## THE OMAHA SUNDAY BEE

FOUNDED BY EDWARD ROSEWATER.

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DECEMBER SUNDAY CIRCULATION,

## 47,874

State of Nebrasks, County of Douglas, ss.: Dwight Williams, circulation manager, says that the average Sunday circulation for the month of De-

DWIGHT WILLIAMS, Circulation Manager Subscribed in my presence and sworn to before me this 4th day of January, 1916. ROBERT HUNTER, Notary Public.

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

### Thought for the Day Selected by Mrs. W. H. Householder

Be what your friends think you are; avoid what your enemies say you are; go right forward and be happy .- Marcus Mills Pomeroy.

The Grim Reaper not only keeps busy, but continues to love shining marks.

As a letter writer, Bishop Bristol shows that he is in no way in-adept in wielding the pen.

Senators who discuss neutrality might command more attention if they practiced what they preach.

China's republic war fund amounts to \$1,000,000, just enough to keep Europe going for twenty minutes.

If Germany has a poet laureate, he is surely neglecting tempting opportunities by withstanding the lure of the American lecture circuit.

Rail travelers are to be introduced to a 20 per cent boost in interstate rates. Do you see the high cost of living coming down?

A thorough search of the navy yard facilities of the nation promises to reveal more diluted mud than can be utilized in a presidential campaign.

Complaint is made that the administration 1116 for tat. Bryan purloined the duda from James

Scarcity of chemicals and dyes has no effect on the industry of boosting the price of the stock on hand. Somebody's fortune always waxes fat on misfortune.

The capture of a postoffice crook twelve years after the event emphasize the fact that Uncle Sam's reach is not measured by time nor handicapped by forgetfulness.

Chairman Gary of the Steel trust advises caution and measured steps for business lest the ogre of a slump catch prosperity unawares. Another Gary dinner as a preventive of the blues is in order.

Vendors of fuel oil to Omaha householders must have full size measures verified by the inspector of weights and measures. Buyers of gasoline at out-of-the-way roadside stations will still have to take care of themselves.

Well, well, well! What's this? A vault in the federal building looted of contents worth over \$650,000 right in the front yard of the St. Paul newspaper twin of Omaha's saffron journal that constantly harps on Omaha's police inefficiency. It is up to these great newspaper sleuths now to show St. Paul police how to do it.

Reduction in Fire Waste. A notable and gratifying decrease in the fire waste of this country is recorded in the footings of fire losses for the year 1915. The aggregate less, as compiled by the Insurance Press, is \$172,671,100, a reduction of \$49,000,000 from the total losses of 1914. It is the best record by millions of any year in the ten-year period, and has been surpassed by only one year since 1903. With the exception of localities where munition factories are operating under high pressure, the loss reduction is fairly even throughout the country, and Omaha's meager

record of \$317,000 is typical of most cities. Publicity, education and increasing safeguards are largely responsible for the showing. States through fire wardens and fire prevention days are proving effective educational agencies in preventing fire waste, and cities contribute a generous share of public revenue in maintaining fire departments for protection. Encouraging as the results are, the footings for last year could be largely reduced, if not cut in two, by eliminating carelessness as a fire hazard. Fearless inspection of buildings in cities should be carried on systematically as an essential means of preventing fires and checking avoidable eco-

nomic waste. The cost of all preventive measures are borne by the people. The benefits accrue to the insurance companies in cash profits. Manifestly a jughandle arrangement of this character is not calculated to spur public interest in fire prevention. The public is entitled to share in the practical benefits of its energy

Real Light on the Philippines.

Most timely to the debate on the Philippine government bill, which the Wilson administration is trying to ram through congress, and supplemental to the tilt between ex-President Taft and Secretary Garrison, although wholly independent of it, is an illuminating report on conditions in the islands contributed by Prof. Thomas L. Blayney of the Rice institute, at Houston, Tex., to the current number of the Review of Reviews. The unprejudiced character of Prof. Blayney's observations is reinforced by the statement that he has just returned from a visit to the Orient made as the holder of a traveling fellowship, awarded to him by a collegiate foundation, and further in that he is a staunch democrat and an ardent admirer of President Wilson, Prof. Blayney's associates and Dr. Shaw, as editor of the Review of Reviews, all testify to his ripe experience, sound judgment and disinterested motives, qualifying him to give an unbiased account of the Philippine situation, which he finally summarizes as bidding fair to become a national disgrace if we allow politics and sentiment to take the place of reason and justice" in our treatment of these insular possessions.

