THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR.

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JANUARY CIRCULATION.

53,102 State of Nebraska, County of Douglas, sa:
Dwight Williams, circulation manager of The Bre
Publishing company, being duly sworn, says that the
average circulation for the month of January, 1916,
was \$2,102.
DWIGHT WILLIAMS, Circulation Manager,
Subscribed in my presence and sworn to before
ma, this 3d day of Fabruary, 1916.
ROBERT HUNTER, Notary Public.

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

The steady uplift in Omaha real estate outstrips the prophecy of the founders.

A few large sections of the country sorely need adequate preparedness against fleods.

William Grant Webster upholds the traditions of the family. His name is unabridged.

Floods in California and Arkansas, Wonder if we are due for a real June rise of the Big Muddy this year?

The ice crop is the biggest and best everbut that is no sign that the price of ice in Omaha will undergo any downward revision.

It's a cinch that another water rate reduction will soon be forthcoming; for is not another water board election on the boards for this year?

Still, why should the school board sell bonds and make the taxpayers pay interest on them for six months to a year before the money can be

The independence which the Filipines are now promised has so many strings tied to it that they may prefer, when the time comes, not to get entangled in them,

Governor Morehead's advice to farmers on the selection of good seed corn is timely. Infelligent care in seed selection constitutes the busis of successful farming.

Sonorous talk of squaring democratic acts with the Baltimore platform lends a touch of galuty to a dreary winter. Especially since the axe is ready for the one-term plank.

Next in order will be an arbitration commission to decide the equities between the different favorite sens, and their right to keep outsiders from peaching on one another's preserves.

Occasional contributions to the conscience fund of the national treasury indicates a chastened spirit in spots. It takes the lengthening shadows of autumn years to lift the spirit to the financial stool of repentance.

It is worth while noting as time slips along that a poverty of material for the governorship forces the democracy into an attitude of friendliness for conscription. Fear of a ple counter famine provokes resort to desperate expedients.

A blanket of snow in the north Pucific coast, ranging from four feet on the level to unknown depths in the Cascade mountains, insures the largest job ever tackled by native Chinook winds. In the circumstance, living up to its reputation as a dry belt is a back-breaking task.

It is not beyond the possibility of doubt that Postmaster Wharton will also be a holdover after the expiration of his commission. But, then, it is better to have the salary go to a good republican than to have the money altogether kept out of circulation, as in the case of that federal judgeship vacancy so long kept vacant.

Thirty Years Ago This Day in Omaha

Compiled from Bes Files. Paving bids, opened by the Board of Public Works, showed these prices per square yard on concrete base: Sioux Falls granite, \$1.25; Colorado sandatone, \$2.18; cedar block, \$1.88; asphalt, \$2.96.

A branch house of the West Davenport Furniture company of Davenport, In., has been opened in this city at 218 South Fourteenth street.

An interview with Superintendent Goodrich of the waterworks contains information that none of the mains have been frozen yet, and but very few of the side pipes, and that the city's daily consumption of water at the present time is between \$,500,000 and

Mr. and Mrs. F. C. Morgan and daughter, who are back from St. Louis, where their daughter, Miss Mary Morgan, took the vell last week, are leaving again for St. Paul on a week's visit.

Mr. A. Rothery, a crayon and pastelle artist, has on exhibition at the Hospe art store a splendid crayon poriralt of Colonel Pratt, which is pronounced a perfeet likeness

Keenan & Hancock, one of the strongest live stock ommission firms of Chicago, have established as office at the stock yards at South Omaha, with Mr. D. Smith in charge.

W. M. Long of the Republican has gone to St. Paul to see the carrival and somebody else.

A party was held at the residence of Mr. Kline of West Cuming street in honor of the engagement of

his daughter, Miss Dorn Kline, and Mr. Levi. Charles II. Brown is back from Washington, where William Peters Hepburn

With the death of "Pete" Hepburn another of the landmarks of Jowa politics has dissppeared, as well as a national figure of no insigniffcant proportions. His service in congress covers a period when lows wielded more genuine influence in the national lawmaking body than any other western state, and took rank with the foremost. He was a member of that historic group, made up of such men as William Boyd Allison, "Dave" Henderson, John Henry Gear, J. A. T. Hull, Isaac Struble, "Bob" Cousins, and John F. Lacey, who gave the Hawkeye state impressive standing in national affairs. These men were active in shaping the laws that ensured the progress of the country through a wonderful period of development, and have left enduring monuments to their activity in the prosperity of the whole people. Mr. Hepburn came into greatest notice as the author of the Hepburn law, which stopped the issuing of interstate free passes by the railroals, and cured one of the greatest evils of the transportation industry. He also took an active part in the enactment of laws for the protection of the dairy industry, and was in many ways of service to his constituents and to the country. The evening of his life was spent in quiet retirement, but he was not, nor will he soon be, forgotten.

