

## THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER  
VICTOR ROSEWATER, EDITOR  
THE BEE PUBLISHING COMPANY, PROPRIETOR.  
Entered at Omaha postoffice as second-class matter.

TERMS OF SUBSCRIPTION.  
By Car: By mail.  
Daily and Sunday.....\$5.00 per month.....\$5.00 per year.  
Daily without Sunday.....\$4.00 per month.....\$4.00 per year.  
Evening without Sunday.....\$3.00 per month.....\$3.00 per year.  
Sunday Bee only.....\$2.00 per month.....\$2.00 per year.  
Daily and Sunday Bee, three years in advance, \$15.00.  
Send notice of change of address or irregularity in delivery to Omaha Bee, Circulation Department.

REMITTANCE.  
Remit by draft, express or postal order. Only 5-cent stamps taken in payment of small accounts. Personal checks, except on Omaha and eastern exchange, not accepted.

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Omaha—The Bee Building, South Omaha—2318 N. Street, Council Bluffs—14 North Main street, Lincoln—124 L Street, Chicago—118 People's Gas Building, New York—Room 505, 286 Fifth avenue, St. Louis—412 New Bank of Commerce, Washington—726 Fourteenth street, N. W.

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Address communications relating to news and editorial matter to Omaha Bee, Editorial Department.

JUNE CIRCULATION  
57,957 Daily—Sunday 52,877

Dwight Williams, circulation manager of The Bee publishing company, being duly sworn, says that the average circulation for the month of June, 1916, was 57,957 daily and 52,877 Sunday.  
Dwight Williams, Circulation Manager.  
Subscribed in my presence and sworn to before me this 3d day of July, 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.

The de facto coon saw something coming and climbed down.

For a steady newsmaker, the Rio Grande must yield the palm to the Meuse.

Harvest conditions could not be improved upon if they were made to order.

To Nebraska's departing soldier boys: Good luck and take care of yourselves for a safe return!

The big push in the wheat belt is devoid of danger. Pressure merely exercises its power of expansion.

The lone holdup of the Yosemite hasn't a ghost of a show of breaking into the literature of "See America First."

Our new secretary of war is writing magazine articles on our military situation. He has been secretary of war for all of four months.

While the first chief of Mexico is disposed to eat out of Uncle Sam's hand, prudence suggests that the fingers remain encased in mailed mitts.

Soldiers "somewhere in France" go into battle wearing flowers distributed by admirers. A touching tribute to the brave, many of whom never come back.

The capture of a gang of local auto thieves affords the longed-for opportunity for a joyride to the penitentiary, where the rest treatment makes for meditation and reform.

Anyone connected with that wrestling match who has qualms of conscience can easily give back his share of the gate money to the spectators who feel they were buncoed.

Down in Virginia a so-called "marrying parson" is dead at the age of 83, with a record of 5,142 nuptial knots tied. Omaha's "marrying parson" will have to accelerate himself.

The democratic organs just can't contain themselves for fear former bull moosers won't know how much they love them now. It is the way with all sudden loves inspired by ulterior purposes.

The forthcoming installation of our new postmaster should be made a democratic jubilee. Let local democrats have a chance to tell the senior members of "Hitchcock, Fanning & Co." how pleased they are.

Stromboli is blowing off an unusual amount of hot stuff and giving the natives the customary scare. Just now, however, the effort is a waste of thrilling energy. Facilities for tourist excursions are unequal to the scenery.

Estimates of the fortune of the late Hetty Green range from \$25,000,000 to \$100,000,000. The exact amount must be determined by inheritance tax ferrets. What end was served in rearing the pile when there are no safety pockets in a shroud?

If anyone can see any essential difference between the Carranza communications and the notes that used to come from Huerta, he must have microscopic eyes. Mexican conversations are all equally cooing and full of promises and equally devoid of performance.

So far not a slice of the regular ration of bacon has been lost in the preparedness shuffle in congress. Every frying pan carries the regular load. The majority party's zeal for a clean treasury sweep marks the nervous energy of a feaster who sees the famine coming.

