

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER.
VICTOR ROSEWATER, EDITOR.
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JULY CIRCULATION.
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State of Nebraska, County of Douglas, ss.:
Dwight Williams, circulation manager of The Bee Publishing company, being duly sworn, says that the average circulation for the month of July, 1915, was 53,977.
Dwight Williams, Circulation Manager.
Subscribed in my presence and sworn to before me, this 28 day of August, 1915.
ROBERT HUNTER, Notary Public.

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

August 28
Thought for the Day

A thousand other heroes I have wished I were in days of yore, The true will out, it can't be hid, The thought that Deucey did, In that far distant Spanish sea Is really good enough for me. The grammar's bad, but O, my son, I wish I'd did what Deucey done! —Bangs.

Ajax defied the lightning. Secretary Garrison has challenged a volcano.

Political prisoners released by the conquerors at Warsaw can rightly acclaim the Kaiser as a liberator.

In raiding Texas the Mexican bushwhackers invite suicide. American soldiers and Texas rangers aim to please.

As a discoverer of boomerang jokers in the state constitution, Attorney General Reed can pull down the prize any day.

The Industrial Relations commission gives us a \$50,000 word report at a cost to the taxpayers of \$500,000—only \$2 a word. Cheap at half the price!

By order of Secretary Garrison General Wood will not give opportunity for any more Roosevelt speeches at the training camp. One opportunity was all the colonel wanted.

"My blessings on the head of him who first invented sleep," sighed the whimsical Sancho Panza long ago. Be ours on the head of him who invents a muzzle for public men who talk too much.

Raising the rate on fuel oil shipments from Kansas and Oklahoma to Omaha may be offsetting balm for refusal of the Interstate Commerce commission to stand for the raise on anthracite coal rates.

Plattsburg derived its name from a New York statesman distinguished for gumshoe methods and the efficiency of his vocal muffler. But Tom Platt is dead and the noise-makers have captured his burg.

Yes, but if Germany accedes to American demands with respect to submarine warfare, where will it leave those who were so loudly contending that we had no right to make such demands, and that Germany would never comply with them?

Home and foreign demand for automobiles has reached proportions rivaling the money-making grip of Standard Oil. An export increase of 100 per cent in a year in itself constitutes a huge forward leap for an industry whose expansion emulates the speed of its units.

Long distance critics rarely have a good word to say of the Turks. Close contact compels a different opinion. Soldiers of the allies on Gallipoli show distinguished consideration for the Turk as a fighting force and measure progress against him by inches instead of miles.

Thirty Years Ago
This Day in Omaha

A midnight slight blow was given by the young men of Omaha at the rink on Capitol avenue, with fifty couples in attendance. The floor managers were Messrs. Clarke, Rustin and Deane, and refreshments were served at Miss Berline's adjoining rink.

An interesting case is promised in the trial of Superintendent Smith of the Omaha Horse Car company, against whom a warrant was sworn out by Matt Patrick, for not running cars every ten minutes in Patrick's addition, as called for by city ordinance. Distinguished counsel has been engaged on both sides, John L. Webster representing the plaintiff, and George Pritchett for the defense.

The policemen are preparing for their annual ball. A committee consisting of Officers Green, Cornack, Sidwell, Morley and Whalen being placed in charge. George Kibbee has returned as cashier at the Paxton and has gone to Kansas City.

Miss Cuddy of the Pennsylvania Institute has been secured to take the place of one of the Misses Henderson, who resigned as teachers in the deaf and dumb institute.

Miss Malona Butterfield, sister-in-law of Colonel Chase, returned to Hastings after a term of art study in Chicago.

The hardware stock of the "oldest established and best located house in Omaha" is being offered for sale by J. A. Schneider, who gives as his reason his departure for California.

The Freedom of the Sea.

Commenting on Germany's proposed course in dealing with the United States over the Arabic incident, Chancellor von Bethman-Hollweg expressed the hope that our government would renew the effort to induce Great Britain to consent to a modus vivendi under which the commerce of neutrals will not suffer unduly through the interference of belligerents. This question is one of the most trouble-breeding between nations, and has been in all ages. The right of neutrals to freely traffic between one another, or with non-contraband articles with belligerents, is usually admitted, and, until the present war, was supposed to be firmly established.

But agreements made in time of peace become very irksome when either party to them engages in war. In the present instance Great Britain has a tremendous advantage, and has so far used it without special regard for the feelings of any nation. The powerful British navy is performing the mission for which it was created, but recognition of this fact does not make its activity the more palatable. No one wishes to limit the legitimate operation of the king's navy, but some sort of boundary should be put to its domination of all the seas. The greatest of maritime nations, whose existence depends on uninterrupted passage of the seas, ought to be the first to defend the rights of neutral commerce.