Conservation on Right Track.

The Department of Commerce is taking up the matter of conservation of the lumber supply along lines that ought to bring serviceable results. An endeavor is being made to see if something cannot be done to utilize the immense waste now practiced in logging and lumbering. Inquiry has developed the fact that only 320 feet of each 1,000 feet of standing timber is utilized. This means that 68 per cent of the potential service of a tree is wasted in the process of reducing it to merchantable stuff. This figure will not surprise any who have visited a modern sawwill and looked with sadness at the never-dying fires, in which blaze millions of feet of good lumber, because it is cheaper to burn it than to dispose of it in some useful way. Various reasons are set up for this, but the chief one is the railroad rates. A Nebraska man must almost weep when watching E Washington sawyer send to the waste fire boards that would be useful in this state for fencing, corneribe, barn building and other purposes, but which can not now be shipped and sold at a profit, because the rate is fixed on the best grade of lumber, and knows nothing of the cheaper kind. Plans for utilizing sawdust, stumpage and all that sort of present day refuse of the lumber industry are well enough in their way, but a more practical saving will be to bring to market some of the lumber that is now being burned because it does not touch the top-notch in grading.

Poles Must Pay for Innocence.

The reply of Sir Edward Grey to the appeal from the American Polish relief committee, that the blockade be raised to permit the sending of food supplies from America to Poland, brings forward one of the most abhorrent features of modern warfare. It is the suffering that must fall upon belpless noncombatants. Caught between the lines of war in which they have no voice, and no part except as helpless victims, the people of Poland are to be compelled to endure the sufferings of exposure and starvation. Great Britain will not permit the passage of relief supplies, for the reason that such action might be to the advantage of Germany.

This action seems heartless, but it is war. Germany has been not less hard in dealing with Belgium. While the Americans have been feeding the inhabitants of occupied territory, the Germans have been coffeeting taxes from them. The present instance serves only to multiply proof that war is all that has ever been said of it. Stern business at its best, it is being conducted in a stern manner, and its horrors will grow as time goes on, till the very end. The futility of our sympathy and the failure of our efforts to assist the Poles in their misery should in no way tend to lessen endeavors to be of help to the unfortunate victims of the unreasoning conflict. In time we will have to do even more for these who can not do for themselves. But for the present, the Poles must pay the price of their weakness and innocence.

Thorne's Fight on Brandeis.

Clifford Thorn, the Boanarges of the Iowa railroad commission, is proceeding to Washington to oppose the confirmation of Louis D. Brandels, nominated by the president for the vacancy on the federal supreme court bench. This presents a novel spectacle of the senate publicly trying the president's selection on the charge of being a radical, while Thorne has a grievance against him for being a conservative. The Hawkeye terror of transportation has a personal grievance against Brandels, alleging that he favored the railroads and meat packers in the recent great hearing on rates, in which Thorne's contentions were set aside by the Interstate Commerce commission.

At the same time, the representatives of the rallroads and packers, and allied interests, will gladly join with Mr. Thorne in his efforts to prevent confirmation, for the Brandels nomination does not please them particularly,

It is just the kind of a fight calculated to force the confirmation of the man whose course has been so direct as to arouse the opposition of extremists on both siles.

The supreme court of Nebraska has upheld the law providing for the teaching of any modern language in the public schools whenever demanded by petition by fifty patrons of the school. In other words, the legislature has the right to pass such a law, regardless of the wisdom or unwisdom. The strictly home rule way of doing it, however, would have been to put the question up to all the patrons of the school and let the majority decide. Perhaps it would be better to amend the law in this direction.

