THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER.

VICTOR ROSEWATER, EDITOR.

The Bee Publishing Company, Proprietor.

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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, 1916, was 53,102.
DWIGHT WILLIAMS, Circulation Manager.
Subscribed in my presence and sworn to before me, this 3d day of February, 1916.
ROBERT HUNTER, Notary Public.

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

Any more lawyers eager to put on the subornation-of-perjury shoes in order to show that they fit?

Fee grabbing by public officers is on the toboggan not only here in Omaha, but all over the country.

Collusion for divorce is a practice sufficiently common in the courts to provide a cushion for the shock of discovery.

Judging from local conditions, "more work and fewer carrier and clerks to do it" seems to be the motto of the Postoffice department.

"On to Constantinople!" is the latest slogan of the bear. Washing down Mush with the rum of Erzerum evidently stimulates flights of fancy.

Despite the evil prophecies of the groundhog the season promises a bumper crop of oil melons. The first cutting in Ohio netted $6 a share.

And the Water board law still contains the express provision declaring its "intent and purpose" to keep the board and all its employes from activity in "partisan politics."

President Wilson is going to have a lawyer as his secretary of war, but has not decided on which one. Come to think of it, most of our war secretaries have been lawyers.

Salt Creek shows business wisdom in sticking to its lead in spite of the sunshine lure. The famous route to obscurity evidently is marshaling all its resources for the April rush.

Some administration megaphones resent the insinuation of "party flopping" on public questions. "Artistic somersaulting" more becomingly designates the finished work of experts.

County Attorney Magney has recently had three or four cases of perjury and subornation of perjury referred to him by the judges on the bench. What is he going to do about it?

It is gratifying to native pride to know that Baron Astor went through the initiation ceremony with the self-control of a "professional diner." He wore a cocked hat, an ermine trimmed coat and a limousine-headlight diamond, which made the lordlings blink, thus upholding the dazzling traditions of the American tourist abroad.

A Baltimore preacher persisted in locating Old Nick's blast furnace plant right on the map of Baltimore, without the aid or consent of the natives. A shower of eggs directed at the pulpit operated as an injunction pending a referendum vote on the location. The monument city welcomes industries, but draws the line on alien munition factories.

To be poor and in trouble too often spells a denial of justice. Courts are ready to act, but the machinery by which they move is expensive. To obviate that difficulty the proposed legal aid of the city deserves hearty support. Securing justice for and preventing oppression of deserving poor is a most commendable exercise of the protecting arm of the city.

Thirty Years Ago This Day in Omaha

Compiled from Bee Files.

The second cut in transcontinental passenger business brings the first-class rate down to $50, with a rebate of $20, and makes first-class travel almost as cheap as emigrant. The fight is on with the southern routes and General Agent Calloway says "we can stand it if they can."

The much-heralded charity ball came off with brilliant success. It was held in the new Exposition building at Fifteenth and Capitol avenue, and the grand march was headed in this order: Mr and Mrs. James E. Boyd, Judge and Mrs. Dundy, W. A. Paxton and Miss Creary, Mr. and Mrs. John A. McShane, Mr. and Mrs. E. L. Bierbower, Mr. and Mrs. Thomas M. Swobe, Mr. and Mrs. Levi Carter, Mr. and Mrs. Thomas M. Orr, Dr. and Mrs. Moore, Major and Miss Wilson and Mr. and Mrs. Moritz Meyer. The ornamentation of the hall was brilliant and tasty. The word "Charity" stood forth illuminated with gas jets over the music stand and the supper was served in the gallery.

The best cuts of sirloin steak are selling retail for 15 cents, and venison, rich and juicy, can be purchased for 30 cents. Chickens bring 15 cents a pound and ducks and turkeys 20 cents.

Grover Cleveland arrived in Omaha in company with a lady who intends to make this city her home. He is a well-trained parrot.

Mrs. Phelps, head nurse at the child's hospital, is recovering from her illness.

The Omaha Gun club held a shoot at twenty clay pigeons between two sides, captained by Lane and Parmelee, the former winning by a score of 83 to 75.

Working Out an Army Bill.