A modus vivendi may be established to relieve temporarily what has become a most unpleasant situation, but when the war is over this question of freedom of the seas must again have immediate and serious attention.

Municipal Home-Rule Variations.

With the demand for a larger measure of municipal home rule so widespread and continuous, the action of the New York state constitutional convention upon the subject, after careful consideration and debate, is worth at least a passing notice. New York state heretofore has empowered the legislature to enact and amend the city charters subject to a veto power by the mayor of any city specially affected—overridden only by re-enactment. An effort to provide complete municipal autonomy along the lines of our recent home rule amendment to our Nebraska constitution has not met with favor, the provision accepted, as we understand it, permitting cities to make their own charters through a popularly-elected city charter commission with approval by the people, but only subject to endorsement or rejection by the legislature. To this the objection naturally urged was that the cities were to be given home rule with a legislative string tied to it.

On the other hand, the New York proposal to a large extent balances this invitation to outside interference by limiting the legislature in its law-making for cities to general legislation, and completely abolishing the refinements of classification as a screen for special acts for but a single city. The exercise of legislative powers relating to the property, affairs or municipal government of any city, "except as applicable to all the cities of the state without classification or distinction," is to be definitely prohibited. It goes without saying that if a city charter can no longer be built expressly for a particular community, many of the evils and abuses of our too-prevalent charter tinkering will be self-effaced.

Of course, the revised New York constitution is not yet adopted, and may not be, but if it is ratified and put into practical operation, these novel features will be closely observed by students of municipal government everywhere.

The Leading Export Nation.

War has raised the United States to the proud position of the leading export nation of the world. This is but one of several points of prestige to which we have nationally attained as a result of the disturbed condition abroad, but which we may reasonably hope to retain if proper efforts be made. That we have sent abroad more of goods and wares than any other nation is not at all to be wondered at, since the other great manufacturing nations have been devoting their attention for a twelve-month or longer to destruction rather than production. Of course, this reflection takes a little of the pride out of the achievement. Whether our manufacturers will be able to hold the great advantage they have in trading after peace has again been declared and the manufacturers of Europe resume their activity, will depend upon the conditions that follow the war. It may be very well understood that no effort will be spared by the Europeans to regain their lost position, and consequently American manufacturers will need every possible encouragement and assistance from the home government. In the contest for the business of the world the fighting will be quite as fierce as any the world has ever known, and preparedness is as essential to meet this economic situation as to withstand a possible attack from army or navy of a foreign country. That this preparedness does not lie in the direction of the Underwood tariff, or any of the other political nostrums suggested by the doctors of democracy, must be plain to all. If the United States is to stay at the head of the procession in world commerce and industry, it will be necessary to return to the practice that made possible the development of its factories, farms and mines. The republican party is devoted to this cause, and the prosperity of the country is safe under its management.

Just as the campaign for suffrage is developing speed in the Empire state the authorities of New York City announce plans for the erection of a ten-story jail building for the exclusive use of women. The project is far in excess of present needs, but by implication anticipates a business boom with the coming of political equality. This may be regarded as far-seeing preparedness. In other respects it lends force to the remark of the weeping widow of a rich contractor who, on viewing a floral anchor beside the bier, exclaimed: "Who had the bad taste to send that pick?"

The voice of Col. Henry Watterson is pitched in the fighting key, and loud enough to be heard at Oyster Bay. The terror of the "man on horseback" no longer disturbs the colonel's dreams, and he applauds Roosevelt's war cry as right and hot stuff. King Ak-Sar-Ben's pep has not invaded Kentucky because the blue grass region produces "something just as good."

Power of Persistence

News; apertom.

SEVERAL hundred years ago a scientist named Gluko Wiseman discovered that the most "persistent" thing known in the annals of time was the sun. In writing on the matter he said: "The sun sticks to the job of illuminating the world every day in the year. It may shine here today and somewhere else tonight. But it is always and persistently shining men. Persistence is what has made men win battles when all seemed lost. Persistence has been and will be the cardinal feature of success."

Gluko certainly got it right, for "persistence" is the magnetic power which makes every business successful. To every man who is driven by this great and recognized power there are one thousand men who slide along life's pathway without thought of Gluko Wiseman's truth.

