# THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR.

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#### NOVEMBER CIRCULATION. 53,716

State of Nebraska, County of Douglas, as:
Dwight Williams, circulation manager of The Bee
Publishing company, being duly sworn, says that the
average circulation for the month of November, 1915,
was 52.718.
DWIGHT WILLIAMS, Circulation Manager,
Subscribed in my presence and sworn to before
me, this 2d day of December, 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.

#### January 4 === Thought for the Day

Selected by Supt. F. C. Downer People abourdly talk of self-denial. There is no self-denial to a person of moral excellence. The greatest terture to such a soul would be to run counter to the dictates of conscience. -George Eliot.

Hail, congress! Welcome back to the daily grind.

Let the "Stop-off-at-Omaha" campaign continue without abatement or interruption.

With leap year privileges, Mr. January Clearance Sale is simply irresistible.

It is never too late for the autoist to resolve to slow down and drive carefully on the crowded city thoroughfares,

The statistics of the bridge toll-gate and car line should tell us before long to what extent a dry Iowa is accelerating to business in Omaha.

Attention of fire insurance companies is drawn to Omaha's notably low fire record last year. As a sign of appreciation, rates will come down proportionately, of course.

The pientitude in Nebraska of candidates for the republican nomination for governor and the paucity cleandidates for the democratic nominotion for governor tell a story without words.

According to Mr. Bryan the Ford peace mission has proved at least a partial success. No question about that, inasmuch as it succeeded in putting a few small chunks of Mr. Ford's fortune into circulation.

The projected publicity bureau for the legal profession affords no ground for questioning the efficiency of present methods. As long as courts provide the forum, motions for leave to print are "incompetent, irrelevant and immaterial."

It is said that the president will waste no time filling the vacancy on the federal supreme court. If it takes him as long to make a supreme judge as to select our district judge out here, it will be next summer before the place will be filled.

In time of war the government of even a free country may do almost anything, but so long as we remain at peace, our constitutional guaranties of free speech and free press cannot be suspended by either presidential edict or congressional legislation.

The great and near-great illumine the new year with hopeful prophesies of what it may bring. But the conflict of views shows such diversity that forward-looking people are helpleasly thrown back on the old reliable medical almanac. No such word as failure written there.



beavy snow drifts piled up by the high gale of the night. The street cars were unable to run at all and few vehicles were out. The company had a force of seventy-five men and four plows at work and hope to have the cars running by tomorrow morning.

Negotiations are on foot for the transfer of the Omaha Nail factory to G. T. Walker, now connected with the nail works in San Francisco

The Board of Trade elected the following board of directors: Max Meyer, P. E. Her, George C. Ames, John Evans, H. G. Clark, Frank Colpetzer, J. A. Wakefield and M. Hellman.

The teachers' examining committee has certified to the school board the following: Susie E. Eveleth. Helen L. Wyckoff, Nettie Primrose and Carrie M. Chapman. The resignation of Miss Villa Cushman as teacher in the Central school has also been accepted.

The Union Elevator company at its annual meet ing at the office of Thomas L. Kimball chose the following heard of directors: Charles F. Adams, Jr., of Boston; Thomas L. Kimball, P. C. Himebaugh, N. Merriam, William Wallace, S. R. Callaway, George

The funeral of Mrs. M. T. Barlow took place from the residence, 250 Webster street, with services conducted by Rev. John Williams. The pallbearers were E. P. Pock, W. F. McMillan, C. K. Coutant, C. E. Yost, D. B. Sargent, Luther Drake, W. H. Meguire,

A company of young people gathered at the residence of M. Reliman on St. Mary's avenue last evening to help celebrate the birthday of Miss Blanche

