

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER.
VICTOR ROSEWATER, EDITOR.
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DECEMBER CIRCULATION.
53,534

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 December, 1915, was 53,534.

DWIGHT WILLIAMS, Circulation Manager.
Subscribed in my presence and sworn to before me, this 8th day of January, 1916.
ROBERT HUNTER, Notary Public.

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

Thought for the Day
Selected by Charles A. Goss
It is better to be kind than to be polite.

All right, Mr. Weatherman, if you insist on boosting Mr. Coolman's games.

But watchful waiting is not so popular with the hungry democrats still lingering in the trenches.

Now that the budget is off their hands, won't our city commissioners please transplant that ugly welcome arch to some other spot.

No trouble to draw plans and specifications for further municipal improvements for Omaha. The real job lies in drawing forth the funds to foot the bills.

All the democratic federal pie brigade and pie expectants, to say nothing of other notables, are billed to attend the coming love feast at Lincoln. Oh, it will be a glorious affair!

To emphasize the non-partisan character of the Nebraska method of choosing a non-partisan judiciary, the democrats always start out boosting democrats only. Of course, it's just force of habit.

A postoffice robbery in St. Paul, a hospital robbery in Chicago and a train hold-up in Texas signalize the opening week of the new year and indicate too much of a revival of industry along crooked lines.

Searching for a democratic Moses around Salt Creek is risky business. If the searchers persist, Brother Charley will be obliged to exchange a comfortable radiator for a chilly roost among the bullrushes.

Memories of past wars are so thoroughly submerged in the present one that Spain has placed orders for \$20,000,000 worth of goods in this country. The fact that the orders had to come this way makes the business no less welcome.

Just as New Year resolutions temperately mark up high scores on the water wagon along comes Paulina Bellegrin, a frisky dame of 117 years, scoffing at the crowded vehicle. Mrs. Bellegrin doesn't know the taste of water, having drunk wine all her life. Next!

Lincoln papers are manifesting great solicitude about the after-eight o'clock traffic across the bridge between Omaha and Council Bluffs. Now that Iowa has been dried up, Lincoln has tender recollections of the accelerated travel to and from Havelock during the brief period that Lincoln went without saloons.

Thirteen Years Ago
This Day in Omaha
WAGNER FROM THE BEE

As an aftermath of the cold snap a strike was precipitated among the ice cutters along the river, demanding \$1.25 a day instead of \$1.00, the wages paid.

The Board of Trade at its regular annual meeting elected the following officers: President, Max Meyer; vice president, C. F. Goodman and H. G. Clark; treasurer, J. A. Wakefield.

Bank clearing today over \$48,700.

Hugh McCaffrey is receiving congratulations upon the arrival of a young daughter at his home.

A complimentary banquet is to be tendered to P. P. Shelly upon his departure to Salt Lake City, by the merchants and jobbers of this city.

D. B. Fuller, the popular dry goods man, left on his purchasing trip anticipating a good trade.

Herbert J. Davis sold to Wilson O. Bridges lot 4, block 2, Plainview addition to the city of Omaha for the sum of \$200.

The list of visiting physicians at St. Joseph's hospital embodied in the annual report includes: Dr. J. Neville, Dr. P. Grossman, Dr. Edmonston, Dr. J. C. Jones, Dr. L. F. McKenna, Dr. George H. Ayres, Dr. Denis, Dr. Galbraith, Dr. O. S. Hoffman, Dr. S. D. Mercer, Dr. Dysart and Dr. Bryant.

Pittsburgh pays its mayor \$10,000 a year, the directors of public safety \$4,000 each, director of health \$7,000, directors of charities and supplies \$6,500 each, and nine councilmen \$4,500 each. Liberal salaries were expected to command a higher quality of service, but only tightened the grip of political chairwarmers. The Pittsburgh Dispatch is agitating a reform which will put out incompetent and put the city under a business board of three directors at salaries of \$25,000 a year each.