"Persistence" applied to advertising methods by newspaper men would work almost inconceivable benefits. Seven out of every ten advertising men talk circulation, advertising records, etc., and are seemingly content with a contract for one time or limited space. These same men were to preach "persistence" to the advertiser and prove in an intelligent way that "persistence" would eventually help build up the advertiser's business, advertisers would in time recognize the absolute truth. Pierpont Morgan became the world's greatest financier because of "persistence." Sarah Bernhardt became the leading actress of her time because of "persistence" and her disregard of temporary failure in her early days; Edison has become the world's wizard in electricity because of "persistence." Wamamaker has become the prince of "merchants because of "persistence." Madden brought to great success his under-river, tunnels because of "persistence" and in the face of discouragement of supposedly skilled engineers, and Roebuck put the Brooklyn bridge over because of "persistence" which dominated his physical and mental power—and at a time when there were no set rules or parallels in bridge building.

"Persistence" made Post the king of the prepared food manufacturers; "persistence" made Wrigley the prince of chew-chew makers; "persistence" made Schlitz the greatest and most successful of American brewers; and "persistence" will make any newspaper advertiser a prince of success in the advertising campaign should be "persistence." Thousands of advertisers have failed to reach the goal of business success because "persistence" was not the dominant factor in their advertising plans. The inability to appreciate the word "persistence" by many newspaper publishers accounts for the continued struggle for existence which surrounds their propositions.

Gluko Wiseman's truth has been unappreciated by millions of men. The small margin of men which have recognized the meaning of the word "persistence" have triumphed in overflowing measure. "Persistence," or everlastingness, is the far more necessary today in business life than in the days of Gluko Wiseman. Particularly because advertisers have now conceded that the newspapers have the magazine tied up in a knot when it comes to hooking up local purchasing power with local merchants. The "persistent" newspaper advertiser is one who reaches the goal, the one who does not get stranded by the way. Which are you going to be? You might like advertisers to automobiles going through a muddy road. Both have the same strength, but the fellow who keeps on going gets out, the fellow who stops, has to hire a team. Moral: It costs less to keep on going.

Economy as a Habit

—Theo. H. Price in The Outlook.

IN AMERICA the influence of European example is already noticeable. Last winter was the most disastrous season the New York theaters have had in years. The purveyors of unnecessary luxuries in the United States are unanimous in reporting the poorest business they have ever experienced. The importation of diamonds, one of the surest exponents of extravagance, has fallen to a minimum. At the fashionable watering places there is but little frivolous expenditure this summer despite the enforced detention in this country of those who usually spend large sums in European travel.

At the fashionable hotels and restaurants the attendance is small, the expenditure modest, and several of them have reduced prices or have introduced the innovation of "half portions" for one person by way of attracting the economically inclined. Doubtless all this is due in part to the sadness and sympathy with suffering that pervades the world, but it also reflects the universal tendency toward economy that is the result of European necessity and example.

The leaders of society in this country can perform a substantial service if they will encourage economy by example in every way possible. It is a mistake to believe that self-denial is painful or distressing. It mortifies a false pride, but the joy of adjusting extravagant tastes to a small income can become just as keen as that of doing anything else that is difficult. It is merely a matter of mental and emotional training.

Nearly every one of us would be better for eating less, walking more, and having fewer clothes to worry about and choose from.

If fashionable women would put the stamp of their approval upon the three-course dinners of simple food, both host and guests would have better digestions and more enjoyment.

Probably it is futile to protest against extravagance in women's dress, but an article in the Atlantic Monthly, some months since, which urged "uniforms for women" on social occasions, similar to the conventional dress suit that men wear, might be widely circulated and read with profit.

The effect of a well-organized campaign for the encouragement of economy in America might indeed be beneficial in many ways that do not at first suggest themselves. For one thing, it would undoubtedly encourage early marriages and bring domestic happiness within the reach of many young men and women for whom it is now a hope deferred because they cannot face the social isolation which a small income implies.

Then, too, it would diminish the present adulation of wealth and eagerness to be rich, and bring about a much-needed change in the idealism of American youth.

In political affairs the effect would also be felt, for, having become careful in our own expenditures, we probably would become less tolerant of wastefulness in the government.

Most important of all, it would develop the strength of character that is always the product of self-restraint, and both the individual and the nation would be better mentally, morally and physically.

The war is deplorable, but it will be more deplorable if its lessons are unheeded. Of these one of the most important is the folly of extravagance and the wisdom of economy.

People and Events

Former Mayor Schmitts of San Francisco has tossed his hat in the majority ring. Mr. Schmitts draws his nerve tonic from the release of Abe Ruef.

Herr Ridder of the New York Staats-Zeitung because "the Austrian blood which flows in his veins is thinner than water." Now for the "shooting sticks."