Timely and to the Point. Why Army Costs So Much The Bee rises to endorse and reinforce some editorial remarks made by the Lincoln Star un-

der the caption of "Skinning the Public," in By Major General Mugh L, Scott. which it takes to task in unmistakable terms The chief of staff of the United States army, the organized efforts of our public officers to Major General Hugh L. Scott, has written the folmanipulate legislation to enrich themselves lowing letter to a citizen of New Yo.k, Joseph La at the expense of the taxpayers. The occasion Delafield, under date of December 7, explaining the high cost of the military establishment as compared for the Star's outburst is a rumpus raised in with the establishments of European countries: Lincoln by a dismissal from the fire department "for the good of the service," but presumably

for pernicious lobbying. "We tolerate with

equanimity," declares the Star, "organizations

of county treasurers, of sheriffs, of county

clerks and many other public positions, the pur-

rose in each instance being the skinning of the

public. Until the people wake up to the fact

that every such organization of public servants

is a sort of conspiracy against the public good,

one can not blame a member of a municipal de-

partment from resorting to the lobby to secure

a shortening of his hours of labor or better pay

tions in toto, for we can see that they could, if

they would, justify themselves by bending their

efforts to improving the service which is their

publicly professed purpose. Discussion of ex-

periences, adoption of uniform methods and per-

fection of system are as desirable in the admin-

istration of public business as of private busi-

ness, but the trouble is that when our public

officers get together for these ostensible ob-

fects, to which no one can object, they almost

invariably inaugurate a conspiracy to reach into

the pockets of people who are their employers

for raising their own salaries, shortening their

hours, increasing the number of jobs under them,

grabbing the fees that come into their

hands, lengthening their terms, and other more

or less stealthy methods of what the Star aptly

calls "skinning the public." The worst part of

it is that they do not, even where they have

claims that may be meritorious, let them rest

there, but resort to the threats and pressure of

their political influence and official prestige to

besiege the lawmakers with a corps of insidious

lobbyists drawing public salaries for time they

should stop the abuses of these organizations of

public officers without impairing their useful-

The Lamar Vacancy on the Bench.

the United States supreme court reminds us of

to his exalted position by President Taft, Jus-

tice Lamar was a native of Georgia and a

cousin, Lucius Quintus Curtis Lamar of Mis-

sissippi, was a member of Grover Cleveland's

first cabinet and was elevated to the supreme

bench by that president. The activities of the

Lamar family in the way of politics had been

distinctively democratic, but that did not deter

President Taft from selecting Judge Lamar for

precedent in the case of Justice Lurton. What is

of Interest at this moment is whether President

Wilson will emulate his predecessor in making

his choice for the vacancy with the same broad

Shortage of Fertilizer.

ton comes the disquieting information that the

farmers of the United States are to feel the ef-

fects of a shortage of fertilizer, due to the cut-

ting off of the potash supply. This is an inci-

dental of the war, but is in a considerable de-

gree chargeable to our national habit of neglect

and procrastination. Our dependence on Ger-

many for potash has long been known, and not

so very long ago was the subject for an exchange

of notes that almost approached the acri-

monious, Germany having proposed to restrict

the amount of the mineral sent to the United

States. The possible results of a default in the

German supply was then pointed out, and much

scurrying around to find suitable deposits in the

United States followed. The manufacture of

fertilizer through the fixation of atmospheric

free nitrogen by electrolysis was demonstrated,

but nothing was done to take advantage of this

discovery until its necessity was forced upon us

by the war. Now factories are being started,

is also reported, although the output of this ar-

ticle was increased by more than 6 per cent dur-

ing the year. A recent report from Washington

made the startling statement that 1,800 tons of

sulphuric acid daily goes to waste in the smelter

fumes at Butte alone. These examples of na-

tional shiftlessness are not at all creditable,

They emphasize the fact that the United States

needs to be taught preparation in other ways

Going of Rev. Adolph Hult.

from an Omaha pulpit to take a professor's chair

in the college at Rock Island, to which he has

been called, we bid adieu to a man who has been

of real service to the community. Quiet, with-

out ostentation, conservative and sensible, with

a remarkable faculty for saying the right thing

at the right time, Dr. Hult has had an unob-

trusive but nevertheless powerful influence on

the affairs of Omaha. Scholarly, modest but

courageous, he voiced his opinions in a way that

commanded attention, while his criticism, prof-

fered on proper occasion, was keen but kindly.

He was well known to the readers of The Bee

through his contributions to its columns, the

most extensive of which were his "Impressions

of a First Tripper," a series of timely articles

on Europe, showing his faculty for close obser-

vation and his spirit of kindly critical comment.

