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

The New Publishing Company, Proprietor.

REE BUILDING, FARNAM AND SEVENTEENTH. ntered at Omaka postoffice as second class matter

TERMS OF SUBSCRIPTION.

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CORRESPONDENCE.

Address communications treating to seem and edit
that matter to Outaka Big. Editorial Department JUNE CIRCULATION

57,957 Daily-Sunday 52,877 Dwight Williams, circulation manager of The Re-liminating company, being duty sworn, sare that the congressive streaming for the month of May, 1816, was 2.837 daily and 25.57 Fugures. 198-1037 Will-LAMS Correlation Manager. Subscribed in my presence and sweet to before in this 3d day of July 1938. However, Public, ROWERT BLOTER, Notace Public,

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

King Corn still reigns.

More quiet on the Rio Grande! Nebraska's small grain is made and

few weeks of corn weather will do the rest. Viewed from the grand stand, Rus

sia's 1916 model steam roller develops the biggest surprise on Mar's speedway. Self-styled republicans who con-

stantly take their political grievances

to democratic newspaper organs are easily placed. Judged by the measurements of the official reports, the big push has

ot materially shortened the road to Higher-ups in warring countries

terms. Meanwhile the rank and file continue fighting and dying. Again we repeat that more money is to be made in judicious invest-

talk loudly and differ widely on peace

nents in Omaha real estate from now on than ever was made in the past. Besides giving American preparedness a substantial boost, the Mexican muss put the lid on appeals for im-

mediate independence of the Philip-With the shrinking of the wrestling match gate receipts to a paltry \$16,-000, gross, the game is in a fair way

spiration. Our Nebraska soldier boys could not travel in tourist sleepers, although available, because the troops rom other states did not have them

to reform itself by mere lack of in

That's a wonderful reason! The comptroller of the currency reports 14,288,059 depositors in the national banks, an increase of 86 per cent in six years. It pays to advertise when you have something worth while.

Both the British and the Germans are still claiming to have had the advantage in that North Sea naval fight. It is to be noted, though, that neithers appears to be wholly satisfied with the outcome.

Despite his public approval of the St. Louis platform, Mr. Bryan, in his ectures, is taking pot-shots at its preredness plank. Perhaps the president would have done better, after all, to have engaged the former secretary of state to again write the plat-

Makers and dealers of men's clothng feel they are not getting their share of the price uplift and expect to fatten the tag about 20 per cent. If they pile it on too strong last winter's styles will be called back by the

The appearance on the ballot of that proposed constitutional amendment to permit the democratic oilaspector factorum to give himself a ix-year job is the worst indictment f all against Governor Morehead's lministration. If this brazen pieounter grab is not emphatically reouked at the polls, we will miss our

Income Tax Returns.

Income tax returns for the past fiscal year reveal a higher and wider each of prosperity than in the prerious two years since the tax was instituted. The returns for the fiscal year of 1914 amounted to \$71,381,274 and for 1915 \$80,190,694. This year the returns reached the surprising total of \$124,867,430. A portion of the nerease is due to a closer application of the law and the wholesome fear of ederal prosecution. The bulk of the ast gain of \$44,000,000 over the previus fiscal year must be attributed to he phenomenal profits of war suplies and the prosperity flowing from nhanced prices for practically all merican products. Nebraska's conribution to the income gold mine sped from \$361,373 in 1914 to \$492,-III in 1916. Equally liberal increases were recorded in Iowa, Kansas, South Dakota, Wyoming and Colorado, each reflecting the uplift of the wider diffu-sion of wealth. The increased levy n incomes now pending in congress promises to make this tax the richest single source of federal revenue.

Passing of a Political Freak.

A report by a special committee of the American Bar association, just made public, is a reminder of something most folks had almost for gotten, namely, that the threatened destruction of the independence of our judiciary by the catchword mechanism of the "recall of judges" or the "recall of judicial decisions" has practically run its course. Information is given that for more than a year there has not been passed by a state legislature any measure having this purpose in view, not hav any proposal for such a measure been submitted to the electorate of a state, either for the adoption of the constitutional amendment or otherwise. The committee feels safe in declaring as a reasonable certainty that no state which has not already adopted a constitutional amendment providing for indicial recall will do so, and, naturally of course, gives to the education of public opinion by enlightened lawyers the credit for this condition.

