllogium and added one of my own-the dogmatizings of "E. O. M." in The that about the dog-to show what absurd Al Dickinson has returned to Omaha Bee and other papers. He speaks as one conclusions can be reached through sylic

these, but that is by no means the poundmaster, John Laughian; license in his forum, I suppose it may be per- tion begins cannot be known," etc. With spector; Samuel W. Scott: assistant li- missible for a totally deprayed citizen, that statement he was trying to answer cense inspector. John W. Mathlesen; fire- who is so unfortunate as never to have my question, "in the gradual change man city hall. I. P. Farrar; janitor city been born but once, to take a few swipes from savagery to civilization as it is today, when did we change from the natural to the artificial?" You see, I The graduating class of the high school, talks about the theological doctrine of asked about the change from natural to about the change from savagery to civiliration. Comical, isn't it? Then he clinches this latter statement, which I given by the high school alumni at the to love justice." Now, let me dogmatize do not deny, with "the point where instinct ends and reason begins cannot be not try to comment on that, it having nothing to do with the point at issue, but will add merely incidentally that I could cite one case where reason ends and instinct begins. However, I would not like to be rude enough to say that it occurs when this man aits down to pro-

duce his daily epistle. I shall quit here, making the request that he let the world know his opinion "Can we make good men by legistion?" inquires an eastern reform his argument on the origin and function of music. These will all be good and I am sure will furnish material enough to keep his words in print for the next year.

> Congratulations-Thanks. OMAHA, June 19 .- To the Editor of The

Bee: Congratulations on the forty-second anniversary of The Bee. My father and yours were great friends years ago when the "Bee office," as it was called, was located at Tenth and Farnam, opposite the building there which was then called the Doran house I had an uncle who came here about that A new double track railroad and wagon lain (we have one at Lincoln), or some time from the east on a visit. He became so interested in the paper that he had it son to make his peace with God, where-upon society stretches his nack, or gives be alive today to see the present plant and equipment.

I am enclosing a clipping from a recent the Illinois Central for several years, a him a gold crown and a white kimono, issue of the Carter Times which shows railroad man from boyhood up and par-ished in a railroad accident.

him a good take he sings and shouts and has a the old buildings here. By the way, this hilarious old time to all eternity. Oc-hilarious old time to all eternity. casionally he turns his thoughts to his been built by my father. It is "one block south of the court house," while the newthat adds much to his bilssful enjoyment est hotel will be "one block north of the court house.

Again, congratulations and best wishes. brasks, as your brilliant father was be-FRANK J. CAREY.

A Pastor Asks Questions.

OMAHA. June 21.—To the Editor of The Bee: One objection to the passage of this ordinance in its present form is the provision that the ordinance shall become effective if approved by a majority of tion called for this purpose alone. The than 25,000. At a special election it is calculated that there may not be more than 5,000 votes cast. So the ordinance may become effective by the approval of at a regular election, when probably not

the gas company desires the passage of if I were to-er-eat more ginger snaps! the ordinance as being to its own finanmany for it. Aren't such facts deplor- clal advantage. But why should this clai advantage. But why should this "I suppose you take excellent care of question be hurried to a decision five your health?" company expires and it will be necessary to make some arrangement about gas? Why not wait at least until the new charter, if adopted, has some into effect, with its improvements giving the city, as is hoped, larger self-control? And why not wait till the courts have made a fimal decision on the suit now pending between the gas company and the city? Why does the gas company desire to pay the expenses of a special election and thus hasten to bind the city by a small vote to the advantage of the company? Is it not the part of wisdem for the city to wait at least till the part of water and the part of wisdem for the city to wait at least till the part of wisdem for the city to wait at least till the part of wisdem for the city to wait, at least till the next regular elec-

SMILING REMARKS.

F. P. RAMSAY.

"Our sporting editor took the piace of the 'Home Hints' editor yesterday:" "Anything happen?"

"A lady who wrote asking how to can tomotoes was told to get an old can and piece of string, then to catch her tomato and proceed the same as it canning a dog."—Houston Post.

Jack—Can you swim.
Jill—Sure, I can.
"Are you sure you can."
"Why, sure. I'm the best girl swimmer in this camp."
"Fine: What do you say to a little cance ride while waiting for supper to set ready?"—St. Louis Republic.

