THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER VICTOR ROSEWATER, EDITOR

THE BEE PUBLISHING COMPANY, PROPRIETOR. Entered at Omaha postoffice as second-class matter.

TERMS OF SUBSCRIPTION.

t by draft, express or postal order. Only2-cent stamps in payment of small accounts. Personal checks, t on Omaha and eastern exchange, not accepted OFFICES.

Omsha—The Bee Building.
South Omsha—1318 N street.
Council Bluffs—14 North Main street.
Lincoln—626 Little Building.
Chicago—618 People's Gas Building.
New York—Room 803, 286 Fifth avenue.
81. Louis—508 New Bank of Commerce.
Washington—725 Fourtsenth street, N. W. CORRESPONDENCE.

dress communications relating to news and editoria atter to Omaha Bee, Editorial Department.

JULY CIRCULATION 57,569 Daily-Sunday 52,382

Dwight Williams, circulation manager of The Bee Publishing Company, being duly sworn, says that the average circulation for the month of July, 1916, was \$7,569 daily nad \$2,282 Sunday.

DWIGHT WILLIAMS, Circulation Manager.

Subscribed in my presence and sworn to before me this \$8 day of August, 1916.

ROBERT HUNTER, Notary Public.

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

The premier card of arbitration seems lost in

Medical inspection of school children at the start makes for safety.

However, as long as the home team hits the sphere, opposition to strikes cannot be unanimous

As a means of making and unmaking military reputations, the European war blots out all former No matter how much care is exercised in a

labor war, the innocent spectator is bound to get Now watch European war news slide from, the front to the inside pages. Home events over-shadow all else.

Now comes the merry season when the congressman sallies forth with the glad hand to inspect the fruitage of his spring seeds.

If both sides of the labor controversy could count the cost in advance, less disposition to don the trappings of war would be shown.

Four years of Morehead cost the taxpayers \$13,680,000, compared with \$9,200,000 for the preceding four years. A matter of \$4,400,000 spans the difference between democratic professions and

Germany follows Britain, Russta and Austria in swapping generals while "crossing the stream. As things look at the present time, General Joffre stands the best chance of holding his commanding post from start to finish.

The Berlin editor who advises friends of Germy to corner the American grain market against the allies shows timely sympathy for the routed bulls. The suggestion indicates a keener appetite for bear meat than beef.

The country is steadily advancing to the point where safety and self-protection will require licensing of auto drivers after testing their competency to operate machinery. Too many persons drive autos who are better trained for go-carts.

"Uneasy lies the head that wears the crown" of Greece. With alien armies on three sides of he nation and a fleet in front, King Constantine has precious little chance to "draw the draperies of his couch about him and lie down to pleas-

The inglorious fate of the cruiser Memphis tends to strengthen the Jack Tar superstition of the "hoodoo ship." The San Diego accident, which put the cruiser in the hoodoo class, was to carelessness, but facts are useless against rooted superstition.

The commissioners on uniform state laws have voted unanimous approval of the Torrens system of land registration, which reminds us that we have the Torrens law placed on the Nebraska statute books by our last legislature, but no one, so far as we know, has taken advantage of it.

People and Events

David Warfield is credited with being Amer-

The two eldest daughters of the czar of Rus-aia are said to be among the best educated of European royalties.

Charles Bassett, 86 years old and a candidate for mayor of New Decatur, Ala., is believed to be the oldest man who ever ran for public office in the south.

Georges Clemenceau, former premier and for many years one of the most conspicuous figures in French public life, will celebrate his 75th birth-day next month.

Emperor Francis Joseph of Austria has often been described as "the most industrious man in the realm." Summer and winter, he is invariably at his desk by 5 o'clock in the morning. Henry Lamm, republican nominee for gover-nor of Missouri, is an Ohioan, who studied and graduated at the University of Michigan, and be-gan practice of the law at Sedalia in 1872.

Vance C. McCormick, the new chairman of the Democratic national committee, was captain of the Yale foot ball team in 1892, in which year the Eli gridironers were never scored against.

Judge Samuel Seabury, who is prominently mentioned for the democratic nomination for governor of New York, is a great-grandson of Bishop Seabury, the first Protestant Episcopal bishop of America.

bishop of America.