Dr. Hult will be missed from a community in

The lure of the wild horses of New Mexice

endangers the safety of domesticated horses to

such an extent that state-wide preventive meas-

ures are necessary. Nevada was similarly

threatened by hands of wild horses some years

ego, and the war of extermination undertaken

not unlikely swelled the native colony to the

south. In the romance of the chase no feat of

horsemanship surpasses the hunt and capture of

which he has been genuinely useful,

a wild horse alive,

With the departure of Rev. Adolph Hult

A shortage in the supply of sulphuric acid

but at rather a late date.

than for war.

The death of Justice Joseph R. Lamar of

We submit that the next legislature can and

put in waylaying the public treasury.

ness along legitimate lines.

The Bee would not condemn these organiza-

for the time he puts in."

Sir: Replying to your letter dated November 29, 1915, wherein you request to be furnished whatever printed matter there may be showing how the present appropriations for national defense have been applied and why it is that other nations have been able to do so much more on smaller appropriations, I am directed by the accretary of war to inform you that there is no printed matter of an official character which discusses our appropriation from the point of view you mention. From time to time statements have appeared in

current publications showing the large appropriation necessary for the support of the military establishment of the United States and the relative small cost of the German army. By dividing each of these amounts by the total strength of each military establishment an effort is made to compare the high cost of one of our soldiers with the cost of a German soldier, which is very much lower than ours. No intelligent comparison can be made between the cost of the German and American military establishments without having first a clear understanding of the differences in the military systems of these two

The German pays his military obligations to the state in personal service, while we go into the labor market, where we are forced to compete with other employers of labor in order to secure our soldiers. addition, there is a small class of volunteers in the German army, who, in exchange for certain privileges as to service, maintain themselves and supply their own uniforms and equipment. Again, the normal wages in our labor market, where we obtain our recruits, are much higher than in Germany. The comparative cost of these two soldiers in dollars and cents, therefore, means little except to emphasize the cost to our government, and indirectly to the citizen, of maintaining a military establishment on the voluntary principle. If we wish, then, to compare the cost of our army with the cost of those of other nations, we must limit our comparison to those nations which employ the same general system as ourselves. We will find that only one other nation in the world does so-Great Britain.

In sixteen trades and callings, data for which were obtainable in both the United States and Great Britain for 1912, we find that the average wage was 159 per cent higher in this country than in Great Britain. But the difficulty does not end here, for the price we pay to induce our soldiers to enlist and to maintain them thereafter is affected by the standard of luxury and the cost of living in the two countries under consideration. Again, taking British figures (which are well known to be higher than the German), we find that the cost of the food consumed by the average workingman in this country was 66 per cent higher than in Great Britain, the cost of fuel Il per cent higher, and the cost of rent 91 per cent the circumstances under which he was called higher.

In addition, there are many other factors which enter into the necessarily high cost of our army member of a distinguished southern family. His under present conditions, only a limited number of which can be mentioned here. One of the many items of expense in this country is that of transportation, both of men and supplies. In this country the government must pay in cash at the commercial rate for all transportation, while in Germany the railways are state owned. Everything which we buy in this country for the maintanance of the army is higher than corresponding articles in Germany, and after purchase must be transported over vastly greater the supreme bench, although it already had a

> The above are only a few of the items which make our army more costly than that of Germany. All of them are due to the system we employ to maintain our military forces. There are, of course, a number of items which render the cost of the army unduly high, which are really imposed on the country as a result of political considerations. One of these is the maintenance of the large number of park-like army posts scattered all over our vast country. Another for provise of law, which compels us to shift individuals of our oversea garrisons once in two years. Another is the detached service law which makes it necessary to shift officers all over the country at frequent intervals.

Condition of this nature are susceptible of correction by legislation and really affect only a fraction of the increased cost of our army. The great cost of our army is due to the system we employ, and just so long as we continue to rely on a volumtary military system, we will have to continue to pay an excessive amount for national preparedness. Taking into consideration the handicaps under which the government has to work in maintaining our army under the present system, it will be found that it is administered as economically as that of Germany or any other country.

I hope the above may, in part, at least, answer your questions. There is really nothing in print on this subject which is at all authentic. As stated above, a number of comparisons of the cost of our army and foreign armies have been made at different times. but the bases of comparison were even more faulty than the data used, and sound conclusions cannot be drawn from any such discussions.

