THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER

VICTOR ROSEWATER, EDITOR

THE BEE PUBLISHING COMPANY, PROPRIETOR.

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REMITTANCE.

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Lincoln—524 Little Building.
Chicago—318 People's Gas Building.
New York—Room 803, 285 Fifth avenue.
St. Louis—508 New Bank of Commerce.
Washington—725 Fourteenth street, N. W.

CORRESPONDENCE. idress communications relating to news and editorial titer 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
57,987 daily and 52,877 Sunday.
DWIGHT WILLIAMS, Circulation Manager.
Subscribed in my presence and aworn to before me
this 2d day of July, 1916.
ROBERT HUNTER, Notary Public.

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

Mr. Hughes' shots at the Wilson administration all hit vulnerable spots. That's very evident

Considering the fiery ordeal just passed through, King Corn is doing tolerably well, thank

Running railroad trains by wireless is at least something of an advance over the days when they were run by guess.

Now that the "uplifters" have made their posion known, let the "sob sisters" tell us theirs, and relieve the suspense.

The president stands pat on the suffrage question, relegating it to state's rights. He does not dare offend the haughty southerners too far.

Governor Capper of Kansas draws a renomi nation without opposition, showing that a good editor can make good almost anywhere you put

Unfortunately, in most cases it is easy to see, after it has happened, how the "unavoidable" accident could have been prevented at but little cost or by slight effort.

Why not turn the postoffice department also over to state regulation? And the national banks, too? If we are going to go back to state sov creignty, let's have it all.

With a strong breeze blowing for building a new free-for-all Missouri river bridge, the folks sho own the present toll bridge ought to be more rilling to listen to reason.

Out of the seething cauldron of the late hot spell, it is reassuring to know that Yuma, Ariz., has not been eclipsed by any place that does not start its name with the initial "H."

This is not the first time eyes have been strained, looking out to sea between the capes at the entrance to Chesapeake bay. That section of our coastline is historic, if none other is.

The recrudescence of the infantile paralysis epidemic in New York and the appearance of scattered cases here and there in this section of the country admonish extraordinary precautions. When in doubt, call your doctor without delay.

No politics, of course, in the distribution of those land banks, but our democratic national committeeman insists the desire of the democrats to play even for yielding the federal reserve bank to Kansas City's political pull will land this one

On the same theory, if Blair and Papillion should put in applications for that land bank, our Congressman Lobeck would also refuse to champion Omaha's claim with the excuse that he could not take sides for his home town as against other parts of his constituency.

Tendencies in Advertising

Advertising has been running wild on the bases just about as long as reason will tolerate. Certain things are surely coming to pass, and coming soon. Let me tell you what they are: Department store rates will be the same as the rates to others, and those rates will be as flat as the bosom of Belinds. Space that an advertiser can buy will be limited in size. Rates will be higher to offset the limitation of space. No advertiser will be permitted to give a vulgar exhibition of wealth and conspicuous waste by using more space than is necessary to tell the public what he wants it to know. Advertisers will be permitted to freely express their honest opinions about the products they sell, just as people are permitted to freely express their religious and political beliefs.

It will be recognized that liars kill themselves more quickly than vigilance committees can do the job, and thus will such committees fade away into the background with Peary and Doc Cook.

Simplicity will succeed complexity, sense succeed sentiment, reason rise superior to sophistry. Business will be encouraged by laws rather than harassed, and it will come to be conceded that men who make laws are not quite so important to the world as men who make business. Persistence will be taught as the dominating influence in advertising—the one vital thing that gets you to the destination.

Co-operation will be given the advertiser in any degree he may ask, and the publisher will charge the advertiser whatever it costs to give the co-operation, with possibly a bit added for profit. Advertising will pass from the hands of those who sell it to those who buy it—that is to say, advertisers themselves will take control of the thing away from men who are not advertisers.

Churches are to advertise, and will have to live up to the label like the rest of us if they want their advertising to pay and if they want to avoid legal complications for false and misleading statements. It will be interesting to observe the outcome on the queation of baptism—whether the Bapt Advertising has been running wild on the bases

sprinkling.

Truth is being lived a trifle more and talked a trifle less, it being now considered somewhat indelicate to wear a truth label around your neck or to use your honesty for bait. Yes, good reader, we are passing from a period of hysteria to an age of reason, and what I am saying now as a radical will be accepted as ultra conservatiam tomorrow.

Here's Another Good One.