End of a "Trust" Prosecution.
Trial of eleven directors of the New York, New Haven & Hartford railroad company, accused of misdeeds in connection with the management of the road, has resulted in the acquittal of six and disagreement of the jury as to the guilt of five. The outcome shows the futility of the government's course in its pursuit of so-called "trusts" or "big business." It is one thing for an investigating committee to make discoveries and another to establish the criminal intent or responsibility of those blamed by the committee. The New Haven case, as it is commonly styled, on the surface exhibited signs of flagrant abuse of corporate power and apparent disregard for rights of stockholders and the public as well. As such it was looked upon as one that would serve to expose the interior working of the "money trust" and end its malevolent sway.

The case was thoroughly presented, with all possible information going to the jury. Former President Mellen, presented as the lieutenant of the late J. P. Morgan in the handling of the New Haven line, was on the stand for weeks and told the whole story of the deals whereby the New Haven system was built up. All the maneuvers were explained to the jury, which finally decided that the accused directors were not criminals. In plain words, the government failed to prove what it had alleged.

In principle, the case involved the question of co-operation or competition. This is not going to be settled by law suits nor by the enactment of anti-trust legislation, but by the process of normal development of business. The political aspects of the New Haven case, which include democratic efforts to entangle certain republican leaders, as well as bringing a former associate of Attorney General Gregory from Texas to try the case, will not be entirely overlooked by the public in finally making up its judgment.

Better means for publicity, and closer and more effective official supervision, is the approved remedy for the evils that lurk in such ventures as the New Haven expansion.

Appeal for the Poles.
The Poles of America have sent an appeal to Premier Asquith asking that the blockade be suspended and that relief ships, carrying cargoes for Poland, be permitted to pass through. This request, made in the name of humanity, should be granted without delay. It is one of the anomalies of war that a submerged people should be forced to endure the dreadful consequences of conflict that have overtaken Poland. This unhappy land has been overrun by contending armies, bent on errands in which its people have no part, and from whom they can look for neither sympathy nor succor. No section of the battle front has been more completely devastated than Poland, whose inhabitants are now left without food or shelter, and subject to still further tramping from battle. Aid in plenty is promised and ready in America, and the only question now, that of getting it through, is put up to Asquith.

Why is a Platform?
Chairman McCombs of the democratic national committee, has just written the Arkansas democrats that the Baltimore presidential primary plank is "merely a suggestion," and not binding on the party. Which raises anew the old question, "Why is a platform?" The Baltimore document was labored over very earnestly and very patiently by Mr. Bryan, who produced it as a masterpiece of political buncombe, full of promises and recommended as binding for what it contained as well as for what it omitted. It has since been rudely buffeted, and in its present battered condition bears but slight resemblance to the carefully polished production so whoopingly adopted as an expression of purpose and confession of faith by the democrats. One by one its most important planks have been splintered by those pledged to their preservation, until now the dogma of "let the peopul rule" bores by the board to join the "sacred ratio."

Two points on which extra emphasis was laid were the presidential primary and the one-term pledges. Both these were solemnly taken in the name of democracy and on them the nominee, now the president, took his stand. Ribald scoffers were put to scorn by the sincerity with which the nominee and his sponsor asseverated the sanctity of these planks. And the voters believed them! The platform was built to stand on. Now, look at the durned thing! It is difficult in this connection to refrain from recalling the fact that Mr. Bryan was chosen delegate to the Baltimore convention by a referendum through which the voters also expressed their preference for Champ Clark as a presidential nominee, and that this instruction was no more followed in letter or spirit than the platform which he imposed on the party.

Chance To Do a Neighborly Turn.
Lincoln people want a welcome arch. Here's a chance for Omaha to do a neighborly turn. Let's give the Capital City folks the welcome arch that now spans Farnam street at Eighteenth. This would serve to cement the friendly feeling between the two cities even more firmly, if it were possible, and will be doing ourselves quite a good turn, too. We hesitate to mention it, for fear the Lincoln folks might think the action inspired by selfishness rather than generosity, but they'll be as welcome to that welcome arch as rain after a hot day. It is within the range of reason to say they can have it cost and carriage free, if they'll just come after it.

Omaha is still ready to welcome visitors, and to show them all sorts of hospitality, for which the Gate City is famed the world around, but it is weary of that disfigurement that blots the sky in front of the city hall.

Washington correspondents foreshadow lively times ahead for congress. The preparedness program of the administration seems certain of meeting the stiffest opposition within the party. Colonel Bryan is expected to take personal command of the peace-at-any-price forces, and lead the fight against so-called militarism, regardless of consequences. Should the battle develop as anticipated, republicans are bound to observe an attitude of armed neutrality, and afford the contending forces all the encouragement and ammunition within range.

