

THE OMAHA SUNDAY BEE

FOUNDED BY EDWARD ROSEWATER.

VICTOR ROSEWATER, EDITOR.

The Bee Publishing Company, Proprietor.

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

August 8 Thought for the Day Selected by Mary A. Fitch

The day returns and brings the petty rounds of irritating concerns and duties. Help us to play the man, help us to perform them with laughter and kind faces, let cheerfulness abound with industry. Give us to go blithely on our business all this day, bring us to our resting beds weary and content and undisturbed. And grant us in the end the gift of sleep.—Robert Louis Stevenson.

Mayor "Jim" made his reputation as a rope thrower. But he is some mule driver, too!

The jitneys may not know just what kind of regulation they want, but they seem to know what they don't want.

Did you see that? "Treating prohibited by law in Great Britain?" What a vindication for Nebraska's dead-letter no-treat law!

General Scott is on his way to Mexico. Another General Scott went there once upon a time to settle things, and settled them.

No one appears to be bothering, or even inquiring, as to what former Personal Ambassador John Lind thinks about it or would advise us to do in the premises.

It would seem that everyone entered fully into the spirit of Booster day except the visiting ball players, who were so impolite as to persist in winning the game.

The dispatches tell us that the emperor of Austria has had a severe chill. Now, if that information related to the czar of Russia, it would be more understandable.

It is announced that the Russian fortress Novogeorgievsk can hold out against the Germans for months. It was announced once that certain Belgian fortresses could hold out indefinitely, but then, they didn't have such terrifying names.

Omaha is getting to be some sporty town! Auto races, wrestling matches, motor speeding, horse races, ball, Ak-Sar-Ben carnival and Billy Sunday carnival—there's a list of attractions along the line of wholesome recreation that can't be beat.

The "Movies" and the Theater. What seems to be a wholly unnecessary, and at this time a rather inopportune, controversy has arisen between the producers of moving picture plays and the magnates of the theater. It has its beginning in the reproduction of well known plays in pictures, and the appearance therein of actors who have been associated with the play. One theater manager and producer has said he will not permit any actor under his direction to play before the camera; in retaliation one of the big picture-makers has announced that no actor who has posed in front of his lens shall be permitted to appear on the stage while the film he figures in is before the public, and between the two the actors are beginning to wonder just where they come in.

No good reason is given why this rivalry should have suddenly become so intense. It has been urged on many an occasion that the moving picture has been hurtful to the theater by reason of its taking away patronage. This is true, and only because the moving picture managers gave the people a form of amusement that was more to the popular taste than was furnished at the theater. With just a little bit of adjustment, this situation could be remedied, and the moving picture become a help instead of hindrance to the stage.

The stage has a purpose higher than that of merely affording entertainment. Its mission is educational and its effort, when rightly bent, is in that direction. In this the "movie" should be of service, as a factor in developing a desire for better things. It is impossible that the spectator is always to be satisfied with the procession of flat shadows of people moving across the screen, but leaving all else to be supplied by the imagination. The life of the play is essentially the spoken word accompanied by the animated gesture, and this can be provided only by a company of capable actors, under the intelligent direction of an experienced manager. Pictures of people alone cannot supply this, nor do they make the same appeal to the understanding mind. But the "movie" has its uses and, properly controlled, may be made a most useful adjunct to the theater, while a "war" between the magnates will do no good to either.

Improving the Missouri.

Omaha is to be asked to join with Kansas City and other Missouri river towns in opposing the recommendation of Lieutenant Colonel Deakne, the United States engineer who recommends that the program for improvement of the Big Muddy be abandoned. This recommendation, based on the failure to develop sufficient traffic to warrant the expenditure, puts the question squarely up to congress. Money was set aside in the last rivers and harbors bill for the work, which, if done at all, will, for the present at least, be under the direction of an engineer now on record as opposed to the project.

Missouri river navigation is not a new problem; the stream is as susceptible of service now as it ever was, and the only point at issue is the cost of developing traffic. If the river is to be used, a comprehensive program must be adopted, to be systematically carried out. This will include not alone the clearing of the channel from obstructions, the protection of the banks of the stream in order that a permanent channel may be preserved, but the furnishing of terminal facilities at the points to be served. The requirements are easily outlined, and the only question to be finally settled is whether water is to be made available to supplement rail transportation.

Carranza Ready to Comply.