The first fire drawn by Mr. Hughes' telling arraignment of the democratic administration in his acceptance speech is a broadside of questions prepared at democratic headquarters, but issued as coming from thirty-seven "distinguished American writers" in hope of inspiring confidence that the interrogatories spring from an unselfish devotion to the public welfare regardless of partisan-

Many of the names attached are not in the standard biographical reference books and most of them that are are labelled or known democrats, yet they are made to use this preface in their pronunciamento:

The professional writers who signed this letter have small interest in parties but a very deep interest in democracy.

It just happens that one of the "distinguished American writers" who is represented as having "small interest in parties," and whom we happen to know out here very well, has an article discussing a political subject in the current Atlantic Monthly and in this contribution Meredith Nicholson makes this confession for himself:

It may not be amiss to say that I am a party man, a democrat; that I voted for Parker in 1904, and am 'regular' enough in local contests to retain my right to vote with a good conscience in primary elec-

If the others were as frank as Mr. Nicholson, they would probably have the same story to tell; that instead of having "small interest in parties" they are all deep-dyed enough in democratic partisanship to swallow Parker and Bryan with equal complacency and could not be pried loose with a crowbar from Wilson, or from any one else running for president as a democrat, no matter whom the republicans might put up against him.

The Railway Strike Situation.

The railway wainmen are said to be casting their votes in the wage dispute referendum in overwhelming numbers in favor of a strike. This may be merely the politics of their negotiations with the representatives of the railways as their employers or it may reflect a real desire on the part of the trainmen to test their strength by a strike, but the most ardent wish of the vast majority of the American people is that the threatened strike be avoided by peaceful settlement regardless whether any proposed plan of arbitration is more or less acceptable to the railroads or to the railroad men.

On the face of it, the claims and counterclaims, as presented to the public by the spokesmen for both sides, are contradictory and technical and their justice and fairness would not be established one way or the other by the outcome of a strike. An impartial decision, however, could and would no doubt be had by submittting the issues to the investigation and judgment of a body like the Interstate Commerce commission conversant from all angles with conditions under which the railroads are operated.

The trainmen used to condemn the railroads in unmeasured terms when they assumed the high and mighty attitude of having "nothing to arbitrate." For the trainmen, themselves, now to manifest a like unyielding disregard of the rights of the public, to say nothing of the rights of their employers, would put them in the attitude of playing fast and loose with public sympathy and support, which none can afford to lose.

Adieu to the Deutschland.

When Captain Koenig and his crew said "Aufwiedersehn!" to the United States, and started on their return voyage, they took with them the unfeigned interest of the entire nation. No matter what the prejudice or bias of the citizen may be, he is open in his expression of admiration for this gallant seadog: The sailing of the subsea merchantman was attended by unusual circumstances, chiefly the precautions that would ensure a safe passage for the boat so long as it is in American waters. Uncle Sam has done his best to keep the Deutschland safe, while under his jurisdiction, and the rest is up to the captain. His seamanship is able, and the next news from him will undoubtedly come from his home port, after he has completed his round trip, and placed his name forever in the annals of the sea as the first to make the voyage with an undersea cargo carrier, the more remarkable because accomplished in the presence of war.

Punston and the Correspondents.

General Funston characterizes the majority of from the concentration camps along the border as "shameless and conscienceless liars," and threatens to send them away from the presence of the army. The general's indignation is perhaps justified, in a measure at least, for experience has proved that men will exaggerate or invent, while some newspapers persistently seek that sort of matter for publication. In good time the truth will come out. The last experience of the American people with war developed that much that was wrong was covered up by army officers until exposed in print by the newspapers. "Official" reports from Europe are such as would almost convince one that all the liars are not in the newspaper business. General Funston himself was brought to the front by a newspaper story that was afterwards shown to be mostly fiction. It is not on record that the general ever seriously resented that publication. The irresponsible correspondent and the unreliable newspaper are not to be disposed of by executive order.

New Jersey's ex-post facto activity in arresting the managers of big transportation companies responsible for the storage of large quantities of explosives contrary to law would ring more nearly true if some of the peace officers who permitted the violation of law were included in the warrants. All the responsibility does not rest on the transportation people.

If those Wilson partisans want specific complaints against the federal reserve law, they might address themselves to our democratic senator from Nebraska who bolted his party caucus to voice his objections against many of its provisions, though in the end he permitted himself to be whipped into line to vote for it.

