THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR.

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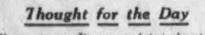
JULY CIRCULATION.

53,977

State of Nebraska, County of Druglas, sa.: Dwight Williams, circulation manager of The Bea Publishing company, being duly sworn, says that the average cl. dulation for the mouth of July, 1915, was 05,977.

DWIGHT WILLIAMS, Circulation Manager, Bubscribed in my presence and sworn to before me, this 35 day of August, 1315. 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 31 ===

Please excuse Jimmy for being abs. nt and don't whip him when he din't there.

In another week all the days of the week will be Sunday's.

Our Ak-Sar-Ben annual festival is just a month off. Invite your friends now.

If Mr. Rockefeller can see in . himself the prodigal son, he must still have good eyesight in his advanced age.

In inaugurating our municipal bathing pools this season the co-operation of the weather man was evidently overlooked.

Like the prophets of old, Omalia-made school teachers may not be fully appreciated at home. but they seem to be in brisk demand in other cities.

Perhaps if these powder factories were operated on a profit-sharing system there might not be so many explosions, especially if due to inside carelessness.

Owing to the press of international events matters of national concern are lost in the shuffie. Grape juice as a diplomatic stimulant has retired from the State department.

Secretary of State Pool expects to save the taxpayers \$200 next year by buying auto number plates cheaper and selling them at the same old price. Now there's a state official who is living up to his economy promises.

Fooling with Fire.

Something of a crisis has arisen in connection with the administration of the state affairs of Nebraska, and the democrats at Linco'n are meeting it with their usual blundering fashion. They are getting on dangerous ground when they undertake to atone for legislative failure to make appropriations by spending fees to support the department that collects them. These fees belong in the general fund of the state and can only be appropriated by the legislature. Unless specifically set apart by law for a definite purpose, fees cannot legally be diverted to any use of any department. If the legislature neglects to make provision for the support of any branch of the state government it may be discontinued, or its activities may be carried on in the hope that some future legislature will meet the expense by a defic ency appropriation, but it cannot be supported by the income of fees collected. The decision in the case of former Auditor Eugene Moore does not apply in the present emergency, and any official who relies on that to protect him in misusing state funds will find he has made a sad mistake. Officials of the state are responsible for all collections made by them under the law, and have no authority to appropriate them for any use of the state or otherwise. State Treasurer Hall seems to be about the only democrat at the state house

who is keeping his level these days.

Proof in the Precedent.

The Omaha Bee suggests the advisability of ap-

pointing a republican to the position of United

States district judge, made vacant by the death of

Judge Munger. Can The Bee point to the appoint-

ment of a democrat to such a position under a re-

publican administration? Not on your life, when

If the Journal insists upon taking a joke

seriously, it must be up to The Bee to meet the

issue. We have never known a time when there

were not plenty of good republicans in sight for

every appointive office to be given out by a re-

publican administration, just as there are always

dozens of deserving democrats walting for every

piece of pie. Can The Bee point to an appoint-

ment of a democrat to a judic.al position under

tainly can without even going back further than

the last preceding republican president, as wit-

Supreme Court-Edward D, White of Louislana,

Circuit Court-Julian W. Mack of Illinois, dem-

District Courts-H. G. Connor of North Ca o ina,

Despite this fine array of precedent, how-

ever, no one expects President Wilson to name

a republican for the vacant judgeship in Ne-

braska, and so far as we know, no republicans

are applying. Though they prate loudly about

their devotion to the principle of a nonpartisan

judiciary, democrats cannot be held to the prac-

tice of their preaching when life jobs are within

What About Mexico?

and Germany the administration seems to have

lost sight again of a serious situation much

democrat, promoted to be chief justice; H. H. Lur-

ton of Tennessee, democrat; Joseph K. Lamar of

serat: John E. Carland of South Dakota, democrat.

democrat; H. A. M. Smith of South Carolina, dem-

ocrat; Gordon Russell of Texas, democrat.

ness this partial list:

Georgia, democrat.

their reach.

a republican administration? The Bee cer-

a republican was in sight .-- Plattsmouth Journal.

Aimed at Omaha

Hastings Irl. une: Omaha has captured the national butchers' convention. That ought to make Kannas City hasf some

THE BEE: OMAHA, TUESDAY, AUGUST 31, 1915.

