THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR.

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AUGUST CIRCULATION.

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State of Nebraska, County of Douglas, ss:
Dwight Williams, circulation manager of The Bee
Publishing company, being duly sworn, says that the
average circulation for the month of August, 1915,
was 55.983,
DWIGHT WILLIAMS, Circulation Manager. Subscribed in my presence and sworn to bet me, this 2d day of September, 1915. ROBERT HUNTER, Notary Public.

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

"Our busy ex-presidents," eh? What about our busy ex-secretaries of state?

For his helpful accommodation, the weather man ought to have a regular job with the street cleaning department.

Love of excitement which leads youth to wrongdoing emphasizes the need of more frequent dusting with the parental slipper.

Wish those map-makers who used to label Nebraska "Great American Desert" could come back and take a look at our State Fair exhibits.

A state-built paved highway from Omaha to Lincoln, with free bridge crossing over the Platte, would be a paying investment for Nebraska taxpayers.

Czar Nicholas leans hopefully on his divine pulmotor as a means of pulling his armies together, but is not overlooking a chance to speed up the ammunition factories.

In the meantime, the split of that \$5,000 premium paid out of the public funds for the state treasurer's bond among "deserving democrats" awaits further explanation.

Take note that the letter carriers' national convention includes delegates from every state in the union. Too many of our national conventions are national only in name,

"Billy" Sunday will also reach out for new worlds to conquer by booking himself for Europe next year. If Moody could successfully carry his evangelism to London, so can Sunday.

Peace-loving people at a distance may faintly grasp the fierceness of the war in Europe from the fact that one monarch applauds air raids which endanger the memorial statuary of his grandmother.

"Dear old London," the very heart of it, actually bombed by the enemy, brings home to the Britishers a development never dreamt of. All the arts of defensive warfare appear useless in dealing with a flying enemy shrouded in the darkness of night.

Governor Whitman of New York promptly objected and secured a modification of the proposed constitutional provision doubling the salary of governor during part of his term of office. The fear of being classed as a salary grabber is one of the few wholesome restraints that persists in political circles.

Keen gratification succeeds opposition as a result of the operation of the workmen's comensation law in Massachusetts. The State Industrial board reports a reduction of 41 per cent in the amounts employers had to pay for accidents before the law went into effect. This is due to greater precautions for safety and the absence of the middleman as an accident claim agent.

Oh, well, if the democrate think the location of their convention is worth \$300,000 to any city, they ought to put it up at auction and knock it down to the highest bidder, with privflege to the winner to cash in on the gate receipts and get back the money if he can. On same such basis as that we might get 'Gene Melady or Phil McShane to promote it like a big wrestling match or a race meet.



Rain again inundated the fair and forced post at of the Phyllis-Joe Davis race, which will he pulled off, if possible, next Tuesday. Hoyt's "A Rag Baby" was witnessed for its first tation at Boyd's by a packed house, and it cept the audience in a perpetual roar. "It is prob-

ably the funniest show on earth. eral George B. McClelland came in on a special lillnois car attached to the Pacific Overland. He was accompanied by a party of friends who had been

the fair, Joseph Garnenu, ir., president, and If Wheeler, secretary, publish a card of thanks to the former residents of Nebraska, now fruit groware in California, for the fine fruit sent by them for on. The donors were H. H. Visscher, W. H. ott, M. G. McKoon and Genrge J. Turton.

John Frenzer has gone to Chicago for a month Mrs. D. J. Moore of Grand Island is the guest of

Mrs. E. M. Stenberg and children are visiting C. M. Day of Des Moines is visiting his brother George Day of this city.

Wanted: More Light on That Bond Deal.

Explaining the increase of the state treasurer's bond from \$500,000 to \$1,000,000, and the premium for it correspondingly from \$2,500 to \$5,000, after he had agreed to the former figure, Governor Morehead makes this charge against Treasurer Hall:

I believed then, as I do now, that he had some iterior motive for so doing. On recent investigation, find, as I believe, the reason for his changing so sufdenly. The local agent of the bonding company ludge England, who is a high class, honest, uprigit man and in no way dishonestly connected with this transaction, was entitled to a commission of \$1,000 on he \$5,000 paid by the state as premium on this bond. Mr. Hall demanded of the agent that this commission he divided into five parts, \$300 to go to his brother John, at Verdon; \$300 to H. J. Murray, vice president of the Franklin bank, of which George Hall is president; \$200 to W. C. Dorsey and \$200 to James Conklin Just why this \$800 should not have been returned to the state treasury I should like to have Mr. Hall expain. If Mr. Hall was paying for this bend with funds belonging to himself, he would have a right to this money, but when it comes from the taxpayers of the state, out of the treasury, which he is so anxious to protect, I cannot understand how he can justify himself in a transaction of this kind.

