

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 month \$1.00
By mail per year \$10.00

REMITTANCE
Remit by draft, express or postal order. Only two-cent stamps received in payment of small accounts.

OFFICES
Omaha—The Bee Building, 318 N. 16th street.
Council Bluffs—14 North Main street.
Lincoln—38 Little Building.
Chicago—801 Healey Building.
New York—Room 110, 300 Fifth avenue.
St. Louis—508 New Bank of Commerce.
Washington—715 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, circulation manager of The Bee Publishing Company, being duly sworn, says that the average circulation for the month of July, 1915, was 53,977.

DWIGHT WILLIAMS, Circulation Manager.
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.

August 12
Thought for the Day
My docters is to lay aside
Contention and be satisfied;
Just do your best and praise or blame
That follows that, counts just the same.
—James H. Hittsomb Riley.

That Tractor show at Fremont is the real attraction.

It remains to be seen whether the early bird captures the political worm.

When the history of the war is written the great bear hunt will fill the first volume and some over.

The American warships would seem to have left Vera Cruz prematurely on the occasion of the last visit.

The Italian campaigners, having reached the two-mile peak, naturally consider the enemy a low-down cuss.

Perhaps it will take a jail sentence to impress upon speed maniacs that city streets are not designed for auto racing.

That meter rate which Omaha water users have to pay is still 33 per cent higher than Lincoln water users have to pay.

"Blessed is the peacemaker," but he wants to be in an advanced state of preparedness before he undertakes to mediate a family row.

The amount of steam so suddenly generated behind that \$150,000 fire alarm deal raises curiosity as to who has been promised the promotion fee.

Upon reaching Omaha, Thaw declared, "I think your roads are better than those in Indiana and Illinois." We wish it were so, but that man thinks altogether too fast.

The news report is that 15,000 people attended the Seward county barbecue celebration, while only 1,500 listened to Mr. Bryan's address. Must be some mathematical mistake here.

Equal pay for equal work is to be the rule henceforth among the state employes of Illinois. Nanshing the distinction of sex at the pay envelope is a gratifying triumph for equality of labor at the cashier's window.

Fire losses in the United States and Canada for seven months of this year show a shrinkage of \$35,000,000, compared with the same period of 1914. Yet the ratemakers nervily insist on maintaining the holdup on every policy issued.

Hastings is making a fight in the courts to secure a reduction in the charge for gas from \$1.45 to \$1.25 a thousand. On general principles we should say that the Hastings people certainly ought to have the lower rate if it is solely a question of reasonableness.

Periodic air raids on England are less significant as a war measure than as a reminder of the coming indemnity bill. Germany considers Great Britain the only nation able to pay the war bill, and employs elevated methods of preparing J. B. for the grand shell out at the finish.

William Pitt Kellogg, former governor of Louisiana, is in Omaha looking after his property interests here. He had been absent some eight or nine years and expressed pleasure at the growth of the city. Hon. Clark B. Carr of (Asheboro, Ill.), is with him.

A committee consisting of Adolph Meyer, George Holmrod, Henry Meyer, Henry Lehman, T. S. Sabin and George E. Strauss has been appointed to make arrangements for the celebration of the eighteenth anniversary of the Concordia society in September, probably by a grand concert and ball at Germania hall.

The Knights of Labor picnic for Sunday next at Haskell's is being advertised with speeches to be delivered both in German and English by August 23rd of Chicago.

Edward Rosewater left for New York to attend a reunion of the National Society of the Military Telegraphers and will be absent about two weeks.

Clement Chase has gone to Lincoln, where he contemplates starting a society bureau for the Omaha Excelsior.

General Lowe has returned from England, where he has been for the last four months, greatly improved in health.

Miss Callie Standish, 138 Howard street, has gone to visit friends in Minneapolis.

The Western Rate Case.
The decision just handed down by the Interstate Commerce commission in what is known as "the western rate case," is somewhat in the nature of a compromise, and just at present is not likely to meet the full approval of either side. The railroads do not secure all the advances asked for, nor are they denied all. The western lines singled out certain specific commodities on which to increase rates, while the eastern lines, in the case settled some months ago, asked for a general increase in rates of 5 per cent. The difference in procedure did not involve any divergence in principle nor bring forth any new argument to support the request. Need for more revenue, to be had only through increased charges, was the basis of the plea in both cases.

