

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR. The Bee Publishing Company, Proprietor. BEE BUILDING, FARNAM AND SEVENTEENTH. Entered at Omaha postoffice as second-class matter.

TERMS OF SUBSCRIPTION. By carrier per month per year. Daily and Sunday. \$4.00 \$40.00 \$48.00. Daily without Sunday. \$3.00 \$30.00 \$36.00. Evening and Sunday. \$4.00 \$40.00 \$48.00. Evening without Sunday. \$3.00 \$30.00 \$36.00. Sunday Bee only. \$2.00 \$20.00 \$24.00. Daily and Sunday Bee, three years in advance. \$10.00. Send notice of change of address or irregularity in delivery to Omaha Bee, Circulation Department.

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

OFFICES. Omaha—The Bee Building, South Omaha—214 N. street, Council Bluffs—14 North Main street, Lincoln—526 Little Building, Chicago—517 Peoples Gas Building, New York—Room 1106, 284 Fifth avenue, St. Louis—503 New Bank of Commerce, Washington—725 Fourteenth street, N. W.

CORRESPONDENCE. Address communications relating to news and editorial matter to Omaha Bee, Editorial Department.

APRIL CIRCULATION. 57,808 Daily—Sunday 52,223

Dwight Williams, circulation manager of the Bee Publishing company, being duly sworn, says that the average circulation for the month of April, 1916, was 57,808 daily and 52,223 Sunday.

DWIGHT WILLIAMS, Circulation Manager. Subscribed in my presence and sworn to before me this 24 day of May, 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.

The fatality list at Carter lake must be revised downward this season.

Unfortunately the work of the League to Enforce Peace cannot begin until we have peace to enforce.

Tammany plans to send 600 braves to St. Louis. Their presence is necessary to lead the ghost dance.

It is a good guess that Comptroller John Skelton Williams' opinion of Washington juries is not as high as he hoped for.

However, the ancient descendants of Adam can thank the war for the vision of a flying machine over the garden of Eden.

If the movement for a citizen's training camp at Fort Crook is to be a venture this year, some fast work will have to be done and without delay.

As Nebraska newspapers are advertising Nebraska resources every day in the year, the sure way to boost for Nebraska is to boost the newspaper.

Austrians are steadily shooting holes in the top of the Italian boot. It is time Italy lifted the toe and applied it where it will do the most good.

The New York jury made short work of the sordid Waite case. Its quick finish is a distinct public relief, for which court and jury deserve thanks.

The silver lining to the cloud is that the rich American pleasure-seeking tourist will once more have to spend his money "seeing American first," whether he wants to or not.

Several hang-over street improvement contracts from last year are still waiting to be carried out. The delinquent contractors should be called on to steam up or tell the reason why.

The absence of live news from China points suspiciously to a few more rebels gathered to their ancestors. President Yuan's cleaver generally gets the edge on partisan conversation.

Safety first applauds placing tickets to the republican national convention in a secure vault. Bits of pasteboard bringing all kinds of money need to be put out of sight of artistic imitators.

The proposal to limit nominating speeches at national conventions to ten minutes is bound to fail. Ten minutes barely affords time to limber-up the throat valves and get action on the wings.

Two or three substitutes for gasoline as an automobile fuel, from sawdust to doped water, are reported, but fail to speed up. Figures on the scoreboards of gas stations show no signs of worry.

The influence of the senator and his personal organ is back of the quest of one of his reporters for that city commission vacancy. Well, why not? Isn't the purpose of a great family newspaper to connect members of the newspaper family with the public pay-roll?

What can the police do to stop auto-speeding and enforce the use of "limmers" if the police judge refuses, as he does, to impose any penalty whatever on culprits hauled to account? Let people remember that the police court is as much responsible in this matter as the police officers.

Thirty Years Ago This Day in Omaha

Compiled From Bee Files. A very pleasant birthday party took place at the residence of Bert C. Voss on Twenty-third and Leavenworth. Among those present were Miss Emma Anderson, Emma John, Teresa Klindt, Lulu Loring, Eva Manchester, Florence Combs, Glen Kitchin, Ida Kiewit, Carrie Kiewit, Nora Schneider, and Messrs. George Valien, Will Jomali, W. C. Kuhn, Chas. Voss, Will Rogers, Herbert Rogers, Oscar Martin, Fred Tebbins, Will Cox, Harvey Wilber, John Willey and Gus Ackertman.