We would like to see this bond deal fully gone into, because there is more back of it than even the governor has disclosed, and presumably other considerations as well for placing it with the particular agent who wrote it, and the peculiar division of the commission on the premium.

Why was the million-dollar bond handed to Judge England, a lawyer, rather than an insurance agent, in the face of the clamorous competition of all the bond insurance underwriters in the state? It is of record that Judge England is a republican, and not a democrat, and further, that his signature appears as one of the original petitioners bringing out the candidacy of the republican nominee for governor who ran against Governor Morehead. It is of record, too, that Judge England, from being an active champion of the republican candidate for governor, suddenly switched shortly before the election to become a still more active champion of Governor Morehead, the democratic candidate for governor. Did the writing of the treasurer's bond have anything to do with this political transformation? And was Governor Morehead, as the chief beneficiary, in on the deal?

This bond proposition has ramifications not yet in full view. We believe the people of Nebraska who foot the bills want to know more

German Memorandum on the Arabic.

The brief official communication from Berlin on the case of the Arabic outlines the position of the German government in that specific instance only. It does not close the matter, but leaves the way open for the further presentation of the views of the kaiser on the matter. As it stands, the incident turns on the action of the commander of the submersible, who had been instructed not to fire on a merchantman without warning, but who reports that he acted in what he deemed to be an emergency requiring him to defend his own craft. That such instructions had been given to the comanders of Germany's undersea fleet is a partial recognition of the claims for neutral and noncombatant rights set the note of the president in the Lusitania case. and on which our grievance turns, is the demand for a disavowal by the German government of the action of the captain of the submarine in terpedoing that liner without warning. This yet remains to be answered, but should be answered categorically. The question of indemnity can easily await future determination. In the tone of the present communication may be found support for the belief that the German government is steadily approaching the point of y:elding its whole position as to the Lusitania,

Carrying Europe's Credit.

That the splendid position of the United States in the world of affairs today is fully appreclated in Europe is established by the arrival in New York of a notable commission from England and France, sent to negotiate with American financiers for the preservation of the financial credit of the Allies. In some respects this is one of the most important delegations that ever crossed the Atlantic, and its presence at this time gives to the war added interest for Americans. Recent raids on the credit of England and France by stock exchange speculators forced to the attention of the statesmen of those countries the necessity of making such arrangements in this country as will protect them in future transactions. They are frankly looking forward to the negotiation of a loan, probably half a billion of dollars, to serve as a basis for any purchases they may make in this country.

This naturally presumes that buying war munitions and food supplies will be extended rather than diminished. It also indicates that the financiers of the United States do not expect to pay any great attention to the suggestion of the president, made during the early days of the war, that one good way for manifesting our neutrality would be to decline European loans. The bankers will get their share of the war business, along with the manufacturers.

Farmers and the Experts.

The action of the Nebraska Farmers' union in connection with the agricultural "expert" is not to be interpreted as meaning that the tiller of the soil is above taking advice and help from the scientific man who is trying to aid in farm progress. It merely means that the farmers will insist that the adviser shall know what he is talking about. The farmers of the country for the last few years have been bedeviled by a host of "specialists," who have been long on theory and short on practice, and the resolution adopted shows the natural resentment of this Interference with the business of farming. The great state universities of the west all muintain thoroughly scientific and earnest staff men, who know the conditions and study the needs of their localities, and who do give immense assistance to agriculture. Many farm problems are solved at the state schools, and the general condition of the industry is improved as a result. Much is yet to be found out, and intelligent and sympathetic co-operation between the Birmers and the professors will uncover many of the now hidden things in farming, but the half-baked "sharp" is a pest, and the farmer will be well

Some gayety might be added to the launching of political booms in Nebrasian if the authors would announce which of three popular streams will be navigated—the Regablican river, the River of Doubt, Salt creek, or the Big Muddy. I that is going some.