Fremont Tribune: If the Omaha Commercial club really wants to do something wo.th while in the way of establi hing water routes out of that city let it busy itself on one to Fremont. A line packets barges and mud scows by why of Plattsmouth would have to traverse a comparatively long route, to be sure, but there would be scores of times money in it than in the one to Decatur. The vessels, be it remembered, could return loaded.

Wood River Interests: A flock of Omaha ministers in the guise of a bunch of sports out for a good time visited the Rome hotel of that city long after closing hours for the sale of mult, spirituous and vinous liquers, and without trouble bought all kinds of intoxicants. After locking at it, smelling and even tasting it to make sure it was the "real thing" they ceparted with the "goods" and have now filed charges with the city council and demand the Rome hotel license be revoked. Now it so hap pens that the Rome hotel is in high favor with the council and that body is between the devil and the deep sea.

Neligh Leader: This early in the game it might not be amiss to remind prospective candidates of all parties who are storting out to make a campaign by telling how wicked Omaha in, that no campaign has been won in th's state on that issue. If you think it can, ask the late republican candidate for governor. The facts are that Omaha, I'ke every other city, contains many victous people, but will size up well with other citi's and towns. With sixteen years' experience as a resident of Omaha and in a position which affords a better oppor unity to know what was going on than most men had, the writer is willing to stand up for Omaha.

Hastings T Ibune: Already Omahans are setting crazy about Billy Sunday. They are writing all kinds of dope for and against him. Some of them sign their own names to the communications, while others write under the nom de guerre of "Sunday Nutty," "Nutty Sunday," etc. Evidently those Omahans are trying to out-Sunday Sunday in the slang game.

Plattsmouth Journal: Tommy Allen, United States district attorney. Is going to be permitted to live in Lincoln, notwithstanding the sovernment designates Omaha as his place of residence. Perhaps his close friends fear that the surroundings of the metropol's might contaminate him.

Wayne Herald: Preparation for the Billy Sunday performance in Omaha next month is going forward with the utmest care and elaboration. Everything is being put in readiness to secure perfect staring and the right send-off. The evangelist's wonderful organization no doubt accounts in a considerable measure for his phenomenal results.

An Edison Story.

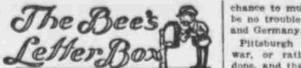
opinion that it was anger that first turned him toward inventing the incandescent light. How it hap-

"That was of course in the early days and Mr. Edison was then quite the inventor that one reads of -poor, enthusiast's, never sleeping. He lived in a small house innocent of anything approaching a laboratory; scientific devices were in every room, and all the money went for experiments. Then one day came the crisis in the guise of the collector for the gas company. He had been to the bouse often, but Edison, hardly heeding his calls, had waved him away, saying, 'Don't bother me.'

"'But, man,' protested Edison, 'I can't stop this experiment tonight, I'll pay the bill, of course I didn't know about ft. I must finish this work without interruption.

nearer home. General Carranza has paid not "But this appeal had no effect upon the collector, the slightest attention to the All-American note, and the lights went out. other than to inquire in an unofficial way of the

"That night, as I sat helpless in the darkness,"



Why Not in the Parkst

OMAHA, Aug. 30 .- To the Editor of the Bee: Suppose that every day should be as beautiful as today for the next month -it might happen so, for this was certainly a perfect Nebraska day and our parks at this season are more inviting than at any time. Yet we read of the building of a hideous covered wooder taternacle, where there will be a special room or space shut off for little children to be shut in.

nacles" as our parks are, in which to worship, instead of a hot, ill-smelling, noisy, extensive pen, why do not all of these ministers say to their flocks, who are just now in a most unnaturally inflamed state of mind, "What we all need is a 'park revival,' and not an evangelical 'racking.'

Why are little children, helpless, hauled a man on a religious jag?

Had we left the choice to these same little once, would they have chosen a "park revival" or Bily Sunday fuming? A "park revial," with music every afternoon to celebrate our beaut foi Nebraska early fall sounds to me very appropriate.

for the next six weeks from the small towns and farms. Think of the pleasure to these visiting women and children music might be. What an opportunity for these ministers, who have such obedient families in the paims of their hands, to say, "Scatter all of you to our parks, and there forget your sins for a while in the clear air and beautiful sight of foliage and grass." H. B.