The first regular employment of Charles W. Fairbanks, now republican nominee for vice president, after he graduated from Ohio Wesleyan university, was that of a newspaper reporter during the campaign between Grant and Greeley.

United States Senator Henry Cabot Lodge of Massachusetts, who has announced his candidacy for renomination in the primaries next month, has served longer in the upper house of the national congress than has any other of its present members, with the single exception of Senator Gallinger of New Hampshire.

Nebraska's State Fair.

The Bee this morning gives considerable space to the Lincoln and the Nebraska State fair, which opens its annual exposition on Monday next. The State fair has long since passed the mere exhibition stage, and has become a real exposition, at which the best of all that is connected directly or indirectly with the agricultural industry is placed on display under such conditions as not only show its merits and advantages, but give opportunity for critical and technical comparison. Results as well as methods and means are thus contrasted, and the careful investigator finds that display is more than ever educational in its every aspect. In this way the fair is serving the end for which it was instituted. The management, realizing its obligation, has wisely provided for entertainment and amusement as well as education, and the pleasure seeker will find much to meet his desires on the grounds. The Nebraska fair has steadily increased in importance and scope year after year, till it has reached a point commensurate with the greatness of the state. As it has grown, so have the people come to realize its value, and the support it has had has been encouragingly liberal. The outlook for the present year is for a greater display in all departments that ever before, and the experts prophesy a new mark in State fair history.

How It Affects the Public.

The ordinary routine of life is already thrown into confusion by the impending strike of the railroad men. Preparations being hurriedly made to meet the emergency show how serious will be the full effect of the disturbance to social order that will follow when the threatened interruption of transportation is realized. Inconvenience will certainly be entailed and perhaps suffering, and many makeshifts must perforce be adopted that life may go on as nearly as possible in its ordinary

Above all considerations, the great mass of the people will not be able to understand why combinations of men should have the power to thus upset all order, and to disarrange the whole movement of commerce and industry. Opinion will divide as to which side of the strife has the greater show of right, but it will be unanimous on the one point, that some method should be devised to prevent either from venting its displeasure on the bystander, which in this instance is the public that depends on the continuous oper-

ation of the railroads. No function of law as it stands can prevent the strike; invoking the equity power of the court is likely to be as futile as was Canute's order to the tide. Congress is already considering the problem, but this holds no hope for permanent relief through any legislation so hurriedly made into law as would be necessary to meet the present situation. It is not out of reason, though, to expect that some way can be found to limit and restrict both managers and men in their capacity as public servants, to the end that they will not again be able to lay the whole people at a dis-advantage. Reason must rule, and not the will one or the other of the factions into which the railroad service is at present divided.

The Law and the Strike.

A restraining order issued by one of the judges of the Douglas county district court against the conductors' brotherhood is likely to bring on the first real test of the anti-injunction section of the Clayton law. This forbids the issuance of a restraining order or injunction without a hearing, and is primarily intended to limit the power of udges to make exparte orders in labor disputes. The case in point presents no feature that is unfamiliar. A member of the conductors' brother hood asks that the organization be restrained from calling a strike, setting up that his personal rights and interests are placed in jeopardy, that he must either give up his employment or forfeit his membership in the organization, neither of which he cares to do.

In the famous Taff Vale case, from the English courts, it was held that the Railway Servants' union had no power to coerce a member, nor could it use funds collected from him to prosecute a strike, for itself or for another organization, with out his consent. The effect of this decision is to deprive the union of all its potency, so long as a single member can be found who objects to the course of the majority. Following the Taff Vale decision, the English courts also forbade expenditure of union funds to maintain in Parliament members elected to represent trade unions. Parfrom the conditions established by the courts.

The Clayton law aims to relieve the organiza tions of workingmen in the United States from a situation that has grown out of the use of the equity function of the court. It forbids the issuance of ex parte restraining orders, and also declares that "human labor is not a commodity or article of commerce." It will be interesting to follow this Douglas county case to its conclusion.

Von Hindenberg Chief of Staff.