George W. Dunran has returned from a trip to New York.

C. A. Potter, reporter of the district court, and Joseph F. Megeath have entered into partnership for typewriting and shorthand business.

E. E. Her has left for a visit to his old home in Tiffin, Ohio.

Mr. S. A. Hering has returned from a visit to her old home in Indianapolis.

Julius Fetter has returned from his eastern trip.

Dr. D. A. Capwell of Hartford, Pa., is in the city the guest of Dr. Galbraith.

Something for Omaha to Go After.

Now that the rural credits bill has passed congress, why doesn't Omaha hop in and cop one of the new land-banks? Nebraska is entitled to one of these land-banks, as it is one of the greatest farming states in the union, and Omaha is the logical place to put the bank.—Franklin News.

This is a pertinent question and also the correct answer. By all the tests of geography, accessibility, business and banking facilities, Omaha should have had the location of the Federal Reserve bank that went to Kansas City in consequence of its superior political "pull" with the democratic powers that be. It is possible that possession of the reserve bank constitutes an advantage for Kansas City in competing for the rural credits headquarters, but that is no bar to Omaha going after it and only an added reason why we should go after it harder. Although Omaha has not, we must confess, fared specially well in securing recognition from the present democratic administration, we ought to be able to command attention strictly on the merits of our claim.

"Lese Majeste" in the Postoffice.

For the second time within the year Postmaster General Burleson has "fired" a postmaster for "lese majeste." This time it happens to be Postmaster Porter of Bridgeport, capable and popular with the patrons of the postoffice he served, but guilty of the heinous crime of insisting on having more help and better pay for his help, that the service of his office might be improved. When this request was turned down, he wrote to Washington, commenting on the fact that pay of high officials had been increased, while the department was insisting on rigid economy. This, according to the postmaster general, shows him to be "grossly disrespectful to the department," and he was incontinently bounced.

This action by Mr. Burleson isn't exactly democratic, but is more the whimsical petulance of an autocrat. Mr. Porter might have couched his letter in more diplomatic terms, but he followed good precedent in going straight to the point in the good-blunt fashion of an American citizen when criticizing his government. This seems to have been too much for the testy postmaster general, but his high and mighty method of enforcing loyalty isn't likely to prove popular. He may intend it as notice to other postmasters, as was the case of the Virginia postmaster who criticized the president's second marriage, but this will not make it any better.

Maybe the time has come when government employees are to be deprived of the right of free speech, but it seems strange that tenure of office is dependent upon endorsement of all that a cabinet officer does. This is un-American, but apparently is good practice under the present democratic administration.

Standard Road Should Be Adopted.

Good road building is being energetically pushed in Nebraska these days, and with promise of ultimate splendid results. Douglas county voters recently authorized a bond issue that will finance a four-year campaign of construction, and eventually will provide for a system of country roads that should be of immense service. Other counties of the state are similarly active and the gospel of good roads is being more generally preached today than ever. So far, so good. One most important factor is not getting proper attention. So far no standard has been set for the character of road that is to be built. Some thought has been given this point, but no definite action has been taken to secure the uniformity of construction that is vitally necessary to make the general road system that must come in time for Nebraska one of the highest possible service at the least possible cost. Each county, each township and each community has its own ideas as to what is good to do, but quite a wide range of variation exists between these separate plans. Until they are co-ordinated, and a standard is fixed, the good roads movement of Nebraska will not be giving the best possible service to the state. The state engineer, or the engineering department of the University of Nebraska, might well lead off in an effort to secure agreement on this.

Labor's Program for Peace and War.

Samuel Gompers, addressing the convention of the League to Enforce Peace, outlines the position of organized labor of America on the question of war. It is almost wholly contained in the proposition that the war must be defensive, and that the people must have a voice in its declaration. This is quite in consonance with the general attitude of the American people. War is not made by hereditary rulers or privileged classes, in the United States. War can only be declared by congress. Even treaty obligations, such as that which binds us to preserve the independence of Panama, must be taken to congress before commencing conflict.

Mr. Gompers' other propositions are quite in line with the thought of the day. Regardless of the outcome of the war now raging, it is difficult to conceive of an alliance of nations for reactionary purposes. The "Holy Alliance" of the early nineteenth century will not be revived at this day. Democracy is making long strides, and in the new era now dawning the people will more than ever have the ordering of their affairs. Labor's program will fairly square with the aspirations of genuine democracy.

