

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR. The Bee Publishing Company, Proprietor. BEE BUILDING, FARNAM AND SEVENTEENTH. Entered at Omaha postoffice as second-class matter. TERMS OF SUBSCRIPTION. By carrier per year \$5.00. In advance per month \$0.40. Daily without Sunday \$1.00. Evening and Sunday \$1.00. Evening without Sunday \$0.50. Sunday Bee only \$0.25. Send notice of change of address or complaints of irregularity in delivery to Omaha Bee, Circulation Department.

REMITTANCE. Remit by draft, express or postal order. Only two-cent stamps receive in payment of small accounts. Personal checks, except on Omaha and eastern exchange, not accepted.

OFFICES. Omaha—The Bee Building, South Omaha—215 N. Street, Council Bluffs—14 North Main street, Lincoln—26 Little Building, Chicago—401 Hurst Building, New York—Room 1106, 286 Fifth avenue, St. Louis—508 New Bank of Commerce, Washington—72 Fourteenth St., N. W.

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

JULY CIRCULATION. 53,977

State of Nebraska, County of Douglas, ss.: Dwight Williams, Clerk of Court, do hereby certify that the average circulation for the month of July, 1915, was 53,977.

DWIGHT WILLIAMS, Clerk of Court. Subscribed in my presence and sworn to before me, this 30 day of August, 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.

Thought for the Day. Selected by Robert Drake. Who can say Why today Tomorrow will be yesterday? —Tennyson.

To cap the climax, the top-liner of the horse racing events is a mule race!

The Postoffice department is establishing auto rural delivery routes. Now you're talking!

Only one competitor in the same class as a drawing card with the "Billy" Sunday carnival, and that is our Ak-Sar-Ben carnival.

It is not too early to throw senatorial hats in the ring, neither can it be rushing the season to bring out 1916 gubernatorial bonnets.

Immigration in this country last year was the smallest in fifteen years. Guess no harm was done by sending that immigration restriction measure to a veto death.

That doctor who declares that under-fed and weakened parents are likely to produce male offspring will take note that President Wilson's boys are all girls, while Kaiser William's girls, but one are boys.

Omaha's home rule charter provided that no new liquor licenses be issued for locations west of Twenty-fourth street. True, the charter was not adopted, but this provision should be observed just the same.

If State Treasurer Hall persists in being so particular about paying out the money, he will be in danger of making himself unpopular with his fellow democrats in the state house anxious to liquidate political debts with public funds.

The startling news is wired from Mexico City by way of Vera Cruz that the Zapatistas are robbing and mistreating Americans. Americans in Mexico have been undergoing robbery and mistreatment for five years—it is therefore a story as old as "watchful waiting."

Only five of the twelve federal reserve banks have earned more than expenses, and the Kansas City bank is not one of the profit-makers. The twisting of the "natural channels of trade" for the benefit of favored localities evidently did not strengthen the banking system.

Here is a chance for Nebraska suffrage leaders to show how strong they are with the "higher ups." That automobile pilgrimage of 100 women to carry a petition to congress from San Francisco to Washington ought to travel by the Lincoln highway or the O. L. D. route, and "stop off" in Omaha.

Gossip about Vice President Marshall resigning has brought out the fact that only one of our vice presidents ever quit voluntarily, and that was John C. Calhoun, who did so in order to become United States senator from South Carolina. With no Indiana senatorship vacant, Brother Marshall may be depended on to stick to the vice president's chair.

Thirty Years Ago. This Day in Omaha. The final program for the Grant memorial exercises at the high school grounds has been announced. Mayor Boyd will preside, and Hon. Edward Rosewater will present the resolutions, while addresses will be made by Bishop O'Connor, Rev. W. E. Copeland, John M. Thurston, John C. Cowin, Bishop Worthington, Governor Saunders and General George M. O'Brien.

A grand charity concert for the benefit of the Child hospital was put on at Boyd's by the musical union orchestra, assisted by Miss Martha Brainard, Mrs. Webber, Mr. Pennell and Mrs. E. L. Baker.

Mrs. George Giacomini and daughters left for Spirit Lake.

The residence of Mr. and Mrs. Morris Bloman on Cornwell street was the scene of a surprise party last night in honor of the guest, Miss Frieda of Detroit. Among the guests were Mr. and Mrs. M. Hoffman, E. Katz, A. Heller, L. Herr, Mandelberg, A. Polnick, A. Jacobson, and the Misses Annie and Minnie Rothchild and Miss Brandeis.