Chairman Hay of the house committee on military affairs announces the committee has a compromise measure to provide for the defense needs of the country all ready to report. Only approximations of the bill's provisions are given out, so that judgment as to its efficiency must be deferred for the time. It is admitted, however, that the continental army plan, advocated by Secretary Garrison on recommendation of the War college, is entirely abandoned, and that the nationalization of the National Guard is proposed. Whether this can be successfully carried out is yet to be determined, although the required legislation is permissible under the constitution. With the proposed increase in the regular establishment, a steadily increasing reserve being provided for, and the new organization of the National Guard, a first line force of 475,000 is contemplated. This is quite a reduction from the 1,250,000 asked by the War college.

Two further compromises are ahead of the measure, one with the senate and the other with the president. The house and senate must dovetail their defense plans, and then the measure must be trimmed up to suit the fancy of the executive department, which means that the army bill is just entering on its real difficulties. It is suggested the president will submit to the substitution of state for national militia. No real occasion exists for worry on this point. Mr. Wilson would not have allowed Secretary Garrison to resign, had he not changed his mind on the continental army plan. So far, the advice of experienced army men has been abandoned altogether for the plans of the politicians.

The only encouraging sign is that something is to be done to increase the capacity of the nation to defend itself. Further reforms will be possible in time.

City Lighting Plans and Plants.

That Omaha is again confronted with a political campaign may be easily gathered from the talk about city lighting contracts, municipal ownership, and all that goes with them. Contracts are up in the air, proposals and counter-proposals are being bandied back and forth, and all sorts of maneuvering is under way to befuddle and play upon public sentiment to gain political advantage regardless of the public service.

But why should the council ask for propositions for street lighting from the lighting company? Why should not the city decide what it wants and formulate its own proposition and invite the lighting company or any other company to say at what cost it will do the work?

If it is believed that the people are ready for a municipal lighting plant, the council now has all the authority needed to set in motion the machinery for either acquiring the present plant, or constructing a new one. All the commissioners have to do, if sincere, who are professing to favor a municipal light plant, is to frame and adopt the proper measure and ask for a vote of popular approval on a bond proposition.

The one chief argument of every municipal ownership advocate is that in no other way can the public utility service be taken out of politics. If so, the way to get the question out of politics is to put it up squarely to the people, and let them determine what they want to do.

Strategic Value of the Valley.

The sending of a radio message to all parts of the United States, from the Rock Island arsenal as a central point ought to be of far greater service than establishing the possibilities of using the amateur wireless operators of United States as an adjunct to national defense. It should emphasize strategic value of great Mississippi valley, and the importance of its control in event of war. Our friends on the seaboard, both east and west, have hysterically bemoaned their exposed condition, and we have been told the vulnerable heart of the United States lies within an area along the Atlantic coast scarcely larger than a single western state. So far as industrial and financial importance is concerned, this may be true, but some other factors must be considered in the solution of the problem.

Between the Alleghanies and the Rockies stretches an empire of unequalled value, on whose fecundity all the rest of the nation must depend. Without it, the United States would shrink to nothing. This is the Mississippi valley, for the possession of which an invading army might be expected to make the most desperate efforts. And it is wholly exposed.

It must not be taken for granted that strategists of foreign nations have given their attention solely to the possibility of attack on one or the other of the seaboards, or that they look upon posession of the factories and banks of the country as the key to American conquest. This would credit them with little real military ability. Nor should our eastern friends put too great stress on their charge that the middle west is indifferent to their conditions. People are thinking on this side of the mountains as well as on the other, and the middle west is waking up to the situation.

Keeping Up with Kansas.

The best boomed state in the Union is still setting a fast pace. Keeping up with Kansas has come to be more a matter for the exercise of imagination than for the exhibition of cold, easily ascertainable facts. Just now a newspaper advertisement announces that the Sunflower state is out of debt, and has a per capita wealth of $1,630 greater than any other state in the union. This is putting it pretty strong, even for Kansas. A bulletin from the United States census bureau, issued last May and dealing with the wealth of the country, puts Kansas eighth in the list of per capita wealth, while Nebraska comes fifth. Nevada is in the lead, with Iowa, North Dakota, California and Nebraska following in order, while Montana and Colorado also are listed ahead of Kansas. Perhaps the Kansans have resorted to the trick of the promoters, who capitalize "earning capacity," and put a mortgage on the future when issuing a prospectus.

Nebraska, too, is out of debt, with more than $10,000,000 invested in gilt-edged securities, much of this money being loaned to older commonwealths. Keeping up with Kansas in fiction is a hard job, but when it comes to facts, Nebraska is far ahead of its Jayhawker neighbor.