## An Essential for Progress

The Outlook

Advertising has become recognized as an essential element in modern life. Without it industry could not continue. One of the results that the Associated Advertising Clubs of the World has helped to bring about is the practically universal recognition of the fact that advertising is essential to the merchandising of goods, and that it is useless to make things for sale unless there is some systematic and intelligent way of letting the consumer know how things may be obtained.

More than that, these clubs have made it clear that it is of no use to advertise a product unless that product is a good product of its kind. Advertising will not sell that which of itself has no merit. And so the advertising agencies and advertising men have been influenced for better production and better products.

In turn, the Associated Advertising Clubs of the World have laid emphasis, particularly in the last two or three years, upon the necessity of truthfulness in advertising. Not only must the goods themselves that are advertised be meritorious, but what is said about them in advertisements must be said in good faith.

It is a highly significant fact that advertising, which not so very many years ago had to bear the opprobrium resulting from practices that were fanciful and sensational and in disregard of truth or good faith, has now become one of the forces for ethical progress in business.

## Back to "Watchful Waiting."

President Wilson has announced his intention of notifying Senor Carranza that the Mexican reply is quite satisfactory to the United States, and that negotiations between the two countries will be commenced as early as possible, looking to an adjustment of difficulties now existing. Mediation will not be requested, for the president is of the opinion that commissioners representing the United States and the de facto government of Mexico will be able to conclude the needed arrangements for peace along the border. Meanwhile, the dogs of war will be held in leash, and "watchful waiting" will be resumed on the basis of a greatly increased armed force. Our government still questions, unofficially, Senor Carranza's ability to make good his promises. The uncertainty of his tenure of office, the lack of fealty among his adherents, and the general incapacity he has shown in all serious affairs, combine to discredit him. Yet Mr. Wilson, wedded to his own views and thoroughly committed to Carranza by his own acts, feels he should give the "first chief" another chance to make good. The next few weeks will determine if the old shoemaker's plan of cutting off the dog's tail a little at a time is better than to take it all off at a single blow.

## Good Move—Push It Along!

The announcement from Commissioner Butler that he will sponsor a resolution to relocate the hideous "Welcome Arch" that now disfigures our artistic court house square, is welcome and a move that should be pushed along. If there ever was any good reason for maintaining this incandescent travesty on civic beauty in the most conspicuous spot in Omaha, it had long since passed, and the survival simply betrays Omaha's claims to progressiveness so noticeably manifested in every other direction. If the arch were "a thing of beauty and a joy forever," people all over the city would be clamoring for it, but it looks as if it is more of an "Unwelcome Arch" than a "Welcome Arch." Any location but its present location, however, would be an improvement, and no location whatever would be still better.

## Figures Worth Pondering Over.

The report of the State Board of Control shows the total number of inmates in the fifteen institutions under its supervision, as under presumable date of December 1, last, to be 4,787, which, with 959 on parole or furlough, makes a total of 5,746 dependents, defectives and delinquents under care of the state of Nebraska. It is not wholly fair, of course, to class together all inmates of penitentiaries, insane asylums, industrial schools, schools for blind and deaf, and soldiers' homes, for there is a vast difference between delinquents, defectives and mere dependents, but they are alike in the one point of being public wards and being maintained, in whole or in part, by the self-supporting inhabitants.

These figures mean that one out of 250 of our population are constantly in public institutions and the sad part of it is that half of the number are in insane and feeble-minded asylums. The enumeration does not take into count either the delinquents in local custody or the defectives and dependents cared for outside of state institutions. What a tremendous problem is here presented! By what methods should these unfortunate be treated? How stop the steadily increasing burden of their care, thus imposed on others? What measures of prevention are possible through removing the underlying causes? Correct answers to these questions will be worth while.

## Status of the National Guard.

The construction placed on the new law governing the National Guard by Major General Mills varies in some particulars from the general understanding of its meaning. He holds that the Guard may still be mustered into the federal service without being required to take the new oath. This will perpetuate a condition that has been found to be intolerable. Friction between state and federal authority is always present, and some recent exhibitions in different states show how ready men are to take advantage of the technicality that supports the clash. The new law was designed to cure this defect, and to make the National Guard an integral part of the army of the nation, when called upon for national duty. If it is not to have this effect, it will fall short of its purpose, and thus fail to be of real service. However, General Mills' view is not likely to be shared by military authorities in general, who recognize the weak spot sought to be remedied.