Irving Allison, the genial insurance man, wears a forty-acre smile. Cause—a brand new baby girl at his house.

Hon. G. W. Frost will deliver the address at the Grant memorial exercises at Papillion Saturday.

W. J. Dowling of Bradstreet's has just returned from a western trip.

The Fall of Warsaw.

By the capture of Warsaw the German allies have achieved another conspicuous gain in their operations against Russia. The full importance of the victory cannot at this time be calculated, for it has many possible bearings, and experts differ as to its exact relation to the entire campaign. It will serve, however, to show the intensity with which the Germans have pushed their campaign on the eastern front of the war, while holding the French, English and Belgian armies stationary on the west front. In this way it will have a moral effect that will greatly overtop its immediate military importance.

Whether Grand Duke Nicholas has been able to extricate his army from the enveloping movement initiated some weeks ago by the Germans is yet to be developed. For the present, one side will undertake to minimize and the other to magnify the achievement, but it will not do to think that either is fooling itself as to exactly what has taken place. For Americans the chief interest will rest on the fact that now, as a year ago, the armies of the kaiser are showing the greatest initiative, and are pressing their campaigns with the utmost vigor.

Meeting the Mexican Situation.

While the outcome of the conference at Washington between the representatives of the American powers is as yet "on the knees of the gods," the step seems to be one that will lead to the ultimate solution of the Mexican situation. President Wilson's program, as tentatively outlined, will place the lion's share of the responsibility on the United States, but it is not unlikely that the South American conferees may offer something that will look to a division of the coming task of providing Mexico with a responsible government. In a broad sense, these other governments are quite as much concerned in the matter as is the United States. All-American relations are becoming more and more concrete, and the future, as it may be presently forecasted, indicates the desirability of the closest understanding between the several governments of the two countries. It is, therefore, expedient, to say the least, that all share alike in the adjustment of the internal difficulties of any, when the conditions make such intervention absolutely essential and necessary.

That the several Mexican contestants should be given a full opportunity to present their claims seems just and proper, for a determination of the issue can hardly be had without allowing the sides to be heard. This will mean that several days will elapse before anything definite can come from the conference.

The Sinking of the Frye.

An apparent deadlock has been reached in the negotiations with Germany, arising from the sinking of the American steamer, William P. Frye, by the sea-rover Karlsruhe in the South Pacific last winter. The German imperial government takes the position that a belligerent has a right to destroy the carrier of contraband if that action be deemed expedient, when encountered on the high sea. In the case of the Frye, the captain of the Karlsruhe held it would take too long to jettison the cargo of wheat, and so sank the vessel. The United States contends the belligerent has only the right to seize such portion of the cargo as may be contraband, and that the sinking of the Frye was an illegal act. The Germans offer damages in reparation, but decline to disavow the sinking. Our government is willing to accept the damages offered, but will not permit that act to be construed as a waiver of rights under the Prussian treaty of 1799.

Much water has run under the bridge since that treaty was signed, but the great principle therein contained is not subject to change. Both Great Britain and Germany set up the altered circumstances of war in justification of acts that violate the recognized law of nations. This special pleading can not be permitted to prevail, since no circumstances can give to one or the other of the nations, whether belligerent or neutral, authority to write its own rules to govern traffic on the high seas. If the contentions now advanced to meet the protests of the United States were permitted to stand, it would mean continual and general struggle for the control of the seas.

In this matter, Great Britain and Germany are on precisely the same footing with the United States. Whether the controversy goes to The Hague or not, it will eventually determine a question that has been up to vex maritime nations in every war.

The New Jitney Ordinance.

The new jitney ordinance adopted by the city council will not meet with the objections encountered by the old ordinance because it eliminates the drastic exactions which threatened to put the jitney completely out of business. The license fee under the new ordinance is merely nominal, and the bond to secure responsibility to passengers is certainly not excessive. The Bee objected to the exorbitant license fee in the old ordinance, and it was this that justified the resort to the referendum upon it. If our advice had been followed, the new ordinance would go still further than it does in the direction of safety for patrons, through physical examination of the auto and tests of its machinery, but the main thing is accomplished by the license to identify owners, and to insist upon competent drivers, who will give the public dependable service. The new ordinance, instead of driving the jitney out of business, should make jitney driving a legitimate business, and whatever defects or omissions are developed by experience may be easily corrected by amendment.