The earliest fruits of the All-American conference on Mexican matters is the manifestation of a desire on part of the striving champions, who have torn their country by factional fighting, to get in on the ground floor of the settlement. This must be the case of Venustiano Carranza, who accompanies his brief of submission with the delicate suggestion that he be recognized as the "first chief" and the man to be given power in Mexico. Similar submission, with the same suggestions, will very likely be before the conferees early in the week.

As outlined by the United States, the plans for pacifying Mexico comprise the recognition of all factions as factors in the settlement, which will date back to the abdication and flight of Huerta. Neither side is to be given final preference, but an effort will be made to find a man for president who will represent what the revolution stood for, but who has not been factionally prominent since. This elimination of the present leaders should have the effect of making union the easier, and, as the settlement will have the active support of all American powers, its authority ought to easily be established. Mexicans may have a real government again before the year is out, but it will take a long time to bring that country back to the state of development to which Diaz had brought it.

The "Eugenic Woman."

One of the enthusiasts who has been spouting at a convention out on the Pacific coast has given us a word picture of the future woman, to be brought about through eugenics. She will be taller than the present woman, will be plump, but not fleshy, and will have a rich complexion in which the glow of health will shine with undiminished radiance. All right. But why wait for two or three generations before plucking this peach? Do it now, for she is with us in abundance. Girls we have, "daughters of the gods, divinely tall, and most divinely fair," and some of them are dark and some are blondes. And who is going to say what is the right height for a woman? It will be like the answer Lincoln gave when asked how long a man's legs ought to be.

One thing may be accepted as settled. The mother of the future will be like the mother of all ages, from the beginning of the race on down to the present. Her face will shine with "that light that never was on land or sea," her arms will enfold her offspring with such warmth of love as nowhere else is found, and from her lap her babe will crouch his delight in an empire beyond the dreams of earth's most ambitious monarch. And, as years go by, and the fledglings leave the home nest, wherever they wander, mother's love will be there with them, and mother's heart will be sore because she cannot always simply kiss away the hurts of life. And, when at last mother closes her eyes and goes to her long rest, she will be mourned by sons and daughters who have known something of that infinite blessing that has held the race together, without end, a mother's love. Eugenics may accomplish wonders in its way, but it will never alter mother.

Slaughter or Massacre?

Accuracy and precise statement alike require the omission of the word "slaughter" from the roster of world war terms. It is incorrect and misleading. In former wars in which open fighting prevailed as well as in the days of the spear and the battleax, slaughter was an exact descriptive term. Trench warfare, despite the "spraying of fields with high explosives," the tossing of hand grenades, the rolling of bombs, the use of oxy-acetylene gas and liquid fire, renders the life of soldiers comparatively safe. Such at least is the inference conveyed by an expert in explosives, Hudson Maxim.

"The slaughter which marks this war," says Mr. Maxim in a New York Times interview, "is not more than one-tenth as great for the hours of actual battle in comparison with the number of men engaged as that of our civil war." This is a strong statement considering the source. Let us examine it in the light of available records.

No one knows definitely how many men have been or are now engaged in the present war. Fifteen million men is regarded a fair estimate. The total number of men of all services engaged on both sides in the four years of our civil war was 3,225,000, or a little more than one-fifth of Europe's estimate. The Red Cross computation of losses during the first six months of the present war shows 2,146,090 dead and 1,150,000 seriously wounded. The former figures work out a death loss of 1,446 for every hour of the six months, exclusive of the wounded loss.

The loss of life from all causes, on both sides of the civil war, totals 483,765 men—union, 349,944; confederate, 133,821. This means an average loss of 13.5 per hour for every hour of the four years of war. If the civil war losses were compressed into a battle period of six months, corresponding with Europe's period, the average loss per hour would be 181 men, or one to every seven killed per hour in the war. Slaughter is not the word. Massacre more fittingly describes the world war.

Views, Reviews and Interviews

By VICTOR ROSEWATER.

DO YOU remember "Coin" Harvey, the same who made himself so famous by his book called "Coin's Financial School" when the free silver frenzy was at its height? He had thousands of people actually believing his "school" was a reality and that Lyman J. Gage, later secretary of the treasury, J. Pierpont Morgan, and all the other big guns, stood up before him and were quizzed by the schoolmaster in person? In his "Coin's Financial School" Harvey undertook to propose the remedy that was to revive the world from its industrial depression, and cure all the economic ills which mankind was subject. Well, the same W. H. Harvey, now living down in Arkansas, has gotten out a new book in the same schoolmaster style, which proposes a new remedy—in fact, he calls the book "The Remedy," which is "to emancipate the race from evil conditions now existing in the world, and to provide an organization to carry the remedy into effect."