## "Home Rule" Loses Again.

The supreme court of Nebraska has just held that the state railway commission has a right to fix telephone rates other than those named in the charter of the company. This is an extension of the power of the commission that may be applied to the confusion if not the overturning of the right now claimed by communities to regulate rates for public utilities. It was held some years ago, in a case against the Omaha Water company, that a city council had no power to bind its successor, but it was not then denied that rates contracted for when franchises are granted are not enforceable. In the absence of fuller information as to the case just decided, it can not be said exactly what the point involves, but the principle apparent is one that holds real danger for home rule. Communities should be permitted to retain the right to bargain for service, and be permitted to carry out contracts entered into in good faith.

The total of taxes paid by the Union Pacific for a series of years makes an imposing figure. Remember, however, that proportioned to the value of the property and its earnings the taxes of this great railroad corporation are no more than, if as much as, those of the individual business man and property owner.

Mexico's area falls a trifle short of making ten states the size of Nebraska. Two years ago its public debt was \$226,000,000, or \$15 per capita in real money. No estimate of its present debt is possible, but the various revolutionary leaders have put out enough paper money to shin-plaster the entire country.

A report, put out by the census bureau as a preparedness poster, shows 21,000,000 men between the ages of 18 and 45 fit for war. No allowance is made for a sifting process of army doctors, which, in recent instances, developed a large gulf between appearances and fitness.

Indications point to King Caucus gripping the shipping bill and putting it through congress as a party measure. The rank and file appears convinced that the project is a good thing. If that idea finds lodgement, passage is fairly settled. Democrats rarely let go a good thing.

## TODAY

## Thought Nugget for the Day.

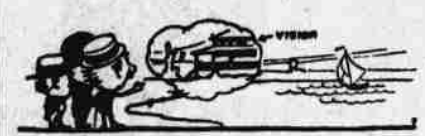
If we have not quiet in our own minds outward comforts will do no more for us than a golden slipper on a gouty foot. —John Bunyan.

## One Year Ago Today in the War.

Italians opened attack on Goritz.  
Italian armored cruiser Amalfi sunk by Austrian submarine.  
Twenty allied aeroplanes raided Bruges, destroying the docks.  
Russians on the Dniester assailed Austrians with great forces and increased artillery.  
Ambassador Gerard took up with Germany the seizure of the American steamer Platania.

## This Day in Omaha Thirty Years Ago.

What is known as Cut Off lake, about two and a half miles south of the city, has been re-named Manhattan beach, and a sail boat, a little steamer and numerous row boats are on the lake. E. L.



Squires, J. A. Odell and G. M. Washburn are planning on building a bath house at once, and it is quite probable that a small hotel will be built soon.

Harry L. Woodbridge and Miss Emma Paulsen were united in marriage at the residence of the bride's parents on Lake street.

Miss Hattie Rappelle of Rochester, N. Y., is visiting here, the guest of her cousin, Mrs. J. D. Her.

C. D. Burnley, the young gentleman who succeeded S. R. Rush as assistant to Signal Service Agent Pollock in this city, has arrived from Valentine.

An adjourned meeting of the Irish National league was held at Cunningham hall for the purpose of collecting donations to be forwarded to Parnell to aid the cause of home rule in the elections now going on in England and Ireland. Hon. John A. Mahane and Hon. J. A. Creighton subscribed \$500 each, and R. C. Cushing and J. E. Riley, \$100 each, which, together with a large number of smaller donations, make a total of \$2,356.50.

The choristers of St. Barnabas church have gone to Ashland for their camping out.

## Today in History.

1815—The British and Russian armies entered Paris.

1816—Richard Brinsley Sheridan, whose greatest work was his "School for Scandal," died in London. Born in Dublin, September 30, 1751.

1817—A convention met at Washington, Miss. to frame a constitution for the new state of Mississippi.

1846—Stars and Stripes raised at Monterey, Cal.

1865—Four of the Lincoln conspirators—Herold, Atzerodt, Payne and Mrs. Surratt—were executed in Washington.

1866—Italian Parliament passed a bill for the suppression of monasteries and the confiscation of their property.

1870—Twenty-six thousand persons attended a fête at the Crystal Palace, London, in honor of M. De Lesseps, builder of the Suez canal.