Keeping Codes Secret

WHEN you Jagow and Lansing exchange corremarines, the notes, as we know, are inboriously coded and sent to the senders' representative in the other's county, there to be as laboriously decoded and translated before they can be presented to the addressee. What would happen should such messages be sent in plain English or German nobody seems to know. "Abracadabra" is the accepted language of diplomacy, and continues to be used without question. Manifestly, however, there are many messages sent by this government to its various departments and representatives concerning the purport of which secrecy is the prime essential. To this end, each department of the government has its own code, and these are guarded with the utmost vigilance. Copies of these are entrusted only to the chosen few, but in spite of this and other precautions several copies have at different times escaped. In the San Fran Times Illustrated Weekly, Harry B. Kirtland. formerly military code expert of the War department, states that the War department has been the one to suffer most, as when, for example, several copies of its code disappeared in the San Francisco earthquake. He gives us one story to flustrate the pains taken at es to frustrate code thefts:

When Secretary of Embassy O'Shaughnessy and his party left Mexico City for Vera Cruz in 1914, Cap-William A. Burnside, U. S. A., our military attache, fearing theft of his baggage, carried his copy of the War department code in his hands. His trunks broken into and searched surreptitiously, and while on the train the attache, in the presence American witnesses, burned his code, leaf by leaf, smiting it from cigarettes. The witnesses swore to this, and on filing their affidavits at the War department the officer was relieved from all responsi-

In contrast to this story, however, is one of a rare

pportunity lost by foreign sples: 'Not long ago, a thousand copies of the War department code, lying in a covered, but unfastened box in the War department attic, in an open room, visited daily by hundreds of curious tourists for a view across the city, were accidentally discovered by a clerk, Bound in gold and morocco, they would have been rare souvenirs of Washington. Investigation proved that they had lain there, forgotten, for eight years. one was missing."

We are told that the Navy department code is weighted with lead, and every commander is supposed to throw it overboard in the event of capture But in spite of this rule at least two copies have disappeared. Only one code appears to have been kept wholly inviolable-that of the bureau of insular affairs, and this one has never been printed: We read: Its compiler, an expert codist in the office of the

chief of that bureau, personally typed it on thin sheets, making four copies, which were then bound. One was sent by special measenger to the governor general of the Phillippine islands, another to the governor of Porto Rico, a third was retained in the bureau, and the fourth is in the hands of a trusted government officer, who, for confidential reasons, cannot be named No other copies exist, and the four made are guarded with the utmost vigilance. It is the vehicle of secret unication between the government affd our colonial possessions, and is the only government code in whose certain secrecy absolute confidence is placed. Only the most vitally important messages coded in it are further protected by enciphering, and its use obviates the delay inevitable in enciphering and deciphering important messages coded in the more widely distributed departmental codes. It is the one really secret code of the United States."

But a code discovered does not necessarily mean that all efforts at secrecy by the particular department affected are completely frustrated; for a message already coded can later be enciphered, whereupon the possession of a specimen code-book is of no avail to the spy who waylays the message. He must have the cipher key-word as well, and, as we learn, these are

kept secret most effectually: These key words are never put into writing. High officers leaving Washington for foreign stations receive them orally, and commit them to memory. One famous commanding general in the Philippines, at a critical stage of our foreign relations several years ago, forgot the key-word, and a young officer made the long trip from Washington to Manila to repeat it him. This is common practice in the navy, and it is not unusual for officers whose only mission is to deliver orally a cipher-key word to be sent on such saions halfround the world. The secrecy of government ciphers, as used in connection with the codes, is, for all practical purposes, absolute. It rests the honor and fidelity of trusted cers and not one iota on any written book or paper.

Twice Told Tales

Didn't Need Them.

In the lobby of a hotel the assembled delegates ere discussing the servant problem, when Congress man Charles H. Dillon of South Dakota recalled an

appropriate story. Recently a prominent matron in a big eastern town had occasion to employ a new domestic, and as soon as the girl reached the house a large questioning

"I suppose, Gwendolyn," remarked the matron, "that they served the dinner in courses where you worked last?"

"Yes, ma'am," answered Gwendolyn, reflectively, "that is, they did sometimes and sometimes they "Um, I see," thoughtfully responded the matron

and then continued: "Did they use finger bowis?"
"No, ma'am," was the startling rejoinder of the "they always washed before they came to the table."-Philadelphia Telegraph.

