

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

TERMS OF SUBSCRIPTION.
By carrier per month.
Daily and Sunday. \$2.00 per month.

REMITTANCE.
Remit by draft, express or postal order.
Only 5-cent stamps received in payment of small accounts.

OFFICES.
Omaha—The Bee Building,
South Omaha—511 N. Street.

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

57,569 Daily—Sunday 52,382
Dwight Williams, circulation manager of The Bee Publishing company, being daily again, says that the average circulation for the month of July, 1916, was 57,569 daily and 52,382 Sunday.

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

As a price booster the hog justifies the name.
Less than three weeks to Ak-Sar-Ben's advent.

The recall of the straw hat may be safely left to take care of itself!

It must have been one of the celebrated spells of economy that induced the democratic congress to leave the safe.

Now that Arthur Mullen has arranged the program for Woodrow Wilson, the campaign on that side of the house may show symptoms of life.

Senator Lewis is scheduled for the job of answering Candidate Hughes all along the western trail. If volume of sound could answer argument J. Ham would have the goods.

Our autoists seem to be doing a little better in complying with the law calling for a full stop where street cars are loading and unloading passengers. Let the good work be kept up.

President Wilson is again trying to break into the Lincoln class by capitalizing the ugliness of his own face. That, however, is the only spot where he is likely to get anywhere near to "Old Abe."

Should the suffragists succeed in raising that million-dollar campaign fund for 1917, keeping their hats on straight becomes a matter of minor concern. A flush purse makes any angle fashionable.

On the return of our democratic senator perhaps he will again explain his refusal to take sides for Omaha, his home town, for the location of the federal land bank—just so there may be no mistake about it.

Still, if votes for women are to come during the Wilson administration, in order to make the wish of Dr. Anna Howard Shaw come true, it will have to exceed all speed limits to get under the wire by March 4 next.

If President Wilson were really earnest in telling the suffrage women "I come to fight for you," he would have put a suffrage measure through congress by the same stop-watch method that he used to force the railway wage increase bill through.

According to the dispatches, the bunch of Mexican bandits who stole a mule from an American engineer's camp are supposed to be Villistas. The supposition is just as plausible that they are Carranzistas bent on having a party souvenir to remind them of their democratic champion in the White House.

With election fears facing them, the democrats have taken off the stamp taxes which constituted such an annoying part of their war tax program. But there is no assurance that they will not put them back again after election, if continued in power. An ounce of prevention is worth a pound of cure. Sap verbi

Repeating an Old Warning.
It may be a little bit early, but the old warning against fire is here repeated. October 9 has been set apart once more as a time for folks to exercise more than ordinary care in looking around to the end that all chance for accidental conflagration be as far as possible removed. Premises are to be inspected, chimneys and fireplaces repaired, heating apparatus overhauled, and all manner of precautions are enjoined. This should be a daily injunction, to the end that it would become habitual. One of the most severe indictments of our modern life is that we waste so much in feeding preventable fires. Destructive blazes are almost invariably due to carelessness or design. The law punishes the latter only. Through the former property equivalent in value to a city the size of Omaha is destroyed each year in the United States. This property is taken out of the wealth of the country, and while it is replaced by other wealth it means that much of permanent loss. Vigilant care will save this money and it is a private as well as public duty to exercise that care.

Raising Money for Charity.
There are ways and ways of raising money for charity and it goes without saying that some ways are more effective than others. The gratifying returns of the recent Tag day collection, conducted for the Visiting Nurse association, emphasizes not only the readiness of a sympathetic public to support a worthy charity in whose management there is implicit confidence, but also constitutes an endorsement of a plan that puts practically 100 per cent of the receipts to work without the diversion of any substantial part of the money to cost of production, professional promoters, or other expense accounts.

The trouble with most of our schemes for raising money under the guise of charity is that too big a proportion of the proceeds, often by far the larger part, never becomes available for the object for which it is intended because of the excessive cost of the entertainment, charity ball, advertising stunt or what not, utilized as the mechanism for soliciting contributions.

Of course, all our charities cannot finance themselves by selling paper tags, but there is no good reason why they should not distinguish between money raising schemes that produce net revenue and those which bring in substantial sums, but eat up most of the collections as "expenses," leaving the wheat of charity deplorably small beside the chaff of promotion cost.