Rise of Bethlehem Steel.

Six months ago Bethlehem Steel was a neglected stock, selling well below par, while today it is priced at over \$90, and is going up as steadily as any balloon that ever cast off its mooring and floated above the earth. This is due entirely to the influence of reports of war orders to be filled from that great factory with the peaceful name. Along with Bethlehem, other steel stocks are soaring, and the market is in a feverish turmoil of speculation. It is practically impossible to tell just how much of this price boost is due to legitimate trade and what part of it is the result of speculative inflation, but the wary investor is looking askance at the tempting bait held out by the professionals of "the street." The rise in Bethlehem Steel is sensational enough to recall the days of the Comstock excitement, and is not likely to be of any greater service to legitimate industry.

The Chemists in the War

Hugo Schweitzer in Review of Reviews.

How Germany is Becoming Self-Sustaining.

GERMANY, deprived as it has been of many imports by the sea-power of England, has been transformed in a self-supporting country by the chemist. This achievement necessitated a readjustment along the whole line. Materials had to be manufactured which had hitherto been imported, and substitutes had to be improvised for raw materials cut off by the English blockade.

In no other field has German efficiency proven its superiority more than in that of chemistry. While this was undisputed before the present war, it is no exaggeration to state today that the German chemist has so far contributed as much, if not more, to the success of the campaign than the strategists of the army and the navy, and that therefore the present holocaust may be justly called "the chemists' war."

Mobilizing the Nation's Food Resources.

When the English blockade threatened to starve the women and children of the empire, a careful inventory of the natural resources was taken. It was ascertained that certain plants which had been regarded as useless weeds possessed considerable food value. Certain vegetable products were found which furnished substitutes for spinach, while five plants supplied excellent materials for salads. But of still greater significance is the fact that nature offered nine varieties of roots rich in starch and affording wholesome aliment for man and beast.

The United States has exported, in times past, large quantities of oil and fats to Germany—especially animal fat from our stock-raising animals, which contained highly nutritious substances. Long before the war, bread made with the addition of fresh blood to the dough was eaten in some parts of Europe, especially in Finland. This tastes like black rye bread, is very nutritious, and very economical. It is interesting to note here that during certain religious festivals a confection consisting of chocolate and fresh blood is sold in Naples and eaten by the women.

As curiosities in the search for foodstuffs, we might further mention the attempt of the chemist to utilize the stags' blood of forested animals, which contains highly nutritious substances. Long before the war, bread made with the addition of fresh blood to the dough was eaten in some parts of Europe, especially in Finland. This tastes like black rye bread, is very nutritious, and very economical. It is interesting to note here that during certain religious festivals a confection consisting of chocolate and fresh blood is sold in Naples and eaten by the women.

Fibres Taking the Place of Cotton.

The agricultural chemist has also undertaken the task of supplying Germany with a substitute for cotton—which can no longer be procured from us. Although it is realized that there are enormous difficulties in the way, a great deal has already been accomplished. Paper spun into threads in special machines serves as a substitute for cotton and jute in the manufacture of bags, etc., which need not stand heavy wear and tear. For the manufacture of gun-cotton, cellulose is employed which is produced from wood pulp by the various refining processes now in use. It is possible to make in this way a cellulose for many purposes superior to cotton fiber.

Even in war-time people must think of such frivolous things as clothes, and the German chemists are hard put to it to improvise substitutes for the ordinary cotton fabrics. Among these are rayon, which is produced in Europe as a textile material prior to the introduction of cotton, has again attracted much attention. Most interesting reports are being published and patents are being taken out for the utilization of the best fiber of willow bark. Willow boughs are valued as material for weaving baskets.

History may repeat itself, and willow bark and nettle or some substitute raised on German soil may in the near future threaten the supremacy of King Cotton. The German chemist has a duty to perform, and with his perseverance and application he does not shrink from any problem, however difficult it might appear to outsiders.

Silk, Camphor and Rubber.

The rearing of silkworms and the production of silk are also undertaken with great zeal. Mulberry trees, the leaves of which are fed to the caterpillars, thrive very well in South Germany and in the Rhine district. This industry is to be developed not so much to make Germany independent of the importation of raw silk as for the reason that this occupation offers easy and profitable work to war cripples and invalids—work which can be done in about six weeks of the year.