The Essential.

The Sanday school teacher was talking to her pupils on patience. She explained her topic carefully, and, as an aid to understanding, she gave each pupil card bearing a picture of a boy fishing. "Even pleasure," she said, "requires the exercise of

patience. See the boy fishing; he must sit and wait d wait. He must be patient." Having treated the subject very fully, she began

with the simplest, most practical question. "And now, can any little boy tell me what we ed most when we go fishing?"

The answer was quickly shouted with one voice. "Balt!"-American Boy.

Poor dutlook for Picnic.

John Willie was a bright little lad, but he never ould learn grammar. This was a cause of much distreas to his Uncle Frank, who was keen on correct

One day Uncle Frank met John Willie in the street and asked him if he was going to the school treat e following week. "No. I ain't going." replied the lad glibly.

"Oh, John Willie!" protested his uncle, "You shouldn't say 'I ain't going;' you must say 'I am not soing." And, thinking to teach the little fellow some grammar slyly, he went on: "You are not going Mother is not going. We are not going. He is not They are not going. Now can you say all that, John Willie?" "Course I can!" scoffed John Willie. "There ain't

nobody going!"-Youth's Companion.

People and Events

St. Louis society folk are anxious to have motion pictures made of their diversions and put on the movie rircuits. Thus are the germs of a riot idea nurtured. The Society of Lower Rents and Reduced Taxes on omes reports that eleven families own one-fifteenth

of the assessed land in the Borough of Manhattan. which helps to explain why New York contributes big bunch of the federal income tax.

Peter Peterson of St. Paul, Minn., is watching the steamship plers of New York, hoping to head off his wife, who eloped with the hired man, bound for Sweden. Peterson says Mrs. Peterson that was weighs 500 pounds, and while not exactly speedy, she nanaged to stir up some dust with an auto, a brass hed, a cuckes clock, a phonograph, \$500 of the family cash and the hired man. The chaken husband admits

The Bees Letter Box

Give the Staners a Chance. OMAHA, Sept. 10.-To the Editor of The Bee: What are the "Billy" Sunday meetings for? Are they to be monopolized by the old saintly church members who are well on the way to heaven' Or are they intended for the sinner who is not in the habit of going to church and who lacks the salvation that this evangelist is so earnestly proclaiming as the need of lost humanity, the careless non-church goer, the saloon

keeper, the fallen in all walks of life? It would seem the way this tabernacle is being filled up at each of these services with the ministers, the church officials, the church-going people who claim they are among the saved already, who are going just through curiosity to hear the amusing things that "Billy" says, etc., but which in results answer to help crowd out the very class of people that these meetings are intended to get at. The hundreds and possibly thousands who do not hang around the tabernacle two or three hours before the hour of service, but come at the appointed time to find the seats all taken, the alsles all jammed full of the curious church people and are obliged to turn back home, will not try again. They are not particularly interested more than a little through curiosity and these are largely lost to the opportunity of "Billy's" influence,

Sinners are the people Sunday wants as his audience, and he is systematically being cheated out by an over-supply of saints who ought to be at the neighborhood prayer meetings trying to influence sinners to go to the tabernacle instead of occupying the front seats merely to hear what there is new in the way of entertainment at the

tabernacle. Sunday is not getting the people he is after, because the sinners are not curious enough to display the gall that the old hide-bound saint or the idle churchgoer has in securing a seat, even if they have to sit half a day on a hard plank for this privilege. Build the tabernacle larger or sort out the sheep from the goats and take them to some church or to the auditorium, and entertain them in prayer meeting exercises. Let Sunday get at the people he came here to talk to and convert. But if he is obliged to preach only to preachers and the already saved, his mission here will avail little. AN OBSERVER.

Chloroform for Hay Feverites. OMAHA Sept. 10 .- To the Editor of The Bee: The kindest method by which to with hay fever sufferers is to put them out of their misery with chloroform. I really mean this statement to be taken literally notwithstanding that it may seem to class me as well as some of Omaha's most respected citizens with stray canines, supernumeracy cats and other excess baggage.