Regardless of whys or wherefores, it is remarkable that what seemed for a time to be a raging popular demand has so suddenly and completely subsided. Here in Nebraska, for exam ple, where we have the initiative and referendum opening the way for the people to get what they want and nothing but a petition bearing a stipulated number of autographs is required to submit such a proposal to popular vote, no one has been sufficiently interested even to prepare the necessary papers and put them in circulation. Had such a measure, however, been submitted to the electorate of this state three, or even two, years ago, it would have taken an organized campaign

The Bee was never led astray by this will-o'the-wisp, but it is gratifying to know how quickly time vindicates sound principles of government.

Clean Athletic Sports.

Americans are still greatly interested in out door sports, and, for the matter of that, in athletes and athletics generally. This trait of the national character is not to be gauged by the prosperity of professional sports, although the latter may in some respects be considered as a reflex index of the bent of the people toward play that involves physical exercise, and in which excellence depends on skill and agility as well as muscular development. A better indication, however, is the popularity of golf. This game, less strenuous than some other forms of outdoor sport, has in it enough of demand for endurance as well as the co-ordination of different bodily and mental functions to make it quite an ideal antidote for the sedentary habits of work to which many are condemned. But the golfer has plenty of company. Base ball, tennis rowing, swimming, riding, shooting, fishing, a long list of pleasant pastimes, call people into the open air and give them beneficial occupation for mind and body, and enable them to challenge the cynicism that Americans employ professionals to play their games for them. We are still an outdoor people, vigorous and active, and the quality of our physique will compare without discredit with that of any in the world. And, above all, we love sport for sport's sake, and while we may impatiently tolerate, we do not endorse games that are promoted merely for the gate receipts.

Woman's Share in the War.

Back of the firing line in the European war, on both sides, just now stands a phalanx that gives a new tinge to the thought of conflict. Napoleon cynically assigned woman to a definite place with relation to the affairs of government and war. Her business was to bear soldiers. Kaiser Wilhelm II, less blunt, but nearly as brusque, consigned her to the three K's, and went on about his business of training her male offspring for the work of the modern warrior. He has lived to see woman emerge from the sphere into which he thrust her, and to see her take the place of the mainstay of the empire. "Every pit is a trench, every workshop a rampart," cries Lloyd-George, who has just come to be war minister for Great Britain, and who long ago said the war was being fought out in the workshops. In Germany today 40 per cent of the explosives and 50 per cent of the equipment for the kaiser's armies is produced by work of women What the percentage is in the other countries is not known, but it is certain that it is scarcely much less than in Germany.

Woman is no longer restr church and children, nor is her sole relation to war that of bearing and rearing soldiers. She doesn't march with the colors, but she has taken up tasks the men laid down that they might shoulder rifles, dig burrows in the earth and die like trapped animals under poisonous gases or in the crash of such explosions as have not rocked the universe since Michael overthrew Lucifer. Woman is supporting the armies in the field by carrying on the work that makes it possible for

Will man be able, after the war, to readily adjust himself to the new condition that has been created within less than twenty-four months? The social and economic revolution is not yet fully understood, even by the philosophers.

"Dictation" and "Self-Defense."

A defender of President Wilson turns to his New York speech of June 30 and quotes the president as asking: "Would anyone carry selfdefense to the extent of dictating the affairs of another nation?" All right; but keep in mind what Mr. Wilson actually has done in the way of dictating to Mexicans. Victoriano Huerta suceeded to the office of president of Mexico as Woodrow Wilson did to the presidency of the United States, yet Wilson demanded that Huerta resign; sent ultimatum after ultimatum to enforce this order; forbade the Mexican congress to meet or pass laws; declared he would not recognize as valid any acts of the Mexican government; sent not one, but two, personal representatives to connive and intrigue with Mexican rebels, and finally gave his official benediction to a chieftain whose only claim to recognition is that he was agreed upon by a junta held under the muzzles of rifles in the hands of the followers of "Pancho" Villa.

Keep these facts in mind, and also that it was Wilson who removed the embargo from shipment of arms to the Mexican rebels. Then you will understand the real beauty of the president's "single track" mind and appreciate the force of his remarks when he talks of "dictating the affairs of another nation."