Harvey is always interesting, and his book is not had reading. Although by far the most fascinating as his free silver stuff, it is equally indefinite and impractical. He starts out by asserting that lack of individual character is what is ailing this decrepit old world, and illustrates it with a story about a business man giving his cashier twenty-five pieces of fractional silver to be handed out to persons paying their bills in addition to the change properly due, only to find by the test that eight pocketed the money without looking at it, while nine men and two women knowingly kept it, and only six, being two women and four men, returned the excess. Not at all improbable, as it strikes me! But what is the remedy? "My proposition," declares Harvey, "is a system of education that will create proper character in the individual, and a high character of citizenship. Character (furthermore) may be taught as easily as reading, writing or other similar branches." So all you have to do is to buy one of Harvey's books, fill in "Contribution Blank, Form A," with the amount of money you wish to give to the educational movement, promote character teaching, payable when the sum of \$25,000 at least has been subscribed for that purpose, and you will have done your share toward bringing about the regeneration of the universe.

Harvey's new book recalls his former heyday when he came to Omaha in the early spring of 1905 for a lecture on the free and unlimited coinage of silver, which packed the old Creighton theater to the doors. It was at this meeting that Harvey made some remark about the surreptitiousness of the "Crime of 1873," the acronymy of which my father, who was present, challenged on the spot. When the cross-questioning threatened to become uncomfortable Schoolmaster Harvey waved his hand toward William Jennings Bryan, noticeable among the occupants of a box, with the remark that Mr. Bryan would doubtless be glad to accommodate Mr. Rosewater in a debate. The challenge was pressed upon Mr. Bryan, as Harvey's substitute, and the debate was duly held a few weeks later. It was a good debate, as all who heard it conceded, and the partisans of each side insisted that their respective champions had the better of the argument. This was in May of 1906, and the money-question debate caused so much talk throughout the land that many invitations were received to repeat it at different places. One of these invitations was accepted for a Chautauqua gathering at Independence, Mo., on the outskirts of Kansas City, it being convenient for the two orators to stop there on their way to the St. Louis convention, which both were attending in their capacity as newspaper men. If I am not mistaken, this was the last time Mr. Bryan entered into public debate with anyone, as he was nominated for president before another month rolled around, and subsequently refused to recognize any challenges that did not come from an opposing presidential candidate, and none came from such personages. My father was paid \$75 for his part in the Kansas City debate, and I take it that the amount received by Mr. Bryan was the same. My father afterwards debated the same question with "Coin" Harvey, himself, over at Urbana, Ill., where he succeeded in driving in the material he has originally wanted to launch at him at the Creighton theater meeting here.

It takes a reporter experienced in all sides of life to see the humor of a situation. One of our scribes—I won't give him away by name—who has been spending his vacation with his folks in Peoria, where he, himself, launched his journalistic career before coming to us, sends me a picture postal, inscribed: "This is a pretty town, but when I spend my other \$10, I'll be back. They make almost everything here—almost Kentucky whisky, almost Russian ambassadors and almost reporters."

Our former fellow townsman, Henry D. Estabrook, occupies a large part of the current number of the National Magazine with an article made up from his address on "Truth—Business and Political," which he delivered with telling oratorical effect at Chicago a few weeks ago before the Associated Advertising Clubs of the World. As a truth-teller Estabrook has no superior and few equals—in fact his blunt telling of brutal truths undoubtedly had much to do with Omaha losing him as a citizen and the local bar losing one of its most distinguished members when he moved away, largely because he had championed the losing side in a local political contest in which the truth he told was not palatable to those for whose edification they were uttered. The wide-spread publicity Estabrook is receiving is supposed to be part of preliminaries engineered by his law partner, Ormay McHarg, to suggest him as a presidential possibility. If anybody can, McHarg can—at any rate it reflects credit where it is well bestowed and regardless of the presidential race, Henry D. Estabrook of New York and Omaha would grace a cabinet portfolio or a foreign embassy, and he wouldn't forget his boyhood friends, either.

The day was also observed at Fort Omaha by half hour gun, and a national salute at sunset.

Miss Mollie Fagan, who was hurt in a runaway, is convalescing rapidly.

Frank Robbins has been appointed special policeman at the depot on account of the growing tramp nuisance, and increase of pickpockets warning there.

Prof. S. S. Gillispie is visiting his brother, Prof. J. A. Gillispie of the Deaf and Dumb Institute.