The Middle West

New York Evening Post.

WHAT is the Middle West? The question is inspired by an apparent revival, in connection with the question of defense, of the feeling that the Middle West has what Bageot called a special "cake of custom." Even President Wilson seemed to fall in with this when he spoke during his tour of reports that large Middle Western communities were opposed in a special way to his program, and reminded Kansans of the fighting traditions of their section. Hardly since the disappearance of the economic questions of McKinley's time has the press spoken so often of the Central states as a region apart. We hear from an assistant secretary of agriculture who has been touring the section that its attitude is traceable to the inhabitants' rough and ready belief in the possibility of improvising almost anything, and to their naive responsiveness to Bryan's insinuations about the schemings of munition makers. We hear again of the crude but sincere idealism of the Middle West, and of its practicality—conflicting qualities. Yet every reader of western papers knows that opinion on "preparedness" does not abruptly become another color between the Alleghenies and the Missouri. Nor does it on other questions. It is pertinent to inquire how many illusions may not exist in the general gauging of the character of the Middle West, and what harm they may not do to national feeling.

It is a facile error, as regards "preparedness" and many other social, literary, economic and political questions, to believe that the Middle West will think as one man; that a whole section in the heart of the continent will show the reaction of special interests and prejudices. Because the prairies have a wide geographic unity, a common history, many common commercial and agricultural interests, a common culture, and until recently an homogeneous population, it is easy to think that they embody single aims and a definite personality. But this overlooks the fact that the section really represents a complex of interests and ideas and a tendency to variance of opinion as marked as any in America. The population is no longer homogeneous. The difference between rural and city elements in various states is pronounced, and about the large cities the foreign strains are considerable and influential. To take political inclinations alone, those of Kansas and Nebraska, of Wisconsin and Illinois, are as different as those of Kansas and New York. Missouri is a determinedly "wet" as Kansas is determinedly "dry." Dwellers on the Platte regard Indiana as an eastern state. It is inevitable that "preparedness" or any other prominent question should be given keen discussion from different angles. A section that diseagrees on its own questions will disagree on national questions; and its disagreements will be much the same as those of other sections. In one sense, the west is likely to display even more difference of opinion than older communities. The "cake of custom" is not fully stiffened there; there is more pride in individual opinion and less crowd-reliance upon tradition and habit.

The United States has a physical extent so great that it has no real geographical center, but its deeper, immanent unity is clear enough for all that. To say that the Middle West differs little in essential things from the remainder of the country is, after all, to combat only one tenacious tradition. The section does cherish its youthfulness and all the qualities which youth connotes. From Chicago to Omaha it delights in its reputation for a certain precocity, and finds it flattering to be judged according to it. Like some of its cities of prodigious growth, it is proud of the contrast between its accomplishment and the brevity of the time required. It presents the world its political institutions, its literary products, its judgments on current affairs, with the expectation that they will be considered not intrinsically, but as the work of an inspired and amazingly energetic stripling. Nine-tenths of its belief in a greater practicality and idealism than New England's or those of the Middle states or the south rises from its belief in its youth. The east falls in with this, so far as it does, mainly because it permits it to maintain it old patronizing attitude. But even this tradition is fast dying out, as it is being realized that it is false and that it is unhealthy for both east and west. The west is appreciating that it is actually mature, and that all it does is to be measured on an absolute basis, for it sees that thus only will it achieve the self-responsibility it owes to itself. And it is not wholesome for one section of the country to cherish the illusion that another is totally different.

No one wishes to rub away the proper differences in trait and feature which have slowly developed in different localities; uniformity, the destruction of variety, means the loss not only of color, but of vitality. It is well said that we want one spirit, but diversity of gifts. But Walt Whitman, in a famous passage of a generation ago, expressed his conception of the true solidarity of the country. "Not long ago," he wrote, "I was down New York bay on a steamer, watching the sunset over the dark green heights, and viewing all that illimitable spread of shore, shipping and sea around Sandy Hook. But an intervening week or two, and my eyes catch the shadowy outlines of the Spanish peaks. In the more than 3,000 miles between, though of infinite and paradoxical variety, a curious and absolute fusion is doubtless steadily annealing, compacting and identifying all." He spoke of the part he hoped would be played in this compacting by a "great, throbbing, vital imaginative work, or series of works of literature." This we have not had. But he spoke also of the country's common laws and institutions, and of "the grim welding of our national wars, the steel ties of railroads and all of the kneading and fusing processes" of our material and business history; and we know how these have played their part. The great reason why sectional differences are not large in America is that the sections have been settled by much the same diversity of population; and it is both futile and wrong to try to draw sharp lines of demarcation.