# Twice Told Tales

What of the Fishes.

When Auditor of State Vic Donahey and six of his ten children had returned from Sunday school he tried the children out on the lesson, which had been about Noah and the ark. He impressed on their minds that of all the inhabitants of the earth, human. creeping and otherwise, all save those which had taken refuge on the ark had perished in the flood. There was nothing living at all except what was on the ark, he told the children. The waters had

drowned out all life. "Say, dad," inquired one of the youngsters, who is especially precocious, "did the fishes in the water die, too?"

This was a poser for the auditor. He told the lad that he would answer the question later. Answering questions right off the bat is one of the accomplishments of the auditor, but the one the boy asked stumped him.-Columbus Dispatch.

# People and Events

thing or two. One arrested for seizing the stakes at a saloon where her husband was gambling, was acquitted, and the husband of another, who had preented her with an automobile and then sold it, was ordered to refund her the money. All in a state that voted against the cause.

Hundreds of kiddles and scores of elders living Washington Heights, New York City, on Friday evening marched to the nearby Trinity cemetery and placed a wreath on the grave of Clement C. Moore, author of the famous Christmas poem, "'Twas the Night Before Christmas." The poem was recited and several Christmas carols sung.

The married multitude and others note with arched eyebrows the novel social departure introduced by a Chicago man transplanted in New York. Frank Aldrich, former congressman, gave a musical and tea in honor of Mme, Mariska Aldrich, prima donna of the Metropolitan Opera company, Mme Mariaka divorced J. Frank some two months ago. without seriously diminishing their friendship. Moreover their two chidren shared wth mother, the hospitality of their father, and the affair was just as jolly as though the divorce gulf was a myth.



The Lynching Record for 1915. TUSKEGEE, Ala., Jan. 3 .- To the Editor of The Bee: As head of the division of records and research of the Tuskegee institute, I co-operated with the late Dr. Booker T. Washington, principal, in keeping an annual record of all lynchings in the United States, which record was sent by him from time to time to the public press. According to this record there have been, during the year just closed. sixty-nine lynchings. Of those lynched fifty-five were negroes and fourteen were whites. This is six more negroes and eleven more whites than were put to death by mobs in 1914, when the record was forty-nine negroes and three whites. Included in the record are three women. In at least four instances it later developed that the persons put to death were innocent of the offenses charged. Eighteen, or more than one-fourth of the total lynchings, occurred in the state of

Georgia. Only eleven, ten negroes and one white, of those put to death, or 15 per cent of the total, were charged with rape. Other offenses and number lynched for were: Murder, seventeen, five white and twelve negroes; killing officers of the law, nine, three whites and six negroes; wounding officers of the law, three; clubbing officer of the law, a family of four, father, son and two daughters; poisoning mules, three; stealing hogs, two, white; disregarding warnings of night riders, two, white: insulting women, three; entering women's rooms, two; wounding a man, two; stealing meat, one; burglary, two; robbery, one; looting, one; stealing cotton, one; charged with stealing cow, one; furnishing ammunition to man resisting arrest, two; beating a wife and child. one, white; charged with being accessory

to the burning of a barn, one. Lynchings occurred in the following states: Alabama, nine; Arkansas, five; Florida, five; Georgia, eighteen; Illinois, one; Kentucky, five; Louisiana, two; Mississippi, nine: Missouri, two; Ohio, one; Oklahoma, three: South Carolina, one; Tennessee, two; Texas, five; Virginia, MONROE N. WORK,

Division of Records and Research.

Indignation Well Expressed. OMAHA, Jan. 2-To the Editor of The Bee: Can you explain to your patrons why it is that on entering a street car in Omaha, women or men alike have to rub up against a gang of loafers who are standing in the passageway smoking stinking doped cigarettes? I call them loafers, for no gentleman will stand in the passageway and puff the smoke in passengers' faces as they have to pass into the car. Cannot this be stopped in You will every day see a gang of loafers at Sixteenth and Farnam streets whose mothers are taking in washing for a living, to furnish the gang with cigarettes, who are to lazy to work, but can stand on the corner smoking and making remarks about women as they pass. This gang should be photographed and their picture shown in your paper. S. R. RUSSELL.

Walls of a Mere Husband.