What Are the D. T.'s?
Literary Digest.

THAT delirium tremens is the direct result of overdulgence in alcohol is well understood. But how does overdulgence act? And why should some hard drinkers never "see snakes," while other and much milder victims visualize them to such a degree that loss of life follows? According to an editorial writer in The Journal of American Medical Association these are still mysteries. Theories of delirium tremens are not wanting; but they are so many as to indicate that the truth is yet undiscovered in its completeness. There appears to be an interesting, though disquieting, reason for revival of research in the subject just now. The writer tells us that since the Harrison narcotic law went into effect, many drug habitues, having exhausted their supply and failing to obtain more, have turned to alcohol as a substitute. In some who have been drinking for years the sudden and marked increase in the amount of liquor consumed has led to the frequent occurrence of delirium tremens.

After noting that "chronic alcoholic poisoning produces well known changes in the central and peripheral nervous system," he adds, in substance: "As yet, however, no changes have been found in the brain which explain why a man who has been drinking for years suddenly develops a delirium which runs a definite course of from three to five days or even longer."

"It has been thought that delirium tremens is an acute infection occurring in chronic alcoholics. Nevertheless, many cases run their entire course without fever, and Nonne found blood cultures negative in fifteen consecutive cases examined by him. Dolken believes that continued drinking of alcohol results in the production of a poisonous substance in the brain itself, and that an accumulation or concentration of this substance produces delirium tremens. Jacobson explains the delirium as an auto-intoxication, the toxin arising from the pneumococcus gaining entrance through the liver, the kidney, or the intestinal tract, and acting on a brain which has been poisoned over a long period of time by alcohol. The view of Hertz differs from this in that the supposed poison which precipitates the delirium comes from an insufficiency on the part of the kidney. According to Bonhoeffer, chronic alteration in the intestinal tract is responsible for the elaboration of poison which is normally excreted through the lungs. Wagner von Jauregg believes that the liver, rather than the lungs, is the organ which fails to eliminate the poison, and he thinks that this failure is due to the changes occurring in the liver in chronic alcoholism. Kauffmann has asserted that this poison is a carbon derivative acting on a medulla altered as a result of chronic alcoholism. He believes that the delirium will persist until the production of this carbon-derivative stops."

All of these theories presuppose a poisoned central nervous system. It has been objected, however, that many chronic drinkers never suffer delirium. It has been suggested that different poisons may result from excessive drink and that only one of these may cause delirium tremens. There are, however, still other theories:

"The possibility that delirium is due to an increase in the pressure and amount of the spinal fluid has recently been considered. Jauregg of Vienna assumes that the body of chronic alcoholics protects itself by the production of an anti-alcohol which is of the nature of an antitoxin. When a hard drinker suddenly stops taking alcohol, this anti-alcoholic substance, having no alcohol to which to affix itself, acts on the body in such a manner to produce delirium tremens. Hare maintains that the development of delirium is due to a sudden fall in the amount of alcohol circulating in the blood of alcoholics. His evidence is drawn from a study of seventy-five cases, in nearly all of which there was a great reduction in the amount of alcohol absorbed prior to the onset of delirium."

Numerous objections have been raised to each of these theories. The views concerning poisons and auto-intoxications have been vigorously attacked because there is as yet no definite proof that such a poison is elaborated. There are already adversaries to the recent notions concerning the increased pressure of the spinal fluid and the fall of alcohol in the circulating blood, all of which indicate that much work remains to be done before the final answer to the problem is reached."

Twice Told Tales

Back to Plowing.
Into the room of the country editor came a bluff old farmer with his 15-year-old son.
"I've come for a little information, sir," he said, hopefully.

"I shall be delighted to do what I can for you," was the polite reply.

"Well, this son of mine wants to go into the literary business, and I thought you would be able to tell us if there was any money in it. It's a good line, isn't it?"

"Y-e-e-a," replied the editor, hesitatingly. "I've been at it myself for a good many years, and—"

The farmer thereupon looked around at the shabby office, and then at the shabby editor.

"Come on, Willie," he ordered. "Back to your plowing, my lad!"—Philadelphia Record.