Is Religion Made Too Easy?
One tendency of modern times, much deplored by serious churchmen, is trend of the church in general to take religion to the man, rather than bring man to religion. This is a development of advancing civilization which has mitigated the other circumstances of man's existence as to relieve him of any oppressive sense of religious duty. He is inclined to feel himself beyond the incentive of reliance on divine favor for the blessings and advantages that pad his existence. His savage forbear found a world peopled with spirits, working for good or evil, to be invoked or to be propitiated on all occasions and under all circumstances. As his mind unfolded man clothed these rulers of his destiny with varying attributes, increasing in ratio of power and dominion, sanctity and sovereignty, until his finite mind was able to grasp some notion of the Ineffable One, in whom all the previously divided qualities of deity were united.

Another stage in the process brought a newer view of the Almighty, and a more attractive form of religion. Its appeal was to the masses, direct and personal. Gibbon ascribes the spread of Christianity among the Romans and their subjects to the fact that the poor man couldn't possibly be worse off than he was, while under the new faith he was taught to look forward to not only his own salvation to an eternity of bliss, but the punishment of his contempters and persecutors in everlasting torment. A more wholesome form of this religion has evolved, and Christianity is become a cult of love and hope.

With the loosening of the bonds of sectarian discipline, or for some other reason, we are no longer so devout or ardent in our worship as were the earlier Christians. Under stress of excitement or pressure of circumstance man eagerly admits himself beholden to God, but normally he no longer puts himself to special trouble to attend public worship. To what extent the church is to blame for this the preachers themselves are not decided, but they are uncomfortable under the fact, and feel the effects of the condition they seem powerless to control.

Great Britain and Protection.
Theoretical free traders, who find nothing in prospect after the war to warrant adoption of protective tariff laws, may learn something if they will follow the action of the British Trades Union congress. This body of men represents more than 2,500,000 workmen affiliated with various trades unions, comprising all the crafts and callings. At its convention for the current year it adopted by a majority of more than 1,000,000 votes a resolution endorsing the principle of protection. A more significant pointer has not recently been furnished. The British have been busy on economic as well as military problems since the war commenced, and every dependable evidence is afforded that John Bull is going to change his policy. This is entirely independent of any understanding with his allies in the war as to preferential treatment in trade after the war. Canada and Australia are certain to be included in the new British commercial plans, and possibly India and South Africa, and with the British empire on a protective basis the free traders of the United States will have no place left for their beautiful dreams of scientific altruism.

Calibrating the "Kiddies."
Better babies is Nebraska's stronghold, but don't be misled by the slogan into thinking that Nebraska ever had any kind but the best. Nowhere, since the earlier days in Eden, when the first of babies opened his eyes on this smiling world, has there been found a better place for a baby to be born than in Nebraska. The air and sky, and milk and water, the sunshine and the birds, the flowers and all conditions, material or otherwise, that make for perfection in babyhood, are found here. That is why it is necessary to calibrate the "kiddies" when they are taken to the baby show at the state fair. Everyone there is a perfect little type of just what a baby should be, and the judges admit that. One hundred per cent is no longer the criterion. That is admitted at the start, and the only thing to be determined is how much over that mark the youngsters will go when they are measured, weighed, punched and stretched. To win a baby prize in Nebraska is certainly a mark of distinction, and The Bee gives its heartiest felicitations to those little folks who meet with expert approval at Lincoln. They are living, laughing examples of what Nebraska can do, and we challenge the world to equal them.

That reminds us, what became of our senator's wonderful proposal for a wonder-working tax on foreign-owned American stocks and bonds sent back here to be disposed of? Another elucidating "explanation" from his local personal organ is in order.

General von Reventlow, the noted editorial strategist of Germany, henceforth must submit his thunderings to the public censor before appearing in print. The edict effectually muzzles one of the most efficient wordy warriors in the empire.

The "Dry Special" carrying the prohibition presidential candidates is to cover 9,000 miles on a two months' coast-to-coast tour. This will constitute a record trip for the "water wagon" and make attaches hold tight so they won't fall off.

TODAY

Thought Nugget for the Day.
As night the life inclining stars best shows,
So lives obscure the starriest souls disclose.
—George Chapman.

One Year Ago Today in the War.
Germany defended attack on Orduña, saying it tried to escape submarine.
Anglo-French financial commission arriving in New York to arrange for loan of \$500,000,000 to allies.