Henry Ford announces he has only started in his quest for peace at home and abroad. The next peace mission to Europe will be numerically greater than the first, and contain fewer highbrows and a higher percentage of common people. The new plan has the advantage of greater obedience and less sustained vocal

The Fine Art of Skating

Life is short, art is long; and few arts are longer than the beautiful modern art of skating. But expensive skuting equipment and professional instruction will not alone, or very quickly, make artistic skaters, no matter how ardent the "crase" for dancing on the los. Any couple may have great fun in waitzing and in two-stepping with the sprawl and the clatter of the old American "locomotive" figures, instead of the quiet, rhythmic, gliding form; and in the sunny winter out of doors, this vigorous exertion on states may be as exhibitanting and health-giving as any sport on the calendar; but it is not "akaling. according to the standards of the latest develop-

These require patience, persistence and esthetic sensibilities not so much exceptional strength, as skill in the expenditure of moderate force-not so much expensive skates and costumes, as the intelligent appreciation of the problems to be solved. The estution is within the power of nearly everybody, old and young: but it is not to be bought; it is to be won only by intelligent study, consistent practica and some hard work; yet the struggle with the difficulties is the most fascinating in the whole realm of combined physical and intellectual effort, and the accomplishment is worth all the effort it costs. For of one thing, at least, we may be sure; all that is claimed for physical self-expression in its most artistic form, esthetic dancing, may be claimed with greater force for artistic skating, for the simple reason that in skating, the gilding motion is continuous-there are not the unavoidable pauses that turn the graceful poise, even for a moment, into a rigid pose. This superfority of skating as a means of physical setfexpression is ample justification for the effort needed to evercome the technical handicap of skates; a handicap, however, which in these days of improved tools and instruction is reduced to a minimum. Balance on the skate-edge once acquired, however, the freedom of action in stating, quite as complete as in swimming is nearer than in dancing to the perfect freedom of flying; which, alas, is not yet attainable by man. The possibility of physical suit-expression. through the freedom of skating, is practically un-

The recent revelation of these possibilities by the European professionals, expatriated by the war, strikes the American public as something new. There is, however, nothing new about the skating they represent except its simple system. The elements of all figure-skating have been reduced to two, the curve and the turn (on one foot). Combinations of these outside and inside edges and turns, forward and backward, together with loops, pirouettes and jumps, make up all the figures skatable. The fine art of the new skating in the international style, however, is chiefly in the manner of execution, or in good form-arms and legs slightly bent, and all members of the body contributing to an artistically beautiful performance on the ice, which by the grace and charm of its haros movements, may satisfy the authetic sense of both performers and spectators. Experience has proved that for the execution of every figure, there is usually one position and movement that is easiest and most conducive to success. These positions often strike the beginner as unnatural; but the fine, balance required the more difficult figures makes it economical for the beginner to learn the correct positions at the start, even if they seem at first like artificial poses. To make these positions and movements easy and natural is the challenge and the charm of the art. Grace is the perfect responsive obedience of a moving person's body to his will, the perfectly adequate exion of that will in his positions and movements. Not, however, until the positions and movements required by the new shating can be assumed unconsciously and automatically, can the skater be graceful. No physical attribute is more to be desired than chythmic grace. Some can never acquire it. None can acquire it more quickly or more offectively than in modern artistic skating. Modern artistic skating, therefore, is the finest of physical arts.

Some of the beautier of this fine art are being daily revealed by professional skaters, chiefly from Berlin. Their evolutions, however, savor too much of the very kind of skating that fifty years ago Jackson Haines ried to Europe in 1805 no great repertory of figuresrocking turns had hardly been discovered-and he died (1875) before the first bracket was skated; but he was a dancing master by profession, and though he always skated alone," he introduced into Vienna long, graceful, sweeping curves and dance steps to musica style which the dance-loving Viennese soon developed into pair-ekating. The Jackson Haines American style and the Jackson Haines two-stanchion, roundtoed skats immediately spread all over Europe.

