## THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER.

VICTOR ROSEWATER, EDITOR. The Bee Publishing Company, Proprietor. REE BUILDING, FARMAM AND SEVENTEENTH.

Entered at Omaha postoffice as second-class matter. TERMS OF SUBSCRIPTION

	By carrier	
and the second second second	per month.	
Daily and Sunday		
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Department		

REMITTANCE. Remit by draft, express or postal order. Only two-cont stamps received in payment of small se-coupts. Personal checks, except on Omaha and castern exchange, not accepted.

OFFICES. Omaha-The Bee Building. South Omaha-2018 N street. Council Bhuffa-14 North Main street. Lincoln-36 Little Building. Chicago-301 Hearst Building. New York-Room 109, 255 Fifth avenue. 81. Lauis-500 New Bank of Commerce. Washington-721 Fourteenth St., N. W.

CORRESPONDENCE, Address communications relating to news and edi-torial matter to Omaha Bee, Editorial Department.

JANUARY CIRCULATION. 53,102

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 January, 1915.

was \$5.102. DWIGHT WILLIAME, Circulation Manager. Subscribed is my presence and sworn to before ma, this 3d day of February, 1916. ROHERT HUNTER, Notary Public.

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

The Dodge street viaduct problem will quickly solve itself if Omaha backs its voice with the big stick of business.

And the Water board law still contains that express provision prohibiting all its officers and employes from mixing in partisan politics.

Considering the opposition of southern statesmen to preparedness, presidential strategy should not overlook the south as the real "enemies' country."

The Danbury hatters' fund is reported considerably short of expectations. A multitude worked with a will, but the slackers, as usual, talked through the lid,

Congratulations to Benevolent and Protective Order of Elks No. 39 on that thirtleth anniversary, and best wishes for indefinite continuance of the happy days.

Incidentally, it is to be hoped young Mr. Harriman's visit to Omaha will open his eyes to the necessity of relieving the outgrown depot situation here at a very early date.

Oil companies apparently consider Secretary Lane's remarks a poor grade of government denunciation. However, they slapped on half a cent a gallon just to keep their hand in.

Why should the Missouri Pacific be allowed to get away with it? But that road is not the only one that needs to be brought to time, as witness the unfinished Locust street viaduct. which should have been completed long ago.

## State's Rights and the New Army.

Champions of the National Guard are just now before the house committee in Washington urging their plaus for training soldiers in preference to the president's or the experts of the War college. This brings the question of state's rights as applied to national defense squarely into consideration. The adoption of the plan for a Continental army, or for the expansion of the regular establishment means practical extinction for the National Guard organization, at least so far as it is a state institution relied on to supply a sufficient fighting force in time of war.

Whatever plan is ultimately adopted, certain defects of the National Guard must be done away with before it can become an effective part of the nation's military force. The undefined status of state troops has proved embarrassing in every war in which our people have engaged. The experience of the campaign in the Philippines is a good illustration. It was necessary in 1899, at a most critical period of the operations, to muster out the state troops then in the islands and replace them with a new volunteer army in order to carry the campaign to success. Not because the National Guard regiments then in the federal service were inefficient, or lacking in valor, but because they were subject to the malicious meddling of scheming politicians.

The Continental army has one appealing recommendation; it will be out of reach of local politics, while the National Guard is not and may never be.

Misreading the Political Zodiac.

If the progressive democrats can give Charles W. Bryan the party nomination at the primary he would be supported at the November polls by many reactionary democrats, and by 30,000 progressive republicans,-Columbus Telegram.

Well, well, Edgar! Where did you acquire that idea? Reactionary democrats might posaibly be brought into line for "Brother Charley" after his nomination by pressure, of the Wilson administration providing the deal could be made for a surface union of these discordant leaders, but why 20,000 republicans, or any other considerable number, progressive or otherwise, should be expected to expouse the Bryan cause will need more of an explanation than Edgar's prophetic say-so. The next governor of Nebrasks ought to be a republican according to all the signs of the political zodiac.

## Cattle on the Range.

President Heard of the National Live Stock association reports to that body at its present convention that he see signs of closer understanding and better co-operation between the federal authorities and the stockmen for the use of the public range. This, he contends, will lead to the more serviceable use of the range, the removal of friction between the cattle and sheep raisers, and the production of more animals. This is a most desirable end. It has required many years of experience to bring about such a state of affairs, if, indeed, it be accomplished now. Twenty years ago The Bee warned the cattlemen of the west of the shortsightedness of the policy they were pursuing, and urged that some better method for the use of the open range be determined and adopted. Regulation of the range is the only sensible basis on which it may be made of greater use, and on it depends the perpetuity of the grazing industry.