As to the change which has come over the islands since the advent of the democratic spoils regime, with its policy of catering to the Filipino politician and discrediting the expert American administrator, a multitude of examples and experiences are cited. Under the new democratic governor-general the whole civil service, laborlously built up, has been uprooted and its efficiency everywhere impaired. Prof. Blayney tries to excuse the president on the theory that he is not correctly informed and prefers to put the responsibility on "the short-sightedness and excess of zeal shown by the administration at Manila in making a record such as they might wish to make at home after a political upheaval," but he quotes the opinion of Americans and Britons, met in India, China and Japan, as without exception deploring the hasty "Filipinizing" of the service, together with a declaration "that to transfer our own advanced theories of democratic government to an inexperienced people just emerging from a period of almost medieval darkness, would be little short of criminal."

Unfortunately, Prof. Blayney's charitable exculpation of the president from responsibility is not borne out by the insistence of the administration upon the so-called "Jones bill," now revamped but slightly modifed, but with new sponsors. He voices the feeling of Americans and foreigners in the islands, as well as himself, that this measure should not go further than declaring it to be "the intention to grant independence to the Philippine islands as soon as in the judgment of congress it is deemed to the best interests of the Islands and of the United States to do so." A statement of this kind, he cays, letting the Filipinos know that we are not on the point of cutting them adrift, or about to leave them to the tender mercy of the unscrupulous native spoilsmongers, would "dc more to clear the unhealthful atmosphere of uncertainty and misapprehension existing at Manila and to preclude unprofitable discussion than anything that has occurred since the change of administration."

The Bee heartly commends those interested in the future of the Philippines to read Prof. Blayney's article in full before accepting the distorted representations put forth in defense of the demonstrated democratic administrative deficiencies.

## Richard Scannell.

Richard Scannell, late bishop of the Catholic diocese of Nebraska, was a figure of prominence in church work. Born in Ireland, with no silver spoon in his mouth, he made his way by his own industry to a place of eminence. His life was involved in little of undue publicity, and he pursued his calling with quiet energy. He came to Omaha at a time of deep trouble for his denomination, but by his wisdom and prudence he weathered the stress and maintained the affairs of his diocese at a high standard. Vigorous in the management of clerical affairs, he brought to the church its share of the general prosperity of the community. The Omaha parishes, especially, have developed under his guidance, and a new cathedral edifice, well on its way to completion, stands as a monument to his constructive capacity. Strict in upholding and applying church discipline, he was broad enough to recognize the progress of the world around him. and with his mind abreast the advance of thought, his messages to his people being seasoned always with wholesome advice and prudent restraint. Richard Scannell was a churchman and a citizen whose example and influence were for good.

Proving Up on Explorers. Two American travelers, just home from the Brazilian wilds, report having penetrated the Amazonian forest as far as the "River of Doubt," and confirm, so far as they investigated, the accounts given by the Roosevelt party. This should serve to dispel any doubt that might have lingered as to the existence of that river. A common fate of modern explorers has been to have their statements of discoveries questioned. Once the people were ready to believe anything, and imagination far outran knowledge. Since the time Marco Polo and Prester John regaled astonished Europe with their tales of adventure and discovery the reverse has been true, and the explorer has had to prove up on his yarns or suffer. One of the many eminent modern examples of this was that of Paul Du Chaillu, who went into the unknown interior of Africa in the early '76s and brought back accounts of a race of pigmy men and of a new species of ape, more terrible than any then known, and called the sorilla. He was met with scepticism and scorn, and it was publicly alleged he had never been fifty miles from the coast. Later, Henry M. Stanley journeyed over the route taken by Du Chaillu, and confirmed everything that explorer had reported. Time ever vindicaces the man who tells the truth.

