The Bee Publishing Company, Proprietor. BEE BUILDING, FARNAM AND SEVENTEENTH. Entered at Omaha postoffice as second-class matter.

TERMS OF SUBSCRIPTION Daily and Sunday per month. per year.

Daily without Sunday 66 4.00

Evening and Sunday 60 5.00

Evening without Sunday 80 4.00

Sunday Bee only 20 4.00

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 received in payment of small accounts. Personal checks, except on Omaha and eastern exchange, not accepted.

OFFICES.

Omaha—The Bog Building
South Omaha—Zis N street.
Council Bluffs—14 North Main street.
Lincoln—M Little Building.
Chicago—901 Hearst Building.
New York—Room 1908, RS Fifth avenue.
Bt. Louis—502 New Bank of Commerce.
Washington—775 Fourteenth St., N. W.

CORRESPONDENCE, ddress communications relating to news and edi-rial matter to Omaha Bee, Editorial Department.

JUNE CIRCULATION.

53,646

Dwight Williams, circulation manager of The Bee Publishing company, being duly sworn, says that the average circulation for the month of June, 1915, was DWIGHT WILLIAMS, Circulation Manager, Subscribed in my presence and sworn to bel this 2d day of July 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 Kathryn Hamlin.

I'll say the loyal, helpful thing that makes life speed and fair: I'll pay the gratitude I owe For human love and care. - Van Dyke.

In the meantime, the jitneys are still doing business at the old stand.

It must have been political handwriting that inscribed that plate for the Becker coffin,

Wind blew down a chautaugua tent in southwestern Nebraska, No, no one was talking.

By this time next year the presidential cam-

paign will just be beginning to swing out into

the open. But if the ball team were to win a few games, it would not seriously interfere with the boost-

ers' efforts. We regret to report a fear that the few remaining republicans in the federal building here will soon be feeling lonesome.

It is a toss-up whether the next cabinet change belongs by rights in the Navy department or in the Department of Commerce.

It is to be hoped that as Carranze's publicity agent in the United States, "Met" is to be paid a salary and not according to his "string."

Let it be noted, though, that the speedometer is not clicking quite so fast at the beginning of the second year of the great European war.

War is said to have brought the Russian peasants the benefit of dentistry. Now, who says the scourge of the invader has no compensations?

Our coming Nebraska state fair will be an exe-opener on the possibilities of a rainy season in what was once called "the Great American Desert."

The Lusitania was about a two weeks' sensation. The Eastland excitement has died away in less time. In this fast-moving age no thrill

An extraordinary number of accident fatalities seem to be striking all around us. Is it impossible to teach the boat rockers the lesson in advance of the upset?

Looking backward, the record of the year shows that the Japs were the only ones who carried out their part of the war program with neatness and dispatch.

Here is where something like a hydro-automobile, for land and lake navigation, corresponding to what the hydroplane is for sea and air, would make a hit from the send-off.

The complaint against the demoralizing influence of the two-seated motorcycle was originally lodged against the row-boat and the bieycle. The automobile in its early stages also evoked the same complaint, and so will the airship whenever it comes into common use.



The new chime of bells in Trinky tower were dedleaded with imposing ceremonies, the clergy, vestrymen and laymen marching in procession headed by Dean

At the meeting of the school board, Miss Ada simaker gave nutice that she accepted her posttion as principal of the Center school if sure of reing her position as teacher of the Pacific night cheef, whereupon the board got up on its ear beause Miss Schoolmaker should make any conditions. and by vote declared her position vacant. Later Mrs Kate M. Rean was elected principal of Center school Miss Kate Crowley principal of the Jackson

Arthur J. Howe of the furniture house of Trimble, Howe & Marshall has gore to his old home in Mead-ville, Pa., to be absent about three weeks.

Judge Justuve Beneke is laid up with rheumatism At Mingins' restaurant Ed L. Miller, chample list of Nebraska, was presented with a gold nadge by his admiring Omaha friends.

Dr. Ward has located his office in the Withnell block, Pisteenth and Harney. A meneral movement is on foot to close the stores at 6.33, the steries circulating pledges among our-tomers agreeing not to do any trading after 6.30 and to wanted support from marchants who keep open

The Staggering Cost.