The Lazy Dollar and

THE BEE: OMAHA, MONDAY, FEBRUARY 7, 1916.

Truman A. DoWeese In Advertising and Selling Magazine.

**DVERTISING** in national mediums may help to popularize a trademark and educate the people regarding a commodity, but the newspapers will have to move the goods.

Any national publicity campaign for a commodity that is within reach of the people is incomplete and inefficient unless backed up by newspaper advertisting, which leads the purchaser right up to the door of the dealer.

There is no conflict between the newspaper and the magazines as advertising mediums in the mind of the experienced advertising man. Each has its value in the general scheme of merchandising. Where an article can be purchased by only a small percentage of people it is possible to give it national fame through the magazines, but even then it in necessary to localize this national fame through newspaper advertising in selected centers of distri-

Advertising must respond in some part to the human hunger for "news." The word "news" is merely another word for information, and advertiming should be 30 per cent pure information.

In no way does the newspaper more admirably fulfill its function as "the people's university" than in the daily information printed in its advertising columns.

I know the newspaper is not usually regarded as "national medium." It depends upon the way in which the newspapers are used. If a national advertiser uses the newspaper in a hundred or more widely acattered cities or towns, reaching into every state in the Union, he is certainly doing national adveitiging in the newspapers.

No matter how we regard the newspaper, it remains a fact that some of the most successful nalional advertisers have never used anything but newspapers-but they have used them in a national way.

We may regard this fact as proven beyond con troversy that the newspaper is the indispensable medium of the manufacturer of a product that may be used by the entire human race.

Ninety per cent of all the commodities in the average store are purchased by women. The newspaper stands first as an advertising medium because is peculiarly a home institution and sustains an intimate relation to the family circle.

In making the annual inventory the merchant can put down advertised goods as "cash." He knows that the newspaper advertising will pull them off his shelves in due time.

Newspaper advertising that is properly done sells the goods before the customer comes into the store. The newspaper habit is an American habit. If

you step into a street car in the average American city you will notice that every passenger has his nose buried in a newspaper. He is not looking at the so-called advertising cards that are tacked about the windows

Street car advertising is no doubt worth all it costs. But the street car does not go into the home, neither does the billboard.

The two things that distinguished the newspaper from all other advertising mediums are timeliness and concentration. Other mediums may cover the country thinly and have a long life, but the newspaper makes a quick, definite impression and multiplies this impression many times with the largest possible audience in a given area.

Newspaper advertising lowers the cost of living. By increasing the volume of sales and bringing quick turn-over it yields a larger net income and ermits a closer margin of profit on each article sold. Newspaper advertising is the greatest educator of the people regarding the things that inventive ius supplies from time to time to save labor and to lighten the burdens of housekeeping.

Newspaper advertising avoids the greatest wasto in advertising by enabling the advertiser to advertise intensively in those areas where he has dis-

The right kind of newspaper advertising will kill



## An Appreciation of Miss Gilder.

OMAHA, Neb., Feb. 5 .- To the Editor of The Bee: In the death of Miss Jeanette Gilder the world of journalism loses a brilliant writer and the anti-suffragists a powerful friend. To those who are inclined to the opinion that the career of journalism, for a woman, necessarily inculcates in her heart a passion for the auffrage will be interested. in Miss Gilder's viewpoint. I quote from an article written by her a short time ago:

"I am a great believer in the mental equality of the sexes, but I deny the physical equality. In politics I do not think women have any place. The life is too public, too wearing, and too unfitted to the nature of women. It is had enough for men, so bad that some of the best of them keep out of it; and it would If women vote, be worse for women. they must hold office, they must attend primaries, they must sit on juries. We shall have women heelers and women 'bosses.' It is said that laws are unfair Then call the attention of women. law makers to the fact, and see how soon they will be amended. I think that men want to be fair to women, and a petition will work wonders with a congressman. WIII women always be fair to women? That is a serious question. They may be on some points, but the question of chivalry never comes into consideration It does between men between women, and women, and the latter profit by it. "I speak from experience when I say

that I don't see how women can culti vate home life and enter the political arens. Open every field of learning. every avenue of industry to her, but S. E. S. keep her out of politics."