No tears need be shed if the resurrected Villistas wallop the Carranza crowd from Parral to Jiminez, Chihuahua to Carrizal. A sound drubing all along the line would prove fitting retribution for the folly of failing to co-operate with General Pershing in the roundup of bandits.

Views, Nevieus and Interviews

_ By Victor Bosewater. _

BELIEVE I mentioned some time ago receiving a letter from Milton Nobles, long a well-known stage celebrity and now writing and lecturing, with Brooklyn as his home, asking me to verify some material going back to bis theatrical career here in the early days of Omaha. I have another letter from him now calling attention to his Omaha reminiscences which appear in the current Theater Magazine and which are so readable that I feel justified in making these making liberal quotations

"Omaha in 1867-8 was not exactly a western metropoils, but it sure was a warm member. What it lacked in art it made up in atmosphere. There were some board sidewalks, but no street pavements. We had lots of mud when it rained and lots of dust when it duln't. Most people wore their pants inside their boot legs. When it was dry we blacked the boots, for full dresswe blacked legs and all. The Academy of Music and a wild and woolly variety show were the only places of entertainment. Possibly amusement would be a better word, but that should be qualified. The academy was upstairs in a two-story building. The theater occupied one will "Omaha in 1867-8 was not exactly a western qualified. The academy was upstairs in a two-story building. The theater occupied one sule and a licensed fare game was directly across the hall. Oil lamps supplied the foot and side lights. The stage was twenty feet deep with an opening of about the same size. There was a gallery across the end of the hall, with wooden benches, while the first floor was scated with "split bottom" chairs. D. T. Corri was the manager and tom chairs. D. T. Corri was the manager and the stock company was a good one, including, among others. Virginia Cunningham Germon, Annie Ward. Mrs. De Bar, Jessie Howard, Selden Irwin, Harry Jordan, J. B. Ashton, Mrs. Ashton, Hattie Frice, W. T. Harris, Harry Rainforth, Frank Weston, John Germon. Of this company, beside the writer, Frank Weston and Harry Rainforth are still in evidence. The latter was for many years one of the managers of the Grand Opera House in Cincinnati.

"Many famous stars visited us, including John E. Owens, Edwin Adams, Lucille Western, John McCullough, C. W. Couldock and Charlotte Crampton. The latter was one of those phenomenal creatures who force us to recognize the existence of that mysterious something vaguely called genius. She was then, probably, 50. She was the leading support of Forrest, the nal creatures who force us to recognize the existence of that mysterious something vaguely called genius. She was then, probably. So. She had been the leading support of Forrest, the elder Booth and Macready. On a cold January morning she wandered into town from no one knew where, penniless and half clothed. She carried two pieces of excess baggage, a big dissipated son of perhaps 30 and a husband some years younger. The only piece of real baggage among them was a banjo carried by the son. He got a job around the corner at the variety house. They registered at the Hamilton house, adjoining the academy. The woman was a sight. A dumpy little figure, not more than five feet. She wore an old waterproof coat which covered her from chin to ankles; an old straw hat with the remnants of a dilapidated stage plume. She carried a small bag about equal to a brush and comband possibly a night gown. The two men were without overcoats. They hadn't a trunk, just that little old handhag and the banjo. In the group about the dingy little office at the time was the afterward famous Henry M. Stanley."

Nobles goes on to describe the wonderful

Nobles goes on to describe the wonderful work of this actress and proceeds:

"Henry M. Stanley was at this time a western correspondent of the New York Herald. His letters were supposedly written from frontier camps and military posts. Some of them were no doubt; a great many more were written in a dingy little room in the Hamilton hotel in Omalia. There was a reason. It was Annie Ward, the pretty soubrette of the Academy Stock company. This romance is a matter of early Omaha history. He wanted to marry her, too. He gave her a beautiful gold watch—there was also a pretty story of a diamond ring which Annie didn't get because she declined to let Stanley place it on a certain finger. Dainty Annie had lost her heart to a good-looking young clerk in a book store. They married at the end of the season. She supported him in idleness for two or three years and one day in St. Louis—she was a member of De ported him in idleness for two or three years and one day in St. Louis—she was a member of De Bar's stock at the time—she made her final exit by the poison route.