The British, meanwhife, had brought their big, flat curved, stiff, combined skating to a high state of perfection. During the 'se the continental style as expounded by the Viennese school, was modified by the addition of the new rocking turns on big (English) circles; so that when the International Skating union was formed in the early '90s, a new style of skating was ripe for standardination in the annual European and world's championship competitions that the union began to hold. The holding of the world's championship for 1898 in London opened the eyes of the British to the resources of the continental style, and the National Skating association adopted it in 1900. In that year I published, in my Handbook of Figure Skating, an exposition of the continental style, from the official documents and from correspondence with Eu ropean skaters; and in the winter of 1902-3 I saw it for the first time. On my return, I published a full exposition of the international style (1906) and began to demonstrate it on a pair of Jackson Haines skates which Salchow, the world's champion, sent me from Stockholm, My crude efforts undoubtedly deserved ridicule I endured (I was 46 years old); but ! stuck to it, and now the laugh is on my side. Irving Brokaw, who wen the United States championship is 1996, took up the international style the next year, and in February, 1908, with Karl Zenger (champion Germany in 1966), gave on Greater Boston rinks the first exhibition of pair-skating in the international style in this country, He is today our most accomplished skater in this style.

No European or world's champion has ever come to the United States; but, thanks to the generous efforts of Mr. Brokaw, the Skating Union of America held the first competition in the international style at New Haven in March, 1914, in which Norman Scott of the Winter club of Montreal won the men's champlonship, Miss Theresa Weld of the Skating club of Boston the ladies' championship, Mr. Scott and Miss Chevallier of Montreal the pair-skating championship and Mr. Nat W. Niles and Miss Weld of Boston the waltzing championship. Last year there was no international competition either here or abroad; but the New England association held a competition in Boston, in which the men's championship was won by William P. Chase.

The sensations of these exhibarating big curves and spirals in graceful form, the accurate striking and gliding, partners coming together and separating in perfect rhythm with each other and with the beat of the music, the limitless combination of figures, control of which challenges the intellectual and physical skill and ingenuity of young and old alike-pro vide a variety of physical and esthetic pleasure and free opportunity for self-expression, such as no other out-of-door sport provides; for skating of this kind is sport and art in one, and can be acquired earlier and pursued later in life than any other.

Even Then.

"Twe been reading a lot of Assyrian history in my Library of the World's Knowledge in Sixteen Volsays the man who is devoting one hour each evening to acquiring information and culture. "What scially interests me is the fact that almost all the plotures of the walls have big carvings of bulls on Beems to me us if the ancient Assyrians couldn't look in any direction without seeing a bull. Wonder

why they had them." 'Oh," yawns the man who knows everything, "they erved the same surpose as the political posters we wate insurers would have nothing to do paste on our walls. Same old buil, you know."-Judge. with it except at probibilive rates.

The Bee's Leffer Box

A Pastor on Religious Liberty.

MAGNOLIA, Ia., Feb. 7 .- To the Editor of The Bee: "Religious Liberty," a timely discussion of which has begun in the columns of Omaha papers. Liberty" was what thrilled Luther so that he did not falter to appear before the emissaries of Rome at the Diet of Worms in 1831; religious liberty is what encouraged the pilgrim fathers to seek a new home in America, but religious liberty was also embodied into the constitution of these United States of America thus guaranteeing religious liberty to every American. This guaranty of religious liberty is not a liberty to believe in one's heart or mind what one feels like, because for this there can be no legislation, but for an expression or confession before others of that which we believe. A person having religion in his heart cannot refrain from showing or expressing whatsoever fills his heart. the same as an unbeliever feels compelled to reveal what fills his heart. unbeliever says "I am not ashamed of my unbelief:" the Christian says, "I am not ashamed of the Gospel of Christ; for it is the power of God unto salvation; to the Jew first and also to the Greek." Rom, 1:16. Comes now Metcalfe and wishes to tell us to be ashamed of the Gospel of Christ, to refrain from using the privilege given us by the constitution. Speaking of your religion to another whose religion differs with yours is criticism and this cannot and should not be ferbidden, as Editor Pontius correctly shows. The writer endorses everything he says germane to religious discussion We need more of it. The Lutheran church invites the freest and fullest discussion and criticism of its teachings based upon the word of God, as we have it in the Bible I would be ashamed of my affiliation with the Lutheran church or any other, for that matter, if it deprecated publicity, criticism. A church or other charitable institution, whose existence is dependent from the public or that bids for public tolerance or recognition, or appears be kicks and frets and pouts because the public before whom it parades gazes upon it and passes a few harmless remarks is not worthy the name of religion, nor public tolerance or recognition. Criticism brings out the beauty of the Bible. Criticism has caused and helped growth of the Lutheran church. I, for my part, am suspicious of any institution that cannot bear criticism or the light of day . Such an institution should not make a bid for public tolerance; yea, does not deserve public patronage. H. W. SAEGER,

Themselical Latheran Pastor.

