The Oregonian

-Invariably in advance

(By Mail.)
. Sunday included, one year.
. Sunday included, six months.
. Sunday included, three months.
. Sunday included, date months.
. Sunday included, one months.
. without Sunday, elx months
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. without Sunday, three months.

Eastern Business Office Verree & Conk-lin. Brunswick building, New York; Verree & Conklin. Steger building, Chicago; San Francisco representative, R. J. Bidwell, 742 Market street.

UNPLEASANT FACTS NOT TAUGHT.

Most Americans who have given any attention to the current reports from the European battlefields realize that modern military efficiency, as it is now being demonstrated daily in an epochmaking struggle, has never been ex-ceiled or even approached in the handle. world's history.

The actual facts concerning Amerfcan military efficiency, or rather lack of efficiency, as shown in our wars of the past, have never been fully presented to the country. Most Americans who have studied school histories can cite military exploits and famous battles wherein American soldiers proved the equals and often the superiors of the best troops that ever fought in any war, modern or ancient. Our popular historians tell us, in most cases, what we like to hear best and pass over briefly facts that are not so pleasing or complimentary. So, in-deed, most of us get what little mili-tary history we know from school textbooks written for youth, and, as children, our opinions are shielded from the cold, disagreeable facts that we do not want to know, or, knowing, do not want to remember.

From a purely military standpoint the War of 1812 was the most humili-ating this Nation ever fought, and, consequently, the war about which we know the least. If the War of 1812 vas the worst conducted, the war with Mexico in 1846-47 was by long odds carried out the best.

Success in the Mexican War was largely due to the quality of the regu-"The West Point War," owing to the fact that it was the first war in which officers from that institution took

General Scott's appreciation of the West Point Cadets, as stated to the States Senate, deserves repeating. He said:

The War of 1812 was a succession of disasters on land and brilliant victories Notwithstanding the fact that the United States employed more tionalism and for Americanism. than 500,000 men, as against forces little more than one-tenth of that number, the only decisive victory of the war before the conclusion of the treaty of peace (the battle of New Or-

mobs, half disciplined, poorly equipped, and poorly led, and in spite of their overwhelming numbers were unable successfully to invade Canada. Time successfully to invade Canada. ferior numbers.

The cold facts show that 800 British regulars, assisted by fewer than 5000 Canadian militia and Indians, succeed- It was made for the same reason. Hull's army at Detroit, annihilated General Winchester's army at Frenchtown, twice invaded Ohio and successfully defended their own fully defended their own for the same reason. The Oregonian has an earnest desire for the success of the state administration under Governor Withytully defended their own fully defended the fully defended their own frontiers, in opposition to American forces of hastily organized and half-filled regiments of regulars and militia numbering considerable more than 50,000

1813, after the advance guard of American regulars, numbering about 900 through its silence seem to approve men, had crossed the Niagara River. The Oregonian knows nothing stormed and captured the British posiaccording to the Constitution of the United States, they could only be called out to resist an "invasion." The rethus deserted by their comrades were commissions. They ought indeed not in a few hours defeated and forced to be created at all.

surrender by the reinforced enemy. In November, 1813, two American columns, numbering \$600 and strong, attempting the capture of Mor treal, were defeated at the battle of Chateaugay and at Chrystler's Fields, and promptly recoiled before an en-

American schoolboys know that the British captured and burned Washing-ton in 1814, but how many Americans know that our Army, numbering 5401 men, was defeated and routed by a force numbering but \$500, of which only 1500 were actually engaged? And, more humiliating still, the American Army fled the field, abandoning the Nation's capital, after having suffered a loss of but eight killed and eleven Can anyone imagine European armies now in the field relinquishing a single important position after such a trifling loss?

important action is known as the Battle of Bladensburg, and in some espects it might be considered an ideal battle, both by the militarist and the pacifist. By the militarist because the superior efficiency of the seasoned troops of the invading army so quickly and decisively settled the issue with a minimum of bloodshed; by the pacifist because so few of the Americans had been raised to be soldiers.

RIVERS TO RELIEVE RAILROADS.

Modern methods of inland naviga-

six power barges of 1500 to 5000 tons great war, while American politics tent women, but to increase their efficiency in old and new lines of work, tween Minneapolis and New Orleans. There is no business reason why this enterprise should not succeed, if business principles are followed in the construction of wharves and in the transfer of cargo from rail to barge

and from barge to ship. The present is a favorable time for revival of water transportation, not only on the Mississippi, but on the Columbia and every other great river. The renewal of business activity has blockaded the railroads, whom pov-erty has prevented from increasing their facilities for several years past. We have been trying to carry pros-perity traffic on hard times railroads, and we have proved by experience that it cannot be done. The railroads are just beginning to get access to the great volume of capital which they should already have expended in preparation for the present flood of traffic. Business cannot wait until they have improved their facilities. It must use the alternative water facilities which now exist. In the same time which will be consumed in bring-PORTLAND, WEDNESDAY, JAN. 19, 1916. ing the railroads up to the requirements of traffic, these water facilities can also be brought up to date.

