LOAN OUTLOOK DISAPPOINTING TO TREASURY

Officials Deny Report Actual Total Is Held Back; Liberty Day Expected to Boost Loan.

Washington, Oct. 11.—Celebration of liberty day tomorrow throughout the nation is expected by fourth Liberty loan managers to send the campaign forward with a jump from the $2,269,876,200 total where the record stood tonight. This represented an increase of $245,000,000 over yesterday's total and included few subscriptions recorded today following President Wilson's appeal for an over-subscription to give the loan world significance.

Public meetings and parades, arranged for Liberty day, have been called off nearly everywhere because of the influenza epidemic, but thousands of volunteers have been enlisted for house to house canvasses. Stores will close for the day, or half the day, in many cities. In Washington the importance of the day as a stimulus to the loan is considered so great that most government departments will suspend business to permit employes and officials to give all their energy to the loan. President Wilson will participate in the celebration at New York and Secretary McAdoo at Chicago.

Deny Garbling Figures.

Commenting on the day's showing, the treasury review tonight said:

"In the face of high official pleas for united support of the loan and emphatic declarations that peace talk should not cause a slackening of subscribing this result and the outlook for the success of the loan is distinctly disappointing."

Rumors reaching headquarters today indicating suspicion that actual figures are being held back, drew from the treasury this denial:

"Inasmuch as the belief is prevalent in some quarters that reports on subscriptions are being withheld in an endeavor to create a 'bear' impression, it seems proper to explain the manner in which the official figures are obtained and made public. Every afternoon at 3 o'clock Washington time, the 12 federal reserve banks of the country report to the Treasury department every subscription made through incorporated banks and trust companies, on which deposits of 10 per cent have been paid. These reports are made public absolutely without change. The figures are taken directly from telegrams sent by the governor of each federal reserve bank and incorporated into the press statement. No attempt is made to create by those figures either a good or a bad impression of the manner in which the loan is progressing. The whole truth of the situation is told by the figures and they speak for themselves."

Need $532,000,000 a Day.

The loan review added:

"Briefly stated, the situation tonight is that $532,000,000 must be subscribed on every one of the remaining seven working days of the loan if the total asked by Secretary McAdoo is to be obtained."

Only 37 per cent of the six billions has been raised.

Subscriptions by districts were reported as follows:

District.	Subscription	Per Cent'e.
St. Louis	$182,954,700	70
Minneapolis	122,676,450	58
Boston	249,538,400	49
San Francisco	187,527,950	46
Dallas	55,707,250	44
Chicago	377,466,200	42
Cleveland	211,548,800	35
Richmond	96,015,550	24
Philadelphia	150,709,600	20
New York	513,797,000	28
Kansas City	72,085,600	27
Atlanta	49,848,500	23

The New York and Chicago districts made gains of $68,000,000 and $52,000,000 respectively.

A gain of $14,000,000 was reported today in the Kansas City district. Subscriptions by states follow:

Colorado, $11,193,950; Kansas, $22,837,350; Missouri, $6,056,250; Nebraska, $16,999,250; New Mexico, $749,700; Oklahoma, $11,658,700; Wyoming, $2,590,400.

Fort Omaha Soldier Dies of the Spanish Influenza

Private Bertie L. Noah, member of the 59th balloon company at Fort Omaha, died of pneumonia following an attack of Spanish influenza Friday at the Fort Omaha hospital.

This is the first death at the fort since the disease became epidemic, although several of the soldiers have succumbed to the disease.

Officer Who Told Huns to "Go to Hell" Not Swearing Man

New York, Oct. 11.—When Maj. Charles Whittlesley, commander of the now famous "Lost battalion" answered the German demand for the surrender of his surrounded and starving battalion in the Argonne forest with an invitation to "go to hell," he was not swearing, but only giving the Germans "good advice," says Mrs. G. Sullivan, the proud landlady of a boarding house here in which the major lived for seven years before he joined the army.

"He never was a swearing man," Mrs. Sullivan said today. "Not a single oath did I hear out of him in the seven years he was here, and I've seen him looking for a collar button at that. But you would not call his remark to the Germans swearing exactly, would you? It was just what I would call very good advice."