The Bee's Letter-Box

Another Esperanto Enthusiast.
OMAHA, Aug. 27.—To the Editor of The Bee: In one respect I am like Diego C. Corio—I know nothing about "Mongolot."

He says some very nice things about Esperanto, the international auxiliary language, but prefacing the same with an "If."

I can assure him the "If" is unnecessary. Here is a concrete example of the shortness of the time in which one can learn the fundamentals of this truly wonderful language.

A young man wrote me a long letter in Esperanto nine days after receiving an instruction book—the first knowledge he had of such a language being in existence.

Here is also an illustration of the present standing of Esperanto in the world today.

The Germans, whose efficiency all must acknowledge whatever our sympathies in the present contest, have adopted Esperanto as the language in which to give their side of the story of the great war, and are sending their official war reports, bulletins and magazines to delegates throughout the world, whose names appear in the Esperanto year book. They began this very early in the war—in August or September of last year.

In April of this year the French also began sending out their side of the story in Esperanto.

In this world crisis no other language has received such an endorsement—an endorsement that speaks louder and carries more weight than all the adjectives I have at my command.

JAMES G. HAYDEN, 331 Taylor street.

No War Is Causeless.
PLATTSBURGH, Neb., Aug. 25.—To the Editor of The Bee: The conflict now raging in Europe has been described as "The Causeless War," but since no one would be bold enough to lay the blame for such an unholly situation upon an over-ruling providence, it must find its origin in acts for which man, and man alone, is responsible.

It is not a race war; on the contrary, the races are quite inexplicably mixed. Latin joins Slav; the Frank is the ally of the Slav; while in the opposing ranks Teuton and Turk fight side by side.

Neither is it a religious war. On the Bosphorus the cross and the crescent make common cause; Protestant Kaiser and Catholic emperor have linked their fortunes together and hurl their veteran legions against an army in which are indiscriminately mingled communicants of the Greek church of the Church of Rome and of the Church of England.

Nor yet is it a rivalry between families. The leading actors in this unprecedented tragedy are related by blood, but kinship seems to be a negligible factor—it explains neither friendships nor enmities.

No; race, religion and family, each with many wars to answer for, can plead not guilty in the present inquiry. What then was the cause? If we have correctly analyzed the situation, the war is the natural result of a false philosophy. The fundamental precept of this false philosophy is that "might makes right." It is not proclaimed now as loudly as it once was, but it is often acted upon in particular cases by those who would be unwilling to endorse it as a general principle.

Today we plead with the American people against war with Germany; tomorrow, if a similar condition arises and we are brought near to war with England, or France or Russia, we shall plead as earnestly against war with any of these nations. In any nation anxious to get into trouble with us? No, not one of these belligerent nations desires war with the United States. They are so mad with each other they forget that there is anybody else in the world.

No one can speak for all the people, but if each one speaks for himself the voice of the people will be heard, and, being heard, will save this nation from the possibility of war and keep it in such a position of neutrality as will enable it to perform its highest mission of mediator to the warring nations and peacemaker for mankind.

To prevent Brother Bixby, Editor of the Omaha Star, from accusing us with writing the above merely to get our name in the newspaper, we will sign it. JOHN.

The Automobile Situation.

OMAHA, Aug. 27.—To the Editor of The Bee: There seems to be so much apparent difficulty thrown around the regulation of automobile operation in the cities, including Omaha, that a word on the subject might not be out of place.

The automobile, including the jitney bus, has come to stay. They are a part of the development of rapid transit, but they should be regulated and this regulation should be made entirely for the safety of the community. There is no reason why a jitney should be required to conform to a regular schedule more than that any other automobile should be made to so conform. If the jitneys are to be of the greatest service to the community they should be permitted to run as the person being carried desires. That this may make them more popular with the public should be no affair of the regulatory powers and if they are successful competitors with the street cars it will only be a repetition of the competition between the railroad train and the stage coach.

However, all automobiles should be regulated and their operation so conducted that the minimum of danger may exist. A few months ago I submitted to one of the former city commissioners a plan which I believe will materially decrease danger and at the same time make possible more rapid movement of automobiles within the city limits. This plan, briefly, is to set aside certain streets for the operation of automobiles, giving such vehicles the right of way over such streets and prohibit the operation of them on other streets except between the permitted street and the point of destination. Omaha is fortunately situated for the adoption of such a plan. There are no car tracks on Howard street west of Twentieth, Douglas west of Fourteenth, Capitol avenue, and north and south of these streets there are few if any places where there are car tracks on immediately parallel streets. The Thirteenth and Fifteenth street lines are lightly operated and west of Twenty-fourth street there is no cross track until Fortieth street is reached. The continuous operation of automobiles could easily be barred from the streets containing street car tracks, except Thirteenth and Fifteenth and Harvey east of Twentieth, permitting them to run on these streets from the nearest permitted cross street to their destination but not allowing

them to stand on such streets longer than a certain (short) time.