Grain from the Northwest can be taken in barges down the Mississippi River and loaded on shipboard at New Orleans for Liverpool. The blockaded Orleans for Liverpool. The blockaded Eastern railroads and the choked New York wharves would be thereby relieved of traffic which they cannot In like manner grain could be carried on barges down the Co-lumbia River to Portland for ship-ment by sea to Liverpool, and wool could be shipped in the same manner to the Atlantic Coast. The time is propitious for developing inland water transportation, and if we do so on modern lines it will hold its own with rail transportation,

A CALL TO DUTY. There is a movement now to organize in Portland a Republican club which shall be representative of the whole body of the reunited party and which shall give expression to the spirit and purpose of the sound and created. The Ferris bill is a brave aggressive Americanism that made the Republican party the most powerful at the force in America for fifty and more states, rears

The time is auspicious for the orlar Army of that period. In Army cir-cles the war was frequently called of factions, but through the impulse of a common suprehension that there growing out of international confussion and universal chaos during and

umanity without responsible per-

ormance for America. Undoubtedly there is a call for servce by a party which stands for Na

MR. LEA'S STATE FAIR JOB.

A year ago, through the exigencies of politics, a competent secretary of leans occurred thereafter), was at the battle of the Thames, in Ontario, placed to make way for W. Al Jones; where the British regulars, dispersed now Mr. Jones is in turn put out to where the British regulars, dispersed now Mr. Jones is in turn put out to and captured, numbered but few more than 800 men.

The American armies were in most that Mr. Lea wants the job, and has acteristics of the typical American only a little better than armed been an intimate friend and longnot know. Probably it is as much a Mr. Jones' was a year ago; and prob-ably the Lea appointment is quite as of humor does not abandon him and justifiable as the Jones appointment. he notes the "comical efforts" of a

not on that account be silent when the At Queenstown Heights, October 13, act which it distinctly and heartily disapproves, and which it might

The Oregonian knows nothing to tion, some 2000 militia on our side of doubt that his personal and political the river, although ordered and implored by their commander, absolutely that the State Fair ought not to be refused to cross, under the plea that. the time and place for the reward of faithful friends by the Governor The re- should not be created through syssult was that the American regulars tematic pressure upon his boards or

UNWARRANTED DEDUCTIONS. Drawing of half-baked deductions om mere smatterings of facts and figures is, we fear, growing into a forded by the libraries, common American fault. Someone observes that something is wrong with this institution or the other and proceeds to diagnose the case by purely those few things that subjective processes, reaching a premature conclusion as to the causes between cause and effect implies an is not a single profession which has outlay of energy which the average not its women members, while women fault-finder is not prepared to supply. are to be found in nearly all business

The ancient charge that students are distracted from the studies that make up a college course by newspa-pers and magazines has been permitted to stand unchallenged these many seasons. Someone observed that college students were backward in studying the classics. that the students glanced at the daily her equality with man in economic newspapers and current periodicals. and industrial fields is yet far re-Deduction: The publications were re-moved, leastwise outside the war-

But the faculty of New York Unithat this claim is a snare and a de- of labor is held as necessary to spar lusion. An examination was conducted the guif, and in this connection the in contemporary history. The things work of the International Bureau of that all readers of carefully edited occupation is significant.

newspapers should know were submitted to fifty-nine students and of perfected in New York, has completed tien are at last to be applied on the this number not a single one antis third year of activity with results Mississippi River, which has been alswered all the questions correctly. The most described after it has been diked, average grade was a mere 58 per cent. professional women. Many new and dredged, lighted and mapped at enor. The experiment was tried at Bowdoin vital fields have been invaded by the

ganization of a great popular club. The era of dissension and disaster is past, and a genuine feeling of conciliation tion whose soldiers have the soundand harmony is in the air. The vari-ous elements of the party, through the in the long run. If there is a soldier natural forces of cohesion and through with nerves more sound than those the recognition of a great opportunity of the American fighting man he has for patriotic service, are gravitating to. not yet made his appearance. Of gether. It has not occurred through course, he has not been organized and gether. It has not occurred through course, he has not been organized and the call of leaders, nor the negotiation trained in the ways of great modern of factions, but through the impulse wars. Nor in view of the Congressof a common apprehension that there sional rumpus over preparedness that Nation, to place prosperity on a sure pect that he is going to receive such foundation, and to inspire all the peotraining. But as raw material, as a ple to meet courageously and overcome potential first-class soldier we doubt successfully the grave difficulties if any nation on earth can offer his potential first-class soldier we doubt