According to Mrs. Sullivan, Major Whittlesley was "as quiet as a mouse and "not at all like a fighter." He is 35 years and was recently graduated from Williams college and the Harvard law school. He trained at Plattsburg and was commissioned a captain, later receiving his major's leaves overseas.

Enemy Alien Arrested for Working Extortion Scheme

San Francisco, Oct. 11.—Ernest Theodore Maas, an enemy alien, was taken into custody today by postal inspectors on a charge of having attempted to extort money from prominent local residents having German names by sending them letters signed "the Society for investigation of the German espionage system."

Recipients of the letters, the authorities said, were advised the "society" had learned that certain alleged disloyal sentiment had been expressed in letters written by members of their families. Maas threatened his intended victims with exposure unless he was paid sums ranging from $150 to $450, the officers declared. Maas made a complete confession, the postal inspectors said.

Farm Journal Editors Give Packers Some Ideas

Chicago, Oct. 11.—A conference of editors of farm journals with officials of Armour & Co., and leaders of the live stock business, having for its purpose the creation of an understanding of the meat situation that will lead to greater production, wa held here today.

A. T. Meredith of Des Moines, Ia., editor of Successful Farming, virtually put the packing and live stock officials on the witness stand. He told them "big business" is judged by the public on the way it was conducted some 25 years ago and said business leaders are to blamed for not letting the people know how their business is being conducted toda.

Further Restrction Put Of Sugar Distribution

New York, Oct. 11.—Amended regulations governing the distribution of sugar effective October 15, under which retailers can sell only a half monthly allowance on a basis of two pounds a person, were announced by the federal food board today.

The only exception to the new regulations, it was explained, is that the federal food administrators of any state may authorize the delivery of the full monthly allotment, two pounds per person, at one sale.

American Airmen Down Many German Machines

Washington, Oct. 11.—Fourteen enemy airplanes and three enemy balloons were brought down by the American aviators operating with the British forces during the period from August 25 to September 8, it was announced tonight by the War department. The achievements were noted in a summary of British royal air force communiques just received by the department.

Woman Drives 264 Rivets in Two Hours

Portsmouth, N. H., Oct. 11.—Miss Annie Tobey, an operative in the electrical shop at the Portsmouth navy yard, won a contest for women riveters here today when she drove 264 copper rivets into battery boxes in two hours. Machinists claimed this was a record for women.

Wilson in New York.

New York, Oct. 11.—President Wilson arrived from Washington this afternoon to take part in the Liberty day celebration here tomorrow.

American Casualty List

The following Nebraskans and Iowans are named in the casualty list given out by the government for Friday afternoon, October 11:

KILLED IN ACTION.

Private George A. Aldinger, next of kin, Mrs. Lena Aldinger, 517 Walnut street, Hampton, Ia.

DIED FROM WOUNDS.

Private Walter F. Meyer, next of kin, Mrs. Winnie Hoff, Ninth and Maple streets, Burlington, Ia.

DIED FROM ACCIDENTS.

Private Paul Coffman, next of kin, Mrs. Beatrice Coffman, Mason City, Neb.

WOUNDED SEVERELY

Srgt. Victor R. Phillipson, next of kin, Mrs. Victor R. Phillipson, Arapahoe, Neb.

Corp. Glen F. Cameron, next of kin, John M. Cameron, Oskaloosa, Ia.

Corp. Albert L. Cecil, next of kin, Mrs. Nellie Thomas, Red Cloud, Neb.

Corp. John R. Moss, next of kin, Everett A. Moss, Missouri Valley, Ia.

Private Earl L. Boyd, next of kin, Mrs. Jane Boyd, Cedar Rapids, Neb.

Private Virden L. Leonard, next of kin, Mrs. B. F. Leonard, Brooks, Ia.

Private John J. Przanowski, next of kin, Mrs. Frances Przanowski, 2021 South Twenty-seventh avenue, Omaha, Neb.

Private Oscar F. Vogt, next of kin, William Vogt, Gesale, Neb.

Private Ernest S. Warren, next of kin, Miss Ada L. Warren, Dunlap, Ia.

