

THE OMAHA DAILY BEE
FOUNDED BY EDWARD ROSEWATER.
VICTOR ROSEWATER, EDITOR.

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JANUARY 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 January, 1916, was 53,102.

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

The Dodge street viaduct problem will quickly solve itself if Omaha backs its voice with the big stick of business.

And the Water board law still contains that express provision prohibiting all its officers and employes from mixing in partisan politics.

Considering the opposition of southern statesmen to preparedness, presidential strategy should not overlook the south as the real "enemies' country."

The Danbury haters' fund is reported considerably short of expectations. A multitude worked with a will, but the slackers, as usual, talked through the lid.

Congratulations to Benevolent and Protective Order of Elks No. 39 on that thirtieth anniversary, and best wishes for indefinite continuance of the happy days.

Incidentally, it is to be hoped young Mr. Harriman's visit to Omaha will open his eyes to the necessity of relieving the outgrown depot situation here at a very early date.

Oil companies apparently consider Secretary Lane's remarks a poor grade of government denunciation. However, they slapped on half a cent a gallon just to keep their hand in.

Why should the Missouri Pacific be allowed to get away with it? But that road is not the only one that needs to be brought to time, as witness the unfinished Locust street viaduct, which should have been completed long ago.

For a man named Webster to come into Nebraska from Illinois, as a presidential candidate, is certainly adding insult to injury—which our own Webster should resent by at once getting out an injunction against infringement on a title by prescription.

The compliment paid to A. B. Stickney by Omaha grain men was as deserved as it was gracious and timely. The inspired author of "Omaha, a Market Town," wrought results far beyond expectations and won high rank among the farsighted builders of Greater Omaha.

Another steel trust is about to be launched by interests hitherto independent of the parent steel corporation. The Youngstown, Lackawanna and Cambria companies form the nucleus of the merger, which modestly limits its capital to \$200,000,000. This leaves the Bethlehem company playing a lone hand, but with sufficient resources to outlive the game.

Bulletins from the bedside of Iowa's anti-tipping law hold out strong hopes of complete recovery from the effects of the presidential coalition. Prompt application of first aid treatment by Attorney Conson transformed the Wisconsinian tips into "White House souvenirs" and saved the face of the law from irreparable damage. An official who knows what to do in a crisis, and does it, is a treasure to the state.

Thirty Years Ago This Day in Omaha
Compiled from Bee Files.
A local lodge of the Benevolent Protective Order of Elks was organized in Omaha under the auspices of Chicago lodge No. 4. The delegation from Chicago was headed by Dr. Simon Quinlan, exalted ruler. The new lodge will be known as Omaha lodge No. 29 and starts off with twenty members and this roster: Exalted ruler, John Francis; esteemed leading knight, Dwight G. Hull; esteemed royal knight, Harry L. Hall; secretary, James Garneau; treasurer, E. E. Whitmer; Tyler, W. C. Gregory; trustees, A. B. Davenport, Alfred Sorenson, Thomas F. Boyd; members, I. W. Miner, Frank R. Morrison, W. E. Amis, R. F. Woodbridge, W. J. Carlan, D. W. Hayes, D. W. Van Cott, R. C. McClure, W. N. Babcock and C. H. Hullett.

The summary of the week's real estate business shows transactions aggregating \$18,000. It is also announced that the northeast corner of Fifteenth and Douglas, which belongs to Mr. Myers of Leavenworth, Kan., is to be improved, the tenants in the small building having been notified to vacate by May 1. An offer of \$15,000 has frequently been made for this property during the last year without avail, and it is today undoubtedly worth \$20,000.

State's Rights and the New Army.
Champions of the National Guard are just now before the house committee in Washington urging their plans for training soldiers in preference to the president's or the experts of the War college. This brings the question of state's rights as applied to national defense squarely into consideration. The adoption of the plan for a Continental army, or for the expansion of the regular establishment means practical extinction for the National Guard organization, at least so far as it is a state institution relied on to supply a sufficient fighting force in time of war.

Misreading the Political Zodiac.
If the progressive democrats can give Charles W. Bryan the party nomination at the primary he would be supported at the November polls by many reactionary democrats, and by 20,000 progressive republicans.—Columbus Telegram.