At the hearings the points were very fully argued, and the order of the commission is based on complete information at least. The effect of the order can not be fully told until the railroads have had time to readjust their tariff sheets, and this will take several weeks, as every road in the country is finally affected by the new tariff. It will mean more operating revenue for the roads, and the consumer has to pay the freight.

Water Board High Finance.
Presumably inspired by the Water board's high financier, his newspaper spokesman takes exception to The Bee's criticism of the unnecessary piling up of a colossal sinking and depreciation fund instead of buying in the purchase bonds and cancelling them, and giving the taxpayers and the water users the benefit of the reduced interest charge. While this discussion must be academic so long as Omaha is helpless to change the arbitrary exactions of the Water board, still the efforts to cloud the situation are too palpable to let stand, as these facts show:

1. The secret \$7,000,000 bond deal without competition was inexcusable, and the later sale of the additional \$500,000 of these bonds, subsequently bought back, was a losing speculation.
2. The sinking fund reserve is artificially inflated. The sum of \$124,810 is being set aside annually to amortize the \$7,000,000 of bonds at the end of thirty years on a 4 per cent basis, although the bonds themselves bear 4 1/2 per cent, and we are told that some of the money is earning as high as 5 per cent. At 4 1/2 per cent the sinking fund would call for only \$114,744 to pay out in thirty years, so that we are being needlessly mulcted an excess of \$300,000 at the rate of \$10,000 a year.

3. A depreciation reserve of \$91,666 a year is being set aside—on what basis no one can tell. So far it has been almost wholly an investment fund. The theory of this depreciation reserve is that it will reproduce the plant in fifty years, but on a 4 per cent basis \$91,666 a year will produce \$7,000,000 in thirty-five years, and on a 4 1/2 per cent basis in thirty-three years. To produce \$7,000,000 in fifty years on a 4 1/2 per cent basis would require only \$39,214 a year, or \$52,452 a year less than we are setting aside. This assumes, of course, that the money is to continue as an investment fund and would not be spent for replacements, but on any true computation basis the amount is far too large.

4. Taking the sinking fund and the depreciation fund together, totalling \$216,476 per year, we are being compelled to pay the cost of the water plant almost twice over in a period of thirty years.

5. It goes without saying that we cannot eat our cake and have it, too. We cannot pile up this tremendous surplus from year to year except by taking it out of the pockets of the water users and the taxpayers.
It is not a question of possible misappropriation of the reserve fund by an incompetent or dishonest Water board. The members of the board may be perfectly competent to run their own business, and their personal honesty may never be called in question, but in water works matters everyone knows they have so far blindly obeyed the orders of the high financier, whose purpose seems to be to accumulate a speculation fund of millions of dollars rather than to lighten the load carried by the water users and taxpayers.

Carranza Changes Front Again.
Supported by a message from the Argentinian minister of foreign affairs, Venustiano Carranza has again changed front on the matter of All-American adjustment of Mexican affairs, and declares "the Mexican people will look with displeasure on any attempt" to interfere with the Carranza plans. This recusance on part of the first chief may not have much force in determining the ultimate action of the conference, but it is an indication of the diplomatic difficulties in the way. The message from Argentina was sent in response to a protest from Carranza as the head of the Mexican nation, but it almost amounts to a hands-off pledge from Argentina.

Argentina's amiability may be explained in two ways. On the ground of racial sympathy, it is easy to see why the South American republic would be inclined to side with the Mexicans in any question between them and the United States. A further, and more potent reason may be found in the history of Argentina. Twenty-five years ago that country was in almost the same condition as Mexico is today. It was torn by factions, its army deposed one president and its navy another; its coinage was debased and its fiat currency was worthless. Its industry and its agriculture languished and its outlook was most gloomy. Strong men arose and brought order and tranquility to the country and made it one of the prosperous nations of the world. President de la Plaza may feel that Mexico should be allowed the same chance to work out its salvation as was given Argentina, but where will Mexico find a man like Luis Saenz-Pena to place his country on the solid ground of political and social peace and good order?