This Day in Omaha Thirty Years Ago.
Miss Garlich, who has been here for the last two weeks on a visit to her sister, Mrs. A. M. Yates, and her brother, R. Garlich, the banker, has left for the east to fulfill several concert engagements.

Mr. and Mrs. Fred Herzke, who came to Omaha in 1867, have left for Berlin, Germany, to remain until spring. It is twenty-seven years since they have been in the old country.

Professor Bruner, county superintendent of education, has gone to Waterloo to pay his first visit to the schools in that vicinity since the opening this year.

Mrs. Captain J. W. Bishop and Miss Fanny Bishop of Keokuk, Ia., are in the city, and expect to make Omaha their future home.

W. P. Hudson is rejoicing over the advent of a 13-pound baby girl.

Members of the Bohemian School association met at National hall with the teacher of their school, Mr. Joseph Dinetur, and presented him with a gold-headed cane as a deserved compliment for his untiring efforts in behalf of the school. A few words were also spoken by the secretary of the school, Mr. John Kosicky.

The county commissioners have authorized the county clerk to advertise for bids for the construction of the sewer on West Leavenworth street. After the sewer has been constructed the street will be graded to conform to the grade ordered by the council within the city limits.

Harvest moon, which rises today at 4:01 p. m., is the name given in high northern latitudes to the full moon of the lunation which occurs about the time of the autumnal equinox. The circumstance which has made it noticeable and given it its name is that during this lunation the rising of the moon for several successive days before and after the full takes place nearly at the same hour, thus favoring the work of the farmer during harvest, whereas, taking the year through, the rising is retarded on an average about fifty minutes per diem. The cause of this phenomenon is to be found in the inclination of the earth's orbit, or the ecliptic, to the equator. The moon's apparent daily motion (in rising and setting) is parallel to the equator, but its progressive motion in its own orbit is nearly coincident with the ecliptic, there being an inclination of only about 5 degrees between these two paths.

To an observer on the Arctic circle, when the first point of Libra (the autumnal equinox) comes to the western horizon, the ecliptic coincides with the horizon all around; and if the sun is on the first of Libra at that time it is sunset to the observer. If full moon occurs at the same moment, the moon will be in the first of Aries, opposite to the sun, and it will be moonrise to the observer. The next evening the sun will have advanced about 1 degree in its orbit, and the moon 13 degrees; but this movement will affect the hour of the moon's rising comparatively little, though it will change considerably the azimuth (or distance from north or south point) of its position on the horizon at rising. And, as for several evenings before and after the equinox the moon's orbit will continue to be nearly co-incidental with the horizon at the close of the day, it follows that for several successive days the moon will rise not very far from the same hour. Though it is to observers on the Arctic circle that this phenomenon is most strikingly apparent, it is more or less noticeable in all high latitudes, as in Great Britain, Norway, and to some degree in Canada. It does not occur at all at the equator. The British astronomer Ferguson remarks of it: "The farmers gratefully ascribe the early rising of the full moon at that time of the year to the goodness of God, not doubting that He ordered it on purpose to give them an immediate supply of moonlight after sunset for their greater convenience in reaping the fruits of the earth."

This Day in History.
1794—Charter granted to Blount college, afterward the University of Tennessee, at Knoxville.

1813—Battle of Lake Erie, in which a United States squadron under Commodore Perry defeated a British squadron under Commodore Barclay.

1816—Sir John Pender, one of the pioneer builders of submarine cables, born in Scotland. Died July 7, 1896.

1842—Mrs. Tyler, wife of President John Tyler, died in the White House.

1860—Statue of Commodore Perry unveiled in Cleveland, on the forty-seventh anniversary of the battle of Lake Erie.

1863—Union forces occupied Little Rock, Ark.

1866—The Maine state election resulted in the choice of General Joshua L. Chamberlain, republican, for governor.

1875—Italy observed the fourth centenary of the birth of Michael Angelo.

1878—Prof. Karl Nobiling, a socialist, died of self-inflicted wounds, following his attempt to assassinate the German emperor.

1887—The British gunboat Wasp, with a crew of eighty men, left Singapore and was never heard of again.

1888—Prince of Wales (King Edward VII) was entertained in Vienna.