The elevation of Field Marshal von Hindenberg to be chief of staff of the German army is but another step in the remarkable progress of man who was slated for the discard but a few years ago. It is related that Von Hindenberg was marked for permanent retirement before the war broke out, and was retained in service only after he had made a personal appeal to the emperor. The old general and his East Prussian lakes were a standing jest among the younger members of the great war machine, but events have proved him to be the bulwark of Germany against the Russian invasion. Without Von Hin denberg and the swamps into which he directed the first incursion of the Cossacks, the whole story of the present war had been different. His defense of Prussia, and his subsequent onslaught that drove the Russians back into their own soil are the most notable achievements of Germany in the war so far. On neither front has another commander accomplished as definite results as has Von Hindenberg, who has well earned his pro-

The reorganization of the St. Louis & San Francisco railroad brought to the Missouri state treasury a total of \$276,000 in fees for a new charter. Much criticism has been vented on individuals who flock like vultures around a bankrupt concern, but their pickings are as small change beside the reach of a great commonwealth for the bones.

Truly these are melancholy days for congressmen. With fences sadly in need of repairs and dangerous questions holding them in the Washington spotlight, political prospects take on shades of gloom that "harrow up the soul." The joyride of yesterday may became a funeral tomorrow.

Thought Nugget for the Day.

A good deed done is not a thing completed; a good deed done is nothing less than an endless series of good deeds set in motion.—T. W. Hand-

One Year Ago Today in the War.
Russians claimed to have captured 7,000 prisoners near Lutsk.

oners near Lutsk.

Alphonse Pegoud, noted French aviator, killed in midair duel with German aviator.

Forty British and allied merchantmen and six neutrals reported sunk in the war zone during

This Day in Omaha Thirty Years Ago.

A meeting of the young men in the city who are interested in getting up a Mardi Gras festival during fair week will be held in the rooms of the board of trade in the exposition building.

Alex Charlton and Mrs. Lizzie Perkins, a teacher in the Cass school, were married at the home of the bride's parents. They will take up their residence at 1913 California.

Mr. and Mrs. Patrick O'Connor have left for a trip to Ireland's where they will visit their birth-

a trip to Ireland/ where they will visit their birth-places, Waterford and Tipperary. Passengers on the B. & M. were treated to an unusual sight, which was nothing less than



fording, by about twenty head of cattle, of the Missouri river a short distance above Platts mouth. An old settler on the train remarked that he had never seen the water of the Missouri so low that it could be waded by a herd of ram-

so low that it could bling cows. Norvin Green, president of the Western Union Norvin Green, president of the Western Union Telegraph company, has authorized Manager J. J Dickey of the Western Union office here to send recement earthquake at Charleston.

The Eric Clothing house is the style of the new clothing house which is just opening at 320 North Sixteenth.

The jury in the case of the attempted breaking of the will made by Heinrich Alpen brought in a verdict by which the will was made to stand. By it, Mr. Alpen's housekeeper, Anna Bruehn, gets \$500 in cash and is privileged to pick out the best cow on the place to take with her as her own.

This Day in History.

1776—William Livingston was chosen first ate governor of New Jersey. 1846—Boston Daily Herald first issued. 1852—Samuel D. Hubbard of Connecticut was

appointed postmaster general.

1864—Democratic national convention nominated General George B. McClellan for president.

1868—A submarine telegraph, connecting England and Denmark, was completed.

1871—Louis Adolphe Thiers was elected president of the French republic.

1871—Louis Adolphe Thiers was elected president of the French republic.

1876—Abdul Hamid II was proclaimed sultan of Turkey in place of Murad V, deposed.

1886—Forty-one lives lost and \$5,000,000 in property destroyed by an earthquake at Charles-

property destroyed by an earthquake at Charleston, S. C.

1894—Great fire raged among flower boats on Canton river in China; 1,000 natives perished.

1896—Fresh outbreak of the rebellion against Spanish rule in the Philippines.

1898—Colonel Henry of the French army committed suicide after confessing that he forged a letter to secure the conviction of Captain Dreyfus.

1903—King Edward VII of England visited Emperor Francis Joseph at Vienna.

1907—Anglo-Russian agreement concerning the control of Asia was signed.

1910—Colonel Theodore Roosevelt proclaimed the "New Nationalism" at Osawatomic.

The Day We Celebrate.

Emperor Yoshihito of Japan born thirty-seven years ago today. Queen Wilhelmina of the Netherlands born

thirty-six years ago today. Rt. Rev. Alfred M. Randolph, Episcopal bishop of southern Virginia, born at Winchester, Va.,

of southern Virginia, born at Winchester, Va., eighty years ago today.