Argentina has perhaps voiced the sentiment of all the Latin-American governments and given us a peep behind the scenes at the conference but this decision will very likely be received dubiously by Americans.

The Kansas method of trimming bankrupt corporations may appear irregular to sticklers for righteousness, but righteousness minus individual uplift cuts very little ice in the dry belt.

The American Voice
GEORGE FITCH.
Probably his last publication before his death.
ONE of the minor benefits which have accrued to this country from the great war is the fact that English writers are too busy just at present to produce any new comment on The American Voice—feminine gender.

It is the unanimous opinion of the chronic English that the voice of the American woman is the most distressing defect in our civilization. So earnestly have the English described his shrill, high-pitched penetration, and so sadly have they deplored the fact that a train with an American woman in it needs no locomotive whistle, that many American writers have been stamped and are waiting perfectly good white paper made from our rapidly disappearing forests on the same subject. We desire to rise as many feet as possible and declare here and now that the voice of the American woman is worth all the feminine voices of the rest of the world put together. It is the voice which called the early settler home from the fields when the marauding Indian appeared, and it is the voice which kept the colonists heartened and encouraged when the enemy's cannon were making a most terrifying racket. It may be pitched a little high in the mouth rafter, and it might be improved for purely esthetic purposes by the use of emery powder, orange marmalade and a rat-tail file, but it is the voice which has called five generations of American boys home to dinner, has sent them safely to school, and has taught them more morality than has been dreamed of in the effete recesses across the pond.

We freely admit that the American woman uses her voice with the muffler cut out a great deal, and that in a foreign picture gallery she causes convulsive shudders among the worshippers of an antique civilization whenever she addresses a personal friend a few hundred yards away. But kindly remember that the American woman's voice is a practical, useful institution, built to cope with the stress and necessities of the time. The American woman has spoken to the American man and he has heeded to the extent of giving her the ballot, revising marriage, divorce, and property laws, and giving her a legal station considerably above the animals of the fields; whereas, the Englishwoman, having used her creamy, velvety tones upon the Englishman for a thousand years with no effect at all, has given it up in disgust and has picked up a brick—Collier's Weekly.

Twice Told Tales
Trial by Jury.
"Gentlemen of the jury, are you agreed upon your verdict?" asked the judge presiding over a Texas court.

"We are," responded the foreman.
"Do you find the prisoner guilty or not guilty?"
"We do."
"You do? Do what?" exclaimed the startled judge.
"We find the prisoner guilty or not guilty," answered the foreman.
"But, gentlemen, you cannot return a verdict like that."
"Wal, I don't know," the foreman responded. "You see, six of us find him guilty and six of us find him not guilty, and we've agreed to let it go at that."—New York Times.

The Heart Throb.
For once youth and good looks were nowhere. Middle age was triumphant. The victor was hatless and she carried a large market basket. The car was so crowded that she had difficulty in pushing in with her basket, but she finally managed it. Moreover, she found space to balance it on the back of a seat. Then she looked out at the station clock. That gave her a fright.
"Half-past five," she said. "Good gracious! And I've got to have Jim's supper ready at 6:30."
One corner of the basket was partitioned off into a little nest, and into that nest she tossed her green beans and she struck them. Before half a dozen beans had left her fingers every man within seeing and hearing distance was on his feet begging her to take his place.

Well-dressed men, shabby men were for the moment on a level. To them it mattered not in the least that good looks had to stand, but that a woman who wished to have her husband's supper ready on time should have to stand in a car while preparing a part of it was unthinkable.—Philadelphia Ledger.

Almost Hidden.
"How did you find that piece of steak, sir?" asked the smiling waiter, in anticipation of a liberal tip.
"I really don't know," said the large man, gazing at his plate. "I just happened to move that little piece of potato, and there the steak was, under it."—Everybody's.

Joint for the Dominie.
The rector of a church was called away to another parish and left his curate in charge of the church. On his return he met a woman member of his flock at the station.

"Good afternoon, Mrs. Smith," said he. "How did the curate make out yesterday?"
"Poorest sermon I ever heard," frankly replied Mrs. Smith. "There wasn't a thing in it."
Whereat the rector passed on down the street and near the church "he" the curate.