The names of Hughes draws a goodly share of the world's spotlight just now. William H. Hughes, prime minister of Australia, is a large figure on Britain's colonial map. Rev. Matt S. Hughes has just been elected a bishop of the Methodist Episcopal church, the second Hughes on the Board of Bishops. Last, but not least, there is Charles Evans Hughes, whose figure mounts higher and higher in public favor.

The anbering effect of responsibility is strikingly shown in the case of Senator Tom Taggart. Though long esteemed as a spoils politician back home, in the United States senate the senator rises to unlooked-for heights by opposing "pork barrel" bills. No wonder the spectacle of Taggart fighting against "bringing home the bacon" gave his brethren the dated feeling.

The unstate public service commission of New York is no respecter of competition. In a recent ruling the commission held that jitneys may be excluded from streets on which street cars operate. The farther public regulation of franchised corporations proceeds the less is the respect accorded the venerable policy of competition.

Presidential Politics

Hughes' Popularity Tests.

Sioux City Journal: It is certain pro-Roosevelt republicans will do what they can to prevent the nomination of Justice Hughes. It is likely the so-called old guard leaders would prefer to nominate some other candidate. Nevertheless the probability increases that political logic will be so plain by convention time that both elements will join in tendering the nomination to Hughes, who will accept in the continued absence of now unforeseen complications. At the outset the strongest influences in Hughes' favor were negative ones. Admittedly a strong man of presidential caliber, Hughes had taken no part in the party warfare of 1912 and 1914. Respected alike by conservatives and radicals he had not been identified with the politics of either faction. Hughes had established himself in the affection of the west by his campaign work for Taft in the 1908 campaign. It was natural enough that in the early days of their tussle with the problem of 1916 the republican leaders should look to Hughes as the man most likely to reunite the party. They looked to him because of his unobjectionability, and they kept on looking to him after it became apparent that he would not seek the nomination.

Until recently the Hughes possibility has been considered in connection with two question marks. The first question to be answered was whether Hughes would accept the nomination. All along it seemed that he could not refuse a nomination that carried a real mandate from the republican party. There is no longer any doubt of his acceptance should the nomination be tendered on a clean plate. The other and the more important question was whether the republican rank and file—the plain people east and west—would "warm up" to him. As to that, his ability to hold his own in two New York state campaigns and his record as a campaigner in the west offered the only testimony. Now that question, too, has been answered in conclusive style.

The first impression of Hughes' strength with the rank and file was given in Nebraska, where on primary day, after Hughes had insisted on having his name removed from the ballot, some 15,000 voters took the trouble to write in his name to indicate their preference for president. An even more emphatic example of Hughes' popularity was given out in Oregon the other day, when the courts refused to let his wishes govern and ordered his name printed on the ballot. There, in competition with two active candidates who were touring the state in their own interest, Hughes not only a passive but an unwilling candidate, polled some 10,000 votes more than both of his active competitors and registered a plurality of 25,000 over the one who took second place. With the middle west and far west thus accounted for, it was important to hear from the plain people in the east. The voice of the east was raised in Vermont last Tuesday. There the names of candidates were not printed on the ballot and all had an equal chance in the writing-in process. Hughes had an overwhelming majority of those who were sufficiently interested to express their preference, polling 5,480 votes to 1,831 votes for Roosevelt, while only scattering votes were cast for other candidates.

It may be that Hughes was first pushed forward by practical politicians who wanted to get away from Roosevelt. It is plain that the arguments that appealed to the leaders have also appealed to the rank and file and that they have fallen behind the Hughes candidacy, east and west.

Unfolding the Roosevelt Plan.

Springfield Republican: Perhaps the news from Oregon hastened the announcement of the republican organization that has been formed to urge the nomination of Theodore Roosevelt upon the republican national convention. To the illumination furnished by many newspaper canvasses and the primaries, showing that the majority of regular republicans do not want Mr. Roosevelt as their nominee this year, has been added the news that whereas Roosevelt lost in the only state where his name has been made an issue—Massachusetts—Justice Hughes, being placed in a similar position also against his wishes, came out an overwhelming victor in Oregon.