1898—Empress Elizabeth of Austria assassinated at Geneva by Luigi Lucheni.

1907—Colony of New Zealand was proclaimed a dominion of the British empire.

The Day We Celebrate.
W. D. McHugh is celebrating his fifty-seventh birthday. He was born at Galena, Ill. He once came very near being a federal judge instead of our most prosperous lawyer.

Ezra Millard was born September 10, 1877. He is a native son of Omaha and graduated at Harvard university. Banking is his calling, as it was that of his father before him.

Views, Reviews and Interviews

By Victor Rosewater.

DURING the hurry-up trip which I made to New York a week ago, I was compelled to encounter the congested condition of travel of which I am sure folk who were keeping close to home here have no adequate conception. This rush of people to take railroad trains and the consequent difficulties of securing accommodations are explainable, of course, by two things, the eagerness to anticipate the then threatening tie-up of traffic by a trainmen's strike and the simultaneous haste of summer resort visitors to get away without being held up in the meshes of the health quarantines which are being maintained against the spread of the infantile paralysis plague. I was one of the extra coaches to be a fifteen-car train, and if there were any unoccupied berths the fact must have been known only to the conductor. At the station in Chicago such crowds were besieging the three ticket windows that two policemen were kept in attendance to maintain orderly behavior and, rather than take a chance in this bargain-counter crush, I went to the up-town ticket office which, likewise, had all the business it could conveniently attend to. I had with me my little daughter, whom I was bringing home from a summer spent with relatives near Baltimore. Fortunately we had heeded admonition and by way of precaution were fortified with an officially attested health certificate. This document, in which the examining physician declares that the child was enjoying perfect health and has not had poliomyelitis nor been exposed to it, had to be first embelished with the great seal and autograph of the municipal health officer under date not more than five or six days old. It was called for, too, at the boundary crossing into Pennsylvania, where it was rubber-stamped and notation added as "passed by the Pennsylvania health department." I refer to this to illustrate the rigid sanitary requirements enforced in the east and by way of justification of the quarantine regulations which are occasionally imposed upon us out here, but too seldom enforced with the strictness necessary to make them effective.

With reference to the progress of the national campaign, according to the measure made by those in charge I may be pardoned repeating the following extract from an interview printed in the Baltimore American:

"The outlook never looked better for the republican party," said Mr. Rosewater. "There is every indication that Judge Hughes will be elected. I know of one man in Omaha who has been a democrat all his life, who has offered \$2,000 in bets of \$500 each that the taker cannot name one single northern state that Wilson will carry. So far no one has taken his bet and the money is still there for any one who wants to cover it."

"I have been in New York attending a meeting of the national republican advisory committee. A general discussion was held of the situation and especially of the west. The committee made suggestions and will meet again on September 18 in Chicago. Judge Hughes started on his western tour a little ahead of the campaign, and while he has made a wonderful impression wherever he has spoken, the advisory committee feels that there is a lack of ginger in some sections. The real campaign machinery has not yet been set in motion and the meeting of the advisory committee was to go well into the situation and make recommendations. In many sections the primaries have not been held and so the campaign cannot be fully gotten under way. When the campaign starts it will be very thorough, with systematic speaking all over the country. There will also be educational features and a general public movement. The primaries are being carefully watched and a great effort will be made to secure a republican senate."

Incidentally, what I told the little meeting of republicans the other night is also in point, namely, that for the first time since 1888 have the republicans and democrats occupied their relative positions—a democratic president seeking reelection on the record of his party and the republicans assailing that record and waging a campaign of offense against the democrats entrenched in power. In 1896, when President Cleveland was ending his second term, Mr. Bryan, as the democratic standard bearer, repudiated the democratic record and in each subsequent campaign the republicans have held the entrenched position with the democrats attacking. In those campaigns we naturally called our democratic critics "knockers," and with conditions reversed it is inevitable that the democrats will make the same charge against republicans who expose democratic failures, democratic broken pledges, democratic incompetency, democratic vacillation and democratic untrustworthiness. But in no other way can the issue be sharply drawn and the voters made to understand the essential difference between the opposing candidates and the policies of the parties for which they stand.