"At the time of which I write, the late Edward Rosewater, founder of The Omaha Bee, was a telegraph operator in charge of the Western Union office in Omaha. He was also correspondent of newspapers in Chicago, Cleveland, Cincinnatiand New York. Many years afterwards I passed a pleasant afternoon with Mr. Rosewater at the Ponce de Leon, in St. Augustine. We talked of old days in Omaha and he told me, among other things, how he came to start The Bee. In 1871 he was a member of the Nebraska legislature. He had secured the passage of a law reorganizing the public schools of Omaha as a metropolitan district. He started The Bee to arouse public interest in school matters. It was a folio about the size of a theater program, circulated free. It carried the theater announcement and was used carried the theater amouncement and was used as the regular house program. Then he recalled the Stanley incidents. The discoverer of Livingston was at the time in this country, delivering his lecture on his African explorations. He was accompanied by his beautiful and gifted wife. While in Omaha they had been the guests of Mr. and Mrs. Rosewater.

"The morning after the lecture, said Mr. Rosewater, we took Mr. and Mrs. Stanley for a drive, landing them at the station where they were to take the Overland for Denver. I had instructed the driver to pass the old academy, which is now being used as a Salvation Army barracks. I watched Stanley's face as we passed the building. He scanned it carefully in a dreamy kind of way, and I fancied a sort of sigh escaped him. I must have smiled, unconsciously, for his him. I must have smiled, unconsciously, for his manner changed quickly, and he said: "That's where the old theater used to be." "Yes," I replied, "and a few doors above was the old Hamilton house, where you wrote those wonderful frontier letters for the Herald." He laughed heartily."

"Stanley had, of course, been nettled when so many American newspapers showed a disposi-tion to question his discovery of Livingston. He said to Rosewater, as they were waiting for the

train:
"You were among the doubters, too, Ed-

ward.

"I had my reasons, laughed his host, I remembered those frontier, hair-raising, on-the-spot
experiences you used to write at my desk in the
Western Union office and which I put on the

And so the newspaper founder and the continent finder parted, merrily. Let us hope they have renewed youth and friendship on the other

Shafts Aimed at Omaha

Lincoln Star: Base ball as the national game Incoln Star: base ball as the national game has in its favor the presumption that it's a gentleman's game, a presumption which the Omaha exhibition of roughneckism here must go far to destroy. Patrons of the sport have a right to a guarantee that they will not have to witness these scenes of disorder and rowdyism.

Aurora Sun: Down in Omaha a jury was beand a up when the discovery was made that one of the panel was missing. It was learned that the absent member of the jury is serving time in the Nebraska penitentiary, working in the furniture factory for the state, and he was excused from service under the rules and regulations of constitutional provisions and statute. But, frank-ly, would not a man already serving time make just as fair a juror as the one who ought to be serving time, but is not?

Thought Nugget for the Day. He is the happiest, be he king or peasant, who finds peace in his home. -Goethe.

One Year Ago Today in the War.

British and French government and military eads conferred at Calaus. British liner Ordana, bringing Americans ome from Europe, fred upon by German sub-

Nienna announced that beavy Russian assaults north of Krasnik were regulsed. Brirish, after a two-day hand grenade battle pushed Germans out of more trenches north of Ypres

Today in Omaha Thirty Years Ago.

James H. Wintersteen has left on a Toronto-excursion and will visit relatives in New York state before retirning.

If B. Irey, the real estate agent, has gone for a pleasure trip through Canada, the New England states and the south.

Avery pleasant time was spent at the residence of William Altstadt on South Sixteenth street in which about thirty friends took part. It was the fifty-first anniversary of Mr. Altstadt's birthday



and the occasion was remembered by the Omaha Maennerchot, who treated Mr. Altstadt to a sere-

Messrs. Stuht and Hammill have secured contracts to the extent of \$100,000 for grading several streets in Omaha.

eral streets in Omaha.

The Gate City restaurant has been removed to trounse block, 119 North Sixteenth street, where the proprietor, V. C. Seavers, intends making it a birst-class restaurant in every respect.

M. F. Martin, who has been in business in Omaha, 310 South Fifteenth, for the last four years, has removed to Chicago, where he will open up a place of business on a larger scale.

About 200 residents of South Omaha have presented a petition, to the county commissioners

sented a petition to the county commissioners asking for permission to incorporate under the name of the Village of South Omaha.