Rain and moonlight don't mix very well. Messrs. Stornsdorf and Cook were compelled to postpone their moonlight picnic, which was to have been given in Hancock park.

Colonel and Mrs. Guy V. Henry entertained those who participated in the rifle competition with a pleasant dancing party at their residence at Fort Omaha.

Mrs. Samuel McLeod and Miss Susie McLeod started on an extending tour west.

Work has been suspended on the addition to the E. & M. headquarters building, the trouble being that the masons quit because they discovered that the contractor was putting in stone cut by convict labor.

Because of Governor Dawes' quarantine proclamation President McShane of the stock yards, has appointed Dr. S. K. Chambers veterinarian for the stock yards to work with and report to the state veterinarian, Dr. Gerth.

SIGNPOSTS OF PROGRESS.

At the first of the year, according to a government estimate, there were 138,772 farm animals in the United States, a gain in a year of about 7,202,000.

Because of competition of the jitney buses an electric line which operates in Vancouver and Victoria has reduced its rates to 25 cents.

Because of present rates of foreign exchange a dollar in American gold is worth about 19.5 cents in England, 113 cents in Germany and 19.5 cents in France.

Sixty years' supply of natural gas at the present rate of consumption has been wasted in Oklahoma in recent years, according to government figures.

The sum spent for newspaper advertising in the United States is \$20,000,000. This is 40 per cent of all advertising and more than four times as much as in the second largest medium.

The county of Lancaster, Pennsylvania, is not only willing, but is anxious, to pay its debts before they are due, and the commissioners are advertising for creditors to come forth with \$50,000 worth of outstanding bonds, due in 1918.

Missouri's governor wishes to reverse the "show me" slogan to one of "show you." He plans to have a trainload of Missouri products, accompanied by various silver-tongued personages, tour the eastern and northern states by way of proof.

On the metal plates of the United States steamship New Jersey, Henry Reuterdahl, the marine artist, has painted a remarkable scene of a battleship in action. The picture is called the most valuable in the world, as the structure on which it is laid cost many millions.

QUAINT BITS OF LIFE.

It was a Danville, Ind., total abstainer whose cow ate fermented corn and got drunk and scandalized the neighborhood.

Headed by a big rooster a flock of hens in Pittsburgh marches every evening from its yard to the railroad station to meet the owner, J. L. Armstrong. The flock then escorts Armstrong to his home, the rooster leading all the way.

John A. Snyder, a Harrisburg (Pa.) letter carrier, who is 90 years of age, has left for Los Angeles, where he will marry Mary C. Stenler, formerly of this city. The pair were engaged when he was 18. The bride-to-be is now 92.

A young daughter of Bronislaw Kowalczyk of Easthampton was seized with a violent fit of coughing, which brought from her throat a stickpin she swallowed five years ago. In a similar coughing fit last fall the stone which had been set in this pin was recovered.

Whenever N. Frank Randall of Randolph, Mass., goes into a certain narrow street in town and leaves his horse near the curb the horse promptly comes up to the door and pokes his nose against the glass until Randall comes out with some candy for the animal.

A Chicago alderman played a good joke on his colleagues the other day by introducing a resolution "to prevent the use of patronage or the promise of it in influencing the vote or action of any persons." After it had been promptly voted down, he explained that it was a section of the state law and he merely wanted to know whether the aldermen knew it.

That a slap in the face brought on an attack of heart disease and caused the death of Michael Truehart, 51 years old, of 215 St. Ann's avenue, New York, was disclosed in Long Island City police court when Gregory Kelly of 722 East One Hundred and Thirty-seventh street was held in \$500 bail on a charge of manslaughter. The man, who was old friends, were on a ferryboat on their way to North Beach, Thursday night, when they differed over a trivial matter. Kelly slapped Truehart with the flat of his hand and the latter fell against the railing and died.

WOMEN'S ACTIVITIES.

The chief of police of Southampton, England, is advertising for policewomen at a salary of from £7 to £9 a week.

The Massachusetts Federation of Women's Clubs has endorsed the suffrage movement. The anti-wag vote against the position. The vote stood 508 to 98.

The Providence Journal calls attention to the fact that a man in Birmingham, Conn., has made twenty quilts thus far in the year, and yet some people talk about women invading the sphere of men.

Another step in woman's progress was taken Wednesday, when the first woman justices in the British empire were nominated in South Australia. One of them is Mrs. Price, widow of the state's first labor premier.