An item in our "Today" column served as a reminder to W. G. Shriver of the fact that he, along with a few others, had instigated and executed a Mardi Gras pageant in Omaha just thirty years ago which, crude as it was, could well be regarded as the direct forerunner of our beautiful Ak-Sar-Ben parades. After verifying his recollection Mr. Shriver has furnished me with the following account of the enterprise:

"The first Mardi Gras in Omaha was given for the entertainment of visitors in the city during Fair week. The idea originated in the minds of a few young men, and a meeting was called at my office on Wednesday night and the show was put on the Friday night following. Some quick work, eh? It developed into such a magnificent and successful affair that the merchants encouraged the movers to make the Mardi Gras a permanent feature of the Omaha fairs.

"The parade moved from No. 3 engine house on Harney street east to Twelfth, to Douglas, to Sixteenth, to Cumming, to Twenty-third, countermarching to Sixteenth, to Dodge, to Fifteenth, to Harney, where it disbanded. The scene along the line of march was an interesting one. The music of several bands mingled with the burlesque organizations, the brilliancy of the fireworks and street illuminations, the fifty floats and exhibits and the shouts of approval from the dense throng made it all a scene seldom witnessed. Considering the short time for building floats, they were more than creditable. About forty merchants had floats, some of them having a dozen or more exhibits. The Union Pacific, North Omaha and A. O. H. bands were the principal ones in line. The base ball game that was carried on upon a float furnished by Collins, Gordon & Kay, was one of the most taking of the parade. The men in uniform were playing in their respective places, batting a ball with whisks that was delivered from a machine pitcher. The umpire was kept in a cage and rendered decisions fearlessly. The procession was closed by a representation of Omaha in 1856 and Omaha in 1886. The first consisted of a prairie schooner of the "Omaha or Bust" specie; the second, Omaha of 1886, represented by Stephenson's Cab line, showing about twenty cabs and couples.

"Fred Metz, Joe Iler, E. E. Howell and W. G. Shriver, the committee who had the arrangements in hand, were unanimously accorded the credit for the success that was scored."

SECULAR SHOTS AT PULPIT.

Boston Transcript: There seems to be something grossly appropriate in the fact that the clergyman who accompanies condemned prisoners at Sing Sing to the electric chair is Father Cahin.

Detroit Free Press: Buffalo reports the discovery that moving pictures appeal more strongly to some people than do religious services. Evidently the good brother isn't a bit fast or he would have caught up with this discovery some months back.

London Telegraph: The Rev. T. C. Collins, Church of England army chaplain, speaking at Chestnut, advocated smoking at religious services, saying that although he was not a high churchman, he believed in incense, even if it only rose from the chag at 4 1-2 pence an ounce.

Brooklyn Eagle: The Rev. "Blip" Sunday, a railroad fireman, thinks he can't serve again if needed as a strike-breaker. We hope it will not come to that. Heelsub, who is something of a fireman himself, would be too well pleased to have Sunday's attention distracted.

Baltimore American: Take the Baptist slogan, the Maximum for the Master. Let all Christians adopt it. Live up to it, practice it not only on Sunday, but on every other day of the week and there would follow a revival of church activity that would make itself felt in every denomination and in every community.

Springfield Republican: A prominent London clergyman, Rev. Percy Dearmer, has joined the advocates in England of a proposal that women shall be allowed to preach in the Anglican church. The proposal has already been voted down by a majority of bishops. This is a question, of course, for each religious denomination to settle for itself. Many denominations accept women preachers and it will not be a surprising development of modern tendencies if more do so eventually.

AROUND THE CITIES.

Pennsylvania boasts of a mining town named Japan, but its situation is not a happy one. The bored howls of abandoned shafts are appalling, and the town's streets are sinking into the cavities.

Schools of Kansas City, Mo., opened with an enrollment of 87,753 and a merry medical scrap. One of the medical inspectors resigned because of a ruling exempting children of Christian Scientists from health examinations.

Half the seats in Chicago schools were empty on the opening day, an account of the rule requiring health certificates for admission. The school staff of doctors could not take care of the rush and 160,000 pupils were turned away.

Stratton, one of the most famous watering places in the country, has recovered from the heaviest of abandoned seasons and the sporty lures legislated out. The development of the springs under state control is the chief cause of the rejuvenation.

A total of \$6,028 quarts of beer and 1,578 pints of whisky, seized at the Rock Island freight depot at Des Moines, are tied up by the courts, requiring a considerable amount of money to get them out.