The staggering cost of one year of the European war when reduced to figures is so bewildering as to require time for mental absorption. The first thought goes to the colossal draft that has been made upon the flower of the manhood of the different warring nations, which is measared by the best compilation of official statistics, and reports of the Red Cross and other relief organizations, as follows:

| | | Prisoners and | | |
|-----------------|--|---------------|-------------|-----------|
| | Killed. | Wounded. | Missing. | Total. |
| Russia | 800,000. | 2,000,000 | 900,000 | 3,603,667 |
| France | 650,000 | 900,000 | 310,000 | 1,530,000 |
| Great Britain | 125,000 | 253,000 | 90,000 | 456,000 |
| Belgium | 70,000 | 165,000 | 45,000 | 263,000 |
| Serbia | | 115,000 | 60,000 | 208,000 |
| Montenegro | | 15,000 | 5,000 | 28,600 |
| Italy | The Country of the Co | 12,000 | 2,600 | 19,060 |
| Totals | | 3,355,000 | 1,302,000 | 6,160,000 |
| Germany | 500,000 | 900,000 | 250,000 | 1,650,000 |
| Austria-Hungary | 355,000 | 800,000 | 200,000 | 1,865,000 |
| Turkey | 10 TO | 100,000 | 50,000 | 200,000 |
| Totals | 905,000 | 1,600,000 | 500,000 | 3,205,000 |
| Cound rotale | | 8 155 000 | 1 5002 0000 | 9.985.003 |

Think of two and a half million men killed, and twice as many wounded. Realize that the total of 9,365,000 killed, wounded, prisoners and missing is equal to almost 10 per cent of the population of the United States at the last cen-

BUS. When it comes to direct money cost, the increase of national debt through war loans is here exhibited

| Great Britain, two loans | 5,525,000,060 |
|----------------------------|------------------|
| France, two loans | 3,200,000,000 |
| Russia, one toan | 1,065,000,000 |
| · Total for Allies | 9,798,000,000 |
| Germany, two loans | \$ 3,491,000,000 |
| Prussia, one loan | 2,500,000,000 |
| Austria-Hungary, two loans | 1,260,000,600 |

Total for Teutonic powers 7,351,000,000

\$17,044,000,000

In addition, minor powers and neutrals have also made loans on account of the war-Belgium, \$50,000; Serbia, \$4,000,000; Roumania, \$25,000,000; Switzerland, \$36,000,000-and an estimate ascribed to a careful authority, including outlays defrayed from taxes and accumulations fixes the direct cost of the first year of the war at not less than \$25,000,000,000. This is more than the sum of the public debts of the nations concerned at the beginning of hostilities, and constitutes the economic load which the survivors of the war, and their descendants, will

In the face of its staggering burden, this one year of war ought to be enough now and for all future time.

have to carry.

Playing a Wide Open Game.

The political disturbance in Mexico is beginping to take on something of resemblance to another Mexican national institution, the game of "monte," in which no limit is placed on the number of players, where anybody can demand a turn of the cards for any sum of money, great or small, and where the "bank" is under obligations to "take a tap at any time." The latest player in the game is Felipe Angeles, sometime artillery chief in one of the "armies," who thinks he will make as good a president as any and who will stand as a new head for "Pancho" Villa to fight under. Angeles' announced aspirations are not such as give any support to the probability of immediate composition of difnow holding back peace for Mexico. Crafty Carranza has reopened the way to Mexico City, thereby in part meeting the demands of the United States and forestalling action promised for this week by our government. In this may be seen the cleverness of Obregon, who still looms far over all the others in qualities of leadership. Talk of a 'conference" to talk over settlement, regardless of Carranza, persists, and the first chief still holds to his declaration not to consult with Villa or Zapata until they surrender, in which event the conference will quite likely be brief. The solution of the Mexican problem is yet to be found.

Employment for Everybody.

"The specter of unemployment has been banished." says Dr. Karl Hellfrich, secretary of the imperial German treasury, in a statement recounting the achievements of the war. Not only in Germany, but in England, Belgium, France, Austria, Russia, Holland, Italy and other countries has unemployment disappeared. The greatest forces of workmen ever assembled are working overtime in a most gigantic undertaking, Human life and human achievement are being wiped out in staggering totals by this tremendous aggregation of skilled workers in the trade of destruction.