Cattle on the Range.
President Heard of the National Live Stock association reports to that body at its present convention that he sees signs of closer understanding and better co-operation between the federal authorities and the stockmen for the use of the public range. This, he contends, will lead to the more serviceable use of the range, the removal of friction between the cattle and sheep raisers, and the production of more animals. This is a most desirable end. It has required many years of experience to bring about such a state of affairs, if, indeed, it is accomplished now. Twenty years ago The Bee warned the cattlemen of the west of the shortsightedness of the policy they were pursuing, and urged that some better method for the use of the open range be determined and adopted. Regulation of the range is the only sensible basis on which it may be made of greater use, and on it depends the perpetuity of the grazing industry.

Pensions for Public Employees.
Civil service employees of the United States are again pressing their demands for a pension, two ideas being put forward with considerable support for each. One plan contemplates the giving of the fund outright by the government, the other that it shall be contributed by both the government and the employees. The case will be made much stronger when the expectant beneficiaries can agree on and support a single plan.

Dan Stephens in Defiance.
Congressman Dan V. Stephens of the Third Nebraska knows when to jump, but whether he knows how to alight remains to be seen. He has just written to Chairman Kitchin of the house ways and means committee a note that fairly snorts in its defiance of the president's policy of continuing the stamp tax. Mr. Stephens insists that this be abolished, and that needed additional revenue be raised in some other manner. Inasmuch as Chairman Kitchin had already announced his similar attitude, it will be seen that the Stephens defy of the president has gone before a friendly court.

Chicago reports the formation of a society of young women pledged to propose during leap year. Every man refusing will be publicly exposed as a tightwad.

The electricity with which both "Brother Charley" and his neighbor, Berge, accepted the draft to chase the democratic gubernatorial nomination gives grounds to suspect that they were not altogether innocent onlookers at the launching of the petitions.

The Lazy Dollar and How to Put It to Work

TRUMAN A. DEWEES.
In Advertising and Selling Magazines.

ADVERTISING in national mediums may help to popularize a trademark and educate the people regarding a commodity, but the newspapers will have to move the goods.
Any national publicity campaign for a commodity that is within reach of the people is incomplete and inefficient unless backed up by newspaper advertising, which leads the purchaser right up to the door of the dealer.

No matter how we regard the newspaper, it remains a fact that some of the most successful national advertisers have never used anything but newspapers—but they have used them in a national way. We may regard this fact as proven beyond controversy that the newspaper is the indispensable medium of the manufacturer of a product that may be used by the entire human race.

Street car advertising is no doubt worth all it costs. But the street car does not go into the home, neither does the billboard.
The two things that distinguished the newspaper from all other advertising mediums are timeliness and concentration. Other mediums may cover the country thinly and have a long life, but the newspaper makes a quick, definite impression and multiplies this impression many times with the largest possible audience in a given area.

Newspaper advertising lowers the cost of living. By increasing the volume of sales and bringing a quick turn-over it yields a larger net income and permits a closer margin of profit on each article sold.

The right kind of newspaper advertising will kill the "catalogue habit" and will keep at home the money and enterprise that are necessary for keeping a town from falling into decay.

Not Charged Against an Italian.
SOUTH OMAHA, Feb. 6.—To the Editor of The Bee: In an article in the Bee I notice when in reporting my violin loss that an Italian is accused. Now in order to exonerate these people of this offense, I wish to say, I can not recall not act as low as this one being pulled for those people, but whoever has them if they will leave the Brown violin, where I can get it, they may keep the other and no questions will be asked, otherwise I shall continue the search and when found, prosecution will follow. T. J. TATROE, 321 Q Street.

Tips on Home Topics
Philadelphia Ledger: Perhaps when the president speaks for preparedness he will explain the logic of a law which has transferred the carrying trade of the Pacific to the Japanese.

Cleveland Plain Dealer: Secretary Daniels says that the democrats will have control of the government for sixteen years. And after that, the millennium having arrived, we won't need any more elections.

Indianapolis News: The supreme court decision that the income tax law is constitutional will doubtless be a great blow to some people, but probably the majority of folk will feel that it serves 'em right for having so much money.

Cleveland Plain Dealer: Americans are used to thinking of Mexicans as rather lazy workmen, but look at the firing squads down there—working long hours, week in and week out, and never striking!

Pittsburgh Dispatch: Has anyone ever figured that the membership of the various defense and security leagues should provide a pretty respectable army in itself and one of whose readiness and patriotism there could be no question?