Surely something needed to be done to save the Roosevelt nomination from discouragement. He bade the country get itself into heroic mood and demand his services. When that method of attack proved unavailing, the colonel confessed in open letter that he was ready to accept the nomination from the party out of which he declared, four years ago, all virtue had fled. Now comes the last resort of open working, after the fashion of many "favorite sons." To be sure, the delegation from New York is far more favorable to Hughes, the unwilling and undecided, than it is to the man from Oyster Bay. Hence the effort to make the demand cover the country. All pretense of coyness has been taken away from the Roosevelt candidacy to the last shred. He is in the ring with the rest battling for the highest honor within the gift of the republican party. There is not only humor in this situation, but grim reality as well.

Under the banner of one who "better than any other man represents the spirit of Americanism awakened in the present crisis of the nation's history," republicans are invited to march. The headquarters of the new organization of which George von L. Meyer is chairman, are in the Billmore hotel in New York City, where it will operate for a week before opening headquarters in Chicago. The New York Roosevelt organ says this movement is backed by more than 2,000 republicans from all parts of the country. In reading over the names it is interesting to note that most of them are not new recruits to the Roosevelt cause.

Meanwhile the thing which troubles the supporters of Mr. Roosevelt and all the rest of the declared candidates is the amazing growth of the popular demand for the nomination of Justice Hughes. What can be done to put an end to this irregular but genuine indication of the desire of the unorganized but overwhelming masses of republicans?

Many a citizen is asking himself whether it will be possible to trick or cajole Justice Hughes into saying something that must remove him from the path of so many ambitions. Republicans who favor him evidently think he has said all he ought to say on this subject. The Washington correspondent of the New York World believes he has uncovered a scheme by which a letter is to be sent about June 1 to all those who have been named in connection with the nomination for president, asking whether the use of the name of the man named is agreeable to him and whether if nominated he will accept the honor. Of course the fish that would be caught by such drag-net inquiry is Charles E. Hughes. The inquiry would come from enemies not friends, and its purpose is obvious.

Twice Told Tales

His Mission in Life.

In a southern state there was a worthy clergyman who devoted most of his income to the poor. In this divine's parish there was a man to whom he gave every week a great many of the necessities of life. Remembering how the clergyman had in duty himself in order to give so generously, a woman once said to the parson.

"Don't you think it is very good of Dr. Clark to look after you like this and give you all these nice things?"

Whereupon the parson, who was at the moment dining upon the good man's bounty, looked up with his mouth full, and with an expression of astonishment, asked:

"Good of him? Why, what's he for?"—New York Times.



In Defense of Mother's Pie.

Omaha, May 28.—To the Editor of The Bee.—Mrs. Sarah T. Rorer, advertised as the world's greatest dietitian, says that the "bread and pie that mother used to make" are dangerous to health that she wouldn't eat a piece of it for a dollar, but she fails to explain just what kind of cooking she substituted on when a girl. Perhaps she was an expert on cooking when an infant and distasteful to the rest of the family.

The world is getting better morally, mentally and physically, and in most American homes have been doing so on the "good old-fashioned cooking." But out of this wilderness of "ferocious dieting" she comes with the beacon reactor—her cook book—to lead us into the path of light. Why doesn't she be honest with her audience and tell them that common sense, coupled with moderation in eating is the secret of health?

She never visited a majority of American homes in order to learn that we could not cook and that we had such atrocious table manners. Mrs. Rorer probably visited one American home where the housewife was unable to cook an intelligible dish.

The conclusion that the same shortcoming was characteristic of the whole nation, and because she saw one German housewife who could cook necessarily thought all Germans were exceptionally good at it.

Mrs. Rorer also seems to be expending the whole of her \$7 a week to feed a family of six, and this surprise in the face of the fact that the cost of living is constantly increasing. Evidently the food revolutionist would recommend hardtack and water.

The fact that her audience has dwindled from 150 to fifty is pretty good evidence that Omaha women do not care to spend their time listening to the advocate of a cook book that teaches how to prepare a large family with healthy appetites on \$7 a week. It is just such a brand of talk that sickens men against woman suffrage. She must have no fear about women appreciating the ballot, for I believe the majority would not use it.

MRS. C. E. WALLISH, 1922 Parke Avenue.

What is the Nature of Republicanism?