Doing the Rubes.

In full view of the crowd in a very busy street, rain thinks so, for he came up to his supply merchant wooden boxes, each neatly filled with immature fruit. Emptying box after box, the vendors deftly punched up one layer of the box bottom to a sharp angle pointed in the middle, propped it there with paper, and then refilled the receptacle, taking great care that the finest and freshest-looking berries should make a showy top covering.

One of the spectators grew indignant. "How in the world," he demanded, "do you expect to sell your wares when you openly show that they are not what they seem to be?"

"Aw, swab," said the vendor addressed. "This is New York and there are more trains coming with more people!"—Everybody's Magazine.

People and Events

Three classes in ten years are regarded by Mrs. Fannie W. Sarnborn of Scranton, Pa., as wholly inadequate proof of love. Wherefore she was granted an absolute divorce from her cold-storage husband.

The lure of his money taking wings impelled Chris Dahl of Spokane, barefooted and in pyjamas, to chase a porch-climber, over considerable stony ground, but was rewarded by recovering \$110 of the \$200 stolen from him.

Hope transformed into hopelessness is responsible for the death of Maud, a famous Indiana mule, at the age of 42. In the famous first battle of 1892, Maud and its owner, W. R. Herridge of Petersburg, furnished a picturesque feature for democratic parades. Maud vociferated copiously for the free silver and was booked for the Bryan inaugural parade. Bryan's successive failures chilled the hopes of Herridge, and Maud, crippled by the weight of years, was given the chloroform route to glory.

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Out of the Ordinary

Wine tasters, employed in their professional duties, never swallow the wine they taste. They merely hold a sip of the beverage in the mouth for a few moments and breathe through the nostrils.

Mrs. John Roberts, while fishing from the municipal pier at Hermosa Beach, Cal., caught five different kinds of fish on five hooks at the same time. The fish were mackerel, bass, jack smelt, yellow fin and barracuda.

A forghorn which has recently been constructed for the United States lighthouse service is so large that a man may easily step inside of it. It is said to resemble half of a submarine boat, and may be heard for twenty-five or thirty miles at sea.

The first monument in America to Adam was erected in Gardenville, Md. The memorial to be claimed first of the species is a square of concrete with a sundial on top and the inscription on one of its faces: "To the Memory of Adam, the First Man."

Hoolock, a lonesome monkey in the Central park zoo, New York, was miserable until the curator conceived the idea of taking phonographic records of his whining chatter. Now Hoolock listens to his own talk, thinks he has a companion and is perfectly happy.

The wise ones have risen to proclaim that Harvard men are now known, not by their walk, but by their mouths; the reason given being the size of dining hall soup spoons, which enable youths to dispose of the liquid in record time, the process accompanied by a disastrous stretching.

It is told of a British soldier, supposed to have been blinded beyond cure in battle, that on hearing a well-loved song the tears which came into his eyes restored his sight completely. Another soldier, whose memory had been wrecked, hearing the song, "Mother Machree," kept repeating the word "mother" until it proved the key to his recollection and unlocked the whole of his previous existence.

Signs of Progress

The United States produced in 1914 172,296 short tons of talc and soapstones for the manufacture of talcum powder.

More than \$60,000,000 worth of gold has been taken from the Juneau gold belt, the first to be worked in Alaska.

Five per cent of the population of this country earns its living directly or indirectly in the electrical business.

Brall has employed an expert from the United States to conduct experiments by which that country hopes to increase its cotton crop.

A French system of rapid telegraphy, by which it is possible to send 40,000 words an hour, has worked successfully for distances of 200 miles in that country.

Paper automobile tires, made experimentally in Europe, seem to have the strength of metal and the resiliency of rubber.

The bureau of standards has found that better glass melting pots can be made of clays found in the United States than of clays imported from Germany, heretofore believed necessary.

An electrical smoke abatement device has been invented whereby the particles of soot are charged by current led through tin wires in a smokstack until they unite and become heavy enough to fall into a receptacle.

According to the manufacturing plans of the thirty large rubber tire companies in the United States their output during the present calendar year will exceed 11,000,000 tires, of an average value of \$20 at retail.