"How are you, John?" greeted the good man. "I suppose you got through all right yesterday?"
"Yes, sir," was the startling rejoinder of John. "I hadn't time to prepare a sermon of my own, so I preached one of your old ones."—Philadelphia Telegraph.

People and Events
The New York census shows 461 real Indians residing in the state, a decrease of 99 in ten years. The number of paleface "Indians" is not indicated in the report.

The big show at San Francisco reports a steadily growing attendance. During the month of July the average daily attendance was 49,172, compared with a daily average of 64,000 during June.

Coney Island is in dumps. Business bugs the zero point because the temperature persists in that vicinity. Consequently the "holier" of the barkers has become a matter of exercise to keep warm.

James B. Duke, the tobacco prince of Somerville, N. J., is sore all over and hot from collar to toe. All because the public, privileged to enjoy the beauties of his private park grossly abused the privilege and forced him to close the park gates as a protection against theft and insolence.

The rights of more men in team harness shines anew in a tough world. A New York judge holds that a husband has the inalienable privilege of "cussing" at home. So long as he erupts under his own roof, or in a rented shelter the law stands off and runs up the sign "Safety First."

A mysterious wood nymph clad in the summery costume of a lace nightcap is capering around in the tall timber of Sparta, Wis. Tall timber is an appropriate setting for a costume of that class, but the story strains credulity in asserting that farmers favored by the vision "have been scared stiff."

John D. Rockefeller's "Temple of Love" at Pocomoke Hills is to house the noted statue of Aphrodite, an ancient bit of sculpture said to have cost \$20,000, which provoked a temperamental eruption of enthusiasm in art circles of New York and Boston a few years ago. The admirers of the oil king will be duly surprised by the revelation of a real artistic temperament hitherto screened by artistic dividends.

Judge Henry Varnum Freeman, dean of the Chicago bench, has retired from the service heartbroken and with health shattered grieving over a judicial mistake which resulted in sending three innocent men to the penitentiary in 1883. Six years after sentencing the men the judge discovered that conviction was had through a police "frame-up." Subsequent efforts to secure pardon for the men were only partially successful, one of the victims dying in prison. Judge Freeman is 72 past.

The Bee's Letter Box

Main Burning in Texas and Mexico.
KAIBERHOF RANCH, Blaine County, Nebraska, Aug. 10.—To the Editor of The Bee: Another burning has taken place in Texas under the most revolting circumstances. The people on the other side of the Rio Grande road of these incidents, which are altogether too frequent, and wonder, with some degree of right, why we should interfere with their government in Mexico. About four years ago an American citizen of Mexican descent, by the name of Dominguez, was burned to death according to the latest approved methods of the mobs in Texas and several other southern states. The first report announced that he was a citizen of Mexico, residing in Texas. It happened to be in Mexico at the time and it created quite a sensation. The students from the university paraded the streets shouting, "Death to the gringos," and only prompt action of the police prevented a riot. The newspaper comments at the time in Mexico gave their opinion of us in rather strong terms. A professor in the University of Mexico City wrote a column for the local paper in which he urged moderation, saying that because the people of the north had acted barbarously was no reason why they should be barbarians.

Would it not be a good idea for the president of the United States when he undertakes to establish a constitutional government in Mexico to stop on his way to stand and see if he cannot establish a constitutional government in Texas? The people in Mexico would at least appreciate the consistency of such an act.
F. M. CURRIE.

That Insurance Bugaboo.
OMAHA, Aug. 12.—To the Editor of The Bee: The insurance bugaboo—the don't care how much expense the taxpayers have to stand. And after you would expend \$50,000 or \$200,000 they would not make a 3 per cent reduction in premium. What they want is the five or six hundred thousand they pull out of Omaha in premiums for insurance—all net to them; no loss.
ONE WHO PAYS.

Atrocities, Real and Fancied.
OMAHA, Aug. 12.—To the Editor of The Bee: Your correspondent from Plattsmouth evidently wants to read some blood and thunder stuff. I would refer him to the conduct of the British soldiers in India and to the murders in Ireland and South Africa. Our Declaration of Independence also records a few authentic cases of British atrocities.