### High Price of Pointoes.

SOUTH SIDE, Feb. 6 .- To the Editor of The Bee: Only a few weeks ago potatoes could be bought for an low as 40 cents a bushel. Today they are sold for as high as \$1.60 a bushel. It looks to me as if it would not hurt for an investigation to be made by the proper authorities to find out the cause for this tremendous increase in price in so short a time.

If some one has cornered potatoes they should be given a cold corner in some cold jail of Nebrasks for forcing up the price of what is one of the necessities of life.

It costs more today in Omaha to buy a bushel of potatoes than it does to buy a bushel of apples or a bushel of oranges. was told this week by a well posted

man that potatoes even this week have been sold in parts of Nebraska for as low as 40 cents a bushel. If his statment true, something is rotten somewhere. If there is a combination of dealers that has forced the price of what was once the poor man's food, up to the prese mark, it might be well for our public officials to look into it and make a hit with a long suffering public, by relieving us from such highway robbery. I notice that the price of other necessaries of life have been forced up too within the last few weeks without any just cause, but the case of the great inflation of the price of potatoes is the most flagrant of all.

Even if the weather has been cold that is no excuse for raising the price of potatoes about 400 per cent in a few weeks. F. A. AGNEW.

Not Charged Against an Italian.

SOUTH OMAHA, Feb. 5.-To the Edi-In an a

# Signs of Progress Mother (at the party)-Why did you allow that young man to kiss you? Daughter-Why, ma! Mother-Oh, you needn't "why, ma," me. One side of his nose is powdered and one side, of yours isn't.-Boston Transcript.

Pennsylvania is to have 364 continuation schools for child workers.

The public electric stations of the coun try represent a valuation of \$400,000,000. Uncle Sam made \$2,000,000 last year from the sale of wood from the government forests.

"Let us have some plain talk," said the girl. "Am I to understand that you will take me around the world on the wedding trip?"-Philadelphia Fulletin. An Oregon man has developed a moto driven machine for cleaning fruit and sorting it into ten grades at a rate of more than 17,000 pleces an hour.

When a big steam pump in Californi went wrong, a phonograph record of its

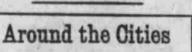
sounds was made and sent to its makers in New York, who diagnosed the trouble and told how to correct it. According to the manufacturing plans of the thirty large rubber tire companies in the United States, their output during the present calendar year will exceed 11, 009,009 tires, of an average value of \$20 at retail.

The high cost of living is no mere phrase when applied to lobsters, as comparison of prices of 1886 and 1916 will show. Thirty years ago lobsters were 10 cents a pound. Recently they were 45 cents in Bangor, Me.

The twelve leading Detroit automobile companies are at present engaged in en-

larging their plants. The total amount of this increase is given at \$5,000,000 cost. 858,000 square feet of floor space, offersee,000 square feet of floor space, offer-ing employment to 5,000 additional men. The Sawtooth National park, which will come into existence if the present session of the space of the present session ing employment to 5,000 additional men. of the congress passes a bill that has

been introduced, is a remarkable tract of 145,000 acres in the Sawtooth range of Idaho, a mountain country said closely to rival Yosemite in the grandeur of its beauty.



St. Louis is about to spend \$355,000 on

municipal docks to provide modern ac-commodations for a \$9,000,000 barge line

the original cost of the improvement.

Back at Trenton, N. J., last Monday,

most of the Jersey jitney men made a

drive into the state capitol, where one

branch of the legislature was busy dis-

cussing a jitney regulation bill. Before

the jitneers retired the measure was chloroformed and laid under the table.

become no more grave, and, by that fac

of river boats.

accommodate.

Emporia, Kan., has more pupils ready That when the net is drawn, the reckfor the high school than the building will

Salt Lake City has just marketed to local buyers \$300,000 of water and sewer bonds at a premium of \$15,212. By post-

oning due, The cornered villain who is brought to book Indignantly denies he is a crock; Says he is martyr to some motive good; In other words, that he's 'misunder-stood." iometimes he's lucky with this subter-

Pittsburg marketed a bunch of improve Is pardoned (to his satisfaction huge), And hies his way to fresher, greener fields ment bonds, hearing 7 per cent, in 1860. They were refunded at 4 and 5 per cent

To reap again credulity's rich yields. Yet when he's caught red-handed, "with the goods." Once more his tearful whine, "Misunder-stood." in 1880. It took the city forty-six years to pay for that improvement. The prin cipal payment totaled \$5,214,700, and the

interest \$12,355,829, or nearly three times I have observed (and so I'm sure have

That when your dark suspicions are most true, When "dead to rights" you have your bird in the hand-No circumstance you could misunder-stand-The crook who knows he's due to "get it good" Breaks down and snivels "I'm misun-derstood."