No doubt the oil men welcome the chance to visit Lincoln on the invitation of Attorney General Reed. The cost is more than balanced by the certainty that they will gain first-hand information on the state's right to tap the barrel and the tank

W HAT a wonderful career General Grenville 34. Dodge had! The out-turning of high and low, rich and poor, for his funeral reflected the cosmopolitan character of his activities and indicated how widespread was the desire to pay a tribute of

respect to his memory. No one could listen, as we all did, to the cursory sketch of his life in the funeral sermon without being impressed by the tremendous power and varying schievements to his credit. We are told, for example that he was on intimate relations of personal friendship with every president of the United States since and including Abraham Lincoln, and was called upon for his opinion or judgment on matters of current moment by every one of them. To most of us, of course, his part in laying out and building the first transcentinental railroad across the mountains and plains comes home closest and is fraught with the most far-reaching results, and this was a subject which the general never tired of discussing. I remember particularly when I called on him a few years ago to ask him to write for The Bee the authoritative "Story of the Driving of the Golden spike," which is reproduced in another part of this issue, he showed his interest by graciously accepting the invitation at once, and held me, unconscious of the passing time, while he revelled in reminiscences of those stirring days and dublous dreams that, nevertheless, came true.

Looking around the library in the Dodge home, I had ocular confirmation of what I had already been told, that his library of volumes bearing on the history and prominent figures of the civil war and upon the pioneer life and development of this western country is exceptionally complete. I venture the suggestion that that library ought not to be broken up and scattered, but ought to be kept intact and deposited as a memorial to General Dodge in some library or other suitable institution that will keep the books accessible to students who may desire to consult them.

Presumably, it is a laudable ambition to want to have one's name perpetuated, if not immortalized, and it is homage to greatness that names a child after a recognized notable. When W. H. Thomas, now one of our well known Omaha citizens, resided in Council Bluffs as a fellow-townsman with treneral Dodge, he christened his son Grenville Mellen Thomas, to make sure he would always carry around with him an illustrous example to follow.

It pays to advertise. For proof, let me refer to the success of the American Thermos Bottle company, which is the concern which won Dave O'Brien away from us last year, by giving this space to a free ad contained in the following information and comment taken from the publication known as "Commerce and

"Shareholders of the American Thermos Bottle company have received checks to cover dividend No. 9 of \$3,50 per share on the \$1,000,000 capital stock. The company started a few years ago with a cash working capital of \$30,000, of which \$15,000 was necessary to equip its first small plant in Brooklyn. The remaining \$5,000 was invested in five full page advertisements in five leading New York dames.

"The company, through accumulated profits, has expended close to \$1,000,000 in publicity, creating the habit of use for their product. Annual sales to the general public, through 100,000 dealers, are approximately \$2,000,000. Last year the company built and equipped at Norwich, Conn., at a cost of \$250,000, the largest plant of its kind in the world. "It pays to advertise when you have a good

article." If it can be done with Thermos bottles, the right kind of advertising can do it also for other good things which the public can be educated to want and pay for.

Many people frequently ask me questions manifesting ourisity as to The Associated Press." A handbook just tasued gives this up-to-the-minute data about this unique news gathering mechanism:

"The Associated Press is a mutual organization of wapapers, having for its purpose the collection and distribution of the important news of the world. There are about 900 members. "For its more important service The Associated Press has its own leased wires, which form a network across the continent from Bangor, Me., to Scattle, Wash., and San Diego, Cal., and from Duluth, Minn., to New Orleans, Galveston and Tampa, Fix. The total mileage of this leased wire system is approximately: Day wires, 22,000 miles; night wires. 28,000. From various points along the trunk lines the report is sent to adjacent cities. Each of the members engages to contribute the news of his immediate vicinity to The Associated Press.

"The annual revenues of The Associated Press, which are derived, chiefly from assessments levied upon its members, are more than \$5,000,000, while the number of words daily received and transmitted at each of the more important offices is over 60,000, or the equivalent of thirty-five columns of the average

# Twice Told Tales

The Dear Things.

This is the kind of stuff you hear on the front

"Why, George, how dare you? Now you can just go right home, and don't you ever, ever speak to me again." George goes-as far as the steps. "Let me come back, please. I'll be good, honest

I will "If you're going to be good, there isn't any reason

for coming back." 'Oh, you little angel.'

"George, dear, I can't breathe,"-Michigan Gar-

A Quaint Introduction.

At a meeting in Wales at which Lloyd George was

to speak, the chairman, a Welch deacon, got up at the commencement of the proceedings and said: Gentlemen, I have to introduce to you tonight the member for Carnarvon boroughs. He has come to reply to what the bishop of ---- said about Weich disestablishment. In my opinion, gentlemen, the

bishop is one of the biggest liars in creation, but thank heaven, in Lloyd George we have a match for him tonight!" Loyd George laughed so much at his chairman's faux pas that it was some moments before he could begin his speech.-London Tid-Bits.