Chicago Post: In all this boisterous preparedness and discussion about what the war is doing to do next, the peace-loving citizen will take comfort in the fact that the Wisconsin law providing for full-length bed sheets is working well.

Louisville Courier-Journal: It is believed that the young Kentuckian who marched his mother up and down the street at the muzzle of a shotgun is insane. Possibly, but it is customary nowadays for children to discipline their parents severely.

St. Louis Globe-Democrat: Brother Bryan, being out of office, doesn't have to do a thing but be consistent with his Prince of Peaceism. It is said he has marshaled ninety votes against preparedness in the lower house.

Pittsburgh Dispatch: While it is eminently proper that the niceties of diplomatic usage should govern American dealings with Mexico, no matter how many Americans the Mexicans shoot, it will be difficult to get most Americans to enthusiasm over the atrocious niceties.

Springfield Republican: The New York millionaire who entertained his dinner guests at Delmonico's with a spectacular military display realistic down to the band around the "campfire" that played on homely instruments the tunes of the camp bring back history—back memories. It is a not altogether pleasant reminder of the days when perfumed ladies enjoyed the thrill of the gladiatorial combats in the Colosseum. War is serious and tragic business.

The Bees Letter Box

An Appreciation of Miss Gilder.

OMAHA, Neb., Feb. 6.—To the Editor of The Bee: In the death of Miss Jeanette Gilder the world of journalism loses a brilliant writer and the anti-suffragists a powerful friend. To those who are inclined to the opinion that the career of journalism, for a woman, necessarily inculcates in her heart a passion for the suffrage will be interested, in Miss Gilder's viewpoint. I quote from an article written by her a short time ago:

"I am a great believer in the mental equality of the sexes, but I deny the physical equality. In politics I do not think women have any place. The life is too public, too wearing, and too un-fitted to the nature of women. It is bad enough for men, so bad that some of the best of them keep out of it; and it would be worse for women. If women vote, they must hold office, they must attend primaries, they must sit on juries. We shall have women heeled and women 'bosses.' It is said that laws are unfair to women. Then call the attention of law makers to the fact and how soon they will be amended. I think that men want to be fair to women, and a petition will work wonders with a congressman. Will women always be fair to women? That is a serious question. They may be on some points, but the question of civility never comes into consideration between women. It does between men and women, and the last profit by it I speak from experience when I say that I don't see how women can cultivate home life and enter the political arena. Open every field of learning, every avenue of industry to her, but keep her out of politics." S. E. S.

High Price of Potatoes.
SOUTH OMAHA, Feb. 6.—To the Editor of The Bee: Only a few weeks ago potatoes could be bought for as low as 40 cents a bushel. Today they are sold for as high as \$1.50 a bushel. It looks to me as if it would not hurt for an investigation to be made by the proper authorities to find out the cause for this tremendous increase in price in so short a time.

If some one has cornered potatoes they should be given a cold corner in some cold jail of Nebraska for forcing up the price of what is one of the necessities of life.

It costs more today in Omaha to buy a bushel of potatoes than it does to buy a bushel of apples or a bushel of oranges. I was told this week by a well posted man that potatoes ever this week have been sold in parts of Nebraska for as low as 40 cents a bushel. If his statement is true something is rotten somewhere.

Even if the weather has been cold that is no excuse for raising the price of potatoes about 60 per cent in a few weeks. F. A. AGNEW.

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Signs of Progress

Pennsylvania is to have 364 continuation schools for child workers.
The public electric stations of the country represent a valuation of \$400,000,000.
Uncle Sam made \$2,000,000 last year from the sale of wood from the government forests.

An Oregon man has developed a motor-driven machine for cleaning fruit and sorting it into ten grades at a rate of more than 17,000 pieces an hour.
When a big steam pump in California went wrong, a phonograph record of its sounds was made and sent to its makers in New York, who diagnosed the trouble and told how to correct it.

According to the manufacturing plans of the thirty large rubber tire companies in the United States, their output during the present calendar year will exceed 11,000,000 tires, of an average value of \$20 at retail.
The high cost of living is no mere phrase when applied to lobsters, as a comparison of prices of 1888 and 1916 will show. Thirty years ago lobsters were 40 cents a pound. Recently they were 45 cents in Bangor, Me.