Topka and other Kansas cities have been treated to an uplift in natural gas prices, without asking leave, and a volume of indignation human gas fills the air. The uplift is from 88 to 50 cents a thousand cubic feet. The company pleads that it is bankrupt and needs the money.

Bpoghetli in its normal mood is esteemed a safe and sane concoction. Occasionally it makes for the uplift. In San Francisco pressed the lid too tight on a boiling potful. The explosion which followed wrecked the stove, blew out a window, turned in a fire alarm and blistered the face and hand of the cook with hot stuff.

St. Joe business men have put up the \$60,000 which makes available a like sum, appropriated by congress for protecting the Missouri river banks in the vicinity of Lake Country. The inroads of the river in that locality necessitates defensive work, and government engineers are about to begin work on reventments.

BRIEF BITS OF SCIENCE.

A multiplying machine small enough to be mounted on the end of a lead pencil has been patented.

Slabs of natural cork expanded to more than twice their normal size have been invented in England for cold storage insulation.

Japan's most expert wrestlers are men who have inherited their ability from ancestors who made wrestling a profession for generations.

Because red is the color least easily distinguished by color-blind persons, experts have advocated blue disks with wide yellow rims for danger signals.

American capital, genius and pluck already have wrested from aridity 15,000,000 acres, and planted thereon 200,000 families in independent homes. In crops alone these lands are each year returning more than \$200,000,000 to the farmers.

DOMESTIC PLEASANTIES.

"You druggists have to stand for a good many jokes."
"Yeh."
"A good store is sometimes facetiously alluded to as a pillory."
"Keeps you penned up most of the time."—Louisville Courier-Journal.

"They're old-fashioned people."
"Isn't that what you're after?"
"Then I wish I could be certain that Alger non really loves me."
"Why?"
"Because I can't be sure he would remain hitched while I look for a better catch."—Baltimore American.

Natives—There are the Oldboy twins. They are 89 years old.
Strangers—To what do they credit their long lives?
Natives—One 'cause he used terbacker, and one 'cause he never used it.—New York Times.

Nipp—Nothing is so contradictory as a woman.
Tuck—Oh, I don't know. Do you ever read the war news?—Judge.

Patience—You say he married under a misapprehension?
Patrice—Yes; he thought he understood woman.—Yonkers Statesman.

THE BEST ROAD OF ALL.

Charles Hanson Towns.
I like a road that leads away to prospects white and fair.
A road that is an ordered road, like a man's long hair.
But, best of all, I love a road that leads to God knows where.

You come upon it suddenly—you cannot seek it out;
It's like a secret still unheard and never told about;
But when you see it, gone at once is every lurking doubt.

It winds beside some rushing stream where aspens lightly quiver;
It follows many a broken field by many a shining river;
It seems to lead you on and on, forever and forever!

You tramp along its dusty way, beneath its shadowy trees,
And hear besides you chattering birds or happy bees,
And there's its golden gleams, the green leaves' litanies.

It's like a hedge, and there's a set; and then—strange, sudden turns;
A dip, a rise, a little glimpse where the red soil shows;
A bit of sky at eveningtime, the ascent of hidden towns.

A winding road, a lottering road, a finer track of God;
Traced when the Maker of the world leaned over his way untried,
See! there he smiles! His glowing smile, and lo, the goldenroad!

I like a road that wanders straight; the king's highway is fair.
And lovely are the abstered lanes that take you here and there;
But, best of all, I love a road that leads to God knows where.

Record Unparalleled--9004 Applications FOR MEMBERSHIP IN THE WOODMEN OF THE WORLD DURING AUGUST THE LARGEST SIMILAR MONTH IN OUR HISTORY Here's the Record 1910...7,451 1913...8,695 1911...7,718 1914...8,801 1912...8,162 1915...8,560 1916...9,004 Evidencing the continued confidence of the American people. IF YOU DON'T BELONG Telephone Douglas 1117 There will be no charge for explanation. John T. Yates, Secretary. W. A. Fraser, President.

THE OLD RELIABLE New Beer Wm. J. Swohoda Retail Dealer PHONE DOUGLAS 272 OMAHA NEB

Have your PHOTOS RETOUCHED They will make better Photo-Engraved Plaques Bee Engraving Dept. Bee Building Phone - Tyler 1000 Omaha, Nebr.

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.