The chemist has also succeeded in replacing the product of the camphor tree, which before the war had been obtained from Japan, and is of so great importance in medicine and in the manufacture of smokeless powders. It is now made artificially in the factory, and it has been found that synthetic camphor not only surpasses the natural in medical efficiency, but that it is of greater purity, a stronger disinfectant, and cheap, at least as long as war prices prevail.

The German chemist, who has already solved the problem of manufacturing synthetic rubber, will perhaps also tackle the problem of making Germany independent of rubber imports in another direction. The milkweed plant, which belongs to the Aeclepias family, furnishes a latex which resembles that of the cheaper grades of rubber. Although the amount of rubber is small and the quality poor, yet the chemist need not despair if he remembers that the sugar-beet first used in sugar-making contained only 4 per cent of sucrose, while the superior grade of sugar, while today it furnishes 22 to 24 per cent of sugar of such high quality that it cannot be distinguished from the finest cane sugar.

Replacing Copper with Iron and Zinc.

Great ingenuity is displayed by the metallurgical chemist in replacing copper by other metals. As a result, the consumption of copper for war purposes and for the arts is considerably reduced. With its inexhaustible supply of iron and steel, its wealth of zinc, and its domestic supply of copper amounting to an annual production of \$100,000,000, Germany is in an excellent position to manufacture substitutes for copper. Gun and rifle cartridges and the fuse-heads of grenades are made of soft iron with a small percentage of copper and zinc. Buttons, button-fasteners for helmets, and belt-buckles which were formerly made of brass, are now made of alloys free from copper.

Germany to Feed Her Own Cattle.

But the most remarkable results have been achieved in agricultural chemistry, and nothing has been of greater consequence than the method by which Germany will render itself perhaps permanently independent of imported fodder, for which it was obliged to expend annually \$200,000,000. It has been known for some time that in the process of fermentation, that is, the conversion of sugars into alcohol by means of certain lower orders of plants, such as yeast, albuminous substances are generated by the growth of the yeast, which are of value as a food for human beings and as fodder. The only trouble was the small yield of albumen, which made the process unprofitable. Favorable results, however, were obtained by carrying out the fermentation in the presence of sulfate of ammonia as a source of nitrogen, which by the metabolism of the yeast is converted from its inorganic into its organic form (albumen). From 100 parts of sugar as much as 100 parts of water-free dry yeast were obtained. Yet even these incredible yields and the fact that Germany is the largest producer of sugar in the world would have availed nothing if sulfate of ammonium, the nutrient of the yeast, could not be procured at an economical cost.

Nitrogen Fertilizer from the Air.

But chemical ingenuity also provided domestic sources for this material which is likewise employed very largely as a nitrogen fertilizer. It has always been recovered as a by-product in the coking of coal, an industry in which Germany leads the world. But lately it has been produced on an extremely large scale by direct combination of hydrogen and nitrogen contained in the air, as carried out exclusively in Germany. We have here the most interesting and most direct transformation of nitrogen from the air into food albumen. Compare it with the complex and tedious conversion of rodder plants into cattle, and cattle into human food, and think of the newly created possibilities!

Germany Industrially Independent.

Thus the horrors of war, through the ingenuity of the German chemists, are promoting the legitimate industry of the nation, rendering it more and more independent of foreign conditions, and keeping in the country cash sums formerly spent for imports.

The Bee's Letter Box

Complaint and Praise.

SOUTH OMAHA, Aug. 5.—To the Editor of The Bee: I just want to endorse the straightforward honesty of The Bee editorial, "An Answer to an Inquiry." This school election is just about as fair as the annexation election. How about the extra mills on our school taxes, you fellows who were going to have less taxes to pay after annexation? I also want to give credit where credit is due. Law enforcement (especially in South Omaha) is much improved since annexation. Our thanks to the officials. Let the good work go on. J. G. BLESSING.

Has Hope in Esperanto.

OMAHA, Aug. 5.—To the Editor of The Bee: In your Letter Box recently I noticed a short letter by Charles P. Lang concerning the international language, Esperanto. Mr. Editor, I am a native of Yutan, although since childhood it has been my good fortune to be able to call the United States my home. But during my life I have also traveled by various means in various countries of South America and Europe and Africa. While in these countries I have studied the people, from peasant, poor and slave up to royal and imperial masters. Among all classes I find there exists a desire for a better and greater knowledge both of themselves and their neighbors in other countries, and their tongues.