OMAHA, Jan. 3 .- To the Editor of The Bee: I have frequently wondered why, if there may be "Confessions of a Wife," "Wails of a Mere Husband?" why not For surely all the woes of marriage are not borne by women. When wives who go daffy reading the former recitals of plain gossip; when they so absorb their meaning that they are disposed to designate their husbands by the names of the undesirable samples presented in the "confessions," why have not husbands the obligation resting upon them to "co back" with their side of the domestic problems?

This disposition has long resided in me, and if you are disposed to lend your columns to some tales, I hope I may relate some in future stories that will at least express what thousands of husbands feel and are helpless in their desires to es-Since the other stories come from the dark, I trust I will be pardoned if I, too, conceal my identity. For a man cannot, if he would, discard altogether considerations for his family, even if the members of that family league themselves against him and attempt by innumerable schemes to drill him into a greove. So, out of consideration for my wife and daughters (my son can take care of himself), I prefer to remain "in-

Men are helpless in the presence of vomen. Sometimes I believe this is because of their innate consideration for the feminine character. Sometimes I believe it is because they are plain cowards. Men's clubs flourish mainly because of this fact. Their clubs afford them somewhat of a means of escape and somewhat as a phalanx against feminine onslaughts. At least this is the general sentiment among the men who congregate at the clubs where I congregate, whether it be the Elks or Moose or the Omaha club. We would not so much object to social affairs were it not that the feminine element of them attempts enforcement of conditions repugnant to what we conceive to be our individual rights.

Agreed that the masculine and feminine sexes do not perfectly amalgamate, because both of them are so constituted mentally that they cannot get a clear perspective of the viewpoint of the opposite sex. Man through many ages has been the master, and this, perhaps, has given him a distorted vsew of his postion. Whether this view be abnormal or not, the fact remains that no man who is truly a man will long retain regard for a woman who attempts to master him. If she is diplomatic. I grant, she may be able to bring him to her wishes but she will never retain his love for her by enforced commands.

I know of few cases, however, where women attempt the mastery of their husbands except in social matters. In these, men, at least scores of them with whom I have spoken, protest against the unnatural restrictions and demands upon them by the feminine side of the house. Sometimes they "fall for them" because they are willing to jom their wives in attempts to find suitable matches for their daughters, but they always submit ungracefully and ungraciously. The extravagance to which these functions lead has to my personal knowledge in some instances, and in many of which I have heard, sent men to the pentientiary. Any genuine man will hesitate about denying anything to the women of his household Above everything clse he fears to confess his poverty. If the demands exceed his ability to pay, he schemes out new ways in which to raise the cash. These schemes sometimes go wrong. I will make a confession of my own actions of the past, which would have landed me where others have landed had my actions been discovered.

I have always been far behind merely because I have not had the manhood and determination to call a hait upon extravagant demands. And these demands must have been made upon me because

my family desire to shine in a social way equal to others whose incomes are far greater. Sometimes, though, I wonder if the men of these other households are not about in the same position that I am in. I wonder how many of them could bear an inspection of their CINNICUS actual assets?

# **Editorial Snapshots**

Detroit Free Press: Somebody has pro posed a tax on golf balls. As if the fellow who loses one to you doesn't how long and loud enough as it is.

Springfield Republican: Bird sanctuaries of all of the cemeteries of the coun try, covering more than a million acres of land, are proposed by the National Association of Audubon societies. The campaign is directed not only to the prevention of the use of firearms in cemeteries, but the exclusion of cats, the growing of berries and protecting shrubbery and the supplying of food in other ways and of nest-building material. The suggestion is excellent.

St. Louis Globe-Democrat: The attitude of the United States toward the subject of defense is the one taken by President Jackson in his first inaugural. Although himself a man of blood and fron, he opposed a large standing army, while favoring enlargement of the navy. Secretary Garrison in his annual report argued that universal military service is an impossibility, however desirable experts might find it. It is hard to believe that the deliberate conclusions of his official report have been so speedily When he hears from the overturned. country he will return to his previous Various societies are beating stand. tomtoms for preparedness, but if they hope to turn the United States into an armed camp they have failed to reckon with the spirit of Americans.