These recent stories of German atrocities found their source in the poisoned minds of British writers and have been so satisfactorily refuted by the very people upon whom they were alleged to have been perpetrated, that to hear them now would bring a smile to the countenance of anyone but an Englishman. I am glad to stand and see if he cannot be neutral. The Bee has proven itself in an effort to suppress the cable in an effort to suppress the truth. America seized the wireless station at Sarville for the same reason, but the truth finds its way into the homes of American people in spite of British hirelings and censors.
E. M. WAYMONE.

Jerry Would Stir the Old Sod.
OMAHA, Aug. 12.—To the Editor of The Bee: Recently in your great paper appeared a very interesting sketch about the life work of that Irish patriot, the inventor of the submarine, John F. Holland, who died in Newark one year ago two weeks after the outbreak of the European war.

The Fenian Brotherhood, of which he was a member, was organized a decade after the artificial mad famine in Ireland, when 1,200,000 (million and a quarter) of the Irish people died of hunger. It was an organized effort of the most militant Irish nationalists. Its purpose was the achievement of Irish independence and the establishment of an Irish republic.

History and tradition tell the story of the Fenian movement. Hangings, imprisonments, a raid into Canada, etc. Michael Davitt, Charles S. Parnell, Joseph J. Biggar and others organized the Land league. It was a moral suasion organization, that had for its motto, "The Land for the People." Its platform was large enough and strong enough for every Irishman to stand upon no matter what his ideas or views were how to free Ireland.

The men and women in Ireland today are just as loyal and true to the old cause as their ancestors were in the days of yore, notwithstanding that their faithful leaders betrayed them by turning somewhat, thereby becoming recruiting sergeants for the "Crown."
My purpose is to adjust the phraseology of this letter to see if I can arouse the stagnant blood in the veins of my Irish-American fellow sovereigns. It is my intention, too, to submit a few pertinent questions and thereby put them on record as to whether they have become Anglicized and de-nationalized.

Irish-Americans, have you anything tangible under contemplation to assist the men-in-the-gap in Ireland? The time is ripe to adopt some plan of action.
Clog-dancing, turkey-trotting and tanggling produce no satisfactory impression on the enemy.
England treats with contempt Irish public opinion expressed in words alone.

What has become of that noisy crowd that was overlastingly shouting "England's difficulty is Ireland's Opportunity"? It seems since the Boer war, that old adage is forsaken.
Irish Americans of Omaha, a rare opportunity presents itself to you.

The first secretary of the old Land league now lies in a nameless grave in the Holy Sepulcher cemetery. His name Thomas Brennan. I believe that it would be a good idea to send Mr. Brennan's mortal remains to Ireland to be deposited in Glasnevin cemetery along with his chiefest Parnell, John O'Mahoney, O'Connell, O'Donovan, Ross and others.

There will be men from the Norse, from the Sulu and the Shannon to meet his remains when they arrive at the old cove of Cork, and escort them on to Dublin.
The sending home of the mortal remains of this noble exile at this time will be a severe rebuke to the recruiting sergeants and it will arouse and stimulate the Irish race to action the world over.
JERRY HOWARD.

EDITORIAL SHRAPNEL.
Chicago Herald: Rich Americans with a desire to possess a French chateau have now an opportunity to bid for the old home of the Marquis de Lafayette. The profits on a war order might be put to this use.

Pittsburgh Dispatch: Sons of the Revolution point out that our war with England cost us only \$20,000,000. Also we got more value for our money than any of the European powers can hope to get out of this war.

The Fall of Warsaw

Cleveland Plain Dealer: Military miracles have been performed in this war; but a general German advance into the heart of Russia is almost beyond imagination. For the present, therefore, it is likely that the victors will be content to rest after they have taken Riga. How long they will rest, and to what advantage they will turn their recent conquests are questions beyond conjecture.

Boston Transcript: Within the German empire the kaiser will more than ever be the symbol of the new Germany. The people will more than ever believe that that new Germany is to take concrete shape and expand to greater power and strength than ever before in Teutonic history. As for the half-million German dead so bravely fallen—even their relatives on a day like this will be satisfied that the gain is worth the loss.