Twice Told Tales

His Great Scheme.

When Irving Bacheller was running a newspaper syndicate and publishing a juvenile magazine in New York he always sat in a large porch rocking chair before a fat desk, so heaped with letters that every few minutes a little epistolary avalanche would shoot down from it to the floor. One day Orson Lowell the artist, who was a partner in the magazine, found him in a more than usually meditating mood, and said to him:

"What's the matter, Irving; got an idea?"

"Y-e-s," answered Bacheller, very slowly, "a big one. One that will make us all rich. You know the great auk is extinct, and that there are only four of its eggs in existence. They are worth thousands of dollars apiece, and a great auk itself would be priceless. My notion is to get these eggs and hatch 'em."

"But how will you hatch them?" asked Lowell.

"Oh," answered Bacheller, visibly annoyed, "I haven't given that point any thought yet. But it's a mere detail—a mere detail. The plan is bound to succeed. And it will make us all rich."—Woman's Home Companion.

Spoke Right Up.

"It is said," he remarked, reflectively, "that women's hands are growing larger."

"Well?" she returned, inquiringly.

"Yes," he asserted. "And the worst of it is there is every likelihood that this tendency will continue."

"Yes?" she said, in the same inquiring tone.

"Yes," he repeated. "You see, driving and golf and tennis and other sports that women have recently taken up are responsible for it."

"In that case," she said, with a glance at her own dainty hands, "you'd better speak quickly if you want a small one."

He realized that it was the opportunity of a lifetime and he spoke promptly.—Pittsburgh Chronicle-Telegraph.

The Bee's Letter Box

Milk and Scarlet Fever.

OMAHA, Feb. 21.—To the Editor of The Bee: Having read in your paper the telegram of Nathan Straus, the father of the pasteurization of milk in the United States, in which he states that scarlet fever and other contagious disease epidemics are usually traceable to the milk supply, I feel that a reply should be made to same. Every precaution and investigation that could possibly be made to safeguard the citizens of this city from an epidemic of any contagious disease through its milk supply has been and will always be provided for. I, as head of the milk inspection service, can say without fear of contradiction that not one single case of scarlet fever now prevalent in our city has been or could be traced to the milk supply.

I realize that in cities like New York (Mr. Straus' home) pastuerization of its milk supply has accomplished wonders and has materially reduced the death rate among infants, as well as reducing the cases of contagious diseases usually traceable to milk, but New York City receives its milk from at least ten different states and it would be next to impossible to inspect and keep as close a watch on the dairies supplying their milk as it is in Omaha when we have 106 dairies within a radius of six miles and under constant observation and inspection.

For one I appreciate the warning issued by Mr. Straus, but do not agree with him that pastuerization is absolutely essential to safeguard a milk supply. As an illustration, New York City, where all of the milk must be pastuerized, showed a death rate among infants in 1915 of 117 per 1,000, while in our city, where approximately only 35 per cent of the milk is so treated, 47 per 1,000 was the rate.

You can rest assured, Mr. Editor, that if at any time the milk supply of this city shows any signs of deteriorating in quality I shall be the first to raise my voice and fight hard and long for all the safeguards necessary. If our milk supply continues as it is today, pastuerization is not necessary.

CLAUDE F. BOSSIE,
City Milk Inspector.

Madgett on Municipal Morals.

HASTINGS, Neb., Feb. 21.—To the Editor of The Bee: I noticed in the columns of your good paper last week an article that the mayor of Hastings had broken faith with the committee of the Chamber of Commerce in regard to the immoral shows that the mayor closed.

This attack was all uncalled for and on account of my many speaking dates was unable to answer the article sooner. I know your good paper wants the truth and the same is attached to this letter bearing my signature as mayor of the city of Hastings.

Trusting you will correct the false impression given out, as your good paper would not want to take advantage of a young man who commenced his business career as an Omaha Bee newsboy and who has always kept truth, honesty and justice for his guide.