General Funston should keep in mind that sometimes the best of men dissemble. For eximple, we were officially told Function was sent to Vera Cruz to make Huerta salute the flag, when it now appears the real reason was to keep a German ship from landing a consignment of ammuni-

If J. Pierpont Morgan, despite his efforts to die poor, had to leave an estate of \$78,000,000, it looks rather hopeless for Andrew Carnagie to meet the expectations he has set for himself.

Thought Nugget for the Day.

Kind words, kind looks, kind acts and warm handshakes—these are the means of grace when men in trouble are fighting their unseen battles.

One Year Ago Today in the War.
Germans claimed gains north of Warsaw and west of Ivangorod.
Paris reported failure of German attacks in the Argonne and the Vosges. British won crest of ridge near western shore

British government charged American meat packers with fraud in their claims before prize

This Day in Omaha Thirty Years Ago.

The Board of Trade committee, consisting of Messrs. Max Meyer, J. A. Wakefield, John Evans, Peter Her and G. W. Nattinger, met at the board rooms in the exposition building to discuss the reception to be given the Nebraska editors.

E. J. Edwards, late clerk of the general delivery window in the postoffice, has accepted a position in Martin's Installment store.

The cedar block naving on Farnam as far out.

The cedar block paving on Farnam as far out as Twenty-eighth has been completed and that thoroughfare is now open to the public.

Brownell hall and site on South Sixteenth has been sold to W. F. Lorenzen for \$24,000 and the trustees have decided to build the new Brownell hall building at once.

Arthur Rothery received from a friend in New

THERE HE IS !

York a Chinese terrier which is the smallest

matured dog in the west.

Frank Buncher has sold his interest in the real estate agency at 1516 Dodge to Frank H. Mitchell, and the business will hereafter be carried on under the name of Stockdale & Mitchell.

Mrs. N. B. Falconer has left on a three weeks' trip to visit her mother, who resides in Denver, while Mr. Falconer leaves for the east on a short business trip.
Charles A. Patterson of the Nebraska & Iowa Insurance company has returned from Canada with his bride.

W. H. Bisbee, carpet buyer for S. P. Morse & Co., has left for Philadelphia and New York to make fall purchases for his department.

Today in History.

1780—Command in the highlands of the Hud-son, with the works at West Point, was given to General Benedict Arnold. 1816—General John Eugene Smith, a dis-

guished union commander in the civil war, born Berne, Switzerland. Died in Chicago, January 1831-War between Belgium and the Nether

1831—War between Belgium and the Netnerlands began.

1859—Eugene Sue, noted French author of melodramatic fiction, died in Savoy. Born in Paris, December 10, 1804.

1866—Democrats of Maine nominated Eben F. Pittsbury for governor.

1872—The Cuban privateer "Pioneer" was seized by the United States marshal at Newport, R. I., for violation of the neutrality laws.

1878—Lord Beaconsfield and Lord Salisbury were presented with the freedom of the city of London.

London.

1891—Rt. Rev. Kilian Flasch, second Catholic hishop of La Crosse, died at La Crosse, Wis. Born in Bavaria, July 16, 1837.

1892—Fourth centenary of the sailing of Columbus from Palos, near Huelva, celebrated at

Huelva.

1907—Standard Oil company was fined \$29,240,000 in United States district court at Chicago
for accepting rebates.

1911—Admiral Togo, of the Japanese navy, arrived at New York on a visit to the United States.

1915—Twenty-five lives were lost in a flood
resulting from a cloudburst at Erie, Pa.

This Is the Day We Celebrate.

This Is the Day We Celebrate.

O. W. Dunn, secretary of C. N. Dietz Lumber company, is celebrating his forty-sixth birthday today. He was born in Lyons, Ia., and has been in the lumber business since 1886.

King Haakon VII, the present ruler of Norway, born in Denmark forty-four years ago today.

King Constantine, the present ruler of Greece, born in Athens forty-eight years ago today.

Earl of Aberdeen, former governor-general of Canada, born sixty-nine years ago today.

Alfred Deakin, former prime minister of Australia, born in Melbourne sixty years ago today.

Baron Hersey, famous English jurist who conducted the official investigations into the sinking of the steamships Titanic, Empress of Ireland and Lusitania, born seventy-six years ago today.

Dr. Augustus H. Strong, president emeritus of Rochester Theological seminary, born at Roch-

Rochester Theological seminary, born at Rochester, N. Y., eighty years ago today.
Gustavus Getz, utility infielder of the Brooklyn
National league base ball team, born in Pittsburgh twenty-seven years ago today.