New York World: To Major Robert R. Moton of Hampton, as successor to the late Booker T. Washington at the head of Tuskegee institute, come great responsibilities and great opportunities The place of Tunkeges in the education of the negro is firmly fixed. To extend and develop its work with the growing resources with it is hoped may soon be available will call for special gifts of leadership. The trustees of Tuskegee, who have long known Major Moton, speak of him as "another forceful personality." He was a close friend of Brooker T Washington, a firm believer in his methods, and equipped by experience and character to carry on the work at Tuskegee in the same broad and practical spirit.

#### SUNNY GEMS.

"So Katherine married her husband to reform him. Did she succeed?" Completely! She's so extravagant that be can't afford even the smallest of his former vices."—Boston Transcript.

Postmaster—No, not much doin' in town. Did ye hear erbout Lem Huggins gettin' a telegram?
Farmer—Not Lem?
Postmaster—Yes, Lem.
Farmer—By cracky! It beats all, ther way the young fellers are forgin' ter the front.—Chicago News.

"Gentlemen," remarked the professor.
"the general function of the heads of several learned members of this class is of keep their neckties from slipping off."—Harvard Lampoon. "Ah," said the visitor: "this village boasts a choral society, I understand." "No," said the native, "we never boast of it."—Christian Register.

"Say, old man, can you lend me a few dollars?"
"Impossible! I've tried to several times, but you invariably look upon the amount as a gift."—Boston Transcript.

"The highest compliment a girl can re eive is for a man to ask her to marr;

him."
"Well, I don't know, Most girls get
two or three of those compliments. But
how many girls are asked to permit their
features to appear upon a soap calendar?"
—Pittsburgh Post.

# FORWARD!

Alfred Noyes. A thousand creeds and battle cries, A thousand warring social schemes, A thousand new moralites, And twenty thousand dreams.

Each on his own anarchiac way, From the old order breaking free— Our ruined world desires, you say, License, once more, not Liberty.

But ah, beneath the struggling foam, When storm and change are on the deep, How quietly the tides come home, And how the depths of sea-shine sleep;

And we who march toward a goal, Destroying only to fulfill The law, the law of that great soul Which moves beneath your allen

We, that like foemen meet the past Because we bring the future, know We only fight to achieve at last A great reunion with our foe;

Reunion in the truths that stand When all our wars are rolled away; Reunion of the heart and hand And of the prayers wherewith we pray;

Reunion in the common needs, The common strivings of mankind; Reunion of our warring creeds In the one God that dwells behind.

Forward!—what use in idle words?
Forward. O warriors of the soul!
There will be breaking up of swords
When that new morning makes the
whole.

# FOR A BAD COUGH

Here is a fine old-fashioned recipe for coughs, colds or catarrh trouble that has been used for many years with great success. Get from your druggist 1 oz. of Parmint (Double Strength) and add to it & pint of hot water and 4 oz. of granulated sugar. Take one tablespeonful 4 times a day. No more racking your whole body with a cougn. Clogged nostrils should open, air passages of your head clear up so you can breathe freely. It is easy to prepare, costs little and is pleasant to take. Anyone who has a stubborn cough, or hard cold or catarrh in any form should give this preacription a trial.—Advertisement.

# TETTER ON HANDS FOR TEN YEARS

Itching and Burning. Would Scratch For Hours. Almost Distracted. Could Scarcely Get Any Rest.

# **HEALED BY CUTICURA** SOAP AND OINTMENT

"Dry, rough places would appear on my hands accompanied by itching and burning. It was so severe that I would have to scratch and rub my hands for hours at a time until I was almost distracted. Sometimes they would crack open and bleed and would get so sore that I could not use them for days. I could scarcely get any rest at

"At last unable to endure it longer I had a treatment but found none that made a permanent cure until I obtained Cuticura Soap and Ointment. I had been affected with tetter for about ten years and I had only used one box of Cutieura Ointment and one cake of Cuticura Soap until my bands were completely healed." (Signed) Mrs. Geo. Robertson, Harrodsburg, Ind., July

50

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

Don't Say, "I Want a Box of Matches"

Ask for Safe Home Matches and you will get the very best matches that money will buy.

Non-poisonous-don't sparkdon't sputter-don't break-a real safety strike-anywhere match. Inspected and labeled by the Underwriters' Laboratories.

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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.