Omaha, May 27.—To the Editor of The Bee.—I clipped the enclosed letter from the New York Times, written by Otto T. Bannard, delegate to the republican national convention, to an anti-Roosevelt republican in his district defining his own position, which is said to be that of most New York organization republicans.

"I have your letter," yesterday stating your strong opposition to the nomination of Roosevelt and asking me my views because I am a delegate to the republican national convention from your district.

"I cannot conceive of a republican convention selecting as its candidate for president a member of a different political party, either democratic or progressive.

"The mere statement of the proposition should defeat it and if the republican party would admit there was no one in its party worthy of the nomination it could not have for, nor could it meet success. Such a transplanted 'outlander' candidate would be beaten before the hot weather was over. Nor could a republican be justly criticized for openly opposing this exotic.

"A republican who voted for Wilson would not be deserting his party; his party would have deserted him. Yours faithfully, Otto T. Bannard."

A. Life Long Republican.

What Chance for Arbitration?

Omaha, May 28.—To the Editor of The Bee.—It seems almost incredible to believe that people who are supposed to be well posted on international affairs are so simple as to take notice of peace rumors. The German violation of Belgium's neutrality was a direct blow at the British lion's head and started the world's tail wagging to such an extent that the combined influential power of the neutral countries of the world cannot stop it.

The Wilson administration killed its influence in England when it neglected to protest against the violation of Belgium's neutrality and also when it submitted to the contention that submarines had a legal right to act as commerce raiders, as a result hundreds of non-combatants have been slaughtered. Great Britain's dependence on neutral countries for the necessities of life has hamstrung the British navy, but this handicap is gradually being overcome and will be accomplished in due time, as a result British naval power will be used to the maximum legal limits. People who think the German fleet will not be forced by economic stringency to come out and fight, do not realize the tenacity of the British lion. Nelson waited two years at Toulon. Lord Cornwallis waited three years at Brest.

THOMAS HENRY WATKINS.

A Tribute to Dr. Rowlands.

Omaha, May 27.—To the Editor of The Bee.—This simple tribute to Dr. Rowlands, who is about leaving the First Baptist church may give people some idea of the estimate his fellows in the ministry place on him.

Some men are like a brooklet, narrow and deep; the water in it is pure, and it is a blessing as far as it goes, but its sweep is narrow and short. Others are like the Nile river, which ever and anon becomes a great swelling, rolling flood that almost terrifies in its greatness, but brings life and joy to thousands of men and women in its passing. To the latter class belongs the Rev. H. O. Rowlands, who for the past two years has been supplying the pulpit of the First Baptist church of this city.

As a brother pastor and a nearby neighbor, the writer of these words has counted it one of the privileges of life to have known him for a time that seems all too short.

The sweep of his knowledge and the reach of his personality have gladdened and strengthened the hearts and minds of all whom he has touched.

His pulpit power is such that we of the ministry have never known a minister of a higher standard of excellence as the only one acceptable for ourselves, as we have listened to him.

His sunny disposition, sterling character and steady faith in all of the fundamentals of biblical doctrine have been an inspiration to us. We will be poorer by his going elsewhere with the coming of June 1, and be richer for his having been here.

Pastor Westminster Presbyterian Church.

Tips on Home Topics

Indianapolis News. Things are getting to be so mixed up that it would be almost impossible to guess when the pork barrel is to tell who the real friends are.

Chicago Herald: The day will come when a man who wastes no much early daylight will be on a par with the one who leaves the gas burning when he goes away on a month's vacation.

Washington Post: Occasionally a distinguished senator can get about as much sweet malice into his reference to his colleague as a woman can in her greeting to her dearest enemy.

Boston Transcript: "The day passed," says William J. Brewster, "when we used to get drunk to be a democrat." Yes, but what's a poor fellow to do when he wants to forget that he's a democrat?

Washington Post: "The day passed," says William J. Brewster, "when we used to get drunk to be a democrat." Yes, but what's a poor fellow to do when he wants to forget that he's a democrat?

Washington Post: "The day passed," says William J. Brewster, "when we used to get drunk to be a democrat." Yes, but what's a poor fellow to do when he wants to forget that he's a democrat?

SMILING LINES.

Ethel—I was taken in to dinner by that western gentleman you introduced to me. He was quite polite and remarked upon my bird-like appetite.

Her Friend—Well, he should be a good judge on that point, dear, he runs an ostrich farm in California.—Boston Transcript.