DEAR MR. KABIBBLE, IS IT NECCESSARY TO BRING MY FLANCEE A PRESENT EVERY NIGHT ? - JULIUS NO - A PERSON IS LIABLE TO FORGET! BUT DON' FORGET TO BRING TWO THE NEXT NIGHY!

ington Star.

SUNNY GEMS.

"I would go to the ends of the earth

"What are you going to tell your con-stituents when you get home?" "Too seen to think about that," replied Senator Sorghum: "If some of the harsh criticism going on in my district keeps up, mebbe I ain't going home."-Wash-ington Star.

Why have you made those calendars

"Why not?" "Why not?" "I think 10 per cent would be a suf-ficient reduction. Only one month of the year is gone."-Louisville Courier-Journal.

"How did they break the news to the young wife of her rich old husband's sud-den death?" "Oh, nothing could have been kinder or more taciful. Her best friend told her she had some had news, but it might have been worse, for she would look simply stunning in widow's weeds."-Baltimore American.

Father-The last of my daughters was married yesterday. Friend-Really? Who was the happy

man? Father-I was!-Philadelphia Ledger.

MISUNDERSTOOD.

Strickland Gillian in Judge. I have observed (and so no doubt have

poning the sale from last summer, the city's financiers claim to have made a price gain equal to aix months' interest fuge

For a man named Webster to come into Nebrasks from lilinois, as a presidential candidate. is cortainly adding insult to injury-which our own Webster should resent by at once getting out an injunction against infringement on a title by prescription.

The compliment paid to A. B. Stickney by Omaha grain men was as deserved as it was gracious and timely. The inspired author of "Gm;ha, a Market Town," wrought results far beyond expectations and won high rank among the fassighted builders of Greater Omaha.

Another steel trust is about to be launched by interests hitherto independent of the parent steel corporation. The Youngstown; Lackawanna and Cambria companies form the nucleus of the merger, which modestly limits its capital to \$200,000,000. This leaves the Bethlehem company playing a lone hand, but with sufficient resources to enliven the game.

Bulletins from the bedside of lowa's antitipping law hold out strong hopes of complete recovery from the effects of the presidential collision. Prompt application of first aid treatment by Attorney Cosson transformed the Wilsonian tips into "White House souvenirs" and saved the face of the law from irreparable damage. An official who knows what to do in a crisis, and does it, is a treasure to the state.

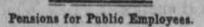
# Thirty Years Ago This Day in Omaha

Compiled from Bee Files. A local lodge of the Benevalent Protective Order of Elks was organized in Omaha under the auspices of Chicago lodge No. 4. The delegation from Chicago was headed by Dr. Simon Quinlan, exalted ruler. The new lodge will be known as Omaha lodge No. 29 and starts off with twenty members and this roster; Exalted ruler, John Francis; esteemed leading knight. Dwight G. Huil: esteemed royal knight, Dr. H. W. Hyde; esteemed lecturing knight, Harry L. Hall: secretary, James Garnesu; treasurer, E. E. Whitmore; tyler. W. C. Gregory; trustees, A. H. Davenport, Alfred Sorenson, Thomas F. Boyd; members, L W. Miner, Frank R. Morrisey, W. E. Annin, S. F. Wood-bridge, W. J. Cartan, D. W. Haynes, D. W. Van Cott. R. C. McClure, W. N. Babcock and C. H. Hulett.

Superintendent Dickinson of the Union Pacific has been inspecting the new site of the depot building at Cheyenne, on which work is expected to com-

The summary of the week's real estate business shows dransactions asgregating \$130,000. It is also an-nounced that the northeast corner of Fifteenth and Douglas, which belongs to Mr. Byers of Leavenworth, Kan., is to be improved, the tenants in the small building having been notified to vacate by May 1. An offer of \$15,500 has frequently been made for this property during the last year without avail, and it is today undoubtedly worth \$199,000.

The Exposition building is now nearly completed and the directors have decided to celebrate the opening in a worthy occasion on February 15. During the afternoom of that day an orchestra rehearsait will be given for the benefit of the indice and in the evening a stand promonate concert.