Although probably originated by some poor sufferer rendered desperate by the pangs of his disease, whose intent was to secure peace at any price, the method has the approval of physicians. The medical man, however, advise that much judiciousness be mingled with the treatment. It was discovered that to relieve has

fever it is not necessary to continue the treatment until the patient is gone beyond recall. Soothing sleep and several hours surcease of torture may be secured by a few moments' inhalation of a weak solution of the kindly drug. Hay fever sufferers who used to run the

risk of making drug flends of themselves by spraying their tortured membranes with solutions of cocaine or other derivatives of the seperific poppy, are now barred from that relief by federal statute

Chloroform is best. A few cents' worth of chloroform liniment bought at any drug store will do the business. Inhale the fumes and forget your troubles for awhile, is the advice of those who have tried it. ONE OF 'EM.

Ten Esperanto "Landmarks." HEBRON, Neb., Sept. 16 .- To the Editor of The Bee: Some will not stop to consider a long article, who might read a few digested statements, and to save space I give a score of such items, embracing the gist of the international language Esperanto:

1. An inspiring accomplishment that places you on "speaking terms" with the whole world. 2. It is fifty times easier to learn than

a national language-mere play-verily spontaneous 3. One hundred and thirty-two journals

and magazines are published in that language throughout the world. 4. Is it not the actual fulfillment of Zeph. 3:9-giving the world "pure language."

5. By using the international roots, there are only a few new words to be learned. 6. After a few hour's study you may write an intelligent letter-test it your-

7. Esperanto gives a translation to the world-another tongue only reaches a few

8. Missionaries find it a bridge across the medly of jargons, the neutral lan-

9. Only sixteen brief rules of grammar, and twenty-eight letters, and each letter

has but one sound. 10. Esperantists enjoy exchanging picture post cards throughout the entire world.

And the arch fact that it is a most valuable approach to Latin, as well as the open door to the modern tongues. A. G. WILSON.

Here and There

Colonel Francois Desclaux, former paymaster general of the French army, who on March 27 was sentenced by a military court-martial to seven years solitary confinement, after being convicted on the charge of stealing military stores, was degraded Monday morning at the military school in Paris. There are no ours words in the Kick-

apoo Indian language, according to George Davis, former register of deeds in Brown county. Kansas, who was raised on a farm adjoining the Indian reservation. Even the sign language of the Indians, which is the universal means of communication among all the tribes, has no profanity.

Reno's method of granting "divorces while you wait's is promised an airing in New York courts. Millionaire Marosoni's daughter, who married a poli man some years ago and later shook him, in resisting the latter's claim for \$10,000 a year, alleges that he divorced his first wife at Reno in three days without waiting for the legal six months' residence. Some \$30,000 was necessary to speed up the Rano machine and it responded to the lubricant with amazing celerity.

Editorial Siftings

Detroit Free Press: Three days o fasting have been ordered in Russia. They'll be lucky if they get off with

that. Washington Post. Possibly Mr. Bryan will attribute the settlement of the dispute with Germany to the ultimate

triumph of his good contentions. Washington Post: With every return of his birthday, Francis Joseph can console himself that it has been a long life

with something doing all the time. Brooklyn Eagle: The struggles of the Italian army in the mountains of Austria make clear the value of mountains to Switzerland and ought to give us pause if we ever lightly think of invading Maxico.

Cleveland Plain Dealer: If all able bodied citizens who make jokes about hay fover could be mobilized and sent to the trenches in Gallipoli one feels confident their departure could be made the occasion of one of the greatest patroitic demonstrations this country ever saw. Pitteburgh Dispatch: Each side in the

great struggle across the sea is counting on making its opponents foot the bill of expense. But counting chickens before hatching is proverbially uncertain. In the end each fighter may be glad to emerge from the scrap with the proud privilege of salving its own wounds. Brooklyn Eagle: The firing on Dun-

kirk from a distance of twenty-three

miles, each shot gauged by close engi-

neering calculation, recalls the toast of Gauss, the German mathematician: drink to pure mathematics, the only science which has never been deftied by practical application." Taken impure it is no less exciting to the imagination. Minneapolis Journal, Germany and the United States have unloaded their Jonaha The first report that Grand Admiral von Tirpitz had resigned from the direction of the German admiralty is corrected by a semi-official statement that he is worn out by his strenuous service and has been obliged to take a vacation. No matter how he goes. No matter how Bryan went. Each has relieved his government of burdens within harder to bear than enemies without.