Only a small audience greeted Edwin Thorne and his company presenting "The Black Flag" at the Boyd. How good Omaha is getting is shown by the fact that Frank Keene, the deliente and dudish young man who represents the Louisiana State lottery in Omaha, is being presecuted for selling lottery tickets. The intense cold has caused all kinds of suffering.

The thermometer went down to 34 degrees below zero at the signal office at 7 o'clock this morning. Hon. A. J. Hanscom is quoted as saying he had never known's night in the history of Omaha when the cold felt so much. 'There may have been colder nights," he said, "but I don't know when. I never

felt the cold so, not even in the winter of 1856. The call is out for a meeting of the traveling men of Nebraska at the Millard, January 15, to effect a state organization of the Travelers' National Protec tive association. The call was signed by George E. Wilson and George E. Crosby of Omaha.

Folks are reminded that it took 50,000 tons of log to satisfy the refrigerating demands of Omaha, and cutting has already begun on the river

## SECULAR SHOTS AT PULPIT.

Detroit Free Press: A St. Paul pastor says men are like Christmas trees. Trimmed once a year, we presume. Pittsburgh Dispatch: 'Billy" Sunday preached on preparedness at Trenton and they handed up an offering that he termed "punk." Is this to be attributed to New Jersey patriotism or the preach

Houston Post: "Give us this day our daily bread" is one of the noblest appeals to the Father that human mind can conceive, when properly interpreted, but there are so many lazy folks who do not understand it and they expect the Lord to feed them with a spoon.

ing"

Brooklyn Eagle: Would more automo billists go to church if they were especially appealed to? Father McGoldrick of Baldwin, L. L. is to be prepared soon with data on the question. He began his parish work recently in a room over a garage and has named his church St Christopher's in honor of the saint whom automobilists in Europe have chosen as their patron. He is himself an enthusiastle motorist and ought to know the needs of the brotherhood. They should try his church before giving up churchgoing. Then perhaps they won't give

Springfield Republican: Rev. Dr. William T. Manning, rector of Trinity church, New York, and chairman of the world's conference on faith and order, is accused by broad church Episcopalians of using some of the late J. P. Morgan's \$100,000 sequest for church unity in an effort to defeat the participation of the church in the Panama interdenominational conference. Mr. Morgan was a broad churchman, but whether he would agree with Dr. Manning that the Panama conference is not really in the interest of church unity it is impossible to say, Peacemaking, as we have seen, has its belligerent elements.

### TABLOIDS OF SCIENCE.

About 2,240 pounds of apples are re quired to make 150 pounds of cider.

The average speed of the phonograph record under the needle is 1.52 miles per hour. A hydraulic stretcher is raised and low-

ered by an easily-moved lever from the level of the bed to that of the operating table For removing dust from furniture

paint brush is much more satisfactory than a dust rag. No crevice is too small or deep for it to reach. Each of the thirty-odd million wage-

earners of the United States loses on an average of nine days each year through sickness, at an average cost of \$2 per day. If statistics are to be believed, the

birthrate in the United States, in Great

Britain and in most other civilized lands is being steadily, though slowly, lowered each year. Silverware can be kept from tarnish ing by washing it with alcohol in which a little collodion has been dissolved,

the resulting film being easily removed with warm water when the silver is To protect the bases of telegraph

poles against decay a new French practice is to surround them with earthenware pipes and fill the pipes with melted resin and sand, which solidifies and becomes waterproof.

## WOMEN'S ACTIVITIES.

Mrs. Lewis Vernon Harcourt, the new vicereine of India, the second American foot ball,

The Alexandra home, an addition to the London hospital, now being built, will be named the Edith Cavell home. Queer Alexandria, in whose honor the home for nurses has been named, voluntarily surrendered the honor in favor of England's martyr nurse.

Mayor Mitchel's appointment of Dr. Katharine Bement Davis as chairman of the New York Board of Parole has added interest in the fact that both of the other members of the board are men. Miss Davis, like Mrs. Ella Flagg Young in Chicago, has had naturally to bear the limelight not only as an official but as a woman in public life.