This Is the Day We Celebrate.

Edward T. Yates, the druggist, is just 46 years old. He was horu in Ogden, Ill., and commenced to learn the drug business in Logan, Ia., in 1888. He is president, treasurer and chief owner of the Schaffer Unt-Price Drug store.

Florence Rockwell, well-known actress, born in St. Louis, thirty-six years ago today.

Major General Sir George Younghushand, who recently was appointed to the command of the British forces in Mesopotaniia, born fifty-seven years ago today.

years ago today. Rear Admiral John R. Edwards, U. S. N., re-tired, born in Pennsylvania, sixty-three years ago

Richard A. Ballinger, former secretary of the born in Boonesboro, Ia., fifty-eight years ago today.
Prof. Herschel C. Parker, physicist and ex-

plorer, who claims to have originated the diminu tive submarine idea, born in Brooklyn, forty-nine years ago today. Rt. Rev. Robert A. Gibson, Episcopal bishop

Rt. Rev. Robert A. Gibson, Episcopai bishop of Virginia, born at Petersburg, Va., seventy years ago today.

Charles L. Herzog, manager of the Cincinnati
National Jeague base ball team, born in Balti-

more, thirty-one years ago today.

1776-New York Provincial congress at White Plains sanctioned the Declaration of Independ-

Plains sanctioned the Declaration of Independence, making the thirteen colonies unanimous. 1816—Rio de la Flate (Argentina) declared itself independent of Spain, and took the title of the United Provinces of South America. 1836—Battle between United States troops and Indians at Welika Pond, Fla. 1843—Washington Allston, who was called by the artists of Rome 'the American Titian," died at Cambridgeport, Mass. Born in South Carolina, November 5, 1779. 1850—Zachary Taylor, whose victories in the Mexican war made him president of the United States, died in Washington, D. C. Born in Orange county, Va. September 24, 1784, 1860—The first establishment for the sale of horse flesh as human food was opened in Paris. 1876—Castle Garden, New York City, was destroyed by fire.

1866-A general amnesty to those engaged in the insurrection in the Canadian northwest was proclaimed, only murderers being excepted.

Timely Jottings and Reminders.

Sunday will be the centennial anniversary of the independence of the Argentine Republic. Manchester, N. H., is to put the daylight-sav-ing plan into effect for two months beginning today, when clocks will be set alread one hour.

Where They Are Now.

Rome Miller, proprietor of the Hotel Rome is now taking life easy with his family in Los Angeles, where the family maintains a nice home Mr. Miller is to be back in Omaha in a few weeks to attend the convention of northwest hotel men. C. O. Byann, who has been general manager for the Morris Parkings.

C. O. Byam, who has been general manager for the Morris Packing company in Omaha for a number of years, has recently been promoted to a supervising position for all the Morris packing plants. He is traveling on the road now, and will probably make his headquarters in Chicago. W. E. Adams, who formerly did a photographic business in Omaha, and lived at 3711 North Twenty-seventh street, is now a photographer in St. Paul, Minn.

Abe Breddev, formerly proprietor of the Sub-

Abe Brodky, formerly proprietor of the Sub-way Clothing company of Omaha, is now living in Des Moines, where he has a son in business. D. Burns, formerly a buyer in the art de-partment of Hayden Brothers, is now living in Minneapolis, where he has a position with a large department store. James Carroll, who formerly lived at 1811 Lyard street in Omaha, is convergence of the

James Carroll, who formers lived at four learns street in Omaha, is now proprietor of the Commercial borel at Clay Center, Neb. He bought the hotel and moved his family out there W. B. Walker, member of the Omaha Guards

W. B. Walker, member of the Omaha Guards in years goine by is now munager for the Standard Oil company in Hong Kong, China.

J. M. Guild, commissioner of the Omaha Commercial club for a period of years, is guiding the destinies of the Dayton, O. Commercial club. George McCallum, deputy United States marshal for a number of years under Marshal Warner, is now living in Butte. Mont.

Charles Birney, formerly in the live stock commission business in South Omaha, is now a resident of Bradentown. Fla., where he has a cocoanut grove that is making him a mint of money. His back yard is a lay that extends in land from the Guif of Mexico and moored to the back steps of his residence is an electric launch in which he makes frequent excursion and fishing trips out into the guif. trips out into the guli.