Civil service employees of the United States are again pressing their demands for a pension, two ideas being put forward with considerable of support for each. One plan contemplates

the giving of the fund outright by the government, the other that it shall be contributed to by both the government and the employees. The case will be made much stronger when the expectant beneficiaries can agree on and support a single plan.

Projects for pensions for public employees are growing in number steadily. A majority of the 288 cities over 25,000 in population have adopted some form of pension for certain classes of employees, conditioned on varying circumstances, and a few of the smaller cities also have taken similar action. Uniformity is lacking. the growth of the idea so far being haphazard rather than systematic, subject to local rather than general ideas of plans. The subject is being carefully studied, and eventually will be considered from a purely scientific standpoint.

The future system must have not only the element of equity as between the beneficiary and the public, but actuarial soundness that will ensure its continuance. The practice has popular support and economic reason, but it must be placed on a firm basis.

## Dan Stephens in Defiance."

Congressman Dan V. Stephens of the Third Nebraska knows when to jump, but whether he knows how to alight remains to be seen. He has just written to Chairman Kitchin of the house ways and means committee a note that fairly snorts in its defiance of the president's policy of continuing the stamp tax. Mr. Stephens insists that this be abolished, and that needed additional revenue be raised in some other manner. Inasmuch as Casirman Kitchin had already announced his similar attitude, it will be seen that the Stephens defy of the president has gone before a friendly court.

However, it is not so utterly and completely defiant as might appear on the surface. President Wilson in his message urged an increase in the surtax or incomes, and this is warmly advocated by the member from the Third. With the fatuity characteristic of his party, he proposes to supplement the revenue now available by levying a tax against the temporary profits of the munition makers. Let the munition inakers whack up by all means, but only if the need of money for the country were as evanescent as the source suggested, might the expedient avail. The trouble is the expenses of operating the government will not only continue, but will increase under democratic rule, and, therefore, some reliable source of sufficient income must be had. Stephens has jumped, and later we will see where he lands.

The alacrity with which both "Brother Charley" and his neighbor, Berge, accepted the draft to chase the democratic gubernatorial nomination gives grounds to suspect that they were not altogether innocent onlookers at the launching of the petitions.

1000

the "catalogue habit" and will keep at home the money and enterprise that are necessary for keeping a town from falling into decay.

The retailer is the ultimate agency for reaching the consumer. The newspaper is the only medium through which the manufacturer can co-operate directly with the retailer in his field of distribution.

Of course, the consumer pays the advertising oilis. The merchant does not pay them. But adertising gives the merchant such large volume of sales and such quick turn-over that he can sell goods beaper than his competitor who does no advertising. For this reason the customer can pay the merchant's advertising bills and at the same time get his goods at a lower cost.

If I step into the store of one of the 350,000 distributors who sell Shredded Wheat and say: "Where would you like to have us advertise in order to help you sell Shredded Wheat?" if he is a live, up-to-date merchant he will have but one answer-"In the newspaper."

The newspaper is the connecting link between national publicity and the consumer. General publicity is good, but it does not get the order.

The newspaper should base its rate on quality instead of quantity of circulation-and in this case quality refers not only to the people who read the newspaper, but to editorial and news matter and the advertising it carries.

Whether you are advertising a "staple" or a specialty" you cannot do without newspaper advertising. You must create through advertising a consumer demand so strong the dealer will have to carry the goods.

The magazine has an advantage in pictorial possibilities, but the newspaper is crowding the magazine hard when it comes to pictorial art. It must also be remembered that this is an age of reason-why copy in all kinds of advertising when something more than pictures are needed to sell goods. Even Wrigley attempts to give "reasons" why a human being ahould chew gum.

Twenty years ago no serious-minded candidate for office would have proclaimed his qualifications in a paid display ad in the newspaper. He would have bribed the editor with cigars. At the last election in Buffalo the candidates for commissioner under the new commission government used not less than 2,000 lines per day in the local newspapers. This was a dignified appeal to the intelligence of the voters and the returns show that in some instances the people paid more attention to the display advertising than they did to the editorial advice of the newspapers.

The newspaper is dealing in live maues. It takes the pictures of the world's events hot from the wire each day. It stirs popular interest to its profoundest depths. The advertiser can take advantage of all that is in the newspaper. In the newspaper the advertiser can "do it now." The noiseless, resistless appeal along the lines of human interest becomes the greatest force in modern merchandising-a force that gradually builds up for a firm or a product a good will assot which the greatest confingration cannot destroy.