Back of the lines women and children are toiling at unwonted tasks to keep the machinery of communal life in motion. The abnormal activity has spread to other countries than those actually at war. Neutral nations are being called upon to exert themselves in extraordinary ways, that they may contribute something to the progress of the war. It is a time that surpasses in its superabundance of employment any the world has ever recorded. Nor is there any immediate prospect of another extensive period of enforced idleness for anybody. Between three and four millions of the smartest skilled workers in Europe have been slain in battle during the twelve-month of the war, and more than that many are permanently crippled. Their jobs are

Indeed, the "specter of unemployment" has not only been banished, but it is driven so far back into the discard that it will be a long time before any complaint is again heard of lack of

And the newspaper that has always fought every effort to secure an independent audit of city, county, school district and Water board accounts, is now immenting the failure to check the treasurer's books and holdings of moneys and securities for all of these aubdivisions. What we need is what The Bee has so long urged-a comptroller, representing no one but the texpayers, with furisdiction as broad as that of the treasurer.

The senator's newspaper pretends to have discovered "a progressive republican" who is for both Wilson and Hitchcock at one and the same time, but who prudently keeps his identity concealed to cover up use of a false label. No one who can swallow Wilson and Hitchcock together can be either "a progressive," or "a republican," or "a progressive republican."

Pointers On Political Pie

Loup City Times-Independent, (dem.): At last the patronage squabble in Nebraska seems to have been adjusted and President Wilson has made the appointments. We have no fault to find with the men chosen. They are all competent men and old-time democratic fighters. It is true that other men were picked out for these places, who were perhaps just as competent and just as deserving, but somebody had to be disappointed. What's done is done and the Nebraska democrats are glad it is done.

Kearney Times, (dem.): No democrats, in on the know, ever doubted, after the resignation of Mr. Bryan, that Tom Allen would be the choice for distriet attorney, if the Lincoln gentleman wanted it, Mr. Bryan's request would have absolutely assured this thing coming to pass. While Mr. Bryan was a member of the cabinet he probably would not have made the request, but he naturally occupied a more strategical position in patronage matters, involving a relative, after he had left than he did before. And if he wanted a certain man for the position and cared to make the request, how could he have been turned down? There is no question but Senator Hitchcock felt this true, and, though he perhaps desired someone else, he will no doubt how gracefully to the inevitable. Senator Hitchcock knows the game of politics and, withal, we firmly believe he is a good loser, if in reality he has lost anything

Hastings Republican (dem). The Nebraska anpointments announced Friday from the White House would indicate somewhat of a compromise division between Hitchcock and Bryan-Flynn and McCune of Omaha of the Hitchcock picking and Loomis and Allon satisfactory to the Bryan end of it. If there is any advantage Hitchcock's way it is explained by the appointment of Bryan's brother-in-law, Tom Allen. But the appointments have been made and we suppose it is up to all democrats to feel satisfied and look

Newman Grove Reporter, (ind.): Some more of the federal plums in Nebraska have fallen into the hats of the faithful workers. Two of them are Bryan men and two are Hitchcock men. And there is still no peace in the democratic party in Nebraska. The Bryan men got the best lobs.

Seward Blade, (dem.): After two long years of weary waiting, President Wilson appointed two Bryan and two Hitchcock democrats to the big federal offices in Nebraska. Thus Bryan secures the two best offices for his friends, but what Senator Hitchcock will do when the appointments come before the senate for confirmation remains to be seen.

Broken Bow Republican, (dem.): President Wilson gave the federal plum tree a somewhat vigorous shake last week and four of its juiclest plums dropped within reach of four of "the faithful" in Nebraska The first two are classed as Bryan men and the last two as Hitchcock men. So it looks like an "even break" for the two democratic factions so far. Of course, the senator will have a chance for another "say" in the matter when it comes for senatorial confirmation of these appointments. But, as the senator will have a campaign of his own on hand at that time, many people believe he will be in a position to do nothing but "take his medicine," regardless of how distasteful it may be to him.