Mayor Thompson of Chicago thinks that women know something about the city beautiful, and has appointed Mrs. James H. Shannon member of a special parks commission. She has been interested in the parks and playgrounds work for several years. Dr. Marie Schmidt is another woman on the same committee.

Female workers on "tramways," the British name for street cars, were not very much in favor of the Amalgamated Association of Tramway and Vehicle Workers at the annual conference in Edinburgh recently. Resolutions of protest against women workers were passed, and it was declared that, while the government may want women to take the place of men during the war, this organization disapproved of it.

Atlanta, Ga., has been discussing the question of co-education, and recently the Board of Education decided by an indirect vote that the time has come for co-educational high schools in that city. Mrs. A. T. Wise said she was opposed to such a school, and, as principal of one of the schools, has had opportunity to form an opinion. There are psychological and medical reasons, she said, that make it unwise for girls and boys of high school age to go to school together.

TIPS ON HOME TOPICS.

Indianapolis News: The bureau of engraving and printing, which grinds out our currency for us, has cornered the supply of dyestuffs necessary in its business. But then, of course, the object of a corner is always to make money.

People and Events

Major Jost of Kansas City is facing a possible impeachment, just because an auditing committee isn't satisfied with the way the pay rolls down there were made out.

The pushcart market is one of the great institutions of New York's East Side. It serves a real need for the poor and is to be given permanent quarters under the new Manhattan bridge.

Boston, Elks gave an enthusiastic reception to the new grand exalted ruler of the order, James E. Nicholson of Springfield, on his return from Los Angeles, where he was elected to his high place.

Judge Chatfield in the federal district court at Brooklyn cut the claims for attorneys' fees in a receivership case from \$128,730 to \$35,255, saying the attorneys had done little effective work for the creditors.

Glady Ravenscroft, the young English woman who captured the woman's national golf championship of the United States in 1913, has just announced her engagement to wed with Temple Dobell, a young English gentleman.

George W. Shock of Philadelphia, 50 years old, and sixty-one years a teacher in the Philadelphia public schools, says: "Twenty of hard work keeps a man from getting rusty," and advises the axe or the hoe as the proper instrument for exercise purposes.

At the home of A. J. Stearns in Hartland, Vt., is a large red rosebush which has been bearing roses for more than seventy years to his knowledge. This year it had more than ninety full-blown and partly opened buds at the same time.

Hudson Maxim, the inventor, and Matthew B. Sellers, editor of an aeronautical publication, have been selected by the Aeronautical Society of America to represent that organization on the navy advisory board, of which Thomas A. Edison is chairman.

Joshua Conkling Reeves of Stoyestown, Pa., father of three very popular daughters, has devised a "kiss resonator," whereby he hopes to keep track of the courting. In some parts of the country a speedometer would be more to the point, as the smack would be loud enough without the aid of a resonator.

AROUND THE CITIES.

Milan, Italy, has 600,000 people.

Zaandam, Holland, is to have a sugar factory.

Boys and girls in Vienna under the age of 14 have been ordered to serve as hospital orderlies.

Fire which swept the village of Hoegansburg, N. Y., near Watertown, caused damage of \$75,000.

Forty-six cases of typhoid fever have been reported in the Bay Ridge section of Brooklyn, N. Y.

Brunch, N. Y., is annoyed because porcupines have taken to invading the village streets in numbers.

The Paris police force is to be increased by the addition of a corps of divers to work beneath the river Seine.

Gas cookers on hire in Bristol, England, numbered 19,550 in 1912; 47,770 in 1910 and \$1,520 in 1913, reports Consul Armstrong.

When the ground is covered with snow in at least one city in Norway a trackless trolley car hauls as a trailer a passenger car mounted on runners.

Lynchburg, Va., has a name which is not exactly suggestive in itself of reform in penology. Yet it is the Lynchburg city farm board which since April has maintained a 40-acre farm for city prisoners where forty whites and forty negroes, under short-term sentences, are employed.

GRINS AND GROANS.

"Another new hat! You should really save your money with the price of everything going up." But why? The longer I save it the less I can buy with it.—Passing Show.

Female Twin Soul—Pardon my disheveled appearance, I have just come from the bath! Male Twin Soul—Ah, you bath, then? Female Twin Soul—Yes, I bathed. Male Twin Soul—Another habit in common. How sweet!—Buffalo Express.

"Does your husband ever lie to you?" "Never." "How do you know?" "He tells me that I do not look a day older than I did when he married me and if he doesn't lie about that I don't think he would about less important matters."—Houston Post.