Story-ette of the Day.

They were shortly to be married, and now they were sitting in his study, meditating on the bliss-

were sitting in his study, meditating on the bissi-fulness of futurity.

"Algy," said the young lady, suddenly, "every morn you send me violets which at even you have culled, don't you?"

"I do," responded the ever-faithful, "let the

"I do," responded the ever-faithful, "let the cost be what it may."
"You darling!"
A long pause for osculatory operations.
"But I should like to suggest," murmured the sweet young thing, "that some mornings you might send up a pound of mutton chops or a couple of best loaves. It wouldm't cost you half so much, but it would make a splendid hit with the old folks in these increased-cost-of-living times,"—Chicago Herald.

The ministers are beginning to take their scations. The devil, however, will probably smain on his job at present.—Houston lost

vacations. The devil, however, will probably remain on his job at present.—Houston Post.

Syracuse has requested Bills Sunday to come again, Syracuse being the first city to admit that it needs a second dose.—Detroit Free Press.

A prominent clergyman asys that the only series of the property of the p

Free Press.
A prominent clerarman says that the only way to be interesting nowadays is to break the Ten Commaniments. How is that being interesting? It's about the least criminal thing mackind can do.—Cleveland Plain Dealer.

Dealer.

The desil has a perpetual contract for the waste of the churches. Is it not time for the denominational sequentees to be challenged in the denomination of the spirit of the Master, that coils upon the church to present evers man faultless before the presence of the lather. By such action, the shurches would greatly reduce social discortent, and waster that the lather than the churches would greatly reduce social discortent, and vice and porerty and clars bitterness. They would wantly with a the fold and maturage of the groups. This brand, en moute, ethical and eternal problem of waite must be solved by denom American. denominational co-operation. Palting

DOMESTIC PLEASANTRIES.

"The Howers seem to think most highly you, ductor. They were preising you to be exist the other day." Yes, said the doctor quietty. You see we never host as partent in that family et?"—Detroit Free Press.

In the early more the fresh city bearier that the radio dairy roald currying a coult- of femous mith pain.

All seed missering my dear, he said putentially. How is the millimid?

Take I work at all said set, she said the fall made at all said set, she said theraid.

"Are you trains to make your summer housters comfortables."
"Not muck," regired Farmer Cornicased with rather enoughas on to move along the can take a chance on another beach browing and stories."
Washington Star.

SECULAR SHOTS AT PULPIT. don't time out to be all you expect you have only yourself to blame New York

"Is Rand happy in his marriage".
"Happy" If Rand were to see Wis Hand
bods for the first size he w midn't oven
the for an introducing "I wise Trans
errict.

FROM ROMANY TO ROME.

Upon the roof to decrease

But not the read to Prince off I's higher and March The distriction of the American Schools The second Section I Act before The Red with form The formula of the Act with form The formula of the Act with form

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Thomas are and road be an your back.
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And deliver in the form.
To Hamping in June.

an we can take a chance on supplies here is the Arman and the Arman and

IN MINING CABIN OR LUXURIOUS HOME

THE DOMINANT THOUGHT IS

Protection of the Loved Ones

YOU MAY STRUGGLE ALL YOUR LIFE AND DIE, LEAVING THE FAMILY UNPROVIDED FOR A CERTIFICATE IN THE

Woodmen Of the

WILL FINISH YOUR TASK. RING DOUGLAS 1117. NO CHARGE FOR EXPLANATION. J. T. YATES, Secretary. W. A. FRASER, President.

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-this high cost of living. Expenses here, there and everywhere; and bills, bills! Seems as though everything's going out and nothing coming in. However, much depends upon how you manage, for instance-

You can make a joke out of this high cost of living bugaboo if you will invest in property and pay rent to yourself. Buy a home on the easy-payment plan, and then, instead of paying out rent money, you will actually be saving just that much every month by devoting it to an investment which will not only pay back every dollar,

but a big profit besides. Watch the real estate columns of THE BEE. They contain many offerings which you may consider to your advantage. Reliable real estate men and builders stand ready to aid you in the selection of property and in the erection of a home. It's worth while. Try it.

The Omaha Bee

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.