Mrs. Gabrielle Greeley Clendenin, daughter of Horace Greeley, has made a public protest against the removal of the statue of the famous editor of the New York Tribune, from its pedestal in Printing House Square, New York. She says she does not want the statue of her father buried in an out-of-the-way park. Because of the subway the engineers say that the heavy statue is dangerous, and

so it was decided that it must be moved. Mrs. George A. Buckstaff has been appointed on the special committee to investigate the condition of athletics in the University of Wisconsin, and is said to spend most of her time studying the records. Until her appointment was announced, she did not know a thing about statue stands on Court square in New oman to occupy this position, is a descendant of Miles Morgan, whose bronze York City. Her mother was a sister of the late J. Pierpont Morgan. The doughty sergeant of the late American colonies was a power in dealing with the Indians.

## AROUND THE CITYS.

Louisville, Ky., is hustling for a factory which will put its name on the automobile map.

Kansas City, Mo., police in 1915 made 54.529 arrests, 10,000 of them for vagrancy and 791 for boozing.

A Jersey City iamplighter lends style and speed to the vocation by going his rounds in an automobile.

for eight more teachers to take care of the increused affendance. Topeka's city dads made a rare economy record during 1815. Three departments

Sloux City's school superintendent asks

effected a saving of \$19,000.65. St. Paul's new skyscraper, the Railroad and Bank building, has 934.000 square feet of floor space and cost \$4,000,000.

Sloux City's banking interests are talking up a second clearing house association to handle checks from tributary towns. San Antonio is moving for a world's

fair in 1818, to celebrate its bi-centennial. The first move is to flash the basket on congress for a contribution. A Minneapolis holdup backed out of a

drug store because the druggist was much speedler in drawing his artillery. Score one for proparedness.

The matrimonial markets of Chicago and New York slumped oecldedly in the old year records, compared with 1914. Chicago reports a decrease of 2,500 in marriage licenses and New York nearly

A speaker at the dinner of the Illinois Bar association stated that Chicago had more lawyers and lawsumts to the square mile than any other large city. The fact escaped mention in the annual industrial reviews of the city

# People and Events

A hospital nurse in New York has been created for selling drugs to patients in the prison ward. The lure of the dellar Insinuates itself whither human footsteps lead.

Six detectives did guard duty at a fashenable New Year function in a St. Louis hotel. Nevertheless the rooms of several guests were ransacked and \$1.00 worth of jewels stolen.

There was just as much champage drank around New year's in this country as though the French vineyards had es caped the ravages of war. California and the Lake Erie district bottle up a holiday drouth just as smoothly as any imported headache.

Charles O. Pitcher of Milwaukee starts an endurance run on the matrimonia speedway two years ago and ran up: score of eight wives before he wo counted into jail for a four-year rest Charley's run zig-zagged from Sloux City to Manitowoc, Mich.

Thirteen converts of the Church of th Brethren at Columbia, Pa., hit the trail into the nearby river last Sunday and were dipped in the tcy waters by Elder Musser. After the candidates were ducked the elder warmed them up with a rousing kiss on the lips.

A one-time king of the grain bucket shop, Charles C. Christie, is dead n kansas City at the age of 64. In the heyday of his plunging Christie traded in 157,000,000 bushels of wheat in a year without buying or selling a bushel. Throug his numerous "killings" he piled up fortune of \$1,000,000 and left it.

A New York grand jury is looking into a skin game operated among the poor that has all similar holdups beaten a mile. According to the commissioner of weights and measures a syndicate of twelve men control 1,000 small dealers in coal and wood, and exact from each a tip of \$1 a day, and this compels them to sell coal by the basket or husbel at from \$20 to \$25 a ton. The syndicate is capitalized at \$50,000 and it scoops in \$200,000 a year.

From a Methodist pulpit to the vaude ville stage is some leap, but it was succeasfully negotiated by William Hainsworth, former pastor of the Methodist church at Mountain Iron, Minn. In a Her hair was gray, and yet her voice letter to a college chum the preacheractor says his new profession is "some what of a stretching of the principles of the Methodist church. The work is novel And as she neared me her two eyes did and there are a great many flirty girls to bother a fellow of my tastes. I can't get used to seeing the women walking behind the stage in kimonos. The paint behind the stage in kimonos. The paint they expect me to put on my face is the And she did sing a melody profound worst,"

wound.