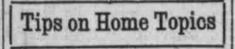
# People and Events.

Chicago reports the formation of a society of young women pielged to propose during leap year. Every man refusing will be publicly exposed as a tightwad.

Walaut woods in the southwest are being leveled for material for gunstocks for warring nations. An average of 300 carloads of wainut logs roll out of Missouri every month.

The fire department of New York City is crusad ing against careless smokers who throw away lighted matches and burning stubs. During the last year 1,00 fires started from this cause. Such carelesaness is to be made a penal offense. A CONTRACTOR OF A CONTRACTOR OF

Bee I notice when in reporting my violin loss that an Italian is accused. Now in order to exonerate these people of this offense, I wish to say. I can not recall no act as low as this one being pulled by an Italian. I have too much respect for those people, but whoever has them if they will leave the Brown violin. where I can get it, they may keep the other and no questions will be asked, otherwise I shall continue the search and when found, prosecu tion will follow. T. J. TATROE. 2921 Q Street.



Philadelphia Ledger: Perhaps when the president speaks for preparedness he will explain the logic of a law which has transferred the carrying trade of the Pacific to the Japanese.

Cleveland Plain Dealer: Secretary Danlels says that the democrats will have control of the government for sixteen years. And after that, the millenium having arrived, we won't need any more elections.

Indianapolis News: The supreme court dacision that the income tax law is constitutional will doubtless be a great blow to some people, but probably the majority of folk will feel that it serves 'em right for having so much money.

Cleveland Plain Dealer: Americans are used to thinking of Mexicans as rather lazy workmen, but look at the firing squads down there-working long hours. week in and week out, and never striking!

Pittsburgh Dispatch: Has anyone ever figured that the membership of the various defense and security leagues should provide a pretty respectable army in itself and one of whose readiness and patriotism there could be no question?

Chicago Post: In all this bother over preparedness and discussion about what the war is doing to do next, the peaceloving citizen will take comfort in the fact that the Wisconsin law providing for full-length hed shoets is working well.

Louisville Courier-Journal: It is believed that the young Kentuckian who marched his mother up and down the street at the muzzle of a shotgun is insane. Possibly, but it is customary nowadays for children to discipline their parents severely.

St. Louis Globe-Democral: Brother Eryan, being out of office, doesn't have to do a thing but be consistent with his Prince of Peaceneas. It is said he has marshaled ninety votes against preparedness in the lower house.

Pittsburgh Dispatch: While it is eminently proper that the niceties of diplo matic usage should govern American dealings with Mexicans, no matter how many Americans the Mexicans shoot; it will be difficult to get most Americans to en thuse over the aforesaid niceties.

Springfield Republican: The New York millionaire who entertained his dinner guests at Delmonico's with a spectacular military display realistic down to the band around the "campfire" that played on homely instruments the tunes of the camp bring back history-back memor-It is a not altogether pleasant reminder of the days when perfumed indies enjoyed the thrill of the giadiatorial combats in the Colosseum. rious and tragic business.



# Alarm

often sounds first in the doctor's office when some healthy looking specimen of humanity, undergoing examination for life insurance, is told that his blood pressure is too high.

Increased blood pressure is no longer confined to old age; it is frequently found in men in their 40's who are otherwise healthy. In such cases it points to approaching degeneration of the arteries-a condition which in turn indicates those errors of diet that often end in various diseases of the stomach, kidneys, liver, nerves and heart.

Among those errors of diet is coffee drinking, because of the drug, caffeine, in coffee, the constant'use of which weakens the walls of the arteries. Medical authorities now insist that in all cases of high blood pressure there must be total abstinence from coffee, tea and other harmful beverages.

Hard to give up coffee! Not at all, when one uses instead the pure food-drink-

# Instant Postum

This delicious beverage is made of wheat, roasted with a little wholesome molasses. It is then reduced to a soluble powder, a level teaspoonful of which with hot water makes a perfect cup instantly.

Instant Postum tastes much like mild Java coffee, but is absolutely free from the drug, caffeine, or any harmful ingredient. It does contain those vitalizing elements of the grain which make for normal balance of the system.

"There's a Reason"

Send a 2-cent stamp to Postum Cereal Co., Ltd., at Battle Creek, Mich., for a 5-cup sample of Instant Postum.