St. Paul Phonograph, (dem.): Senator Hitchcook says he will discuss the appointment of two Bryan men to federal positions "later," inferring that when the appointments are brought up in the senate for confirmation, he may have something to do or say. It comes to a pretty pass when any one man can exert such influence over the democratic party in this state. The president has appointed four men to important federal positions in this state. Two are known to be Bryan men. The silk stocking gentleman from Omaha, who is now misrepresenting the democrats in the senate at Washington, is satisfied with the appointment or the two Hitchcock men, but when it comes to the two Bryan men he desires to wait a while before mying anything. Our senator will return to Washington next December to again harass the best democratic president that we ever had, and then he will return home during the campaign and tell the "dear pepul" how he admires the president, in that he will again secure the nomination for the senate. If he does, and it looks like he may, he will be in for the most beautiful drubbing that any one man ever received in the state. Whenever any man becomes so big that he must have everything his own way, or else he won't play, then we say it is time for a change.

Twice Told Tales

Got a Move On.

Melancholy Aunt Clara from the country had the habit of listening to the big clock on the town hall in the village where she was visiting and exclaiming, every time it struck:

'Exernity draws one hour nearer." Charence was very much impressed with that solemn reflection. One day the big clock got out of order. While repairing it the workmen made it strike every few minutes. Clarence heard it with bulging

"Oh Aunt Clara," he said excitedly, "eternity has got a move on today."-Philadelphia Ledger.

Settled Out of Court. "Well," said the lawyer, having listened carefully to his client's statement, "you've got about the best case I ever had. My dear sir, you can't help winning it, whatever court you take it to. I shall be only too

glad to assist you in the matter." "Thanks," said the prospective elient. "Thanks very much!" Then, grabbing his hat, he made a speedy exit from the office. "What?" exclaimed the astonished lawyer, "Are

you going?" 'Yes." replied the other. "I'm just going to try settle this case out of court."

"But, my dear sir, why waste money? As I have aiready told you, that's one of the best cases I've "Maybe it is." said the fickle client, as he hastened down the stairs, "but not for me. I told you the

other fellow's story."-Chicago Herald.

Pat's Information.

One day, as Pat haited at the top of the river bank, a man famous for his inquisitive mind stopped and asked: "How long have you hauled water for the village, my good man?"

Tin years, sor." "Ah! How many leads do you take in a day?"

From Un to fifteen, sor." "Ah, yes! Now, I have a problem for you. How much water at this rate have you hauled in all?" The driver of the watering cart jerked his thumb backward toward the river and replied: "All the water yes don't see there now, sor."--

Personal and Otherwise

The will of Samuel Thorne, late of New York, filed Poughkeepsie, N. Y., disposes of an estate of An order for \$80,000,000 worth of shells has been

finally closed with agents of the allies by the Baldwin Locomotive Works. Juan Luis Santuentes, vice president of the Chilean council of state, has been elected president of Chile

for the period of 1915-1980. Members of a Cornell geological party were mis taken for German spies by North Carolina county officials and required to submit evidence of their identity. Apparently they are in a sensitive state of "pre-

paredness" in North Carolina. Carstain John A Cooke, a veteran Provincetown, Mass, whaler, believes that the bomb gun used by followers of his craft could be employed effectively against the submarine. The captain should be consulted at once by the new board of inventors-or solded



Fuel from Garbage. AUSTIN, Tex., Aug. 1.-To the Editor of The Bee: Garbage, trash and waste of a city contains, according to the analysis of best chemists, much more pure carbon and volatile matter than do the average coals, and when reduced and manufactured into destrable shapes, so that the full energy can be obtained while burning on the grates, as is now being done in a small way at San Antenio, Tex., producing a fuel in many

respects far superior to the best of coals, For large cities several plants of this kind should be conveniently located so that the gathering wagons will have a short haul, and a proportionately short haul for the delivery of fuel to the consumer, if a municipal plant, and only steam fuel is made, the plant should be located close by so the fuel could be delivered to the power plant by conveyors. These plants are so built that cranes can be used for the unloading of cars, (if garbage is received this way), and dump wagons can unload on the second floor of the manufacturing plant, the garbage is dumped on a sorting platform and sprayed with creosote as a sanitary precaution as well as to allow the sorters to work in comfort; openings are made in this platform were the dif ferent parts of garbage are dropped onto conveyors and conveyed as follows: The pieces of iron are conveyed to a storage; the bottles to a washing tank, where they are sterilized before being stored; rags, (If a separation is made), to a washing machine, where they are sterilized in being washed; the ashes, stone, brick, etc., conveyed to a storage and used for a fill; the tin cans, to a systematically devised incinerator, where sufficient heat is applied to remove the remaining lin pleces, pressed into balls and conveyed to a storage.