Attempt to Botch Pharmacopoeia. ROCHESTER, N. Y., Aug. 29,-To the Editor of The Bee .- The raid of the prohibitionists upon the revision of the Pharmacopoeia will have no legal effect whatever; and the attempt to drop whisky and brandy from the list of remedies employed in medicine, and can-

The assumption, in the telegrams stat that the act would compe. drug lats to take out a saloon license to sell whisky cogency. The action of a partisan committee does not fix the list of remed.es. Medicine is free; license for the sale of whisky by druggists as a medicine depends upon existing federal and suite enactments and not upon the Pharmacopoela.

trays clearly the intent of the proh.bitionists who have apparently mastered the revision for the time being. For at one time the committee dropped the whole subject as unworthy of attention. Then it was reconsidered by a close majority; and exclusion was adopted after a hot debate, 25 to 24

Mr. Leonard Martin of Boston is reported by a Boston paper as making the following demand at a prohibition meeting, July 11, 1915, on Boston common: "One of the first things we must attach is the druggist's license. The alcohol privilege must be erased from the Pharmacopoela." Mr. Martin deceives himself. The Pharmacopoeia grants no rights nor privileges.

chance to murder them and there would I REMEMBER! I REMEMBER! be no trouble between the United States

Pittsburgh Dispatch: One thing the war, or rather the war reports have done, and that is to increase greatly the average man's bump of caution. There is more of a disposition to wait to hear both sides-and believe neither of them. Philadelphia Ledger: It is said that Philadelphia Ledger: It is said that grape juice has lost its place of honor in the State department since the de-parture of Bryan. Whether or not the State department beverages now have a State department beverages now have a We have dynamos and things; kick in them, it is certain that State de-partment documents have. A telephone for gossio, And a phonograph that sings. partment documents have.

Baltimore American: An association of packers at a convention declared that the brainfest men eat pickles, and that pickles are food both for intellect and character. Again is the intuition of woman, even though expressed in the pickles are tood both for intellect and character. Again is the intuition of woman even though expressed in the schoolgirl period, triumphantly vindi-

BREEZY TRIFLES.

That's what I was th nking."-Hous-

Man With Paper. 're's a preacher in Syracuse, N. Y., declares that the time will come "ben there will be no liars in the world. Pessi 1.1-Well, the world is due to end sometime.-Canadian Courier.

KABIBBLE

KABARET

cated.

ton Post.

Washington Star.

care to wear such equipme again."-Boston Transcript.

Madge-Do you think Mr Phan loves you more than he does baseball? Maude-I really don't know. Lost night he fold me that my eyes were like dia-

Made—That is a sign of affection. Maude—Then a little later be said that when I cried it made him feel like a post poned game.-Judge.

The little window where the sun Came peeping in at morn Now brightens up a bathroom That cost a car of corn. Our milkmaid is pneumatic And she's sanitary, too; But dad gets fifteen cents a quart For milk that once brought two.

"Why so and and downcast?" "My wife has threatened to leave me." "Cheer D: women are a.ways threat-ening somet.ing like that, but they hardly ever do it."

HAD ECZEMA FOR TWENTY YEARS

"The voters out home want to know what your ordenons are on this great public question." "Tm just a anxious." replied Senator Sorghum, "to find out what their opin-ions are before I express any opinion. ----Washington Star. On Face, Arms and Limbs. Skin Inflamed. Itching, Burning

Unbearable, In 6 Weeks

HEALED BY CUTICURA SOAP AND OINTMENT

"I had been troubled with eczema for twenty years. It first was on my face, and is spread to my arms and limbs. The skin was inflamed and itched and

burned as badly that I would scratch and irritate it so that 65.0 I could not sleep at night. The itching and burning were simply unbearable. 1 had it so had I could not

E Shad 201 "The longer I had it the worse it got. I saw a Cu-

ticura Soap and Ointment advertisement in the paper, and I sent for some. I washed a small part of my arm with the Cuticura Soap and applied the Ointment three times a day. In six weeks I was healed." (Signed) James H. Frauck, 101 E. Walton St., Muskegon, Mich., March 3, 1915.

