

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR. The Bee Publishing Company, Proprietor. BEE BUILDING, FARNAM AND SEVENTEENTH. Entered at Omaha postoffice as second-class matter. TERMS OF SUBSCRIPTION. By carrier per month \$4.00 By mail per month \$4.50 Daily without Sunday \$1.00 Evening and Sunday \$1.50 Evening without Sunday \$1.00 Sunday Bee only \$1.00 Daily and Sunday Bee, three years in advance \$10.00. Send notice of change of address or irregularity in delivery to Omaha Bee, Circulation Department.

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CORRESPONDENCE. Address communications relating to news and editorial matter to Omaha Bee, Editorial Department. 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. DWIGHT WILLIAMS, Circulation Manager. Subscribed to in presence and sworn to before me this 24 day of June, 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.

Mobilization lends practical force to the preachment on preparedness. No doubt an operation on the Carranza ego would afford substantial relief.

Still the recruiting officers might boost business materially by patronizing the "help wanted" column.

Shall the administration slogan be: "On to Mexico?" or the Wattersonian war cry: "On to Panama?"

Viewed through the optics of a speculator the European bear pit shows the greater animation and handles most of the business in sight.

Why make a new camp at Ashland when all the facilities are right at hand at Fort Crook without needless expenditure of time or money?

Congratulations to our fellow citizens of Swedish extraction. Their music fest is entitled to the fullest measure of its notable success on its own merits.

There is yet time for Mexican warriors to absorb without a surgical operation the simple wisdom of Davy Crockett's coon: "Don't shoot, I'll come down!"

Perhaps the reason is now being disclosed why the president tread so lightly on Mexico when he wrote the St. Louis platform for himself to run on.

Perjury is rampant in the courts of New York and there is talk of a crusade against the "defilers of justice." It is a nation-wide affliction, and shows powers of endurance rivaling the personal tax schedule.

Considering the fatness acquired from three full years at the federal pig counter, the \$1,700,000 required to finance the Wilson campaign barely amounts to the tips dispensed. Come across with a fund worth while!

Mrs. Carrie Chapman Catt expresses surprise at the "jumble of words" heard at the St. Louis convention. What else could she expect? A "cut and dried" political arrangement tends to hobble the organs of articulation.

Postmaster General Burleson joins administration prophets with a promise of from \$1,000,000 to \$3,000,000 surplus. The figures might occasion more rejoicing if the mails showed a quarter of Mr. Burleson's vocal speed.

If there has been any "crookedness" going on in connection with the purchase of medical supplies for the county hospital, let us have the lid off. The county board cannot afford to have anything to cover up or anyone to protect.

The appearance of "pop" and near-beer in Berlin as substitutes for peace time beverages puts the Teuton a lap or two ahead of the Britishers in the dry belt. London's favorite 'alf-and-alf' retains 25 per cent of its standard punch, with a shrinking tendency.

"President Wilson does well to lose not an unnecessary hour to put this government in position to defend American rights and interests against the suicidal folly of Mexico."—World-Herald.

The truth is that President Wilson has frittered away three years before taking any steps to put this government in position to defend American rights or interests anywhere.

Thirty Years Ago This Day in Omaha

An ice cream festival was held at the home of Mrs. C. Axford, corner of Ohio and Twenty-first streets, by the ladies of the Third Congregational church.

Little Miss Etta Kalish entertained about thirty-five of her young friends at her home on North Thirtieth street on the occasion of her birthday. She received a number of valuable presents, and returned her thanks in a short impromptu speech.

M. J. Scanlon, head bookkeeper of the K. S. Newcomb Lumber company, has returned from Council Bluffs with his bride, who was Miss Myra Jarvis of that place.

Work on the Omaha Canning factory building near Leavenworth street, at the city limits, is progressing rapidly. The factory will commence operations in July.

Dan Ross, the sprinter, has left for Kansas City where on Sunday he will run a three-quarter mile race with Cunningham.

Will Mayne and Mrs. Nellie E. Hall were married by the Rev. W. J. Harsha.