Philadelphia Record: From the tone of the gratuitous advice now being offered to the United States by the British press it might be supposed that we were cerned in uphoiding the rights of Great Britain against Germany. The fact is that we have been busy taking care of ourselves, and we know just how to go about it without any assistance from England. It may be a great disapointment to John Bull that we are in a fair way of reaching a satisfactory setlement with Germany without resort to arms; but the outcome is correspondingly gratifying to us. John would do well to attend his own business.

FROM A ONE NIGHT STAND.

the lane
That makes me think that Summer's
gone and Fall has come again.
It's not the nodding goldenrod that
blossoms by the wall.
Nor yet because, on quiet days, the
ripened apples fall.
I'll tell you what has cheered my heart -we're going to see a play.

I saw a brand new poster on the bill-board yesterday.

Oh, happy, lucky city folk, with all that wealth commands—

It's very dull of evenings in the lone—
some one-night stands.

It's true the moving pictures "show our eye and grieve our heart,"

But they, like Macbeth's visions, "come like shadows, so depart."

You've vaudeville the whole year round; you ne'er feel oh, so gay.

Because you saw a poster on the bill-board yesterday.

It may be "second company"; it may be There may be voices in the cast that

Broadway never heard.

The play may be a relic of the palmy
days of vore—
Who cares? We'll dust the Opra House, and see a play once more.

The world's a pleasant place to be,
though skies are getting gray—
saw a brand new poster on the biliboard yesterday:

Save The Baby Use the reliable HORLICK'S **ORIGINAL**

Malted Milk Upbuilds every part of the body efficiently. Endorsed by thousands of Physicians, Endorsed by thousands of Physicians, Mothers and Nurses the world over for more than a quarter of a century.

Convenient, no cooking nor additional milk required. Simply dissolve in water. Agrees when other foods often fail. Sample free, HORLICK'S, Racine, Wis. No Substitute is "Just as Good" as HORLICK'S, the Original

GRINS AND GROANS.

"Our friend always puts his beat foot forward although he is a trifle uncouth." "Tea," repiled Senator Sorghum; "a man who puts his best foot forward ought to be careful at least to keep his shoes polished."—Washington Star.

Mrs. Bacon—How many biscuits would t take to make ten pounds, John? Mr. Bacon—Well, it all depends whose discuits they were, dear.—Yonkera

"Your wife is a great star. Gets a thousand a week in that sketch, I understand."

"Yes, and I assist her at fifty per."
"That's a small salary to pay a husband. Why don't you kick?"
"I don't dare risk it. She could get a husband at twenty-five."—noscon

She (viewing the flagship)—What does he blow that bugle for?
He-Tattoo.
She-I've often seen it on their arms, but I never knew they had a special time for doing it.—Life.

"Hints on courtship abound. Every magazine will tell you how to win a wife. Anybody will gladly post you on the citauet of love-making."
"What's on your mind?"
"But after a man marries he has to shift completely for himself,"—Pittsburgh Post.

KABIBBLE KABARET DEAR MR. KABIBBLE

HIS ARM OR HE TAKE MINE, WHILE IF YOU STARTED IT, HE'S DEPENDING ON YOU

WHICH IS PROPER, FOR ME TO TAKE

Ted—So he figures that he didn't learn as much in college as he expected? Ned—No wonder. He failed to make even one of the minor leagues.—Judge. "Jinx says he can marry any woman be

"I don't doubt it. Any one ought to be able to marry a woman whom Jinx pleases."—Houston Post. ITCHED ON FACE

Started Like Water Blisters. Scratched Even In Sleep. Would Bleed and Get Larger.

HEALED BY CUTICURA SOAP AND OINTMENT

"My little boy, two years old, had a

breaking out on his face. The breaking started just like water blisters. It must have itched for he scratched it even in his sleep. He would sometin wake up and be fretful. He would scratch, and of course it would bleed and War !! get larger. I was afraid of blood poleon. "I saw an advertise

for Outicura Soap and Ointment and sent for some In a couple of weeks his there is no scar or mark on (Signed) Mrs. A. M. Gollnick, 227 Caledonia St., La Cross, Wis., March 25, '15.

Sample Each Free by Mail With 32-p. Skin Book on request. Address post-card "Cuticura, Dept. T, Bos-ten." Sold throughout the world.





Everybody knows where The Bee Building is

Can you have a better address for your office?

For offices apply to the Superintendent, Room 103, The Bee Building Co.

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.