Private John W. Wilcox, next of kin, Mrs. Laura Wilcox, Brownsville, Neb.

Private Claude Reeves, next of kin, Virgil Reeves, R. F. D. 1, Kellogg, Ia.

The following Nebraskans and Iowans are named in the casualty list given out by the government for Saturday morning, October 12:

KILLED IN ACTION.

Corp. Dennis E. Enright, next of kin, Mrs. Ellen Enright, Manchester, Ia.

Arthur C. Mack, next of kin, William G. Mack, West Point, Neb.

Glen A. Morgan, next of kin, Mrs. Belinda Pickard, New Boston, Ia.

DIED FROM WOUNDS.

Fred D. Hennings, next of kin, Mrs. Rebecca Hennings, Waco, Neb.

Richard Rauscher, next of kin, Joseph Schuler, Falls City, Neb.

Albert S. Hodges, next of kin, John G. Hodges, North Oelwein, Ia.

Clement J. O'Rourke, next of kin, John O'Rourke, Dubuque, Ia.

DIED OF DISEASE.

Sergt. Abert E. Schukei, next of kin, Mrs. Emil J. Schueki, Waukon, Ia.

Robert L. Foster, next of kin, Allen Foster, Arlington, Ia.

WOUNDED SEVERELY.

Sergt. William John Shikopf, next of kin, Mrs. Schalkopf, 3145 South Eleventh street, Lincoln, Neb.

Otto A. Bergstraesser, next of kin, Gerhard Bergstraesser, Sterling, Neb.

Vernon W. Boutelle, next of kin, Mrs. Amanda Boutelle, Kensett, Ia.

George E. Forbes, next of kin, Mrs. Nettie Forbes, Arcadia, Neb.

John W. Goodenow, next of kin, Mrs. Lucinda Goodenow, 4322 North Thirty-third street, Omaha, Neb.

Herman Lee, next of kin, George G. Lee, 2064 Farnam street, Omaha, Neb.

The following casualties are reported by the commanding general of the American expeditionary force: Killed in action, 56; missing in action, 10; wounded severely, 143; died from wounds, 69; died from airplane accident, 3; died from accident and other causes, 8; died of disease, 54. Total, 343.

Killed in Action.

Capt. Star Sedgewick Eaton, Worcester, Mass.
Lt. Daniel William Brooks, Swissvale, Pa.
Lt. David S. Grant, Asheville, N. C.
Lt. James A. Kelly, Piedmont, W. Va.
Lt. James A. McKinstry, Canon City, Colo.
Lt. Thomas J. Powell, Providence, La.
Lt. Charles Albert Shaw, Weaversby, Mo.
Lt. G. H. Zellers, Lancaster, Pa.
Lt. Albert Harrison, Carbondale, Pa.
Lt. William S. Crane, Philadelphia.
Lt. Roy E. Faulkner, Scranton, Pa.
Lt. George W. Long, jr., Nashville, Tenn.
Lt. William J. Harrington, Ishpeming, Mich.
Lt. Horace B. Vanoostenburg, Schenectady, N. Y.
Lt. J. Hunter Wickersham, Denver, Colo.
Sergt. Fred R. Anderson, Rhinelander, Wis.
Sergt. Peter Paul Bendetto, New York, N. Y.
Sergt. Henry L. Dabbs, Anniston, Ala.
Sergt. John J Gilmore, Syracuse, N. Y.
Sergt. Irving Herman, Janesville, Wis.
Sergt. Laning E. McMillan, Corona, Cal.
Sergt. Earl E. Miller, Raymond, Ill.
Sergt. Jesse T. Scoggins, Fell City, Ala.
Sergt. Seburn G. Willeford, Olustee, Okl.
Sergt. Herman A. Zeska, Lasalle, Ill.
Sergt. Jerry Fucik, Detroit, Mich.
Corp. Edward M. Bogdanowis, Linoleomville, N. Y.
Corp. William E. Canary, Boston, Mass.
Corp. Dennis E. Enright, Manchester, Ia.
Corp. Dennis P. Gallie, West Hoboken, N. J.
Corp. Wilson Ritch, jr., Port Jefferson, N. Y.
Corp. William L. Harris, Malden, Mass.
Corp. Glenn Wassburn, Glenmore, N. Y.
Corp. Charles Wasserberger, Neillsville, Wis.
Mechanic Harvey M. Hottenstein, Lancaster, Pa.
Frank Bates, Brooklyn, N. Y.
William T. Bray, Whitehall, Mont.
Clyde R. Burton, Culpeper, Va.
Willie B. Cooper, Cooper, Kentucky.
David DeCaire, Alpena, Mich.
Frederick D. Emmons, Charlestown, Mass.
Edward Andrew Fitzpatrick, Rhineback, N. Y.
Orville E. Fourman, Greenville, O.
Louis A. Hendrickson, Belgrade, Minn.
Calip Horn, Marvin, Va.
Nelson J. Horn, Janesville, Wis.
Raymond B. Loos, Wheeling, W. Va.
Arthur Levesque, Fall River, Mass.
Carl Lindquist, Lawrence, Mass.
Arthur C. Mack, West Point, Neb.
Norman P. Michel, Hazelton, Pa.
James N. Moore, Forestburg, Tex.
Glen A. Morgan, New Boston, Ia.
John E. Newell, North Hattleboro, Mass.
George Niebuhr, Limeridge, Wis.
Robert Sims, Brooklyn, N. Y.