'Why is it?" asked the curious guest "that poor men usually give larger tips than rich men?"
"Well, suh," said the water, who was something of a philosopher as well. looks to me like de po' man don't want nobody to find out he's po', and de rich man don't want nobody to find out he's

"No." replied Farmer Corniossel. "I tried every kind of medicine I could get hold of for awhile! Then I save up and forgot about my health and I've felt better ever since."—Washington Star.

THE LINOTYPER'S REVERIE.

I. N. Hull in Typographical Journal.

Here's a "take" o' the markets, Bill:
The bears are makin a raid.
They're hammerin' Copper an' Southers
an Steel—
Only Reading an' Atabian stayed: Only Reading an' Atchison stayed; Right and left they're shearin' the lamba Nor pity the fellow that's done. The shorts are in clover-How's that, Hray! The captain is in with a run!

Society's out on parade. Bill:

'a a debutante a-makin' her bow.

The gowns are in splendid array—

(Pollow copy, when it comes to just how). how); There's Helen-ey, Mayme and Ha-selle, An' the names must all go in print; An' woe unto him who mis spells— Yes, Cammy got in by a sprint.

There's hell broke loose in Berlin, Bill: They're march an' callin' for bread: The strikers are gainin' like sin, An' industry's paralyzed, dead. They're burnin' a warehouse in Ham They're burnin' a warehouse in Hamn Bill, in Bremen they're stormin' th' dock— But what do we care for all of the din When Carey is in by a block?

nobody to find out he's po, and de rich man don't want nobody to find out he's rich."—Youth's Companion.

Editor (letting him down casy)—Sometimes your work is very good, but too often it lacks map; it's deficient in what we call ginger. You know.

Occasional Contributor—Would it belp Since Marty came clatterin' through?

On the way to the seashore, stop at



THE PLAZA

NEW YORK

Fifth Avenue and Fifty-ninth Street

Delightfully located opposite Central Park, assuring peace and quiet. Summer Terrace Restaurant.

The coolest Hotel in New York. Convenient to theatres and shopping district.

Special Rates during the Summer Season FRED STERRY Managing Director

Little Stories and Talks About Advertising

(Copyright, 1913, By Harry Scherman) Why Do These People Advertise?

One of the greatest tributes ever paid to the value of newspaper advertising is that offered by the great Woolworth Building in New York.

This is the highest office building in the world. It overtops Manhattan. It can be seen from Jersey and from Brooklyn. On a clear day you can see it from Harlem. It is the most noticeable object in New York City.

It might seem that such a towering structure would be its own best advertisement. What can be the use, the unthinking will ask, of calling attention to a building which hundreds of thousands of people see, a hundred time a day, and every day in the week?

Yet the Woolworth Building is advertised in the newspapers.

Whx? Obviously because its agents understand that the quickest way to sell anything is TO SELL IT AND NOT LET IT SELL ITSELF. Because they understand that business men might continue to look at the building for years, without thinking of moving

The lesson hits every business man. There may be thousands of people who want what you have to sell, or who can easily be made to want it. But you can't expect to make them customers, UNLESS YOU REMIND THEM CONSTANTLY THAT YOUR GOODS ARE ON THE MARKET.

Possibly the desire for your goods exists and need only be AROUSED. Possibly the desire has to be CREATED. For either purpose, ADVERTISE!

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

"The Call of the East" in Summer attracts tourists to Seashore Resorts and numerous points of interest in and around New York where Vacation Outings are one round of enjoyment.

> 30-Day Round Trip Tickets to New York, Atlantic City and Other Seashore Resorts Sold Daily June 1 to September 30 Inclusive Direct Route, or Baltimore-Washington Stop-overs

Variable Route Tickets to New York and Boston

on sale during same period. All-rail direct, or via Baltimore, Washington and Norfolk, Rail and Steamer; via Buffalo, Niagara Falls, Montreal and other cities. Choice of routes—go one way; return another. Liberal stop-overs. 60-day return limit. se money-saving fares may be taken advan-of if travelers ask Ticket Agents of Western Rati-for tickets via Punnsylvania Lines or by address:

YORK YORK

ways for tickets via Pennsylvania Lines of W. H. ROWLAND TRAVELING PASSENGER AGEST 224-225 City Sational Bank Side. Omahs. Heb