Brigadier General Anson Mills, U. S. A., retired, born in Boone county, Indiana, eighty-two years ago today.

Rt. Rev. John G. Murray, Episeopal bishop of Maryland, born at Lonaconing, Md., fifty-nine years ago today.

Frank E. Doremus, representative in congress of the First Michigan district, oorn in Venango county, Pennsylvania, fifty-one years ago today.

Rev. John A. W. Haas, president of Muhlenburg college, born in Philadelphia, fifty-four years ago today.

Nathan Haskell Dole, well-known author, born at Chelsea, Mass, sixty-four years ago today.

Bombardier Wells, noted English heavyweight
pugilist, born in London, twenty-nine years ago
today.

Timely Jottings and Reminders.

Dr. Alfredo Boquerizo Moreno takes office today as president of Ecuador.
Today is the 36th birthday of Queen Wilhelmina of Holland and the 37th birthday of the Emperor of Japan.
Charles W. Fairbanks is to be formally notified at Indianapolis today of his nomination as re-

Charles W. Fairbanks is to be formally notified at Indianapolis today of his nomination as republican candidate for vice president.

Colonel Theodore Roosevelt is scheduled to speak today at Lewiston, Me., in behalf of the republican ticket in that state.

Governor Frank B. Willis and former Governor James M. Cox, the opposing candidates for governor of Ohio, are scheduled to speak at the Ohio state fair today.

The annual meeting of the American Conference of Pharmaceutical Faculties is to open in Philadelphia today for a three-day session.

"Summer sneezers" from all parts of the country will assemble today at Bethlehem, N. H., for the opening of the annual convention of the National Hay Fever association.

William E. Borah, United States senator from Idaho, is to be one of the chief speakers at the American Bar association convention in Chicago today.

The federal farm loan board created under the

The federal farm loan board, created under the new rural credits law, is to conduct a hearing today at St. Paul, Minn.

The annual session of the Pacific German Con-

ference of the Methodist Episcopal church will open today at Rosalia, Wash, with Bishop Hughes presiding.

Storyette of the Day.

"I sorter hate to tell you, Jack," said Con-stable Sam T. Slackputter, "but I've got to arrest that there boy o' your'n. He got in trouble in town, and..."

that there boy o your in region in trouble in town, and—"
"Dod-burn the triflin' varmint!" grumbled Jack Gap, a prominent resident of the Rumpus Ridge neighborhood, in Arkansas. "He ain't worth the powder 'twould take to blow him to the devil! If he's been stealin' anything, I'll frail the hide off'n him, confound—"
"He got into a fight and shot four men!"

"He got into a fight and shot four men!"
"Shot four men, hey? Well, I'll burding!
I allus said that boy would do us proud some day! Four of 'em—and, say, Slack, he was only 16 years old last Jannerwerry!"—Kansas City

How a Bear Really Hugs.

How a Bear Really Hugs.

"He hugs like a bear!" How many who have heard the expression know how a real bear's hug feels? Mrs. Ida B. Parker of San Francisco speaks from experience, having received an involuntary embrace from a bear roaming at liberty in a local business house. And she didn't like it a little bit. Indeed she thinks it is horrible and has entered auit for \$20,000 damages "to her person and nervous system."

The Bees &

Wants Information.

Omaha, Aug. 28.—To the Editor of The Bee: I was somewhat surprised, and I believe many other will be, to learn through your columns that the organizations which originally comprised the Trades Union Liberty league, such as beer bottlers, brewery workmen, cooks and waiters, brewery drivers, bartenders, coopers, cigar makers and stationary engineers, have no connection with the liquor traffic. Surely the Trade Union Liberty league does no expect to deceive any one by such a disclaimer.

I. J. COPENHARVE, President Trades Unionist Anti-Booze League of Nebraska.

No Lowering of Tayation.