Died From Wounds Received in Action.

Capt. D. Baker, New York, N. Y.
Lt. Clarence S. Noble, Green Bay, Wis.
Sergt. Clarence L. Corey, Santa Cruz, Cal.
Lt. Verner B. McWhorter, Birmingham, Ala.
Corp. Harry H. Batchelor, Enterprise, Ala.
Leslie R. Hodge, Waltham, Mass.
Corp. William Patterson McCall, Sciotoville, O.
Corp. Willie Timothy Rathburn, Sparta, Wis.
Corp. Charles Rizzo, Philadelphia, Pa.
Corp. Ross W. Welch, Stark, W. Va.
Corp. Dennis Dominick Kelly, Porterville, N. Y.
Corp. John Lewis, Washington, D. C.
Corp. Fred . Miller, Farrell, Pa.
Joseph A. Bauer, Mankato, Minn.
Clifford James Branch, Tekonsha, Mich.
Harold Carey, Waynesburg, Pa.
Joseph E. Crosswhite, Versailles, Mo.
Heywood Dennis, Troy, S. C.
Arthur Flynn, Valdez, Colo.
Frank H. Frost, Worcester, Mass.
Frank Arthur Imbier, Plattsburg, Mo.
Felix Jagodzinski, Baltimore, Md.
William A. Keller, Philadelphia, Pa.
Henry Emil Kolbe, Buffalo, N. Y.
Edward J. Kopp, Hokes, Pa.
Andrew J. McCloskey, Lehigh Gap, Pa.
Charles A. McCormick, Philadelphia, Pa.
Charles J. Reilly, New York, N. Y.
Lynden Sautbine, Oklahoma City, Okl.
John Sheehan, Brooklyn, N. Y.
Jimmy Stetzenko, Milwaukee, Wis.
George Daniel Anderson, Fish Creek, Wis.
Angeline C. Belvey, Waverly, N. Y.
Alvin C. Berndt, Oakfield, Wis.
Lawrence Burgmeier, Dayton, O.
Henry F Horta, Sheffield, Ill.
George Ihnatz, Wilkesbarre, Pa.
Charles F. Smith, Beecher City, Ill.
Tony T. Sobiescky, Brooklyn, N. Y.
Andrew Anderson, Steger, Ill.
Alexander J. Bernard, North Bridge, Mass.
Carl Boyer, Leadwood, Mo.
Francis E. Brown, Dillard, Ga.
Harry Foster, Elsberry, Mo.
Julius Otto Froehde, Chicago, Ill.
Peter Joseph Heffron, Milwaukee, Wis.
Frend D. Hennings, Waco, Neb.
Grant E. Metcalf, Sterling, Ill.
Henry A. Peter, Cambridge, Md.
Frank Plona, New York, N. Y.
Richard Rauscher, Falls City, Neb.
Clarence J. Wagner, Hamburg, Pa.
Glen G. Wagner, Richmond, Ind.
Benjamin F. Willoughby, Toone, Tenn.
Joseph Bigley, Brooklyn, N. Y.
Patrick Corcoran, New York, N. Y.
James E. Davis, Maner, Tex.
Frederick Ederle, Brooklyn, N. Y.
Herman F. Fickbohm, Galena, Ill.
John Heutis, Greeley, Colo.
Frank B. Hicks, Linwood, Kan.
Albert S. Hodges, North Oelwein, Ia.
Michael Jereczek, Horrel, Minn.
Walter Marshall, Sarver, Pa.
Clement J. O'Rourke, Dubuque, Ia.
John E. Socia, Pine Bluff, Ark.
Carl M. Tumlison, Redlands, Cal.
Adam C. Wetzel, Kutztown, Pa.
George H. Woods, Danbury, Conn.