Baltimore American: Those who have been disposed to predict that the Russians will be virtually eliminated until next spring are counting without their host. For should the Russian army escape, the taking of Warsaw will be of no more strategic advantage than was the taking of Washington of military worth to the British in the war of 1812. It has strong sentimental interest, but in a war in which sentiment plays so little part upon the field this counts for little.

New York Post: The moral effects of the German achievement are equally unmistakable, whether we consider public opinion at home, among the enemy nations, or among neutrals. It is all very well for the Duma, the Chamber of Deputies, and the House of Commons to utter new vows of determination to carry the war through to victory. The effect on popular opinion of specific and tangible victory or defeat must count. The Allies today are visibly under the depressing influence of the unbroken tide of Teuton success in the last three months.

St. Louis Republic: The Warsaw campaign will live in the memory of the race while men peruse the pages of military history. The full story of the resistance of the Russians to the German advance has yet to be told. But the tremendous concentration of power that battered down the guard of the white car while the forces in the west held at bay the massed power of England and France is one of the most impressive exhibitions of human courage, human will, and human organizing ability which history shows. Truly we are living in an age in which the history is in the making.

BREEZY TRIFLES.

"Don't tell me her hapless husband is going to wear the willow for that old cat."
"If he does will it be the pussy-willow?"—Boston American.

"What makes you think Dauber will succeed as a painter?"
"His has the soul of an artist and the perseverance of a book agent."—Philadelphia Public Ledger.

"Yes, we girls are going to camp out."
"You'll find cooking very irksome."
"Oh, we are going to take mother along to cook. She needs a vacation."
Judge.

"An apple a day keeps the doctor away."
"Net much in those adages," commented the physician. "I make my vacation money out of green apple cases."—Boston Transcript.

"Mr. Bryan evidently thinks that he is ordained to save the country," said Philad.

"Well, why shouldn't he?" said Little Blunk. "He has a verry saving disposition."—New York Times.

Madge—Why don't you tell him frankly that you don't like him as well as you do Charlie?
Marjorie—How can I, dear? I'm not just sure that Charlie will propose.
Judge.

KABIBBLE KABARET
A CERTAIN JOURNAN
HE GOES IN THE JURY ROOM, ACCORDING TO HIMSELF HE'S RIGHT THE OTHER ELEVEN ARE STUBBORN AND PROLONGING OUT THE FIGHT.

Safe Milk for Infants and Invalids

HORLICK'S THE ORIGINAL MALTED MILK

The Food-Drink for all Ages
Rich milk, malted grain, in powder form. For infants, invalids and growing children. Pure nutrition, upbuilding the whole body. Investigate nursing mothers all the aged. More healthful than tea or coffee. Unless you say "HORLICK'S" you may get a substitute.

Summer Fares East!
The Wabash is the short direct line from Chicago to the pleasure places of the East. Take advantage of the low summer fares via Wabash:—
Round trip fares from Chicago (30 day limit)
Buffalo 18.35 New London, Ct. 26.50
Niagara Falls 18.35 St. Johnsbury, Vt. 26.80
Toronto 18.35 Concord, N. H. 26.80
Thousand Is. Pk. 19.90 Boston, Mass. 27.75
Sacketts Harbor 18.80 New York City 28.65
Clayton, N. Y. 19.40 Fabyan, N. H. 28.55
Saratoga Springs, N. Y. 23.85 Portland, Me. 28.80
Baldwin, N. Y. 25.20 Atlantic City, N. J. 31.15
Lake George, N. Y. 25.20 Rockland, Me. 31.40

WABASH
Find out about these and other summer fares East, from Chicago, via Wabash at

WABASH TICKET OFFICE, 311 S. 14th St.
H. C. Shields, Gen'l Agent, Passenger Department, Omaha.

After returning from the links you will find a cold bottle of

Trug LUXUS THE BEER YOU LIKE

most refreshing. Ask for it and be convinced. Quality counts. Save Coupons and Get Free Premium. Phone Douglas 1889 and Have a Case Sent Home.

LUXUS MERCANTILE COMPANY, Distributors

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.