Where They All Are Now.

Where They All Are Now.

Harry Furay, an old Omaha boy, is manager of a press association in San Francisco.

Elmer Turner went from Omaha to Valparaiso, Chile, where he is general secretary of the Valparaiso Young Men's Christian association.

Howard Bittinger, another Omaha boy, is in the furniture business with his uncle in Philadelphia.

Dr. Harry Swartzlander is now a practicing physician in Alberta, Canada.

A. Hoyle, who was one of Omaha's foremost cricket and soccer foot ball players, is "somewhere in France."

where in France."

C. J. Best, for years on The Bee editorial staff, is now running the Neligh, Neb., Leader.

Carl Reiter, formerly manager of the Orpheum, is circuit manager at Portland.

Jake Rosenthal, who box-officed several Omaha show houses, is in the theatrical Dubuque, Ia.

Timely Jottings and Reminders.

Timely Jottings and Reminders.

Today is the second anniversary of the German invasion of Belgium.

Alvey A. Adee today completes thirty years of service in the important position of second assistant secretary of state at Washington.

College presidents who are in favor of military training have been invited to meet in conference today at the Plattaburgh training camp.

The annual meeting of the Southern Conference of Seventh Day Adventists is to open at Nashville today and will continue until August 13.

Parliamentary candidates are to be nominated in British Columbia today, preliminary to the provincial election which is scheduled for September 14.

The Massachusetts minimum wage commission will hold a public hearing today on its proposal to establish a minimum wage schedule for women employed in women's clothing factories in Massa-

A special election is to be held in Tennessee today to give the people an opportunity to vote on the question of revising the present constitution of the state.

Story-ette of the Day.

Mrs. Simpson had taken her little girl out to at a friend's house, and all went well till the

Mrs. Simpass.

tea at a friend's house, and all went wen the the
close of the meal.

Then she was horrified to see little Elsie trying to smuggle a slice of thin bread and butter
into her pocket.

"Oh. Elsie, what are you doing?" she asked, in

oth, histe, what are 'Oh, histe, what are said aurprise.

"That's all right, mother," her small daughter reassured her. "I just thought I'd take a piece back to nurse as a pattern."—Philadelphia Ledger.

The Bee's S Letter Book

he, Aug. 1.- To the Editor of The Omaha, Aug. 1.—To the Editor of The Bee: I want to express my appreciation of the fair and dignified way you handled the Industrial Workers of the World question in today's paper. The recent growing sentiment, which considers every Industrial Worker of the World an outlaw and every ide poor man subject to arrest for vagrancy, is a sad commentary on the intelligence and manhood of those who encourage it. I have heard respectable (?) men indulging in it whose business notoriously has always been that of getting their living without estimate it. A government that kowtows to the idle multi-millionairs, fails to protect the sarning rights of its wage workers, and then hrands them as criminals when they fall, is not one especially qualified to teach civilisation to warring and benighted nations.

WILLIS HUDSPETH.

An Explanation from Wils Stromsburg, Neb., Aug. 2.—To the Editor of The Bee: Replying to Commissioner Clarke's criticism of my charges of mal-administration in the Lincoln telephone case,

Clarke's criticism of my charges of maladministration in the Lincoln telephone case,
it is strange, to say the least, that neither
the secretary of the commission, the clerk in
charge of the reports of carriers, nor the
other two clerks of the accounting department, all present when I visited the commission's offices, knew of a study having
been made of the Lincoln company's reports
only "two months before," and which "consumed three weeks of the accounting department's time." And it is significant that
if such a study had been made, the results
were not given to the people of Lincoln in
some form or other. Looks like a post has
study to me, and Mr. Clarke's account of it
deserves considerable examination—more, in
fact, than one can ask the press to publish.
Mr. Clarke says my comparisons are unfair. Without braving his ire and going to
his offices to examine the detailed reports,
I venture the statement that the Lincoln
company, with its valuation of \$101.25 per
telephone, has no greater proportion of "expensive cable and underground construction"
than the Nebraska company property in this
state, with its valuation of \$77.65 per telephone, had why does he say that "the average for the entire system in either the Nebraska or Lincoln companies is materially
lower than the average for Omaha or Linsoln" annual report for 1913, the average
valuation by the commission of the entire
Lincoln system is \$219.82 per telephone?

coin" alone, when, according to the commission's annual report for 1913, the average
valuation by the commission of the entire
Lincoin system is \$119.82 per telephone?

