

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR. The Bee Publishing Company, Proprietor. BEE BUILDING, FARNAM AND SEVENTEENTH.

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MAY CIRCULATION. 57,852 Daily—Sunday 52,748

Dwight Williams, circulation manager of The Bee Publishing company, being duly sworn, says that the average circulation for the month of May, 1916, was 57,852 daily and 52,748 Sunday.

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

Meteorologically speaking, Medicine Hat is also in the Chicago ring. The Allies and the Teutons have again exchanged defies. The shell game will now proceed with renewed vigor.

The Omaha school board is doing well to keep partisan politics as well as sectarian religion out of the public schools. One thing must impress the visiting advertising men, and that is Nebraska has not taken advantage of what it has to advertise.

Thirty Years Ago This Day in Omaha. Compiled From The Files. George H. Buggs and wife and Lew Hill have been at a nominal value, as their gift to the trustees of Frowell has to be used for the benefit of that institution...

Declaring and Defining the Issues. The "keynote" speech, delivered by Temporary Chairman Harding to the republican convention at Chicago yesterday, is a message to the voters of the country. It frankly declares and clearly defines the issues between the republicans and the democrats...

Cost of a Campaign. FIFTY MILLION DOLLARS, at lowest estimate, will be spent in 1916 on our quadrennial political jags. It is a moderate estimate, for, by being a little far-fetched, it could be doubled...

Republican Harmony in Sight. The progress of the Chicago convention so far has held nothing that consoles the democrats. In spite of the most determined efforts of the Wilsonites and the Bryanites, and the other wings and divisions of the party of incompetence, to perpetuate the split in the republican ranks...

Why Omaha Will March. On Wednesday of next week Omaha will suspend business for half a day, and generally participate in a popular demonstration of respect for the flag of the United States.

Outlook for Peace Is Dimmer. Only one thing seems decided for the present regarding the European war, and that is the likelihood of Lord Kitchener's prophecy that it would be a long war, enduring for at least three years.

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Some 200,000 individuals are now, or soon will be, seeking offices in the United States. All will spend some money, and money will be spent by others for a great many of them.

The taxpayers directly will have to take care of the largest single item of expense, that for the election machinery. In New York state alone the cost of registering the voters and conducting the November election will be about \$2,500,000.

It is generally admitted that the republican national committee of 1890, under the leadership of Mark Hanna, first made "the roof the limit" in spending money. The funds used to elect McKinley have been estimated at from \$3,000,000 to \$7,000,000.

There are good data on all the campaigns of 1912 both before and following the conventions. Those who sought the democratic nomination that year did so at a total cost, in round figures, of \$450,000, divided as follows:

Twice Told Tales. Linae Be Rothered. In her draped and darkened tent the amateur palmist was reading hands for a charity. Her present client was a fair maid, who waited impatiently to hear her fate.

Editorial Snapshots. Brooklyn Eagle: The Canadian troops in Belgium and France should do well under their new commander. If there is anything more to be said of wearing diamonds as a part of our preparedness program?

Baltimore American: When girls devote themselves to fashion, fudge and flirtation they are denounced as featherheads. When they give up all three and more substantial things besides, and go voluntarily into hard training and submit to strict discipline in order to fit themselves to be of service to their country...

Springfield Republican: William Penn did very well in dealing with the Indians without the employment of military preparedness. Unfortunately for the value of the lesson for today a modern civilized nation with a treasuring ambition or a real grand ideal is a stiffer proposition than the savage red man, chief of Penn's day.

SIGNPOSTS OF PROGRESS. A portable, but powerful hydraulic press has been invented for bending large pipes to any desired curve without injury.

TIPS ON HOME TOPICS. Indianapolis News: Old swimmer's hole never imposed any bothersome regulations about bathing suits.

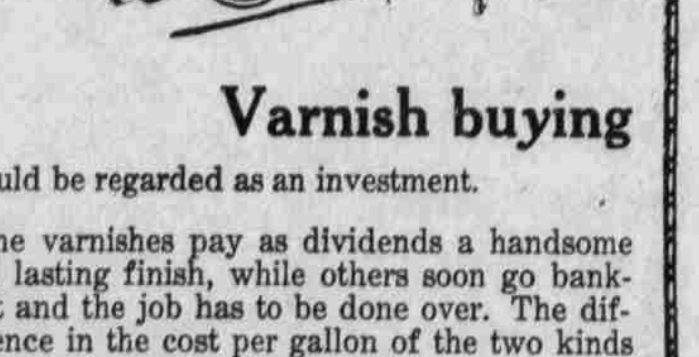
EDITORIAL SIFTINGS. Boston Transcript: The administration holds that Carranza's ultimatum is not an ultimatum, and it must be admitted that it knows one when it sees it.

GRINS AND GROANS. Philadelphia Ledger: When it comes to "disentangling alliances," why doesn't the president break up the combination between pork and politics? That's a cause worthy of his motto, and it's true at least in the place where he is.

THE GRAND PARADE. W. H. Hedges in St. Louis Globe-Democrat. The call is after sounding for the grand parade. The marshal is cavorting, as also is his aide.

DEAR MR. KABIBLÉ. MY FINANCE AND I DIFFER OVER THE WEDDING MARCH TO BE PLAYED AT OUR WEDDING - WHAT SHOULD BE PLAYED? ANY GOOD BATTLE HYMN!

WILLIE WILLS - What's a patriot, pa? Papa Willis - Generally a man who did some great deed so long ago that people have forgotten the selfish motive that really prompted it - Life.



Varnish buying should be regarded as an investment. Some varnishes pay as dividends a handsome and lasting finish, while others soon go bankrupt and the job has to be done over.

LIQUID GRANITE Floor Varnish is a dividend paying finish and you will take no chances in using it on your floors. It is waterproof, resists hard wear, and makes a smooth, mellow lustre that always pleases, and is easily cared for.

A Week's Cruise \$40 Meals and Berth Included. on 4 Lakes - 2,200 Miles of Beautiful Scenery, Shore Line, Islands, Rivers and Bays on one of the Big, New Cruising Ships "North American" - "South American"

The Lake Trips That Have No Equal. Chicago, Duluth & Georgian Bay Transit Co., 214 S. Clark St., Chicago, Ill.

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.