American Youth Still Responsive. One of the comforting conclusions that may be drawn from the present flurry in military circles is that the American youth is responsive in the presence of danger. This has never been seriously questioned; on the contrary, it has been relied upon with implicit confidence, as the most important factor in our problem of national defense. It is not the primitive desire for conflict that leads these boys to the colors, for they are mostly young men who have been gently reared and carefully cultivated, to the end that the fruits of civilization and culture are splendidly exhibited in them. Even the highest manifestation of better breeding is shown by them, in their willingness to give over the easy life of daily routine to take up the difficult and immensely harder existence of the soldier, because they believe it to be their duty. America will never lack for men to defend the flag under any circumstances. The question is rather of training than of willingness.

Maine and Minnesota. By primaries held this week in two more states the republicans of Maine and Minnesota have named candidates for United States senators sure to strengthen their tickets and help to regain the senate to republican control.

In Maine the choice for senator is Frederick Hale, one of the militant young republicans who has gradually attained to a position of leadership by his own ability and by service to the public. Although outspokenly progressive, Mr. Hale has maintained his party regularity, having completed one term of membership in the republican national committee, and having just been re-elected for a second term. He is one of the coming men in New England, sure to be heard from when he reaches the senate.

In Minnesota the republican senatorial nomination has gone to Frank B. Kellogg, popularly known as the "trust-buster," but really one of the commanding figures of the American bar. His analytical mind, his unequalled ability as a lawyer, his rare culture and his broad viewpoints on vital subjects will be of inestimable value in the senate. We are assuming that both Maine and Minnesota will go "hell-bent" republican this year—for with such magnificent leaders there can be no excuse for any but hidebound democratic partisans in those states failing to vote the republican ticket.

Did the Road Bonds Carry? Refusal of the state auditor to register the road improvement bonds voted at our recent special election in April is predicated on the ground that they did not receive the requisite number of votes, although, on the face of it, there were admittedly more votes "yes" than votes "no." The auditor rules that the bonds must have polled a vote equal to a majority of all participating in the election rather than a majority of those marking their ballots for and against the proposition. He insists that this ruling has been reinforced by the courts on a number of occasions, but the courts have also held precisely the other way on similar points.

In this instance the wording of the law is "upon a majority of the votes cast being in favor of the proposition submitted," so the controversy resolves itself into an interpretation of this language. The ordinary reading would be that a majority of the votes cast meant a majority of the cross-marked ballots and not a majority of the number of ballots handed out, for several thousand of these ballots were given back with no marks on them whatever, and, therefore, were not counted at all.

If this were a contest between two candidates for office the one running highest would doubtless secure the certificate of election, but, involving as it does a sale of county bonds, it is imperative that the title be unclouded, for no bonds will find a market so long as the issue is open to attack because of disputed validity. The uncertainty affects their value, and it is better to have the challenge adjudicated in the courts before, rather than after, any obligations are incurred.

Trade Disturbances More Pronounced. As the war in Europe progresses, the disturbance of business of the world becomes more and more pronounced. Belligerent countries continually are taking new steps for the conservation of resources or the restriction of commerce, and neutrals are beginning to feel quite acutely the "economic pressure" incident to interrupted intercourse. Daily consular reports, made to Washington, are filled with the details of orders restricting trade or complaints of manufacturers and dealers against the situation. A noteworthy feature is that the commonest articles appear to be most in demand. Great Britain has just laid an absolute embargo against the trade in home grown wool; Sweden's glass factories are shutting down for want of soda; Italy has forbidden the importation of "luxuries" and specifies a long list which includes many articles of almost daily necessity—this course to bring the people back to their own resources and simplify life as far as possible. The war is not only making new relations, but is forcing more vividly into view the interdependence of the nations of the world as members of one great family, among whom intercourse must be unrestricted or happiness is curbed. When the readjustment is finally made, it must be on the basis of this fact, or it cannot long endure.

Self-Condemed. The most biting criticism of the course of the president in his dealings with Mexican affairs is self-made in his order calling the National Guard to the colors. This is a tacit confession of inability to handle a situation he has himself created, and comes as a climax to a series of blunders that would be comical were less of tragedy involved. The spectacle of the entire available military force of a great world power paraded along the border of a neighbor nation to preserve friendly relations must amaze even embattled Europe. The comedy began with the first of a series of ultimatums sent to Huerta and by that worthy sent to the waste basket. The Vera Cruz fiasco was a blunder, the Bryan letter to Villa a bit of stupid sentimentality, and the president's connivance with Carranza has proved to be a piece of folly. Apologists for the administration will be forced to the limit in defending the Mexican record. In the meantime, to quote the colonel again, "peace still rages unabated along the Rio Grande."