All of the residue of this waste, which is the carbon parts, is conveyed to a circular drum pulper, where hot water and live steam is applied together with a certain percentage of tar, which acts in conjunction with the hot water and steam as a thorough disinfectant of the product, and also as a deodorizer of the smoke of the fuel while being consumed as well as a deedorizer of the fuel itself, the mass is thoroughly mixed by this machine and in the process reduced to a pulp. From this machine the mass is conveyed to a mixing machine, where ground coal dust is added in proper proportions, and to a moulding machine, where it is moulded into bricks.

It is very interesting, to watch the process of manufacturing this fuel, for one will see old shoes, hats, paper, rags, straw, manure, house garbage, night soil, small dead animals, etc., thrown into one machine and come out another without being handled, perfect black bricks, without odor or any resemblance to its original materials. Dr. William B. Phillips of the University of Texas, and a mineralogist known throughout the United States, after making several laboratory tests of this fuel, made from garbage and cheap lignite coal waste, as well as testing it in open grates and otherwise at his home in the city of Austin, states that he was well pleased with the results, and if he were able to procure this fuel at a price comparable with that of bituminous coal, viz., \$8.50 per ton, that he would use this fuel at his home in preference to any other.

E. L. CULVER. Be Sure You're Right, Then Go Ahend.

KEARNEY, Neb., Aug. 2.-To the Editor of The Bee: Obviously the Wilson administration has little, if any, confidence in the efficacy of Mr. Bryan's proffered war panacea, for while he (Mr. Bryan) propounds his plans at five hundred and up per, the United States government is elaborately preparing for war. Which fact leads one to believe that it is reasonable to presume that the United States War department is in possession of facts relative to the European war situation which have not as yet been divulged to the reading public, and also, that congress believes war is inevitable. It may be true, however, that the unusual activity is merely a precautionary procedure, the incentive for which can logfcally be attributed to the insolent attitude of the imperial German government toward the government of the United States.

Germany is obstinate and fully cognisant of her position as a fighting power among the nations of the world, and will not concede a single point to the United States or any other nation in the present controversy. The United States govern ment is not ignorant of the United States available resources and ability to compel fair treatment to her citizens, but the American people are intelligent to such a degree as to possess the instinct of equity and to know the difference between right and wrong and willing to be shown and glad to apologize when wrong, but firm and determined when in the right.

President Wilson should be sure he is right in the German-American controversy, then exhaust every known procedure and counsel the most learned dipomats in an effort to bring Germany to see the facts as this government sees them. To determine whether or not we are in the right this government should place itself in the position which Germany occupies, then ask, "What would the United States government do if it was at war with England and Germany full knowledge of the fact that the United States had established a blockade of the English ports, in an effort to bring England to submission and terminate the war, and Germany should persist In carrying contraband to England?" Would the United States submarines respect the German flag when it was known to float over a cargo of contraband billed for England and intended to be used to aid and strengthen our enemy? Maybe this German-American controversy is an open question? Take your time. President Wilson, to get right and de all in your power to keep us out of the fuss, but if it is possible only by sacrificing national honor, and you don't want to do that, whistle and we'll report for duty W. H. H. RICHARDSON. 2217 Central Avenue.

OUT OF THE ORDINARY.

A unique dinner was recently given in Each guest cooked his own dinner by electricity. An Alaskan cable was put out of com-

mission recently by a whale becoming completely entangled in it that the wire proved a death trap. Talking of clever chickens, a Minne-

sota newspaper publishes this. "I have been instruced by the village council to enforce the ordinance against chickens rouning at large and riding bicycles on the sidewalk. Harry Shells, village mar-

MIRTHFUL REMARKS.

Motorist-Are you a religious man? Chauffeur-Yes, sir.
Motorist-Pamiliar with the Bible?
Chaffeur-Well, rather. Fil bet 1've klassed it fifty times in court!-Puck.

Elevator Boy-I told de boss teday wanted a raise.