Take Archbishop Away.

On the British Front in France, Oct. 11. — (Havas.) — Monsignor Chollet, archbishop of Cambrai, was carried away by the Germans when they evacuated the city.

U. S. AND ITALIAN OFFICERS ARE TO SPEAK SATURDAY

Parade to Precede Ceremony in Court House Square to Observe Columbus Day.

Maj. J. G. Maher, Captain Charles Glidden, Carlo Corrini, Adolfo Tarrioni and Rev. M. A. Stagno will be the speakers at the Columbus day ceremonies in front of the court house Saturday afternoon. Corrini and Tarrioni are Italian military officers, who are visiting Omaha. Rev. Mr. Stagno is the priest in charge of St. Ann church, Twenty-fourth street and Poppleton avenue.

The parade, which will start from Sixteenth and Nicholas streets at 2 p. m., will be in charge of Antonio Rizzutto as grand marshal, assisted by Gaetano Marino, Alfio Garrotto, Samuel Anconi and Salvatore Cippola.

Saturday will be the 426th anniversary of the discovery of America by Christopher Columbus. The day is a legal holiday in this state. Mayor Smith has issued a proclamation, requesting citizens generally to be mindful of the occasion. It is stated that the parade, and the program immediately following, will exceed in interest previous demonstrations held by Omaha Italians.

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The manufacture of Bayer-Tablets and Capsules of Aspirin is completely under American control. The company manufacturing them is being operated as a "100% American concern." Every officer and every director is a native American.

Bayer-Tablets and Capsules of Aspirin contain *genuine* Aspirin.

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There are plenty of clothes in town, but no one can show you such fine, becoming styles as we can at the prices we ask.

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HIRSCH-WICKWIRE AND
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are like old friends—they improve on acquaintance. And this season they are better than ever. **Fine All-Wool Fabrics** without any profiteering prices attached.

Every Suit, whether for men or young men, comes in smart materials and in vigorous styles, and offered you at surprising low prices—

$20.00 $22.50
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Our Men's Furnishings

are stamped with brands which you know can't be beat for "Good Looks," "Quality" and "Long Service."

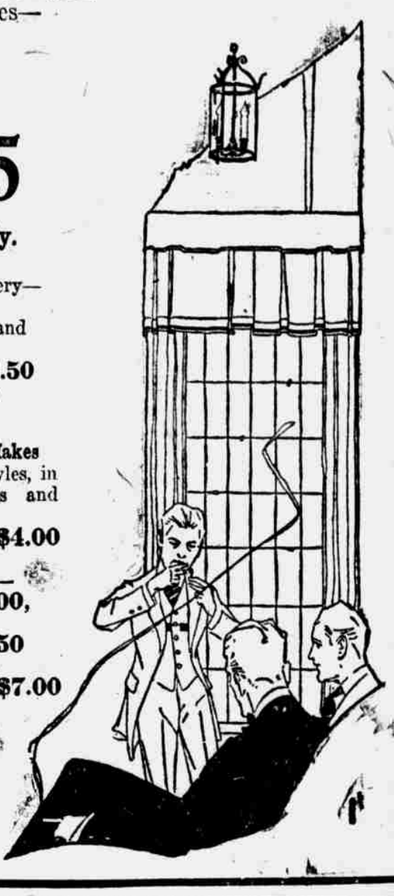
Manhattan Shirts—
$2.50 to **$4.00**
Star Shirts—
$1.50 to **$4.00**
New Lines Silk Shirts—
$5.00 to **$10.00**
Superior Underwear—
$2.50 to **$9.00**
Vassar Underwear—
$2.00 to **$8.50**
Interwoven Hosiery—
40¢ to **$2.00**