Platforms and Candidates. NORTH LOUP, Neb., Feb. 6 .- To the Editor of The Bee! There must of necessity be a great number of candidates for office in the state and county organizations. The persons in Nebraska and other states who are to become candidates for election for the many and various official positions, on the republican ticket, would stand a much better chance of election if the Chicago convention nominates an actual progressive having a real record of progressiveness to show just what that candidate is. The age of platforms has passed, if we are to take the democratic pledges for an example. Candidates have long been in the habit of getting before the people on party platforms which were written for the purpose of getting votes. We must insist, as we should have insisted long ago, that platforms she contain nothing except what the candidate. is known by his record to stand for. While we have been making a hallelulah noise over platforms, the Wall street end of the game has been naming the men to live up to the platforms. They always fall, We must quit the business of platformmaking which includes everything from soup to nuts, as my demogratic friends from Council Bluffs would say, and tap any man on the shoulder who proposes such, with the admonition, "Old man, that is too much pepper." A little forethought on this matter of nominating a strong progressive for president may save the hides and tallow of a multitude of other candidates in the general election. WALTER JOHNSON.

Editorial Snapshots

Philadelphia Ledger: "Poetry makes a little money nowadays," says a publisher. If prosperity has reached even the poets, it is universal indeed.

Brooklyn Eagle: The Colossus of Roads is the \$25,000,000 appropriation bill passed by a porcine house of representatives. A country boy could tell that without a trace of classical education.

Boston Transcript: We gather from the enthusiastic remarks of our prohibition friends that the Demon Rum is almost as near the point of complete extinction as he was thirty-five or forty years ago.

Cleveland Plain Dealer: If one might suggest in all modesty another geographical change, now that geographical changes are so popular in foreign regions. Kut-el-Amara would look more appropriate to English eyes if spelled Kut-

and Run. Baltimore American: An Indian chief in the streets of Boston the other day tomshawked a boy in a crowd that had been annoying him. And probably the first civilized regret over the occurrence will be that there was not a movingpicture camera to produce such a realistic picture of the old frontier days.

Brooklyn Eagle: A law to imprison misbranders of goods, except for export. is pending in congress. The exception is a delight to cynics. To tell the world that we will not awindle one another, but will swindle foreigners, if we can, is, from the ethical viewpoint, absurd, and from the practical viewpoint most inadvisable.

New York World: Possibly General Wood is right when he says the United States navy would not last sixty days in a fight with a first-class power, but there were eminent critics of that establishment in the spring of 1888 who gave it even less time in a conflict with Spain. Other nations learned something from the American navy of that period, and perhaps with reasonable preparedness we may be able to teach them again. New York World: During fourteen

months of operation the Washington government's bureau of war risk insurance on ships took in \$3,194,60. in premiums and paid out \$695,984 for losses. This leaves a profit of \$1,688,669, whose percentage of total receipts will put any other war business in the shade for richness. And it will be recalled that this was a business which was taken up by the government simply because pri-

Tips on Home Topics

Boston Transcript: It's going to be cretty hard for a prohibitionist to explain a campaign contribution to a man named Bwig.

Pittsburgh Dispatch: Reading some the colonel's remarks these days raises the suspicion that he, too, has changed his mind since the time he used to belabor the muck-rakers.

Chicago Herald: A Chicago man charges that he was sent to the funatic asylum because an employer wanted to keep his wife as a cook. Housekeepers will generally agree that no crime is unwarranted when the retention of a good cook is at

Springfield Republican: It will surprise a good many people to know that the Grand canyon of the Colorado is not a national park or in one. More than 104,000 see-America-first tourists visited it in 1915. It surely ought to belong to the nation and be under its protection.

But I'll hope—I'm good at hoping—
That some philanthrophy fairy will bewitch the mercury in the tube
And cause a big thaw in February.