Parson Proby—We need a night watchman for the church. If I give you the job do you think you can keep awake?

Applicant—Do you preach at night?—Boston Transcript.

"The automobile, as far as pleasure is concerned, has about put the horse out of commission."

"I don't know about that. Take the fast motor car and the slow old horse, when courting is in question, and it is the buggy built for two that has the choice sparking plug."—Baltimore American.

DEAR MR. KASIBBLE, SHOULD I START A FIGHT WITH MY FIANCEE JUST TO SEE WHAT SORT OF A TEMPER HE HAS?—OLIVE BAYES

AND HE MAY TRY TO FIND OUT HOW MUCH PUNISHMENT YOU CAN TAKE.

"There's a man in the next apartment leaving to give the elevator," expostulated the nervous tenant.

"No, he isn't," replied the janitor. "He has been working on that tune for three months, and he doesn't play it a bit better than when he started."—Washington Star.

"The Wombats tell me that they have never exchanged a cross word, and I believe it."

"Ah, but you have only seen them in public; never in the privacy of the home."

"True, but I've seen them play bridge together."—Louisville Courier-Journal.

"Why must you always go out every time one of my woman friends calls?"

"I am glad to meet your friends, but you

must remember that I have heard the story of your Atlantic city trip about a week ago."—Indianapolis Star.

"Well, John, inasmuch as your grandmother died four times last year, I don't see how you'll manage to get to any of the ball games this season."

"But, sir," said Johnson quietly, "haven't I told you that grandpa has married again, though it was much against the wishes of the family?"—Philadelphia Bulletin.

DO WE REMEMBER?

Full fifty years have passed away, Yea, fifty years have day by day fulfilled the laws of destiny.

And passed into eternity, Hear you the drums throughout the land? Old drums—which know the master hand.

Whose fervent practice for this day, Has swept the fifty years away? These souls—whose darkened chambers loom,

The key whose memories lie dead, Are breaking all the bounds this day, To live this thirtieth of May.

With tattered flags and dream-faded gait, (Impatient if the line should wait), Come men who fifty years ago, Were flushed with manhood's healthy glow.

Not less to day, but fifty years, Have brought conditions fraught with fear.

For some are poor and all are old; But hearts as true, as brave, as bold, Beat underneath those coats of blue.

As when in youth, they dared to do, The bidding of their souls—for right, How bravely now, they face the night!

Do we remember why they fought? Have we forgotten their vision caught? Does Liberty stand out as clear? Is Freedom to our hearts as dear?

If not, this thirtieth of May, Let Freedom true, our land embrace, That we, like them, the grave may face, In conscious pride of work well done. To keep Old Glory in the sun.

WILLIAM NAUNTS RICKES, San Francisco, Cal.

Advertisement for Standard Oil Co. featuring a drawing of a woman and a stove. Text: "Goodness, But It's Hot!" "Serves you right for keeping a coal range going in this weather. Why don't you get a New Perfection Oil Cook Stove? Mine saves me no end of drudgery and it costs only about two cents a meal or six cents a day for Perfection Oil." "What kind of oil?" "Perfection Oil—that's the Standard Oil Company's best grade of refined kerosene." "New Perfection Oil Cook Stoves are sold in many styles and sizes by hardware, furniture and department stores everywhere. Ask to see the new heat retaining oven." STANDARD OIL CO. (Nebraska) OMAHA

Advertisement for Resinol skin medicine. Text: "Resinol Shaving Stick gives a rich, creamy lather that soothes the face." "Skin diseases quickly yield to Resinol." "If you have eczema, ringworm or similar itching, burning, unsightly skin-eruption, try Resinol Ointment and Resinol Soap and see how quickly the itching stops and the trouble disappears, even if it is a severe, stubborn case. Resinol Ointment is also an excellent household remedy for pimples, dandruff, sores, burns, wounds, chafings, and for a score of other uses where a soothing, healing application is needed. Resinol Ointment and Resinol Soap are absolutely free from anything harsh or injurious and can therefore be used freely for babies' skin-troubles. Doctors have prescribed the Resinol treatment for over twenty years. Resinol Soap improves your complexion. Resinol Ointment and Resinol Soap are sold by all druggists, but for complete list, write to Dept. 24-25, Resinol, Belgium, S.A."

Advertisement for persistence in advertising. Text: "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."