His Chum-What did he say?

Elevator Boy-He told me to get in an'
pull de lever.—Boston Transcript.

"Father," said the small boy, "couldn't George Washington tell a lie?" "That statement has been seriously made, my son." "Well, what did he do when his folks had unexepected company and he was told to say he didn't want any ple for dessert?"—Washington Star.

"Don't you get tired of having summer boarders tell you how to run the farm?"
"No," replied Farmer Corntossel, 'runnin' the farm seems so easy to a summer boarder that I'm kind o' hope-

Jimmie-What are you doing?
Tommie-Washing the jelly off m"
hands. Ma's a finger-print expert, you
know.-Woman's Home Companion.

Her Father.—You've been calling on my daughter for some time, young man. Why don't you come down to business? Suitor.—Very well! How much are you soing to leave her?—Hoston Transcript.

O birdly beast or beastly bird-Whichever thou mayst be—
Is this extrect which I have heard
From books concerning thee:
Was it for thy neutrality
That thou hast such duality?

"I must confess the rable's true,"
I dreamed the bat replied.
"I'm two in one and one in two.
And favor either side,
Or neither, as the case may be;
I am the imp. Diplomacy."
WILLIS HUDSPETII.

Summer Suggestions for Baby's Mother

Seasonable Advice on the Health of Children in Hot Weather

No one requires so much food in summer as in winter. Do not overfeed children during the hot weather. Serve only the lighter and more easily digested foods, and make sure the bowels keep normally active. Most of the troubles to which children

seem particularly susceptible in summer have their origin in a constipated condition. The first care of the mother should be to see that the children are regular. At the first sign of a dispo- and gentle in action and used to correct stomach and bowel trou- bottle can be obtained by writing to Dr. ble and is especially adapted for chil- W. B. Caldwell, 452 Washington St., dren, being pleasant to the tasts mild Monticello. Ill.



free from sition to neglect this important func- opiate or narcotic drugs of any description a mild laxative should be administion. A dose at bedtime brings relief tered promptly. Catharties and purga- next morning in an easy, natural mantives should never be given to children ner, without griping or other discomfort. as they are harsh and violent in their Dr. Caldwell's Syrup Pepsin is sold in action and tend to upset the entire drug stores for fifty cents a bottle. It system. The combination of simple has been on the market for a quarter laxative herbs with pepsin, sold in drug of a century and is today the standard stores under the name of Dr. Caldwell's household remedy in countless homes Syrup Pepsin, is new very generally throughout the country. A free trial

Low Summer Excursion Great Outing Region

Ashland, Wts. \$21.78 Bayfield, Wis....... 21.75 Birchwood, Wis..... 19.15 Cable, Wis...... 20.15 Chetek, Wis. 19-10 Cisco Lake, Mich... 28.08 Duluth, Minn..... 20.38 Eagle River, Wis... 25.30 Gogebic Lake, Mich. 24.33

Northern Wisconsin Hayward, Wis......\$19.50 Lac du Flambeau, Wis. 24.40 Manitowish, Wis. 23.90 Minneapolis, Minn. 14.35 Phelps, Wis. 26.30 St. Pari, Miss. 14.38

Three trains daily via St. Paul and Minneapolis. Lv. Omaha 7:45 a. m., 6:45 p. m. and 9:05 p. m. Numerous fast trains daily to Chicago connecting with the

Fisherman's Special

Lv. Chicago 6:05 p. m. daily for the finest fishing country in the World. For full information call or address

JOHN MELLEN, General Agent CHICAGO &

NORTH WESTERN RY. 1401-3 Farnam Street, Omaha, Neb. (Tel. Douglas 2740)



If You Don't Want to Move Again for Years

choose an office where your location will constantly grow better. Business is moving up the hill. Some day the business center will be at the corner of Twentyfourth and Farnam. From now until that time, there will be no better office location nor better offices than

THE BEE BUILDING

Was built for comfort. Although the offices offered are very few indeed, there are none better in the building. If we have not what you want, let us place you on our waiting list. The rooms vacant at present are:

Room 222 Choice office suite, north light, very desirable for

Reom 640—9x20. Water; partitioned into private office and waiting room; has large double east windows;

APPLY TO BUILDING SUPERINTENDENT, ROOM 108.

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.