Philadelphia Ledger: Mr. Hamlin Garland shows a painful lack of familiarity with the history of the Pilgrim Father when he mays that if they "had spent more time going fishing and less in bymn singing, they wouldn't have died off so fast." The Pilgrim Fathers were a sturdy lot, members of the Church Militant, who never let their religious obligations interfere with fishing, hunting, fighting and drinking strong liquors. Even Colonel Roosevelt, who once mixed them up with the Puritans, could not describe them as mollycoddies.

SMILING REMARKS.

"Why does that Finkum girl make up her face so strikingly?" asked Maude. "She interferes when alse walks," re-plied Maynie. "She has to make up her face to draw attention from her feet."— Vashington Star.

"Why do you oppose a reasonable amount of preparedness?" demanded Senator Wombai. "Ain't you for it?"
"Privately, yes," stated Congressman Flubdub, "But I expect to trade my objections for an arsenal for my district, or a wireless station at the very least."—Kansas City Journal.

DEAR MR. KABIBBLE, I'M WORTH A MILLION, AND I'M CALLING ON A GIRL WORTH A MILLION -SHOULD Y MARRY HER? YES-THAT'S A BETTER RATE OF INTEREST THAN THE BANK

COULD GIVE YOU ON YOUR

MONEY!

Little Pitchers-Mrs. Fussy, let me see Jattle Pitchers-Mrs. Pussy, let me see your old hen.
Neighbor-What old hen, boy?
Little Pitchers-Why, pa asked ma this morning when you sent over to borrow some flour and lard if she was sending more chicken feed to the old hen next door.—Raitimore American.

Son-Is the ink that papa writes with ndelible, mother?
Mother—No.
"I'm glad of that, because I just spilled
t all over the carpet.—Philadelphia Led-

"What have you there?"
"An automobile catalogue."
"Why do you read so many automobile catalogues? You haven't the price of a

car."
"Well, you gotta keep posted on automobile matters in order to understand the
jokes."—Louisville Courier-Journal.

A GENUINE FREEZEUP.

Show and seet and rain and hall First 's turn, then all ingether; Loudly did the became how! Round the gables of my parret; But within I was content With my frosted pages to stare at

January had her thaw—Kept her long time-honored custom—Like the ones some people have.
And are always loathe to bust 'em;—(There is one I'd like to bust 'And I mind not if you know it—The custom of over paying the cook.
And underpaying the struggling poet.)—

Yes, January had her thaw,
Thawed a little-somewhat slusby—
E'en this frost-bit' pen of mine
Oozed out verse that sounded gushy,
Then there came a sudden freeze,
Just as every thaw is followed
And the editor's hard neart—
Gracious me!—Twas frozen solid,

And while roystering go the gales Round the gables of my garret. The I should melt into verse In bold type I may not air it;

Omnha.

Clear, Peachy Skin Awaits Anyone Who **Drinks Hot Water**

BAYOLL N. TRELE.

Says an inside bath, before breakfast helps us look and feel clean, awest, fresh.

Sparkling and vivacious-merry, bright alert-a good, clear skin and a natural, rosy, healthy complexion are assured only by pure blood. If only every man and woman could be induced to adopt the morning inside bath, what a gratifying change would take place. Instead of the thousands of sickly, anaemic-looking men, women and girls, with pasty or muddy complexions; instead of the multitudes of "nerve wrecks," "rundowns, 'brain fags' and pessimists we should ee a virile optimistic throng of rosycheeked people everywhere.

An inside bath is had by drinking each morning, before breakfast, a glass of real hot water with a teaspoonful of imestone phosphate in it to wash from the stomach, liver, kidneys and ten yards of bowels the previous day's indigestible waste, sour fermentations and poisons, thus cleansing, sweetening and freshening the entire alimentary canal before putting more food into the stomach. Those subject to sick headache, bil-

lousness, nasty breath, rheumatism, colds; and particularly those who have pallid, sallow complexion and who are constipated very often, are urged to obtain a quarter pound of limestone phosphate at the drug store which will cost but a trifle, but is sufficient to demonstrate the quick and remarkable change in both health and appearance, awaiting those who practice internal sanitation. We must remember that inside clearliness is more important than outside, because the skin does not abcorb impurities to contaminate the blood while the pores in the thirty feet of bowels do .- Advertisement.



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.