And she did sing a melody profound To point of weeping. This, in part, her

## SIGNPOSTS OF PROGRESS.

worth of war material in the United

plant at Savannah, Ga. It has been figured that the number of

2,000,000-mark last June. The Du Pont Powder company announced a continuance of its 20 per cent cash bonus to all its employes for the cash benus to all its employes for the coming year.

been built in the United States. The All full amazed, bowed I my head to total length of public roads of all kinds earth, earth, this country is estimated at 2,250,000 heart. miles. Santa Monica, Cal., has a grocery

store where the patrons move around and help themselves to the desired articles which have been previously put up in convenient packages, and their bill is Thirteenchecked up as they leave the establish The Mohawk & Wolverine Mining com-

pany of Calumet, Mich., gave a 5 per cent bonus to its 1,200 employes as a Christmas present. This is the fifth bonus the company has paid to its employes this year. Two of the gifts were for 10 per cent of their wages. The 35,000 employes of the International

Harvester company are to become copartners with their employers. Each employe will be allowed to purchase profit sharing certificates, payment for which may be made in small monthly installments. Provision is made for converting these certificates into stock at a rate lower than the market value, The Lehigh Valley ratiroad has or-

dered some steel rails that will weigh 136 pounds to the yard. These are the heaviest rails ever rolled for a steam railroad, it is said, and the railroad men the nation over will watch with interest the tests to which they are subjected. At the rate the weight of rails is increasing there is no telling when the limit will be reached. Twenty years ago few railroads had rails as heavy as sixty pounds.

### WHITTLED TO A POINT.

Girls shouldn't cry: it is more plos tiresque to seb.

To det is one thing. To eat one's words

s something else. The poor man who raffles for a turker

s apt to go hungry. Any married man can agree with his

vife-but what's the use? A frenzied financier-one who can borrow money from a bill collector.

Even a hotanist may not be able to recognize a blooming idlot when he sees

The man who acts contrary to his wife's advice and falls down never hears the last of it.

The man who goes out between the icis may come in with a smile-but you nn't always see it.

An old bachelor says there is but one thing sweeter than love's young dream. and that is to wake up and find yourself till single -Chicago News.

#### DOMESTIC PLEASANTRIES.

"Jane, I have discovered that our new

"John, what do you mean?"
"She believes in the gradual disruption
of china."—Baltimore American.

"Congratulate me, Freddy. Last night our sister promised to marry me," "Oh, she promised mother she'd marry

ou long ago."-Life. Diner (in swell cafe)—I suppose people who dine here carry off quite a lot of

Waiter-Yes, sir: we can't get all their cose change."-Boston Transcript. Beulah-I played one of my own compo-

sitions on the piano once.

Belle-Yes; I can understand that you only did it once.-Yonkers Statesman. "What's the matter, father? Regretting those cigars you threw away."

"A little," he confessed.

"You'll find them on the top shelf of the linen closet," said mother with a well-concealed smile," — Louisville Courier-Louisville Courier-

He—Did you read that story about the man who won a girl's heart by giving her an automobile?
She—No; but I should think almost any girl would be quite carried away with girl would be quite carried away with such a gift.—Boston Transcript.

### BELIEF.

Lippincott's Magazine. came a woman singing down tha

As spring's new leaves. About her figure seem Pupils to pain; yet laughter was her

Belief-Old Age and Youth in one; SIGNPOSTS OF PROGRESS.

Spain is in the market to buy \$30,000,000 worth of war material in the United

States.

The Savannah Sugar Refining company announces that it will built a \$3,000,000 plant at Savannah. Ga.

about Into a rope of Faith. I may be Truth—I cannot tell; look in these eyes and guess; Hear thou my voice, wince at these ageold locks. Wear thou my smile." Then did she disappear. automobiles in this country passed the Leaving me doubter, skeptic, wonder-

Two million miles of dirt roads have to help the being the beyond. "I am Belief, Belief -

advertisements prepared by us increased the Chicago sales of a well known tobacco company forty per cent.

Our experience with tobacco copy covers thirty-five brands. including those of the largest tobacco company in the world.

We want to devote this exceptional experience to one local tobacco account, a wholesaler's or retailer's.

City Nat'l Bldg. Doug. 5228 GARNER & EVANS

(MULTIGRAPH DEPARTMENT)

## "SUM MUNNEY" CONDENSED STATEMENT

## OF THE WOODMEN OF THE WORLD

Increase in emergency fund...... 4,487,374.86 Disability benefits paid to living members. . 113,350.00

FOR THE YEAR 1915.

Balance in banks of Omaha January 1, 1916, 1,810,973.82 When looking for SOUND Protection for the loved ones, "Look Us Over."

"TELL" DOUGLAS 1117.

JOHN T. YATES,

W. A. FRASER, President.

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.