Progressive Hosiery—
25¢ Pair
Sweater Coats and Jerseys—
$3.50 to **$16.50**

Hats of Quality and Style

Only the Good Makes

Soft and stiff styles, in all popular colors and black—
$3.00, $3.50, $4.00 $5.00
Velour Hats—
$6.00, $10.00, $15.00
Beavers, **$8.50**
Borsalino—
$5.00, $6.00, $7.00



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A toilet preparation of merit. Helps to eradicate dandruff. For Restoring Color and Beauty to Gray and Faded Hair. 50c. and $1.00 at druggists.

Extraordinary Values
—IN—
Women's Suits and Coats
at
$24.50

A new shipment of suits and coats that should command the serious attention of every woman who has not yet selected her Winter apparel, for in the face of the scarcity and advancing cost of wool materials, it is out of the bounds of probability that high-grade coats and suits like these will be offered again this season at these prices.

THE SUITS are fashioned from fine Serge, Oxford Cloth, Poplins, Mixtures, Gabardines and Velours, in straight line and belted styles, plain and fur trimmed. All the new colors. All sizes.

THE COATS include handsome warm Wool Velours, Pom Poms, Broadcloths and Mixtures, plain and fur trimmed. Belted models with convertible collars. All the new colors. Sizes for every woman.

Women's Wearing Apparel—Second Floor.
Three Floors at 1417 Douglas Street.

OUR $24.50 MEN'S SUITS Are a Great Proposition

The are clothes that will appeal to all men who like the satisfaction of being well groomed and getting their money's worth. For men who shop wisely.

Don't think that because prices have soared skywards that good clothes, fairly priced, are unobtainable. If you had this sort of a notion, these $24.50 values will send it flying. If you're looking for a style and service combination, you'll get it in these $24.50 suits.

Most every one of the new styles that's been launched this season is represented; every kind of good cloth has been used. Combined they express originality that's pleasing to men of discriminating taste. Other suits $18.50 to $49.50. See them tomorrow on our main floor.

Open Saturday Night Until 9 O'clock

Open a Charge Account at Beddeo's

Simply select whatever you need, make a small payment down and arrange to pay the balance in small amounts each week or pay day. You have the pleasure of wearing the clothes while paying for them at Beddeo's.

Every department is now prepared to serve you well.

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Be a volunteer. Buy more Bonds without being asked.

"My little daughter and myself both use Dr. Caldwell's Syrup Pepsin and find it invaluable as a remedy for constipation. I would not be without it." (From a letter to Dr. Caldwell written by Mrs. Will H. Thompson, Ripley, Ohio.)

A mild, effective remedy for constipation that is peculiarly adapted to the needs of elderly people, women and children, is the combination of simple laxative herbs with pepsin known as Dr. Caldwell's Syrup Pepsin. It brings natural relief, without griping or strain.

DR. CALDWELL'S
Syrup Pepsin
The Perfect Laxative

Sold by Druggists Everywhere
50 cts. (Two Sizes) $1.00

A TRIAL BOTTLE CAN BE OBTAINED, FREE OF CHARGE, BY WRITING TO DR. W. B. CALDWELL, 459 WASHINGTON STREET, MONTICELLO, ILLINOIS

SPANISH INFLUENZA---WHAT IT IS AND HOW IT SHOULD BE TREATED

Nothing New—Simply the Old Grip or La Grippe That Was Epidemic in 1889-90, Only Then It Came From Russia by Way of France and This Time by Way of Spain.

Go to Bed and Stay Quiet —Take a Laxative—Eat Plenty of Nourishing Food — Keep Your Strength Up—Nature Is the "Cure."