On the streets where they are permitted they might be allowed to run at a higher rate of speed than now allowed, while in making the run of the closed streets the speed should be reduced to the lowest limit.

Horse-drawn vehicles would then have right of way on the streets containing street car tracks and on such streets automobiles should be operated subject to other traffic, while on the "open" streets other traffic should be subordinate to the automobile.

It seems to me that if this plan were adopted the jitney should not be subjected to any other route schedule than any other machine.

H. H. CLAIBORNE.

Editorial Siftings

Washington Post: As Bryan Wise of Crane, Mo., says he won't get a haircut until W. J. B. is elected president, it'll not be long before he can double up with the seven Sutherland sisters on the regular circuit.

Pittsburgh Dispatch: The war is costing in a month one-third more than the whole cost of the war of 1870, according to an announcement in the Reichstag. The increase in the cost of living is thus seen to be far outdone by increased cost of killing.

Louisville Courier-Journal: Franz Josef now is 53 years old and must soon stand at the judgment bar and plead in answer to the charge of having obeyed the German order to plunge 20,000,000 Europeans into the bloodiest war of world history. God pity the king!

Washington Post: The farmers of the United States are in an era of the widest and highest prosperity that the agriculturists of the country have ever known, and their prosperity is sure to maintain and to increase the business activities that are now so much in evidence in every state of the union.

Boston Transcript: Objection having been raised to our surmise that the governor of South Carolina might have something to say to the governor of North Carolina while they are in Boston, on the ground that they are prohibitionists, we can only remark that we have seen prohibitionists away from home lots of times.

SMILING LINES.

"Their mother treats those boys as if they were kittens."
"It would be better for them if she did, for then she would give them the licking every day."—Baltimore American.

"Money may not take a man to the top, Henderson."
"I knew; but it will give him a lot more room at the bottom."—Puck.



KABIBBLE KABARET.
DEAR MISTER KABIBBLE,
MY FIANCÉE ONLY MAKES \$6
A WEEK. WOULD YOU ADVISE ME
TO MARRY HIM?
IF YOU CAN SUPPORT HIM, I
SEE NO OBJECTION AT ALL!

FRUITLESS QUEST.

Philander Johnson in Washington Star.

"All that I ask,"
Said Timon Trak
In a resentful tone,
"Is just a place
Where, for a space,
I can be let alone."
Oh, let it be
Down by the sea,
Or on a mountain crude—
Take me afar
Where naught can mar
My blissful solitude!"

To aid his plan
His fellow man
Campaigned with mood serene.
The cars sped fast
Until at last
He reached a desert scene.
No cry of pain,
The insects sung,
No utterance unrefined
His way could make
To rudely shank
His placid frame of mind.

But ere the noon,
A strident tune
The locusts fiercely raised;
A chattering bird
His soul disturbed;
The tumult left him dazed,
The insects sung
And tipped and stung.
He muttered with a groan,
There's no such thing
On earth as being
As being let alone."

HOT WEATHER FOOD

Faust Spaghetti is an ideal hot weather food because while it is highly nutritious, it is non-heating and very easy to digest. Besides, it is easy to prepare. Don't spend half your time working over a hot range these summer days. A whole Faust Spaghetti meal for 10c, prepared in twenty minutes.



Large package,
10c

Write for free recipe book.
MAULL BROS., St. Louis, U.S.A.



The sweetness of the choice barley malt, combined with the fine flavor of imported hops, makes its taste most delicious.

Save Coupons and Get Premium. Phone Douglas 1889.

LUXUS MERCANTILE COMPANY, Distributors

If You Don't Want to Move Again for Years

choose an office where your location will constantly grow better. Business is moving up the hill. Some day the business center will be at the corner of Twenty-fourth and Farnam. From now until that time, there will be no better office location nor better offices than

THE BEE BUILDING

Was built for comfort. Although the offices offered are very few indeed, there are none better in the building. If we have not what you want, let us place you on our waiting list. The rooms vacant at present are:

Room 222—Choice office suite, north light, very desirable for doctors or dentists; waiting room and private office; 530 square feet\$45.00
Room 640—2x20. Water; partitioned into private office and waiting room; has large double east windows; 180 square feet\$18.50

APPLY TO BUILDING SUPERINTENDENT, ROOM 108.

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.