Sample Each Free by Mail With 32-p. Skin Book on request. Address post-card "Cutieurs, Dept. T, Beston." Sold throughout the world.

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 build-

our waiting list. The rooms vacant at present are:

we have not what you want, let us place you ou

Twice Told Tales

According to a f lend, Thomas A. Edi-on is of the pened is related by the friend, who says;

"On th's last call the collector's instructions were In its jubilation over the prospective adjustperemptory. He must turn off the gas. ment of the difficulty between the United States

With such beautiful natural "taber-

into this pen to witness the spectacle of

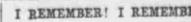
There will be many visitors in the city

0 DEAR MR. KABIBBLE, MY FIANCE IS BUYING ME AN ENGAGEMENT RING ON INSTALLMENTS CERTANKY SURE. AND AFTER YOURE MARRIED YOU'LL HAVE A PERFECT MARRIED YOU'LL HAVE A FERI

remedies, to be described in a future issue of the Pharmacopoela, must be futile as She (reading newspaper)-"Divorced ten-thirteen a. m., weds again five p. m." What do you think of that? He-It would take that long to get the license.-Judge. it is foolish. The Pharmacopoela is not a government publication and is not by any means the sole dscriptive list of "My dear," he began mildly. "Well?" she snapped. "I don't mind your borrowing my Pan-ama hat. But when you return it please remove the yell and the hatpins. I don't care to war such equipment downtown scale." Hoston Transcint.

not confine druggists. ing that the committee of revision had voted 26 to 24, Dr. Wiley pres.d ng, to drop whisky and brandy from the list, and brandy, has no foundation nor

But the telegraphed assumption be



Canadian Courier.

I remember, I remaining content The house where I was born; The little window where the son Came peeping in at morn You'd hardly know the old place now, For dad is up to date. And the farm is scientific From the back lot to the gate.

Germany's newest Zeppelins are of a dull gray color, and in the shape of a fish. Then, the man who sees one for the first time on his way home from a convivial session should be a quick candidate for either the sawdust trail or a Keeley cure.

The passing almost simultaneously of General John C. Black and General Benjamin F. Tracy is another reminder of how few distinguished leaders of our civil war remain. Both of these men were tried in the fiery ordeal, and both rendered conspicuous public service later in peace.

When political crooks fall out honest citizens get inside information. The plea of guilty entered by Tom Taggart's right-hand in the Marion county election case, at the threshold of trial, carries promise of ground-floor revelations as to how Hooslerdom casts the topnotch percentage of votes to population.

As a means of insuring respect for the conquerors all the officials of Warsaw, from the mayor down, are held as hostages by the Germans. Should any of the populace cut loose. off goes an administration head. The temptation thus put up to the opponents of the city government must strain self-control to the limit.

A newspaper letter writer says that one of the Omaha dailies was to be expected to denounce the Leo Frank lynching, but that he cannot understand how the others should sympathize with that attitude. Thanks for the compliment, which means that The Bee is one Omaha newspaper that may be depended on to denounce such a revolting outrage.



According to Chief Observer Polock, the Omaha. signal stati a is now equipped for furni - ing full news about cold waves, having secured a black flag from Washington which is to le hos of whenever the tempersture 1 g ing to f 11 to 45 de trees or less.

H. B. Wills, mayor of Ellis, Ill., is the guest of P. Murphy, the will non contractor.

Mins Ida K. G ernlee, a racher in the Indianapo'ls schools is visiting riends in Omaha.

The finder of a tla'n to'd ring marked "A. K.' will retelve to for returning it to A. Koch, care Toole. MEUI & Co.

The Omaha C'mmercial club will open a night rehool for these mable to obtain instruction during the day, and a st ectal course in German will be given by Mrs. Cia a O casman

The Ch r hill-Hunt Manufacturing company of Council Bi ffs - ill slortly mave to Omeha, and h ve engaged a location on Harney sireet. E. V. Lewis, the chief sto-ki older and manager, intends to remove here with his family.

E. P. Ripley, general freight agent of the Burlington, is in the c'ty.

Miss H. M. Whitmore It tu'd an two han 'some realdouces on Ninetcalth near Webster, to cost \$6,560.