The twelve leading Detroit automobile companies are at present engaged in enlarging their plants. The total amount of this increase is given at \$2,000,000 cost, 850,000 square feet of floor space, offering employment to 5,000 additional men.
The Sawtooth National park, which will come into existence if the present session of the congress passes a bill that has been introduced, is a remarkable tract of 145,000 acres in the Sawtooth range of Idaho, a mountain country said closely to rival Yosemite in the grandeur of its beauty.

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SUNNY GEMS.

Mother (at the party)—Why did you allow that young man to kiss you?
Daughter—Why, ma!
Mother—Oh, you needn't 'why, ma,' me 'one side of his nose is powdered and on the side of yours isn't—Boston Transcript.

"I would go to the ends of the earth for you."
"Let us have some plain talk," said the girl. "Am I to understand that you will take me around the world on the wedding trip?"—Philadelphia Bulletin.

"What are you going to tell your constituents when you get home?"
"Too soon to think about that," replied Senator Sorghum; "if some of the harsh criticism going on in my district keeps up, maybe I ain't going home."—Washington Star.

DEAR MR. KABIBBLE,
IS IT NECESSARY TO BRING MY FIANCEE A PRESENT EVERY NIGHT?
—JULIUS

NO—A PERSON IS LIABLE TO BE FORGOTTEN! BUT DON'T FORGET TO BRING TWO THE NEXT NIGHT!

"Why have you made those calendars half price?"
"Why not?"
"I think 10 per cent would be a sufficient reduction. Only one month of the year is gone."—Louisville Courier-Journal.

"I don't mind your being a suffragist, Estelle, but I don't see any reason why you should talk about it all the time."
"But, father, if I didn't we should both have to listen to mother."—Life.

"How did they break the news to the young wife of her rich old husband's sudden death?"
"Och, nothing could have been kinder or more tactful. Her best friend told her she had some bad news, but it might have been worse, for the widow looked simply stunning in widow's weeds."—Baltimore American.

Father—The last of my daughters was married yesterday.
Friend—Really? Who was the happy man?
Father—I was!—Philadelphia Ledger.

MISUNDERSTOOD.
Strickland Gillilan in Judge.
I have observed (and so no doubt have you) that when the net is drawn, the reckoning due.

The supposed villain who is brought to book indignantly denies he is a crook; Says he is martyr to some motive good; In other words, that he's "misunderstood." Sometimes he's lucky with this subterfuge.

Is pardoned (to his satisfaction huge), And hires his way to fresher, greener fields. To reap again credulity's rich yields. Yet when he's caught red-handed, "with the goods," Once more his tearful whine, "Misunderstood."

I have observed (and so I'm sure have you) That when your dark suspicions are most true, When "dead to rights" you have your bird in the hand— No circumstance you could misunderstand. The crook who knows he's due to "get it good" Breaks down and snivels "I'm misunderstood."



The Health Alarm

often sounds first in the doctor's office when some healthy looking specimen of humanity, undergoing examination for life insurance, is told that his blood pressure is too high.

Increased blood pressure is no longer confined to old age; it is frequently found in men in their 40's who are otherwise healthy. In such cases it points to approaching degeneration of the arteries—a condition which in turn indicates those errors of diet that often end in various diseases of the stomach, kidneys, liver, nerves and heart.

Among those errors of diet is coffee drinking, because of the drug, caffeine, in coffee, the constant use of which weakens the walls of the arteries. Medical authorities now insist that in all cases of high blood pressure there must be total abstinence from coffee, tea and other harmful beverages.

Hard to give up coffee? Not at all, when one uses instead the pure food-drink—

Instant Postum

This delicious beverage is made of wheat, roasted with a little wholesome molasses. It is then reduced to a soluble powder, a level teaspoonful of which with hot water makes a perfect cup instantly.

Instant Postum tastes much like mild Java coffee, but is absolutely free from the drug, caffeine, or any harmful ingredient. It does contain those vitalizing elements of the grain which make for normal balance of the system.

"There's a Reason"

Send a 2-cent stamp to Postum Cereal Co., Ltd., at Battle Creek, Mich., for a 5-cup sample of Instant Postum.

People and Events.

Chicago reports the formation of a society of young women pledged to propose during leap year. Every man refusing will be publicly exposed as a tightwad.