Governor Morehead can no longer plead ignorance of the misuse of office by his chief food and oil inspector. If the governor does not act to stop the species of "holdup" which his food commissioner is practicing, it may devolve on the next legislature to take a hand at calling somebody to account.

Ad Men Praise Nebraska

EASTERN advertising men who spent last week touring through Nebraska as the guests of the publishers of that state have returned home full of praise for the conditions they found there. When the Fourth Estate asked F. J. Kaus of the Federal Advertising agency what impression he received, he said: "Nebraska leaves more than impressions with you. It grips and holds you in its embrace. It saturates you with its wonders. And you are thrilled by the speed of the autos. "Every town is a model town, every farm a model farm. Prosperity stares you in the face at every step—real, genuine prosperity—the kind that comes from producing. The stores in the towns of Nebraska were a constant source of surprise. "I have seen Nebraska's towns and farms. I have talked with the villagers, storekeepers and farmers, and I am convinced of Nebraska's 'advertising fertility.'"

W. A. Baker of the Frank Presbrey company said: "It takes but a few hours for a visitor to Nebraska to become inoculated with the spirit of boost and progress everywhere displayed by the Nebraskan. Every citizen is convinced his particular city—whatever its size or relative importance to the general scheme of things—is the best town in the world.

I went into the state something of a skeptic. I left it with conviction that Nebraska in general more than merits everything good claimed for it. Business is booming, the farmers have the money and keep it in circulation, as evidenced by the big, flourishing stores, the pretentious, busy banks, and the general air of prosperity. Agriculture and live stock raising have become gigantic in their scope.

"Nebraska may be likened to a big boom town whose boom is of the perennial variety. Its citizens have the goods" to enthuse over, and not one of them ever loses an opportunity of indulging his enthusiasm to the utmost limit. "F. J. Hermes of the Blackman-Ross company said: "The general impression created by the Nebraska trip was that the people were live, prosperous and extremely responsive to advertising. Advertised goods were very much in evidence everywhere, both inside of the stores and in the show windows. "The character of the stores, both in appointments and stock, was amazing. The retail districts in practically all of the towns visited looked as though they belonged to cities of five times their respective populations. "There is no doubt about the prosperity of the Nebraska people. The very fact that they don't say much about it, but let appearances tell the story, proves this much conclusively. "Everybody seems to have a strong desire to be up to date, and in this they are succeeding more rapidly than we are in the east. "They are making money and are willing to spend it. It is an ideal country for the advertiser."

A. M. Lewis of the J. Walter Thompson company said: "Nebraska undoubtedly bears strong witness to the importance of the big western agricultural and small town markets. Its people evidently have overcome, with wonderful spirit, great obstacles in the development of that country. They must have practically made for themselves the resources that constitute them the potential market they are. "They are operating their farms and trades on a business basis. They understand profit and loss. Naturally this makes them an intelligent group of buyers, and for that reason a more dependable group from the advertiser's standpoint than is to be found in many other sections of the country. "Their farms seem to be very prosperous and in a high state of cultivation. Their dealers and other business men seem to be well above the average, and there is certainly a very definite atmosphere of aggressiveness and co-operation."

Harold F. Barber of the J. W. Barber Advertising agency: "A town of 5,000 population with a little gem of a hotel, of which New York City might be proud; in front of the hotel a public square well turfed, under large shade trees where good band concerts are given twice a week; brick paved streets, public buildings of white marble; well dressed and lighted store windows containing quality merchandise (and the 'quality' according to city standards); supporting a daily and weekly of large circulation, equipped with linotype and every press with its individual electric motor. "Such a town I had the pleasure of visiting in Nebraska last week. The surrounding country is said to contain the same sort of soil as the Nile valley in Egypt—the most productive in the world. "The enthusiasm and energy of the people as expressed in their marvelous agricultural development and the enterprise of their municipalities, would be beyond the comprehension of an easterner who had not seen it, and is something which would be utterly impossible in the east. "There are few rich people, measured by eastern standards, but everyone seems to be comfortably well off; the population has not had time to settle into social strata so that all can and do work together, and the keen rivalry between municipalities directs their energy toward making each a model town. "As for the farmers, it is absolutely certain they will have an abundance of capital to purchase anything under the sun of heaven which they think they need. The standards are naturally different than those of the east, where the emphasis of living is placed upon the home; out there it is placed upon the farm and the homes are comfortable although not luxurious."