The Wall Street Journal calls the period between 1900 and 1909 the "era of the alo" in American agriculture, adding "the alo" is the fortress by which the American farm restores and develops the fertility of the farm acres to pristine productiveness."

Around the Cities

St. Joseph, Mo., is peeved because the railroad daily abhors depot improvement plans. The Commercial club has advised the city council to grant no more favors until the railroads give the city something more substantial than promises.

Over 14,000 children were brought into the children's courts of New York City last year. Of those finally classed as delinquents only 3 1/2 per cent were girls. Nearly half the cases were chargeable to improper guardianship and the negligence and ignorance of parents.

New York City street traffic is the hugest in the world and stuffs out a life every thirteen hours. A census taken last November shows that 3,704,000 vehicles and 15,645,745 pedestrians passed the traffic square 450 spots between the hours of 5:30 a. m. and 6 p. m. in one day.

TIPS ON HOME TOPICS.

Pittsburgh Dispatch: "Once more the typewriter has proved mightier than the sword."

Washington Post: Baron Astor refuses to pose longer as a "He won't be happy till he gets it" model.

Indianapolis News: Gold to the value of \$98,811.00 was produced in the United States in 1915. This is almost a dollar each for the whole population. No wonder some of us didn't notice the difference.

Pittsburgh Dispatch: Will it become the custom heretofore, if William Rockefeller's plea of being the victim of illegal advice is allowed, to require able counsel to give bond that clients following their advice will be indemnified for possible punishment?

Brooklyn Eagle: A large surplus of women is threatened, after the war is over. As most of the men in Europe will be badly banged up, Amazons may take an exclusive franchise, and run things. Europe may cheer up. The worst is yet to come.

Louisville Courier-Journal: Secretary Redfield proposes the establishment of a plant for rearing lobsters. But why? It is Secretary Redfield who in crying aloud for legislation to prevent Europe from "dumping" goods on us, expresses his belief that this country is already populated by a about 100,000,000 lobsters.

Pittsburgh Dispatch: Commenting on last year, Mrs. Grace Wilbur Trout, a Chicago suffragist leader, said she couldn't fall in love with a man "who didn't have spunk enough to propose to me." Could she have been thinking of that other distinguished suffragist and peace advocate, Mrs. Bolshvoin?

Editorial Snapshots

Chicago Herald: William Waldorf Astor has just been promoted to the peerage with permission to pay himself an extremely large salary to support the dignity.

Washington Post: Secret service agents have located another very poor counterfeit, but the average citizen can point out several among his acquaintances who are still at large.

Chicago Herald: Universal training is said to be the goal of the administration's army policy. It is going to take an incredibly long kick from the field to land the army bill anywhere near that goal.

Indianapolis News: It's a Great comfort, too, to feel that when you are feeding coal to the furnaces it will not hurt you a fatal case of ptromotitis, as an automobile is likely to do when you are moneking with the gasoline.

Washington Post: Quasie Gardner says the coast of Massachusetts is peculiarly exposed to attack, but he forgets that an enemy always chooses a place where he can make some headway against the natives.

Philadelphia Public Ledger: If the administration read in the reply of Vienna to its second Ancona note a full concession of the points at issue, the sinking of the Perzia is a postscript that suggests a different conclusion. The Public Ledger said recently that the attitude of the Austrian government must be judged by the performance, not by the promise. The material for judgment is furnished with startling clarity. Those humanitarian sentiments it professed even for its enemies seem to have evaporated even before the ink in which they were written was dry.

Springfield Republican: The back-to-the-farm movement among American Jews is being pushed with the energy and ability for which the race is noted, and the 10,000 Jewish farmers are doubtless but the pioneers of an army of peace which in a few years will number many hundred thousand. In the opinion of a prominent delegate to the recent conference of Jewish farmers in New York City the Jews engaged in farming in this country are doing more good by blazing the pathway of practical agriculture for the immigrant than the 1,000,000 Jewish people engaged in business, the arts and professions. That is rather overrating it, no doubt, but it is overstating an important truth.

Russian and Irishman, Croat and Swede—Human under the tan—Giving us homage while making us speed—As on the generous can, Riding and riding, hats in our hands, Something warm in the eye, Fellow, in food and fare, We greet you, rushing by.