1887—Prince Ferdinand of Saxe-Coburg-Gotha was elected prince of Bulgaria.

1911—Representatives of Great Britain, Russia, Japan and the United States signed at Washington a treaty abolishing pelagic sealing for fifteen years.

## The Day We Celebrate.

William B. Whitehorn was born July 7, 1870, in Omaha. He was educated in the public schools and Creighton university and was a member of the city council for one term.

R. C. Strehlow, general contractor, was born July 7, 1862, in Germany, coming to this country at the age of 18. He has been in the building line in Omaha for more than twenty-six years.

Dr. E. Holovitchner, practicing physician and school board member, is just 56 years old today. He is a native of Russia, educated in the universities of Berne, Zurich and Berlin, and in Omaha since 1887.

Prince William Eitel Frederick, second son of the German emperor, born thirty-three years ago today.

James E. Campbell, former democratic governor of Ohio, born in Middletown, O., seventy-three years ago today.

Raymond Hatton, widely celebrated as a motion picture actor, born at Red Oak, Ia., twenty-nine years ago today.

Richard Carle, well known actor and musical comedy star, born at Somerville, Mass., forty-five years ago today.

William E. Mason, one time United States senator from Illinois, born at Franklinville, N. Y., sixty-six years ago today.

## Timely Jottings and Reminders.

The first public kitchen is to be opened in Berlin today as a part of the plan for the communal feeding of the entire population of the German capital.

President Gompers of the American Federation of Labor is to speak before the National Education association convention in New York tonight.

The eastern conference of the Missionary Education movement is to begin its summer session today at Silver Bay, N. Y.

The School Garden Association of America is to hold its annual meeting today in New York City in connection with the National Education association convention.

The women's national committee of the Hughes alliance, with a membership composed of many women prominent in New York society, is to have its first formal committee meeting today at the home of Mrs. Harry Payne Whitney at Roslyn, L. I.

## Where They All Are Now.

Charles King, wool warehouse man, is now a resident of Los Angeles.

C. H. Guio is another Omahan who has established a home at Hollywood, near Los Angeles.

Euclid Martin, a former president of the Omaha Commercial club, has a twenty-acre orange grove near Pasadena.

William R. Lighton, author of the "Billy Fortune" stories in the Saturday Post, has a fine home at Fayetteville, Ark. He was once a court reporter here.

Carl Ekstrom has a country home about eighty miles from New York City, in the Nutmeg state. The town is Seymour. He is a member of the theatrical profession.

Mary Sullivan, until recently teacher of English at the Central High school, is a member of the faculty of the High school at Pittsburgh.

## Story-ette for the Day.

A Baltimore lady, sitting on one of the piers at Atlantic City, overheard the following story: "One of the little grandsons of the kaiser said lately to his imperial relative, 'Grandpa, did you make this war?'"

"No child," replied the kaiser.

"Then did Uncle George make the war?"

"No."

"Did Uncle Nick make the war?"

"No."

"Then who did make the war, grandpa?"

"I'll tell you how it started," said his grandfather. "A man named Teddy Roosevelt came to see me and I took him to look at the Krupp works. He examined everything I showed him carefully and then cried, 'With all these works and all your preparedness you can lick the world. And,' added the kaiser, sadly, 'I was darned fool enough to believe him.'"

## The Bee's Letter Box

## Need of Competent Life Guards.

Omaha, July 6.—To the Editor of The Bee: The case of a young boy drowning at the municipal beach last Sunday makes it imperative that the city administration wake up and secure competent life guards.

The statement in some of the Omaha papers that this is the first drowning at the city beach in three years is erroneous. It is true there were no cases of drowning at the municipal beach last summer, but that was on account of having efficient life guard at the head of the work.

Two years ago there were several cases of drowning at Carter lake, and last year, before a competent life guard was installed at the beach, one young man was drowned.

In Chicago and other eastern cities all life guards must pass a very strict examination before they are appointed. This is not done in Omaha.

Swimmers and beach life saving for a year in different parts of the country and is thoroughly familiar with this subject.

Sunday our incompetent life guards were ignorant of the proper methods to pursue in giving first aid. Also, they were ignorant as to how to operate the pulmotor. In fact, the pulmotor was not in working condition. This was a most disgusting affair.