Further insight into the tempera-I give it as my fixed opinion that, but for our graduated cadeis, the war between the United States and Mexico might, and prohably would, have lasted some four or five years, within its first haif more defeats than victories failing to our share; whereas, in less than two campaigns we conquered a great country and a peace without the loss of a single battle or skir-without the loss of a single battle or skir-withou a New York newspaper. Your French,
German, Russian or Italian common soldier would dilate upon the hardships and calamities of combat. It is a well known fact that thousands of soldiers have gone mad during the state at all, she had no business soldiers have gone mad during the stress of campaigning in Europe. But this adventurer finds no difficulty aground.

Revolution.

Reply.

Many cases thought to be tonsilitis are diphtheria. In diphtheria lind liphtheria in diphtheria in diphtheria. In diphtheria in diphtheria in diphtheria in diphtheria in diphtheria. In diphtheria in diphtheria. In diphtheria in diphtheria. In diphtheria in diph trophes to duty and noble appeals for German, Russian or Italian common this adventurer finds no difficulty aground, with his nervous system as the huge shells burst about him, killing and maiming. His letters are now being written from a field hospital in which he lies wounded and, much as we may deplore his presence in a foreign volunteer soldier even while serving

er of cour machine gun and ammunition detachment to force balky mules ahead. Not once does the action get on his nerves.
A corporal is struck by a shell and
obliterated, but instead of shuddering citizens, it was greatly relieved and a gratified when the rule of sensationalism when disorganization under his mendable from the civilian point of alism and disorganization under his mendable from the civilian point of predecessor had ended. But it will view and yet an indispensable mental state for the soldler who must meet administration is responsible for an such situations. The incident in itself is of no moment. But since it is the characteristic attitude of the American fighting man after he has emerged from civilized haunts and "reverted the detriment of Mr. Lea. It has no to type" in open-air campaigning, the fact may inspire us with a little more confidence in the men upon whose spirit we shall have to rely in event

of trouble.

WOMAN'S BROADENING SPHERE, It has not been so very long since the woman who sought economic independence and whose ambitions rejected the domains of clerking, stenog raphy and bookkeeping turned inevitably to teaching. When that field became hopelessly overgrowded some the congestion was af-But woman's sphere was ilmited and there were so few things she was regarded as being able to do and so many seeking to do a scales and few opportunities were the result. Needless to say that is rapand heralding these conclusions far idly changing. Woman has proved and near. Fault-finding is a universal her capacity in so many directions human fault. It is such an easy thing that the demand for her services is to do. But to prove that faults really broadening from day to day. At the exist, or to trace the true relationship present time it may be said that there

undertakings and institutions. Alertness in seeking new opportunies and adroitness in making the most of these opportunities, once they are seized, is responsible for the change Woman has proved herself an adaptable creature, capable of broad ad-it was also noted justments and invaluable service. Yet stricken countries of Europe. Or ganization and co-operation in seek ersity has just developed the fact ing out and exploiting the new fields

mous expense. Experimental voyages with even worse results. The students college women and specially trained from the upper river to New Orleans having proved that barges may compact profitably with railroads, thirty-not advised as to the course of the to find new opportunities for compacts.

Gompers, of the American Federa tion, says organized labor will favor the programme of preparedness, while White, of the United Mine Workers, declares labor will oppose it. The dif-ference is this: Gompers has the real backing.

When a playful dog upsets a lamp is a duty to perform. That duty is now confronts the defense plans of the disaster would be a calamity, beto retrieve the failing prestige of the country is there immediate pros-

Now is the time to consult the cats logues for seeds for early planting. Spring may drop in some night when you are not prepared.

The interned Germans on Guam suf-

fering from intense heat can reduce the average to a great degree if brought here. Pity the sorrows of a rich Seattle

than the legal allowance of booze in his locker. The Philippines would remain in.

prompted a strong enough power take them Reports of torrential rains for two lays in Southern California make the

dependent only until military necessity

Oregonian contented with his lot. If the kids had votes they would all vote for Commissioner Dieck, who

graded a coaster track for them. Oregon flowers may become and an article of merchandise.

The game and songbirds that surrived are all right now. Snow and ice are thawing in spots.

The man who owns a vacant lot is epending on the sun's rays to clear the walk.