"Why do you go out rowing with that mast? He thinks it's funny to rock the boat." "I've heard so... replied the athletic girl, "I took a dislike to him the first time I saw him, and I'm just dyed for an excuse to hit him over the head with an oar."—Washington Star.

KABIBBLE KABARET BRICCO RUFFO WILL NOW GIVE A SING, "DON'T PLAY MARBLES WITH FATHERS GLASS EYE!"

"Oh, no!" soliloquized Johnny bitterly, "there ain't any favorites in this family. Oh, no! If I bite my fingernails I get a rap over the knuckles, but if the baby eats his whole foot they think it's cute."—Ladies' Home Journal.

"His verses are simply blood curdling!" "Yes, regular Edgar Allan Poe."—Harvard Lampoon.

Cholly (to shopman)—I say—aw—could you take that yellow tie with the pink spots out of the window? Shopman—Yes, sir. Please to take anything out of the window, sir.

Cholly—Thank you, aw! The beauty thing bothers me every time I pass, Good mawning.—Christian Register.

COLUMBIA'S EMBLEM.

Edna D. Proctor in "Songs of America." Blazon Columbia's emblem. The bounteous, golden corn! Sons ago, of the great sun's glow And the joy of earth, I was born. From Superior's shore to Chill, From the ocean of dawn to the west, With its corn of green and silken sheen.

It sprang at the sun's behest: And by dew and shower, from its natal hour, With honey and wine 't was fed, Till the crops and the gods were fain. To share the feast outspread; For the rarest boon to the land they loved Was the corn so rich and fair. Nor star nor breeze o'er the farthest seas Could find its like elsewhere.

In their holiest temples the Incas Offered the heaven-sent maize; Grains wrought of earth, in silver fold, For the sun's enraptured gaze. And his harvest came to the wandering And his glory of wheat.

As the gods' own gift and seal, And Montezuma's fatal bread; Was made of earth, I succored me! Narrow their cherished fields; but ours Are broad as the continent's breast. And, lo! the stars of green and rustling sheaves

Bring plenty and joy and rest; For they show the plains and crowd the wains. When the reapers meet at morn, Till the cheer of ring and west winds sing A song for the garnered corn.

The rose may bloom for England, The lily for France unfold; Ireland may know the shamrock, Scotland her thistle bold; But the shield of the great Republic, The glory of the world, Shall bear a stalk of the tasseled corn—The arbiter supreme between!

The heart of the North may cheer, And the mountain laurel for Maryland Its royal clusters wear; And jasmine and magnolia The great of the South adorn; But the great Republic's emblem Is the bounteous, golden corn!

DIAMONDS - WATCHES ON CREDIT

The most enjoyable and profitable way to spend your vacation is among your friends and in the comforts of your own home. It's the new fashionable way. With the money you would spend "going somewhere" you could make yourself a "Vacation Present" of a fine Diamond, and the pleasure derived from owning the glory of a Diamond during a genuine all-the-year-round vacation.

During our Annual Mid-Summer or Vacation Sale we have taken to heart the motto of the "Vacation Present" and secure extra special values. EASY CREDIT TERMS TO ALL.

NEW WRIST WATCH, THREE-IN-ONE \$13.55 Wrist Watch, Pendant, or Regular Watch \$1.50 a Month

1156—Bracelet can be detached, so watch can be used as a pendant or as a bracelet. Fine gold filled, small popular size, full is Ruby and white or gold dial. Guaranteed 2 years. Ladies' watch can be adjusted to any size as desired. Each link is detachable. \$13.55 \$1.50 a Month.

658—The Claret, solid gold, genuine diamond set. \$9

659—Diamond Ring, its solid gold. Ladies' watch, mounting. Brilliant diamond. \$50 \$1.50 a Month.

No. 4—Men's Diamond Ring, 6 prong. Top of mounting, 14 carat. \$66 \$1.50 a Week.

No. 1056—Cuff Link, solid gold. Roman finish. Fine diamond. \$100 \$1 a Month.

704—Solid Gold Pocket, space for two pictures. Fine diamond in set. \$100 \$1 a Month.

Open Daily 9 P. M. Saturdays Till 9:30. Call or write for Catalog No. 363. Phone Doug. 1444 and salesman will call!

LOFTIS THE NATIONAL CREDIT JEWELERS MAIN FLOOR, CITY NATIONAL BANK BLOCK, 409 SOUTH 10TH ST. Opposite Burgess-Nash Co. Department Store.

Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constantly to be really successful.