Lines to a Smile.
"I suppose you made New Year resolutions?"
"No," replied Senator Sorghum. "I can't waste material in that selfish manner. When I think of anything in the line of reform, I make it the subject of a speech."—Washington Star.

"I hear the newly weds had a falling out yesterday."
"Is soot?" "What was it about?"
"About the turn in the road yonder. Their rear tire blew up."—Chicago Post.

"First really realistic novel I ever read."
"Was it so realistic about it?"
"Didn't you notice? The heroine does about six times as much talking as the hero."—Kansas City Journal.

"All the world was to end, and his wife," wrote the girl reporter.
Then she reflected.
"An archaic way to word it," she murmured.
"All the world, and her husband," she then wrote.—Kansas City Journal.

"Your dog reminds me of my husband."
"Is what?"
"Your dog reminds me of my husband."
"Is what?"
"Your dog reminds me of my husband."
"Is what?"

"Look here, Sam; don't you believe that an honest man is the noblest work of God?"
"Well, sah, I've done giben up de idea ob bein' de noblest work ob God; all I asks is to make a livin'."—Life.

"Cheap skates are never popular."
"Oh, I don't know. I saw a lot going

nice) the other day which had been marked down 25 cents and advertised as a bargain.—Louisville Courier-Journal.

"Nora," said the mistress to the new servant, "we always want our meals promptly on the hour."
"Yis, miss. An if miss th' first hour shall I wait for th' next?"—Birmingham Age-Herald.

KABIBBLE KABARET
DEAR MR. KABIBBLE,
I'M SUIING FOR BREACH OF PROMISE. HE PROPOSED TO ME OVER THE PHONE—HOW CAN I PROVE IT?
IS YOUR PHONE ON A PARTY LINE?

Mrs. Exe-I never have a bit of trouble with my husband over the matter of dress.
Mrs. Wye-I do with mine. When I get a gown that he likes, he doesn't like the bill, and when the bill suits him he doesn't care for the gown.—Boston Transcript.

"Yes, I am learning to shave myself."
"What progress?"
"Oh, I can go over the course in 110, or thereabouts."—Pittsburgh Post.

Under the Tan.
L. W. Smith in New York Post.
Italians, Magyars, aliens all—Human under the tan—Eyes that can smile when their fellows call—A smile-driver each, but a man—Rimble and roar! Oh, the tracks they lay!—We ride in our parlor car, Spads on their shoulders, they give us ways, Lords of the near and the far.

Polak and Slav and dark-eyed Greek—Human under the tan—Up go their hands, and their faces speak, Saluting us, man and man. Cushioned seats and our souls at ease, Dainty in food and fare, We are the masters their toil must please, Or face gaunt-checked despair.

Russian and Irishman, Croat and Swede—Human under the tan—Giving us homage while making us speed—As on the generous can, Riding and riding, hats in our hands, Something warm in the eye, Fellow, in food and fare, We greet you, rushing by.

Young Mothers May Rely on



Cuticura Soap For Baby's Skin

Especially when assisted by occasional use of Cuticura Ointment. Care and Cuticura preserve and purify the skin of infants, and often prevent minor skin troubles becoming lifelong ailments.
Samples Free by Mail
Cuticura Soap and Ointment sold everywhere. Liberal sample of each mailed free with 25-c. box. Address post-card "Cuticura," Dept. 50, Boston.

Winter Office Quarters

If you have found that you are not entirely comfortable in your office, we can assure you of having all the comforts of proper heat and ventilation.
While we have only a few offices from which to select, possibly one of these will be just exactly what you want.

THE BEE BUILDING

"The building that is always new"

The only rooms that we can offer now are the following, but if they do not meet your requirements we will be glad to place you on our waiting list.

- Room 222—Choice office suite, north light, very desirable for two doctors or dentists; waiting room and two private offices; 520 square feet. \$45.00
Room 322—Suite, consisting of waiting room and private office; north light; 520 square feet. A splendid office for a dentist or a physician. \$45.00
Room 636—Only vacant room on the 17th street side of the building. Faces directly on Seventeenth street. Partition for private office and waiting room. Size 187 square feet. \$18.00
Room 105—At the head of the stairs, on the floor opposite The Bee business office. Size 270 square feet. Would be especially useful for a real estate firm. \$30.00

Apply to Building Superintendent, Room 103.

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.