D. J. Ogilvie of the Cheltenham Advertising agency: "I saw the definition of 'God's country' as I traveled miles and miles through this rich farmed state, over seas of Nebraska prosperity, visiting farms conducted as business institutions surrounded by enormous tracts of land of almost unequalled fertility, through cities and towns standing as monuments to their builders with their wide, clean, well paved streets, lined with the beautiful homes of those who have 'blazed the trail' and reaped the benefits of their industrious life in this great state. "These stately towns with their wonderful stores, a credit to towns many times their size, stocked full of up-to-date trade-marked merchandise conducted by aggressive merchandisers who sell to a busy buying power extending for miles around. "The press of the state, reaching like an octopus in the homes of this responsive mass of people, is the key to the success of these merchants. "Here lies a fertile field of responsive people awaiting cultivation by all manufacturers who wish to reap a rich harvest."

People and Events

The final appraisal of the estate of Robert Hoe, the printing press manufacturer, filed with the New York state controller, shows a total valuation of \$8,374,619. His library, which was sold at public auction, and his art collection were valued at \$2,500,000. Mr. Hoe died September 22, 1909, and will the bulk of the estate to five children and a granddaughter.

A hair-dressing shop adjoins a boarding house in Chicago. Nothing wrong about that, but it forms the basis of a \$10,000 damage suit. It seems the open windows of the hair store cause a draft which carries stray strands to boarding-house signs and puts the boarders in a stew. The case promises to give the honorable court pure material for hair-splitting.

There are whiskers on the glass which holds the newly invented "hirsute cocktail" put out in the irrigation section of Gotham. This is the way it is compounded: One quarter of a jigger of creme de cacao and the same quantity of French vermouth. Add to this half a jigger of applejack and cracked ice. Shake well. The whiskers are shredded pineapple overtopping the glass.

The Bee's Letter Box

How Democrats Get Wires Crossed. Massena, Ia., June 20.—To the Editor of The Bee: President Wilson let the democracy rule by writing their platform himself and repudiated the platform they wrote for him four years ago. He is a man of straw planks; he gives the crushed trusts, with tariff protected sugar to sprinkle. His Americanism plank calls loud to all the sympathizers of Britain, Japan, Russia, France, Serbia, Italy and all the pro-slavery powers, who wink at his foreign policy and invite the allies to ignore American rights by driving our cargoes of farm products into their own ports, thus setting the price or confiscating same.

The delegates applauded the foreign policy that ninety days ago Speaker Clark told the president congress would repudiate by a four-to-one vote. Bryan declared that policy meant the loan of the army and navy to England. The Gore and McLenormer resolutions he laid on the table because he did not dare let congress vote yes or no on the resolutions. The democratic congress who would vote "keep off belligerent ships" saw that such a vote would eliminate Wilson from the nomination and they would not do it. Bryan was right, so they simply allowed themselves in the interest of saving Mr. Wilson's political hide, to be voted to table the resolutions.

This is the history of his policy. Isn't it a day late? If Emperor William had not backed up, Mr. Glynn's keynote speech would not have been cheered, for it would never have been written. Therefore the emperor kept Germany out of war with the United States, and the democratic congress at St. Louis got their wires crossed and gave Woodrow Wilson the credit of saving Germany a humiliating defeat at the hands of American armies and navy, loaned to Germany's enemies by the peaceful people of America. T. S. FENLON.