The girl who went down was not rescued by them. The fact is, she went down in about four and one-half feet of water, got water in her lungs and became unconscious. One of the bathers placed her on the dock. An outside swimmer immediately applied first aid methods, and in all prominent bathing places in the east, the resuscitation was immediately successful with this outside swimmer's aid.

A. B.

## New Democrats Play Politics.

Massena, Ia., July 6.—To the Editor of The Bee: A short time ago Mr. Wilson sent Germany an ultimatum, thus putting peace or war entirely in the hands of Emperor William. Then he called a joint session of congress to relate to the masses the reasons for the ultimatum. Now, after sending Carranza an ultimatum and putting peace or war entirely in the hands of Carranza, he relates at New York that the masses are calling on him to keep out of Mexico when they should have sent their applications to Carranza, to whom the president had already left the decision.

The president's close friends relate that Mr. Wilson in writing the platform himself and conducting his own campaign, is proving himself stronger than his party. But they neglect the fact that the party holds the voting power—thanks to the constitution. Just as vapor ascends and returns in rain, so, too, must inspiration descend to the leaders and not as the inspiration descended from the White House to the convention of officeholders, and patronage seekers assembled at St. Louis. Those delegates simply formed an amen chorus; they had not a word of inspiration to offer; they took the word from the beak of the mother bird. Just like a gathering of Russians they cheered peace but did not notice that the peace treaties are not mentioned in the platform.

The reason is the treaty with England binds England to cease her offenses and arbitrate with us, but the president refuses to demand of England the fulfillment of her treaty agreement and thus repudiates his plank that calls for equal rights on land or sea. If the president called England to fulfill her agreement, then his direful plank "Americanism" would not have been necessary as it is merely the pro-English version and not the Americanism of our revolutionary fathers—may the Americanism of men who are not pro-British. Had the democrat congress voted as Speaker Clark declared they wished to, by a four-to-one vote, the president would have been repudiated and the question of peace or war not handed up to the German emperor. If the democrat congress had voted their own belief "keep off belligerent ship," where would the candidacy of Mr. Wilson have landed. The democrat congress took a chance on peace or war to save Mr. Wilson's political hide. Had not the emperor decided to keep Germany out of war with the United States, what would the cost be in widows, orphans, men and money? Some politicians— they must appeal to the masses!

T. S. FENLON.

## EDITORIAL SIFTINGS.

Detroit Free Press: It's going to be worth while, too, to see and hear T. R. talking for somebody else.

Washington Post: Proof that the coming campaign will be devoid of calumny is found in the swift way the charge that Mr. Hughes once sang in a glee club has been allowed to die out.

Detroit Free Press: It must fill the congressional pork hunter with solemn sadness, to think of all that money being diverted from the channels of dry creeks and rivers to national defense purposes.

Boston Transcript: The value of a good name and a high character is shown by the fact that despite his ambitious land-grabbing program nobody ever wondered if Marcellus Henry Waterston owned a ranch in Mexico.

Springfield Republican: While American soldiers are hunting bandits in Mexico or hurrying to the border, Spanish troops are fighting in Morocco. "Neutrality" is a relative term. The neutral nations are not all at peace—though the United States is still nominally so.

Baltimore American: The militiamen going to the border are supposed to all along the line to attacks made upon them by an army of waiting women armed with lunch boxes and milk bottles. So far not the slightest resistance has been reported as offered this onslaught on their appetites, but all have surrendered unconditionally to the bombardment, the men even going to the length of cheering their captors.

Springfield Republican: The new governor-general of Canada, the duke of Devonshire, is a man of immense wealth, a fact which by no means repels him from the duties of his position. On the contrary a newspaper frankly says that "The capital is looking forward to a regime of large hospitality and generous patronage of all public benefactions."

Indianapolis News: The movement to aid rural churches in overcoming "the unusual decline in attendance in these churches during the summer months" raises a question as to where the farmer permits his automobile to lead him on these summertime Sundays.

Houston Post: Kansas City gave Billy Sunday \$12,000, but the home preacher will continue to scuffle to keep the bodies of their families on speaking terms with corned beef and cabbage. But a home preacher can't do the things and say the things Billy does and says and serve out a full term.