South American diplomats if they really represent their governments in joining in the move to pacify Mexico. He has no word for the United States, and has made no apparent effort to comply with the suggestion that he unite w th other leaders in a conference to establish peace. The Red Cross reports that many Mexicans are starv-

ing to death in the capital city of that country. now occupied by Carranza's forces. This the "first chief" denies, but the Red Cross people are not given to exaggeration, and will doubtless be believed by Americans. If peace were restored at once, most of Mexico's population would have to be supported by charity until farm operations could be resumed throughout the devastated regions. At present the unfortunate people there face a winter of starvation, because of Carranza's obstinacy.

What is to be done about Mexico?

A Concession to Commerce.

The British government has in effect given its consent to the free passage of long delayed sh'pments of goods from Germany and Austria to the United States. This modification of the order in council, that laid this commerce under a ban amounting almost to interdiction, may not be ind cative of intent on part of Great Britain to relax the severity of its sea vigil, but it does show that the injustice of the operation of the general embargo thus imposed is becoming apparent in high quarters. Mill ons of dollars worth of goods, now held on the docks at European ports, which really are owned in the United States, will be released, and something of relief will be provided for the stringency felt by manufacturers in this country. The concession to American commerce lacks something of heartiness that might be expected from a friendly nation, seeking to further advance its own interests, but it has been granted, and that is the main point. Considered with the intimat.on that the German subsea campaign is to be more strictly confined to belligerents, and that even greater significance attaches to recent negotiations, the present turn will be accepted as one more straw showing the set of the wind towards peace for the world.

John Bull Getting a Lesson.

John Bull is coming to know something of how Uncle Sam felt fifty years ago, when his dollar was so sadly depreciated in the markets of the world. For a century or longer, the pound sterling has stood as the monetary unit of the world, and on it was based the value of al! other moneys. Whatever the medium of exchange of a nation, when it came to pur hase or borrow, it found its coinage balanced against the pound sterling, and made to come up to the mark. Now it is different, and the dollar that was deeply discounted half a century ago is the standard, and the pound sterling is found to be short of the mark. War still has its effect on money, and gold knows no country, has no patriotism, and takes advantage of every opportunity to advantage itself. Discount of its money and shrinkage of its credit is part of the price every nation pays for engaging in war, no matter how holy the cause.

says the inventor, "I swore that I would put the gas company cut of business I haven't quite done that, but I did the best I could ' "-Newark News.

Toung old Men.

The late John Bi glow, the patriarch of divionata and authors, and the no less eminent phy ician and author, Dr. S. Wie- Mitchell, w re together severa! years ago at " est Point. Dr. Bigelow was then 92 and Dr. Mitchell 50. The conversition turned to the subject of age. "I

attribute my many years," said Dr. Elgelow, "to the fact that I have been most abstenious. I have eaten aparingly and have not used tobacco and have taken little exercise."

"It is just the reverse in my case," explained D: Mitchell. "I have eaten just as much as I wished, of I could get it; I have always used tobacco, immoderately at times, and I have always taken a great deal of exercise."

With that, Ninety-two Years shook his head at Eighty Years and said: "Well, you will never live to be an old man!"--Pittsburgh Chronicle-Telegraph.

Put His Foot in It.

An English soldier, a member of the Second South Staffordshire regiment, says that one bitterly cold night in the early spring he and his mates came out of the trenches. They were billeted in a barn, where they were packed in very clore.

Though nums with cold, we were soon as'cep." said the soldier in telling the incident. "I was awakened in the night by one of our chaps trying to put his boots on. After he had been trying for a minute or two I heard the fellow next him say:

'What the --- are you doing?

" Putting my boots on," was the reely. "'Well, that's my foot, you fool!" "-New York Times

People and Events

Milwaukse Germans offer to pay Colonel Roose velt's expenses if he will join the allies on the fighting lines of France.

The president of the Housewives' league of New York calculates from the size of the crop that there are enough peaches to supply each person in the country with 250. Lead us to 'em!

When is a girl grown up? A PhFadelphia lass of 17 puts it up to a Philadelphia lawyer in the form of a breach o' promise sult asserting that when she was 15 he prom'se' to marry he when she was 'grown up."