Major and Minors in Music and Life. Omaha, Neb., June 21.—To the Editor of The Bee: If one asks the average musician what is meant by major and minor music, he will probably say that the first major mode laughs and the minor cries. If you ask for a rule for modulation in the keys, or how to change from one key to another, like in medleys of popular airs, the answer will probably be that he knows of no rule and does not know just how he does do it. Such answers do not explain, but the second question is purely physical and can be shown easily by diagram. It is a little different with the first, which is psychological, but for all practical purposes it can be answered in physics also. The first real scale of music (Sappho 618 B. C.) is minor. There seems to be something natural and easier to use in minor music, for it is in the wall of the Chinese scale, the Koochee dancer in the streets of Cairo and beneath the roars and whoops of the American Indian, one hears the minors appealing and wailing like the "wondrous" minor sixth in the Scottish bagpipe. Life itself seems most wistful in minors, for there is more sorrow in this world than joy. A man does not whistle in minors to keep his spirits up, but to show that he is in tune as a rule. The poet dwells more upon "this vale of tears" than upon the major or optimistic side. Of course, no one knows, psychologically, why the major modes make for joy and the minor, for sadness any more, nor do we know why deep in men's hearts there is more of sadness than of joy, other than that life is wistful in minors. Still I can explain the difference, physically, between major and minor music and here it is: The natural division in our two scales, major and minor between octaves or from the note to its octave above is by thirds and then by inversion down from that octave in thirds again. If to the melody we would whistle, there are in number more minor thirds or as we say minors predominating, than there are major thirds, then the effect on the mind is that of minor music and vice versa. To show the scheme, we will use the natural intervals from one, the fundamental note, to the eighth or its octave above or below. No Pussy-Footer Here. North Platte, Neb., June 20.—To the Editor of The Bee: You are right about the primary election law. It was gotten up by politicians for the express purpose of keeping poor men off the ballot. Of the numerous candidates there not one of them states what they stand for. But they sit and run—let them pay the orchestra. As for myself, running for office is my business. Whether I am elected or not does not interfere with my business. I have been elected as many times as Bryan has been defeated. More. I can put it over Bryan four blocks. Bryan goes into a convention and somebody tells him he can't run. I get 200 names on a petition, buy a postage stamp for 2 cents, and my petition to the secretary of state and he puts my name on the ballot. And it costs me 2 cents. I beat the "plot" that aimed to keep me off the ballot as easy as I beat Bryan. Some people are curious to know why I run for office. Such people have no purpose of their own and suppose others to be likewise. For their benefit and others that may be interested I give my platform, whose planks correspond to the democratic platform. I take an interest in this government as a common citizen. I have worked at farming and kindred industries for sixty years, and I call the game, on the Jackpot of common sense, honest, steersmen that have been robbing this country for that long of time. Furthermore, I am not a "pussy-foot" politician eating crackers and cheese with a plutocracy, for their use. LUCIEN STEUBINS.

TIPS ON HOME TOPICS. Boston Transcript: Some people seem to think that there is only one flag in every year. Pittsburgh Dispatch: All humor has not fled from democratic breasts when "Gumshoe Bill" Stone weeps over the republicans going to the supreme court for a candidate. Washington Post: The announcement of a Michigan amendment that would ban tobacco in heavy leads union to the apothem "It's better to smoke here than hereafter."

Chicago Herald: It looks as if the scrap-iron business would be a hot one for the summer. A party taking a man from the supreme bench to run for president. Cleveland Plain Dealer: An announcement comes from Mexico that the labor unions down there are against war. This is chiefly interesting as furnishing the news that there are enough workers in Mexico to form a union. Springfield Republican: Senator Lodge and General Wood have been made doctors of law by the university of which President Wilson was sometime the head. This should help to heal the scars of a gathering through brief, service as the colonel's dark horses.

Philadelphia Ledger: Pity the perplexity of the average citizen when he counts up one naval war and another military war to the credit of the administration's Mexican policy and then tries to follow the rhetoric at St. Louis and figure out just what we have been "keep out of."

Baltimore American: It is an insult to the four-fifths of this country's population to foment sentiment that annoys foreign birth means enmity to this country. Nationalization vows, length of residence, contributions to citizenship, professions of loyalty all go for naught in the storm of rabid denunciation of all houses of few repudiated citizens. Undiluted Americanism in this country demands, dialyally it will punish, foreign interference it will not tolerate, but it will not go away for a campaign slogan and let its issue of fair play and power to reason.

GRINS AND GROANS.