Sociability is the natural trait of mankind all over the earth, but this trait is seldom seen by the average foreigner. Why? Because where two persons of different tongues come together there exists a lack of understanding. The ease in plain words in you perhaps are German, I am perhaps English or French. You cannot understand me and I cannot understand you. The result is embarrassment and lack of cordiality between us, unless, also, as I have learned to my sorrow in several South American experiences, a clash often is the ultimate end. As commerce, it is very plain that where no cordially exists business cannot prosper. If only some language, practical and harmonious, could be invented to serve the needs of busy and misunderstanding humanity as an auxiliary tongue, peoples of widely different and difficult tongues, I truly think suffering humanity would lose half of its economic burden.

Various attempts have been made to establish the use of an existing language as an auxiliary, but these attempts have failed, partially because the promoters of the idea were not able to convince the world that any one national language was better suited to serve this purpose than the rest. But the greater reason has been the complexity and difficulty of learning any one national existing language. The business man is too busy, the laborer too poor and too busy. Latin was considered by many for an international purpose on the grounds that as a dead language it favored no one nation. It is used by many of the priesthood and scholars, but for the average man it has the old objections of being difficult to learn, requiring also much time and some money; also it has been found too ancient for modern needs.

I often have heard of Esperanto as the language of hope, being easy to acquire, requiring very little time and the expenditure of little money. Shall we now then turn our attention to this language of hope in an effort to solve the problem of better understanding?

D. C. CORIOS.

(One who knows what it is to be unable to understand his fellow beings.)

The Latin Bugaboo.

TILDEN, Neb., Aug. 4.—To the Editor of The Bee: The opening of the school year is at hand and with it comes the "Latin bugaboo" affrighting the high school student, with his mind already made up only to just acquire enough to keep out of trouble with the school authorities; while the most common complaint among teachers is, that language study is attempted before grammatical constructions are comprehended. Fancy the hopelessness of teaching Latin, of a modern tongue, to a student who does not understand the demonstrative, and relative pronouns and the instructor seeks to illustrate the "qui, quae, quod" with an English sentence as "I say that that, that you said, was not that that, that you said that, that that was." At which many a teacher will be cast into a confused mass of questionable homonyms, herself; whose offices are widely dissimilar and yet all wear the same uniform for hats and constructions wrapped in the same garb. The Latin fabric is a necessity to comprehend English, even though its grammar is complex, yet it furnishes a series of small problems to be solved by the dictionary, and contrasts with mathematics, which deals in other proportions; therefore language study is a valued source of development and can only be mastered by the equivalent language study to facilitate logical construction, which the arbitrary forms of many modern tongues fail to render.

Therefore, if the student would study a type language that would correspond in the linguistic hierarchy with Euclid, or the first rule of arithmetic in the mathematical realm; being clear, consistent self evident and of universal application the bugaboo of ancient as well as modern language study would disappear.

The above cited "That" sentence would then be rendered so simple that a grade pupil would at sight discern the introductory, demonstrative, relative, nouns as well as other constructions; which here appear in the same form, by means of this international language, which would thus become the clearing house of tongues and a neutral friend of them all. CHARLES P. LANG.

TIPS ON HOME TOPICS.

St. Louis Globe-Democrat: While the rest of the people of Iowa were busy digging for hidden treasures on the Bedford farm, two practical chaps robbed a bank.

New York Times: The \$3,000,000,000 subscribed to a single British loan is greater by some hundreds millions than our entire interesting-bearing national debt after four years of civil war. Even faster than the cost of living rises the cost of killing one's fellow-men.

Philadelphia Ledger: President Underwood of the Erie is a level-headed railroad man. He diagnoses public sentiment precisely when he urges a reduction of all passenger fares and an increase in freight rates to compensate for whatever losses the roads would suffer. He suggests a cent a mile as a proper passenger rate for the entire country, with reductions on lines that low prices for suburban traffic.

Editorial Siftings

Cleveland Plain Dealer: It was a mystery how the supply of lamb and veal held out until a government bureau announced that 600,000 goats were killed last year for food.

Houston Post: "Peerless Leader Will Expouse Prohibition," announces a Washington headline. Possibly the Merzenthaler changed the copy. It must have been "peerless leader."