Thanking you for past favors and assuring you of my sincerity for the people's interest, I remain as ever an old friend of the Omaha Bee.

WILLIAM MADGETT.

Extract from letter:

"I admit that I did stop the operation of all gambling devices and immoral and suggestive shows upon our streets and that I did stop the exhibition of a wild man from Borneo or some other place from the inhuman and vicious acts of tearing live pigeons to pieces with his teeth and sucking their blood in the presence of the public during the South Platte exposition and all this I did without first consulting a committee of the Chamber of Commerce. I could not see the necessity or the advisability of consulting a committee of the Chamber of Commerce before interfering with gambling devices, vicious and suggestive shows when some of the members of the Chamber of Commerce were themselves operating a gambling devise upon our streets and refused to stop until they were arrested, claiming they had legal advice and knew what they were doing. I am sorry that this interfered with the finances of the Chamber of Commerce, but I am inclined to think that revenue or finance for any purpose should not be procured in this manner. I subscribed $15 to Phil Hall, adjutant general, as a contribution to bring to our city during the South Platte exposition week his aviation corps, and it is true that when the South Platte exposition people failed to bring the aviation corps to our city I withdrew my subscription. I have made every effort possible to make this town better, morally and financially and so far I feel that I have no apologies to offer."

That Exeter Example.

EXETER, Neb., Feb. 21.—To the Editor of The Bee: I notice that Richard L. Metcalfe in unwinding several columns of news print to exhibit his sore toe takes Exeter for one of his horrible examples. He says:

At Exeter a capable man of fine reputation was a candidate for the postoffice. It suited the Bryan machine to pick another man. They discovered that the first candidate occasionally took a drink, although no one claimed that he was in any degree a drunkard. But on this score he was defeated.

Now Mr. Metcalfe's article is headed, "A Review of Nebraska Political History." If the rest of it is as distorted as the paragraph referring to Exeter somebody ought to get out an injunction again Clarence Paine filing it among the archives of Nebraska history. The little difficulty about the Exeter postoffice was settled by an election, the records of which can be found in the Postoffice department at Washington. The paragraph quoted is a pipe dream and the dream is not Mr. Metcalfe's but one which he absorbed second hand. He should be more careful of the source of his "historical" authorities, especially as just now he is suffering from an acute attack by Bryanitis, a disease quite common among a certain class of democratic politicians just at this time, usually running in connection with sore toes or sore heads. One of its most pronounced symptoms is a disregard for truth and accuracy, when the subject of their particular mania is under discussion.

AROUND THE CITIES.

Sioux City officials declined to invest in voting machines for city and county use. Should the commissioners change their minds, Omaha and Douglas county might offer bargain counter terms.

A record of 36,000 arrests of autoists in New York City in 1915 shows the common offenses to be reckless driving, disobeying traffic signals, intoxication of drivers, improper turning of corners and driving on the wrong side of the street.

MIRTHFUL REMARKS.

"The manager claims to have discovered his star actress working in a laundry."

"That would account for the way she mangles her part."—Baltimore American.

Wife—Everything we have here in the house is so old and shabby.

Hub—Have a little patience, my dear. When they get a bit older they will be antiques.—Boston Transcript.

"Has rather a weak chin, hasn't he?"

"Hasn't enough chin to rest a cigaret against."—Kansas City Journal.

"Why these cloves, my dear?"

"I thought you were fond of them," explained the innocent young bride. "You seem to partake of them downtown every day."

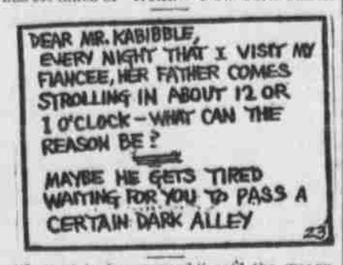
Then he looked fixedly at her, but could arrive at no conclusion as to her motives.—Louisville Courier-Journal.

The bumptious salesman had just left the office of the noted merchant. The latter leaned back in his chair with a sigh of relief.

"Thank goodness Mr. Northern France has gone," he remarked.

"Why do you call that fellow Northern France?" inquired his secretary.

"Because," replied the merchant, "he has 500 miles of front."—New York Times.



"I want to be excused," said the weary looking juryman, addressing the judge. "I owe a man $5 that I borrowed and as he is leaving town for some years, I want to catch him before he gets to the train and pay him the money."