ALWAYS CALL A DOCTOR

NO OCCASION FOR PANIC

Spanish influenza, which appeared in Spain in May, has all the appearance of grip or la grippe, which has swept over the world in numerous epidemics as far back as history runs. Hippocrates refers to an epidemic in 412 B. C., which is regarded by many to have been influenza. Every century has had its attacks. Beginning with 1831, this country has had five epidemics, the last in 1889-90.

There is no occasion for panic—influenza itself has a very low percentage of fatalities—not over one death out of every four hundred cases, according to the N. C. Board of Health. The chief danger lies in complications arising, attacking principally, patients in a run-down condition—those who don't go to bed soon enough, or those who get up too early.

THE SYMPTOMS

Grippe, or influenza, as it is now called, usually begins with a chill followed by aching, feverishness and sometimes nausea and dizziness, and a general feeling of weakness and depression. The temperature is from 100 to 104, and the fever usually lasts from three to five days. The germs attack the mucous membrane, or lining of the air passages—nose, throat and bronchial tubes—there is usually a hard cough, especially bad at night, often times a sore throat or tonsilitis, and frequently all the appearances of a severe head cold.

THE TREATMENT

Go to bed at the first symptoms, not only for your own sake, but to avoid spreading the disease to others—take a purgative, eat plenty of nourishing food, remain perfectly quiet and don't worry. Quinine, aspirin or Dover's powder, etc., may be administered by the physician's directions to relieve the aching. But there is no cure or specific for influenza—the disease must run its course, but Nature will throw off the attack if only you keep up your strength. The chief danger lies in the complications which may arise. Influenza so weakens the bodily resistance that there is danger of pneumonia or bronchitis developing, and sometimes inflammation of the middle ear, or heart affections. For these reasons, it is very important that the patient remain in bed until his strength returns—stay in bed at least two days or more after the fever has left you, or if you are over 50, or not strong, stay in bed four days or more, according to the severity of the attack.

EXTERNAL APPLICATIONS

In order to stimulate the lining of the air passages to throw off the grippe germs, to aid in loosening the phlegm and keeping the air passages open, thus making the breathing easier, Vick's VapoRub will be found effective. Hot, wet towels should be applied over the throat, chest and back between the shoulder blades to open the pores. Then VapoRub should be rubbed in over the parts until the skin is red, spread on thickly and cover with two thicknesses of hot flannel cloths. Leave the clothing loose around the neck as the heat of the body liberates the ingredients in the form of vapors. These vapors, inhaled with each breath, carry the medication directly to the parts affected. At the same time, VapoRub is absorbed through and stimulates the skin, attracting the blood to the surface, and thus aids in relieving the congestion within.

HOW TO AVOID THE DISEASE

Evidence seems to prove that this is a germ disease, spread principally by human contact, chiefly through coughing, sneezing or spitting. So avoid persons having colds—which means avoiding crowds—common drinking cups, roller towels, etc. Keep up your bodily strength by plenty of exercise in the open air, and good food. Above all, keep free from colds, as colds irritate the lining of the air passages and render them much better breeding places for the germs.

Use Vick's VapoRub at the very first sign of a cold. For a head cold, melt a little VapoRub in a spoon and inhale the vapors, or better still, use VapoRub in a benzoin steam kettle. If this is not available, use an ordinary tea kettle. Fill half full of boiling water, put in half a teaspoon of VapoRub from time to time—keep the kettle just slowly boiling and inhale the steam arising.

NOTE—Vick's VapoRub is the discovery of a North Carolina druggist, who found how to combine, in salve form, Menthol and Camphor with such volatile oils as Eucalyptus, Thyme, Cubebs, etc., so that when the salve is applied to the body heat, these ingredients are liberated in the form of vapors.

VapoRub is comparatively new in New York State and New England and a few Western states, where it is just now being introduced, but in the other sections of the country it is the standard home remedy in over a million homes for all forms of cold troubles. Over six million jars were sold last year. It is particularly recommended for children's croup or colds, since it is externally applied and therefore can be used as freely as desired without the slightest harmful effects. VapoRub can be had in three sizes at all druggists.—Adv.

THE UNITED STATES FUEL ADMINISTRATION urges electricity users to burn Mazda lamps to conserve coal. We sell all kinds for home, factory or office.
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