She iff Kinkend of Bayonre N. J., ac's as he t Pis A political rival started to heckle him while delivering a stump speech. The sheriff promtply arrested the beckler and mussled him until he finished the speech

Prof. Frank Johnson Goodnow, the American adviser of President Yuan Shih Kal of China, halls from Brooklyn. The Prooklyn Eagle commenda the professor as an able coun illor with special aptitude for boosting the merits of a Brooklyn torpedo product.

The Independent O der of Bachelor maids of Pitman, N. J., is in danger of disruption. Three leading members, pl dved to scorn mere man, have broken their vows and wedded, and the engagement of the president of the ord r is announced. When Dan Cuaid drops in at the door the new thought scoots for tall timber.

Considerable galety is shown throughout the country over the belated report of how Colonel Bryan was kinsed by an enth-slastic admirer on the Kansas chautauqua circuit. It was a real eld fashioned whiskered smack, too, right on the colonel's lips. The admirer got away with it without tendering an apology

She was four feet nine inches tall, aged 13, clad in nink and white gin bam and a poke bonnet, but soe brought one of New York finest to attention with th se piping words: "Guess I've seen all the sights. Pro roke. I've no place to sleep, and so I thought I'd tell you cops about it." A slip of a runaway from Maine, the cop took her in and sent word to dad.

The principal guide of the druggist is the Dispensatory, a list of rem - a quite independent of the Pharmacopoela. Indeed, the editors of the Dispensatory in times past have stated their retual to follow the radical action of the committee in charge of the Pharmacopoeia. It is impossible to rule out the use of valuable remedies, whisky and brandy, by an arbitrary list. HENRY C. MAINE.

Bradstreet's Snoopers.

BLAIR, Neb., Aug. 30 .- To the Editor of The Bee: Just as scon as a new resident comes into the town the Auxiliary Society of Bradstreet's Snoopers get into action and scarcely has the furniture been set into position, and the front walk swept, when the most vigilant of this society, the bulwark of the nation, gets into action and obeying the scriptural mandate go by twos to make the "society call." The usual formalities obtain, and after the call the two hook noses, retreat to one of their dens and compare notes, for four eyes can see much more than two. Now if the new arrival would avail herself of the following scheme sho might save these, and other ardent Peeping Ninnies, a vast amount of trouble;

The plan is this: Have a large card hanging on the plano stating "that this was the original Steinway, was used by Paderewski on his first tour; cost \$2,0.0. One on the rug; "Genuine worn Persian, used by Mohamet; cost \$900. On the Victorola; "Solid mahogany, made especially for Caruso; cost \$1,800. On the electric portable lamp: "Handpainted by the mikado's daughter, a gift from his eminence; too valuable to set a proc." On the card receiver: "So.id ivory, made from the mastodon elep and that tusked Livingstone; cost \$125." etc., etc. And right over the inside of the front door have a large label rolled up above the door, held by a string, which the hostess can loosen at the departure, that when unfolded would read: "All our furnishings are paid for; we don't buy anything on installments. Our checking account is \$5,000. We pay an income tax of \$867.43. Mr. N. N. is a member of the Chicago Board of Trade and belongs to twentytwo of the leading secret societies. Mrs. N. N. is a graduate of Vassar and is an ex-president of the Daughters of the Revolution. Daughter Marie Fay Jane is now taking a post graduate in the Bos-Concervatory, Son A. Jonathan Blackstone is traveling in the orient in the care of eighteen special servants, etc., etc.

Thus if everything would be plainly tagged from the umbreils rack to the back doorknob, these intelligence gleaners could make more calls and report the results at the clubs and aid societies more definitely, so hat the husbands may plan for their business and the difforent societies lay for the catch. This plan would save much worry, both for the spies and for the victims to be X-JENNY WREN. rayed.

TIPS ON HOME TOPICS.

Washington Post: The difference between a salient and a wedge depends on whether the account was written by a journalist or a newspaper man.

New York World: Mr. Bryan's view of it is that if Americans would stay at home and attend his chautauqua lectures instead of venturing upon the high seas, German submarines would have no



After the excitement of the game you will enjoy a cold bottle of



Save coupons and get Premium. No better beer made, no beer better made. Phone Douglas 1889. **MERCANTILE COMPANY, Distributors,** and have a case sent home.

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.