Kansas City Star: A zealous inventor says he is going to sue the German government for \$10,000,000 for inventing the war gas. Why doesn't he threaten to put his claim in the hands of the Russians for collection?

Philadelphia Ledger: Hoyt's "A Temperance Town" was no more humorous than Atlantic City as a prohibition center, which only goes to prove that when it comes to breadth of view the peevish city by the sea can't be beaten. It is easily flat.

Pittsburgh Dispatch: If true that General Carranza is very anxious the United States should view his presidential claims with a friendly eye, it marks a wondrous transformation from his capricious spirit of months ago, when he regarded the wishes of this country with a curiously unfavorable disposition, as though our natural interests were not in any sense

to be considered in effecting a war settlement. Carranza has shown himself to be little more of a statesman or general than Villa or Zapata.

SMILING LINES.

A New England woman, probably of Irish extraction, who felt greatly disturbed because the cemetery in her community had not been properly cared for by those in charge, indignantly remarked to her husband: "I'll never be buried in that cemetery as long as I live!"—Christian Advocate.

Fluidity—Running into debt must be most annoying. Borrowed—Not half so annoying as the fact that a fellow is constantly running into his creditors.—Judge.

"No news is good news," remarked the ready-made philosopher.

"That proverb," replied the ordinary person, "was invented before the art of censorship reached perfection."—Washington Star.

THE WRECK.

William Lightfoot Visserch. Out of day and the peaceful sleep Of calm on the blue and vasty deep, A gallant steamer rode: Into the dark of a stormy night; Into the ocean's rage and might, That howling tempest's god. On with the winds and pitiless waves; Dashed on the rocks where the mad sea raves. The noble vessel's lost. And through the storm and darkness wild The lost voice heard was the wail of a child. On the crest of a billow tossed.

Summer Foods As Cause of Dyspepsia

Effect on Digestive Organs Responsible For Many Ills

Summer should be the season of most perfect health but impure water and milk, unripe fruit and a tendency to over-indulge in acid foods and food drinks result in a contrary condition in many people. The effect of the average summer diet is to constipate even normally regular bowels, and disturb the digestion. This condition can best be corrected by the use of a mild laxative that has combined with it the elements of a digestive tonic. The combination of simple laxative herbs with pepsin that is sold in drug stores under the name of Dr. Caldwell's Syrup Pepsin is gentle, yet positive in its action and brings relief in an easy, natural manner, without griping or other discomfort. A dose of Dr. Caldwell's Syrup Pepsin on retiring each night will regulate the digestive organs and insure healthy activity. Irrespective of one's diet. A bottle of this splendid remedy should be in every household. It is not expensive and can be purchased for only fifty cents in drug stores everywhere. A free trial bottle can be obtained by writing to Dr. W. B. Caldwell, 633 Washington St., Monticello, Ill.—Advertisement.

Making a Go of It

By James O'Hara Day

IF opportunities were valued at \$100 Each, nearly every man's losses would run into the thousands. The last thing the average man sees is a real opportunity. And an unseen opportunity is lost money.

The Health Officer of my city issued a statement to the newspapers the other day describing the most wholesome kinds of food for hot weather.

Not a groceryman in the town followed this up with an advertisement telling the public that he had for sale the highest qualities of foodstuffs mentioned in the Health Officer's report.

All of them failed to realize that the American citizen looks to his government officials for reliable advice as to what to do.

At the same time, the Health Officer of another city put out a statement describing the coolest, most comfortable, and most healthy dress goods for women's wear in Summer.

Not a dry goods house took advantage of this golden opportunity to display before the public gaze in the public press the fact that he had on hand every article recommended by the Health Officer.

In both cities I made inquiries to determine why these chances had been overlooked.

Uniformly, the reply was this: "There is not much business in the summertime. It doesn't pay to advertise now."

What do you think of that reply? If it pays to advertise Winter things in Winter, it pays to advertise Summer things in Summer.

There is only one way to do business—that is to make business. And the man who says it can't be done in Summer is the man who lays down on his job.

He is the man who is blind to opportunities. He is the man who, if an opportunity is worth \$100, must figure thousands into his losses.

The public buys what it needs in Summer. The only thing necessary is to convince the public of what it needs and then to meet the demand. The public thinks as much in Summer as it does in Winter.