Mr. Clarke also seizes upon the "reproduction new" valuation of the Lincoin company for his defense of its extortion, a confession of the weakness of his position.
Everybody knows such valuations are tainted
with much guesawork, and not based upon
experience. The commission fixed the "reproduction new" value at \$1,755,807, or
\$135,75 per telephone, and authorised the
company to use a sum equal to 9 per cent
of this for maintenance and depreciation, or
\$165,781.70 annually. And notwithstanding
the property is of the age wherein the depreciation is above the normal, the setula
amount used to maintain the property during
the last three years averaged less than \$95,
600 per annum, according to the company's
reports.

Valuations are the crux of every rate

Valuations are the crux of every rate controversy. The problem is, as Zapp said to Birsky: "How much is labor and material, and how much is pinochic. There is a prejudice amongst consumers against paying for pingehic overheads, sinner overheads, etc." Twenty-one and seven-tenth per cent of the Lincoln valuation was for overhead charges for which the company submitted no foundation—no statement of cost in detail. And at the risk of again being charged with making unful companions. I give the avermaking unfair comparisons. I give the average cost of a few telephone plants in this state wherein the stockholders are too numerous to admit of the working of fraudu-

age cost of a few telephone plants in this state wherein the stockholders are too numerous to admit of the working of fraudulent achieves.

The Nuckolls county company, with 408 stockholders, reports an average cost of \$30 per telephone; the Monroe company of Platte and Madison counties, with 952 stockholders, an average cost of \$38; the Hamilton county company, with 1,328 stockholders, an average cost of \$38, and the Glenwood company of Webster county, with 1,497 stockholders, an average cost of construction of all of the telephones in the state outside the L. T. & T. and Nebraska companies, is but \$48. It seems to me that the commission's valuations, like Lincoln's famous rathole, will bear looking into, and Fm going to keep on looking notwithstanding Keeper Clarke's asperisons on the morality of the thing.

I am toid I had no right to include in the revenues of the Lincoln company 27,000 in rentals for buildings. Perhaps not, but I would have needed a microscope to see that amount in over \$450,000 of annual gross revenues. And he says nothing about the expenses of the buildings properly deducible from the rentals. I considered nothing hat the net revenues in computing the rate of return. And he says that I have improperly included all the toil receipts. Yee, in gross revenues, but I do not think that I did, in the net. I assumed the company had obeyed the law requiring it to divide these receipts with connecting lines, and I believe that it has done so, though I may be in error. I don't see how it could have "gotten by" with the whole cheese. And I also assumed that the chumission had enforced its order of three years ago, requiring full monthly reports of all receipts and disbursements. Again I say that I used only the net revenues as shown by the company's reports in computing the return upon the valuation. It seems to me that Mr. Clarke must either plead guilty to by the company's reports in computing the return upon the valuation. It seems to me that Mr. Clarke must either plead guilty to not having enforced the commission's order, or to not having reduced the rates to sub-scribers. VICTOR E. WILSON.

EDITORIAL SNAPSHOTS.

New York Sun: Napoleon went to Eiba. The grand duke was shipped to the Cau-casus. Mathewson is going to Cincinnati. Boston Transcript: When Secretary Dan-lels hears about that naval dance at New-port he'll be ordering the sale at auction of every phonograph on the fiset.

of every phonograph on the fleet.
Chicago News: In order to get hardened for the campaign, Candidate Hughes is playing golf. He might also do something to thicken his epidermia.

New York World: Does Carransa's recall of General Trevino include also the Carransa order in General Trevino's pocket to shoot down American soldiers moving in any but a retreating direction? That is the important question.

Baltimore American: President Wilson is

portant question.

Baltimore American: President Wilson is now unqualifiedly for preparedness; but inasmuch as some months ago he was opposed to it, there is reason to suspect that he finds preparedness the popular side of the fence, and hence th jump.

and hence th jump.

Nw York Sun: Forty-eight persons killed in New York City's streets in June! The present great death toll from infantile paralysis makes the motor car's deadly work seem insignificant. But the plague of paralysis is occasional whereas the traffic alughter goes on forever. And the work of poliomyelitis is obscure while that of the reckless motor car driver should be readily controllable.

Culls From the Wire

Some eighty motor trucks laden with sup-plies for the Pershing expedition, are mired down between Columbus, N. M., and Colonia Dublan, as a resuit of two cloudhursts.