"Well, I must be going, old man. I've an appointment to meet my wife." "She probably won't be there." "Oh, she's just about. I'm two hours late."—Boston Transcript. Crawford—I hear that he's something new unless he can get it on credit.—Kansas City Star.

"Did you run the steam roller at the convention?" "No, I care not who operates the vehicle so long as I can have a hand in making the traffic regulations."—Washington Star.

DEAR MR. KABBLE, A YOUNG MAN CALLING ON ME FOR THE FIRST TIME LEFT HIS UMBRELLA—SHOULD I CALL HIM UP AND REMIND HIM OF IT? IT WILL LOOK AS IF YOU WERE CHASING AFTER HIM—NOBODY REMINDS PEOPLE OF LEFTY UMBRELLAS!

"There goes Wombat." "The-looking man." "That may account for his colleagues alluding to him affectionately as 'Old Top.'"—Louisville Courier-Journal. "How could Bangs lose heavily in that electric illumination enterprise?" "Why not?" "Because I do not see how there can be heavy losses in a light investment."—Chicago Post. "Why, Freddie!" exclaimed the mother of a precocious 6-year-old. "Aren't you ashamed to call Auntie stupid? Go at once and tell her you are very sorry." "Auntie," said the little fellow, a few moments later, "I'm awfully sorry you are so stupid."—Pearson's Weekly.

"Ma husband's got my ma'am. He's got dat explanatory rheumatism." "You mean inflammatory, Martha. Exclamatory is from exclaim, which means to cry out." "Yes, ma'am, dat's what it is. He holdsers if anyone goes near him."—Boston Transcript.

I SHALL GROW OLD. Marguerite Wilkinson in the Independent. I shall grow old; when the wild earth is calling I shall sit quietly at last nor go To race the quickened waves where rain is falling In the woods I used to know. Though I will feel the lure of wings that flutter Across the hayes on the edge of days, And of the silver stream where quick fish scuttler, I shall not go, but stay. Yet I shall smile, and smiling shall remember The streams I fished and the trout I caught. Of the leaf-kinded first of mild November And the strange peace that earthy brought. Glory of earth in her midsummer madness, Glory of great, grave trees—and sunny sea, The swimmer's lithic dominion won in gladsome noon, In youth and health and set-free.

I shall be glad of sunburn and rough going, Of weariness that found a perfect rest Where our firm mother earth made ready, showing Her rough and rugged breast. I shall grow old—but memories strong and tender Shall give me joy while earth's wild song is sung: The great, glad earth I know, in all her strength With her I have my young!

The imprints of children's hands will not injure Luxe-berry Enameled Surfaces. A gentle use of soap and water will remove all blemishes and discolorations caused by dirt, and leave the finish as immaculate as at first. Luxe-berry White Enamel makes economically possible that rich snow white finish that is always desired but seldom seen. It will not crack or chip, gives beauty without frailty, and is durable and sanitary. The color can be modified at will to shades of old ivory and gray, dull or gloss effects. For floors and all interior work where great durability is desired, use Liquid Granite Floor Varnish. It is waterproof, marproof and lasting, and makes a smooth, velvety gloss that is very easily kept in perfect condition. The following dealers sell and recommend these Finishes, which are made by Berry Brothers, the world's largest varnish makers. You can get interesting booklets and further information from any of these dealers. Hamilton Paint & Glass Co., 1517 Howard St.; E. E. Bruce Drug Co.; Henry M. Johannsen Glass & Paint Co., 114 So. 14th St.; Richardson Drug Co.; Wright & Wilhelm Co. (1418)

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". Cruises Weekly from Chicago, Buffalo, Detroit, Cleveland, Duluth or Georgian Bay Ports and Return. Steps of several hours made at all principal points of interest—ample time to see the sights. The New Ship "North American" and "South American"—Passenger Service Exclusive—well equipped to give a service equal to the best Atlantic Liners. These magnificent steamships have many innovations for travel, comfort and amusement—a ball-room, an orchestra, children's open air playgrounds and dock games. All these are free. Steamer chairs and steamer rugs available. Dining Service the Best a Masher Eater and a Chief Can Produce. 12 Days' Cruise, \$75—3,600 Mile Trip Call on writer for pamphlet and full information about The Lake Trips That Have No Equal Chicago, Duluth & Georgian Bay Transit Co., 314 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.