"You are excused," replied the judge, in icy tones. "I don't want anybody on the jury who can lie like that."—New York Times.

"I understand that Jones believes in doing everything methodically, without any hurry or fuss."

"He certainly does. Why, if he were drowning he'd try to have a 'Help Wanted' ad put in the papers!"—Chicago Post.

"We object to the young man who is courting our daughter because he is a shoemaker."

"Why, a shoemaker is the best sort of a man, because he is usually wholesoled and well heeled."—Baltimore American.

Wife—Mercy! What's the matter with your face? You look as though you'd been in a battle.

Hub—I was getting shaved by a lady barber when a mouse ran across the floor.—Boston Transcript.

THE END OF THE GAME.

You've seen an old gambler squint over
his specs,
And watched him win stack after stack
of the checks?
His gaze seldom wanders, his face
keeps the same—
He won't tip his mit till the end of
the game.

You've seen a fair maiden in satins and
furs;
You kiss her, and just like a kitten she
purrs.
She's sweet and she loves you! She's
gentle and tame—
She won't tip her mit till the end of
the game.

A home you are wanting, and start out
to buy.
The real estate man sells you one "high
and dry."
A short season later you're sorry you
came—
But don't tip your mit till the end of
the game.

A doctor is called in a baffling case;
He knows not the symptoms—their cause
he can't trace.
He "guesses" the answer and rises to
fame—
But won't tip his mit till the end of
game.

Dame Grundy broke into our new Fontenelle.
Some lady had smoked there, the Dame
had heard tell.
She asked Mr. —— for the miscreant's
name—
He'd not tip her mit till the end of
the game.

They're seeking a candidate (here's an
old vet.)
They ask him the question, "Are you
'dry' or 'wet?'"
He answers all factions with promises
lame—
But won't tip his mit till the end of
the game.

They're shouting "preparedness" over
the land,
They say no attack our defense could
withstand.
(But)

If something should start

**** And we'd get
* * In the game,
**** We'd hang
Some more stars
In that "little
Blue frame."

Council Bluffs. C. H.

WHY WOMEN WRITE LETTERS

To Lydia E. Pinkham Medicine Co.

Women who are well often ask "Are the letters which the Lydia E. Pinkham Medicine Co. are continually publishing, genuine?" "Are they truthful?" "Why do women write such letters?"

In answer we say that never have we published a fictitious letter or name. Never, knowingly, have we published an untruthful letter, or one without the full and written consent of the woman who wrote it.

The reason that thousands of women from all parts of the country write such grateful letters to the Lydia E. Pinkham Medicine Co. is that Lydia E. Pinkham's Vegetable Compound has brought health and happiness into their lives, once burdened with pain and suffering.

It has relieved women from some of the worst forms of female ills, from displacements, inflammation, ulceration, irregularities, nervousness, weakness, stomach troubles and from the blues.

It is impossible for any woman who is well and who has never suffered to realize how these poor, suffering women feel when restored to health; their keen desire to help other women who are suffering as they did.

BRANDRETH PILLS
100 Years Old
An Effective Laxative
Purely Vegetable
Constipation,
Indigestion, Biliousness, etc.
OR at Night
until relieved
Chocolate-Coated or Plain

LA GRIPPE
When you take all over, feverish and sick, chilling the past, tongue coated, head stopped up, it pays to be La Grippe. The best thing to try
"WEEKS' BREAK-UP-A-COLD TABLETS"
25c at all drug stores.

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Loftis "Perfection" Diamond Ring
A wonderful stone of generous propositions and full of fiery brilliancy, set in 14k solid gold, cased in handsome velvet ring box, ready for presentation.
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Open Daily Till 8 P. M. Saturdays Till 9:30
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LOFTIS BROS & CO. Since 1858 The National Credit Jewelers, 409 S. 16th St., Omaha.

Faust Macaroni in winter is a real treasure. It is easy to prepare in many tasty and nourishing dishes, because it is already cut in one-inch lengths. This means that when you specify Faust Macaroni at your grocer's, you bring home a package of strengthening food that is ready for any recipe. No breaking of long sticks into uneven lengths—Faust Macaroni is cut for you. 10c the large package.
Don't simply say "Macaroni"—say "Faust Macaroni"
MAULL BROS., St. Louis, U. S. A.

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 succcessful.