Dublan, as a result of two cloudbursts. Five hundred cooks, cooks helpers, waiters and waitersace struck for an eight-hour day for the men and increased wages for women employed in cartesrias in San Francisco.

The senate adopted Senator Underwood's resolution to appropriate 1546,000 for relief of flood sufferers in Alabama, Florida, Georgia, Mississippi and North and South Carolina.

Carolina.

The Louisiana state progressive convention endorsed the nomination of John M. Parker for vice president, but failed to ratify the national committee's endorsement of Charles E. Hughes, republican nomines for creation.

president.

John H. Clark of Clevelfind, O., took the eath as associate justice of the supreme court of the United States in the presence of Chief Justice White and officers of the court. The new justice formally will take his seat when the court reconvenes in October.

TOLD IN FUN.

"If a man called me a liar," asserted a braggart, "Id sail in and lick him, if he weighed 300 pounds." Well, you hig hiur," answered one who was tired of listening, "I call you that here and now, "Tou're a liar." "Bluff yoursel," came back the artist, "ithout a minute's healtation, "You don't weigh more than 150, and you know what I said."—Tit-Bits.

DEAR MR. KABIBBLE, I'M IN LOVE WITH A CONDUCTOR, BUT WE HAVE QUARRELED — HOW CAN I SHOW MY INSEPENDENCE?

PAY YOUR FARE!

Teacher—Tommy, can you spell "fur!"
Thomas—Tea, sir. F-U-R.
Teacher—That's right Now can you lime what fur is?
Thomas—Tea, sir. Fur is an awful ion -Yes, sir. Fur is an awful long

"Do you know the nature of an oath.

moved and my husband has been laying the carpets."—Topeka Journal

"Miserly offered the man who saved his life a half a dollar."
"Did the man accept lit."
"Yea, but he handed Miserly 20 cents change."—Christain Register.

STORY OF MERCHANT PRINCE.

Chicago Hearthstone old geezer and he had a lot There was an old geester and the started up a business on a dollar-eighty cents.
The dollar for stock and the eighty for an ad Brought him three lovely dollars in a day, by dad!
Well, he bought more goods and a little more space
And he played that system with a smile on his face.
The customers flocked to his two-by-four and soon he had to hustle for a regular store the square, where the people pass, bbled up a corner that was all plate He gobbled up a corner that was an interglass.

He fixed up the windows with the best
that he had
And he told 'em all about it in a half-page
ad.

He soon had 'em coming and he never,
never quit.

And he wouldn't cut down on his ads ene
bit.

And everybody calls him the Merchant Prince. Some say it's luck, but that'salibunk— Why, he was doing business when the times were punk. People have to purchase and the goeser was For he knew the way to get 'em was to advertise.

Well, he's kept things humming in the rown

621 Residents of Nebraska



TIMES SQUARE

during the past year. 1000 Rooms. 700 with Bath.

A cuisine which has made the Astor New York's leading Banqueting place.

Single Rooms, without bath, \$2.00 to \$3.00 Single Rooms, with bath, 3.00 to 6.00

Parlor, Bedreom and bath, \$10.00 to \$14.00 At Broadway, 44th to 45th Streets—the center of New York's social and business activities. In close proximity to all railway terminals. ORIGINAL PROPERTY AND A PROPERTY OF THE PROPER

Low Vacation Fares to the East

The Great Lakes and Atlantic Coast Region has innumerable attractions to offer the vacationist.

LOW FARES IN EFFECT via the CHICAGO & NORTH WESTERN

RY. to Chicago and choice of routes therefrom to all important points east. Round Trip from Omaha

Detroit, Mich. Boston, Mass. \$35.10 \$54.60 to 59.10 55.80 to 59.10 42.45 to 44.45 Niagara Falls, N. Y. 40.10 to 44.45 Toronto, Ont. Montreal, Que. 45.20 to 55.55 Atlantic City, N. J. Portland, Me. Buffalo, N. Y. 52.90 to 59.10 42.45 to 44.45 Return limit 60 days, not to exceed October 31, 1916. Favorable stop-over privileges.



You arrive

Chicago in

the new

Passenger

CHICAGO & NORTH WESTERN RY

Direct connections with fast trains on all

JOHN MELLEN, G. A. 1401-1403 Farnam Street, Omaha, Neb. (Tel. Douglas 2740)

fetters Old German Style Bouble Beer Old Age

Brewed and Bottled by Jetter Brewing Co., Ltd. OMAHA, NEB.

Phone Douglas 4831.

Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constant-

ly to be really successful.