No Lowering of Taxation. Lincoln, Aug. 27.—To the Editor of The Bee: Let no one be deceived by the false alarms blown by the state house bugles—that taxes of the people of Nebraska are to be reduced for the current year or the blennium. Just the contrary will occur. Why? Because the assessed valuation of property in Nebraska is increased by \$20,000,000 or about one-twenty-fourth and the local levies or rates for county, city and schools will be higher throughout the state. The reduction of seven-tenths of a mill in the levy for state purposes—as every well-informed taxpayer knows, the smallest item in his total tax—is a "mere drop in the bucket." This "sop thrown to Cerberus" will deceive only the superficial and the unwary minority, but the remaining great majority of wide-awake taxpayers and men of affairs will take swift vengeance on the administration responsible for higher taxes.

That local rates will be increased much more than state taxes will be decreased is well illustrated in the case of Lancaster county and Lincoln especially. This county's assessed valuation is nearly \$2,000,000 greater than in 1915 or one-twelfth higher. To bring the matter home to the taxpayer we will give a few figures. The poor man's castle, which was assessed in 1914 at \$1,200, will now be valued at \$1,300 for purposes of taxation; i. e., he will pay one-twelfth more taxes on the home which he is in all probability acquiring on the installment plan by means of his hard-earned savings.

The foregoing conclusion that taxes will be at least one-twelfth higher is based on the assumption that local rates or levies will remain the same as in 1915. In Lincoln the increase in school taxes will probably be so much as to more than off-set any possible decrease due to a lowering of the county levy, which has been predicted.

Our benevolent board of assessment; namely, Morehead, Beckman, Hall and Smith, from the stage of public affairs.

FELIX NEWTON.

Preparedness for Peace and War.

Nebraska City, Neb., Aug. 25.—To the Editor of The Bee: Any preparedness program should contemplate making good citizens and producers for peaceful times at the same time and from the same material that provides good efficient soldiers and defenders when needed. This means education for civil life accompanied by military education and training. Therefore, devise a plan for both under government control and at government expense. In brief:

Provide government schools in each and every state and territory and make every boy native born or of naturalized parents at the age of 17 a military ward of the government for the four years 17 to 21, inclusive, and obliged to attend the government school for the full four years term, where they should receive complete military training and such high school and academic training as each one is capable of assimilating, the choice of agricultural instruction, business ourses, classical, manual, mechanical Preparedness for Peace and War.

agricultural instruction, business courses, classical, manual, mechanical training being open. At the end of the four years free to return to civil life, but held as first military reserve for ten years, second reserve ten more, or enlistment for regular army service if they so desired and were needed.

needed.

This is the idea as short as I can state it. It means that when the government or people ask for military service and training they pay the man himself by giving him an education as an equivalent for it, and what could make for greater national life and efficiency than an educated and military trained citizenship? Ten or twenty verse of such policy and no military trained citizenship? Ten or twenty years of such policy and no nation on earth could oppose us in either military or material progress. Such a course making attendance at these national colleges obligatory on all, rich or poor, would also teach true democracy in life, and equality. The obstacles are, of course, "custom," "present conceptions" and no end of questions. But it could be done if we wanted to do it bad enough. And the expense would be largely a shifting of state and private expense to government shoulders. These things are all detail. If we only adopt the idea that this nation will give all its youth an efficient, practical education for life's purposes in return for military training and service if needed, there need be no fear for our future. With such a reserve, in five years there would be no need for large standing army and our army in place of being a burden would be coworkers and producers. We no doubt need to be prepared for all contingencies, need soldiers and something will no doubt be done. Let us get "trained soldiers" and "trained citizens" at one and the same time.

PIONEER OF OTOE COUNTY. id the same time. PIONEER OF OTOE COUNTY.

EDITORIAL SIFTINGS.

Detroit Free Press: The Rockefeller in-stitute is disturbed by the present high price of monkeys. The human variety, though, is always plentiful and most of

Chicago Herald: Two most agile mem-bers of the dancing masters' convention are 68 and 72 years of age. They say dancing kept them young. Perhaps that's why ballet queens are usually grandmothers. St. Louis Globe-Democrat: Any humble citizen who has lost \$3.75 in a real estate deal, or \$500 "starting" a weekly newspaper, can have a fellow feeling with the late J. P. Morgan, the inventory of whose state shows over \$7,000,000 in worthless

Pittaburgh Dispatch: The fellow who pen-elled that "footnote" on his artificial leg, sent through the parcel post, and who was compelled to pay \$2.02 letter postage, and given wholesome warning to other jobers to write foot-notes and leve-notes where he who runs may not read.