Baltimore American: The men of business who make provision for their old employees when time wears out their efficiency, seem to be oblivious to the needs of the servants of Christ in spiritual things. Yet with what little effort and at what little cost these same business men might provide a small investment in the field of enterprise for their pastors, an investment that, having little value at the time, might become of sufficient worth to afford a maintenance for the pastor in his advanced years. By such action the men of business affairs would be placing themselves in the class of the Good Samaritan who poured wine and oil into the wounds of the man fallen by the wayside.

For the worn out pastor is indeed laid by the wayside for debt and disease and distress to prey upon him, while the priests and the Levites of the pew pass by on the other side.

SECULAR SHOTS AT PULPIT.

Washington Post: A Cleveland preacher says a girl should never mix with a cigarette smoker; but suppose he uses her favorite brand?

Minneapolis Journal: A Minnesota minister says a man is on the downward path when he can no longer remember all of the Ten Commandments. Something like "My Country, 'Tis of Thee," so many never have progressed beyond the first few lines.

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## MIRTHFUL REMARKS.

"Why do you call Bligine an expert accountant?"  
"Because of his assumptions of extraordinary wisdom. There isn't any phenomenon in the universe that he doesn't assume to be able to account for."—Washington Star.

Mrs. B.—Is your cook important?  
Mrs. A.—Well, rather. She couldn't be any worse if she was one of my own daughters.—Philadelphia Bulletin.

The charge was assault and battery.  
"Have you anyone to defend you?" asked the judge.  
"Defend me?" exclaimed the prisoner, indignantly. "I don't want anybody. I'll defend myself. Come on, any half dozen of you."—New York Times.

DEAR MR. KABIBBLE,  
I HAVEN'T SEEN MY FIANCE  
IN A WEEK. WHAT CAN THE  
REASON BE?  
—OLIVE BINES  
HE'S BEGINNING TO ACT  
LIKE A HUSBAND ALREADY  
3000

"Did you read the report that since vodka has been prohibited in Russia the peasants are drinking furniture polish?"  
"Well, they certainly must be feeling the need of a stiff drink."—Baltimore American.

The death of the Earl of Sandwich in England recalls the witty epitaph of Theodore Hook, who, when asked for impromptu lines on the death of the king and queen of the Sandwich Islands immediately recited the couplet:  
"Waiter, two Sandwiches!" cried Death.  
And their wild majesties resigned their breath."

"I think I'm improving my golf game, although my score doesn't show it."  
"What makes you think so, then?"  
"I sometimes play a round without losing more than two golf balls."—Detroit Free Press.

Business Man (to applicant for job)—Have you a college diploma?  
Applicant—No, sir; but I have several mining stock certificates that might be of use.

feed in evidence that I have been through the school of experience.—Puck.

"The ancients created diseases with charms and trinkets."  
"Why not?"  
"Can there be any medical virtue in such?"

"I've known a new bracelet to get my wife quickly over what appeared to be a very sick spell."—Louisville Courier-Journal.

## UNCLE SAM.

Edgar A. Guest, in Detroit Free Press. He is a patient, kindly customer. And fond of fun and laughter. He is not quick to make a fuss. The joy of life he's after. He likes to plod along his way. Attending to his labors. And have but pleasant things to say. To all who are his neighbors. He is not quick to take offense. His greatest trait is common sense.

He does not want to own the earth. Nor grab the land of others. He thinks the God that gave us birth Made human beings brothers. Although he can be dignified. His preference is for plainness. And for the sham of foolish pride. He substitutes real sentences. He merely wants to play life's game. And let all others do the same.

The kids can maul him round about. And tug his whiskers early. And kick his shins but inside out. And search his pockets daily. And as their uncle he will grow. He is not quick to take offense. But let a bully bluster in. His patience then is ended. And when the fuss he makes is through. The bully knows a thing or two.

He doesn't care what creed we speak. Or what our hobbies may be. He thinks the strong should guard the weak. He doesn't fight for every whim. Nor fume about a trifle. But when injustice angers him. He's apt to grab his rifle. And when he starts to set things right. He is a dangerous man to fight.

He isn't garbed in robes of sham. But plain and good his raiment. Whoever trusts our Uncle Sam. Will find him prompt in payment.