Brooking Eggie, That Gonzal Pershims's

he who runs may not read.

Brocklyn Engle: That General Pershing's came is similary and all right is the conductive of Mr. Thomas Darlington, who caght us know. Meanwhile, the militianen this side of the border have a lower sick rate than the regulars. Texas may soon hope to be boomed as a summer resort."

The claims of Mexico will be deferred.

CHEERY CHAFF.

Edith (sighing)—Oh, dear! Tom-hash proposed yet. Marie—Well, what can you expect of chap who never runs his auto over te miles an hour?—Boston Transcript.

"I hope you are not accumulating a le of solided dishes for your wife to wash whe she returns from her vacation." "Nops. I use wooden dishes. Nothing wash; and they serve the next morning t start the fire."—Louisville Courier Journa

BEAR NR. KABIBBLE, MY FINNCE IS A TRAVELING
MY FINNCE IS A TRAVELING
SALESMAN — SHOULD I MARRY
HIM AND ACCOMPANY HIM ON
THE ROAD?

YES, YOU'LL BE VIEW POPULAR A THOUSAND GIRLS WILL ASK HIM WHO YOU ARE?

"Nonsense, man; save shrough, And yet be angr."
"No; she's mad clear through, And yet I apologised immediately; told her I had mistaken her for her pretty young sister in the dark."—Ballimore American.

"What do you understand by suffering for righteourness' sake?" questioned the Sun-day school teacher. "Please, miss, it means havin' to come to Sunday school," answered little Jack.— lafe. "Mrs. Clinnick thinks a great deal of her

husband."
"You've got the wrong proposition. Make it 'for' instead of 'of."—Browning's Maga-sine. the for instead of of."—Browning's Magain I have solved the crowded car problem,
"I have solved the crowded car problem,"
worksimed the jubilant street railway man.
"How?"
"How?"
"We'll put a phonograph in each car and

keep it playing 'The Star Spangled Ban-ner.' Then everybody'll have to stand up." —Washington Star.

"See that man over there? He is a beatic mutt, a windjammer nonentity false alarm and an encumbrance of earth!"
"Would you mind writing all that de ould you mind writing all that down

for ma" "Why in the world—"
"Why in the world—"
"He's my husband and I should like to
use it on him some time."—Brooklyn Citisen.

Tanada de la compania del compania de la compania del compania de la compania del compania de la compania del com

TEARS, IDLE TEARS.

Alfred Tennysod.
Tears, idle tears, I know not what they mean,
Tears from the depth of some divine despair
Rise in the heart and gather to the eyes,
In looking on the happy autumn fields,
And thinking of the days that are no more. Fresh as the first beam glittering on a call. That brings our friends up from the under-

world, Sad as the last which reddens over one That sinks with all we love below the Ah, sad and strange as in dark summer

square; So sad, so strange, the days that are no

621 Residents of Nebraska registered at Hotel Astor



during the past year.

1000 Rooms. 700 with Bath. A cuisine which has made

the Astor New York's leading Banqueting place. Single Rooms, without bath, \$2.00 to \$3.00

Double . . 3.00 to 4.00 Single Rooms, with bath, 3.00 to 6.00 4.00 to 7.00 Parlor, Bedroom and bath, \$10.00 to \$14.00

At Broadway, 44th to 45th Streets—the center of New York's social and business activities. In close proximity to all railway terminals. **→ Manustanaman manaman** manaman mana



TIMES SQUARE



A product of choice American barley malt and carefully selected imported hops. Brewed and bottled in a modern brewery under the most sanitary conditions. Cannot be surpassed in quality. Its taste is most pleasant. No beverage is more refreshing or satisfying, especially on a hot day.

Save Coupons and Get Premiums

Phone Douglas 1889 and have a case sent home.

Luxus Mercantile Co.

DISTRIBUTORS

Health and happiness have been es-sentials to the well being of the human race since creation. Naturally, health is

sought by everyone-thous-

ands suffering from blood

maladies, are giving thanks

to the wonderful results ob-

tained through S. S. S.

S.S.S. 777

Happiness

and health are bound by a strong band of security when S. S. S. ie permitted to assist nature in restoring strength and vigor to the over worked and poisoned blood, with its strengthening vegetable qualities.

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.