Somebody ought to write a topical ng to fit the line "While Henry foots the bills." Sophie's visit with her brother seems

have stirred up much trouble for Greece. The vainglorious poultryman boasts

The one man on the worst job just

now is the King of Greece.

of the way his hens lay this weather. France now competes with England s a refuge for dethroned kings, estion Question.

Some passersby, surprised at his actions, stopped to question the old tar

It was apparent that Seattle went 'dry' too easy altogether. Glory is rather expensive in the

Portland had all the possible sur thine yesterday.

Good time to worry about the floods

How to Keep Well By Dr. W. A. Evans.

Is formed?"

REPLY.

You are right in your observations, Nearly every country man of middle age and beyond is bent, has large knuckles and bent finsers and creaks in the joints. In the smaller cities there is a large percentage of men who physically are unfit.

The remedy does not consist in the use of braces. No form of mechanical support will prevent the shoulders from stoppins, the finsers from crooking, the limbs from becoming muscle bound or the joints from becoming attiff. The only way to prevent this is to provide opportunities for recreation in the country and smaller towns for the muscles can be rested and the joints limbered by the faster, lighter-muscle work of recreation. The storekeepers and office men of smaller towns do not yet enough exercise to keep them fit. In neither city nor country man is there anything star a universal desire for or appreciation of physical fit-faces. In the cities gymnasia, swimming tasks, and recreation centers are producing a considerable number of physically fit beings. They are the minority, but the number in continuous and movements in the country it may be dances. It may take some other kind of sport, but it will come. The difficulties are not insurmountable. We have always and the idea that the

when a playful dog upsets a lamp and the house burns, that is misfortune. To dispose of the animal before the disaster would be a calamity, because folks—that is, certain folks—must keep dogs.

With trainloads and cargoes of explosives in her midst, in danger of destruction by sples of the Teuton nations, Seattle realizes that there are risks in the munition-business.

"Good particles, and so on.

"Our rugs or carpets, like those of most people, are seldom cleaned more than once a year, rarely more than twice a year, and then usually all they get is a beating in the back yard. Is that enough?

"Is the naphtha or gasoline washing, or a thorough scouring with soap and water and brush, necessary?

"Will even weekly use of the vacuum sweeper, an annual or semi-annual beating, naphtha wash or scouring keep rugs and carpets hygienically clean?

"Shouldn't they be thoroughly cleaned oftener than once or twice a leaned oftener than once or twice a

REPLY.

year?

REPLY,
Your letter shows good sense, as well as knowledge of sanitary science. Unclean carnets and russ are a source of considerable
tanger to bables, children not bables, maids
and janitors. Bealing rugs is very dangernus. Playing on a dirty carpet is less so.
Vacuum cleaning is the proper method of
cleaning. Once or twice a year is not often
mough. Naptha cleaning sterilines, washing
with soap and water is sanitary, but does
not equal vacuum cleaning.

Wrist Drep.

W. S. M. writes: "Please inform me the cause of nervousness in my right arm. I am a sign painter; have been at the business 30 years. I had rheumatism for two years and I took sal hepatica, according to directions. It took the rheumatic pains away, but left me nervous. Only my right arm is affected. When I hold my arm up or in front of me it is all right. I think it is my lower nerves afflicted. Please tell me through the columns of The Oregonian what I can do for it. "I am past 60 years of age; have not drank any intoxicants for 20 years."

The Mind that with all their mutual rays, and the universal blaze.

The Mind that with all their mutual rays, and the universal blaze.

The Mind that with all their mutual rays, and the universal blaze.

The Mind that with all their mutual rays, and the universal blaze.

REPLY.

I guess you have wrist drop, one of the most frequent forms of lead poisoning. It is probable that the rheumatism you had for two years was lead poisoning. Go to see the state factory inspectors. They will not only tell you what to do for lead poisoning, but they will tell you how to paint without getting lead poisoning.

Uncertainty of It.

Judge.
A crowd of dirty-faced urchins were playing dangerously near the edge of a Providence, R L, pier. Suddenly an old sait who had been a fidgety onlocker from the cabin of his boat, emerged from his favorite post and proceeded to soundly thrash one of the lads in question.

"Wal, I'll tell yar," said the old fellow as he regretfully ceased his hold on the lad's collar. "Taint as I care a hang whether they fall in or whether they don't, but it's the danged uncer-tainty about it that I can't stand."

Back From the Honeymoon.

She-Now, my dear, we must face this problem. Shall we settle in the suburbe or the city? He-You mean live, darling. Don't forget that on my present salary we can't settle anywhere,

IT IS WORK OF LASTING VALUE Eastern Newspaper Warmly Commends The Oregonian Annual.

Philadelphia Ledger.

Barrier. A more is it that they are some statistics of the control Our hand across the continent goes out to our esteemed contemporary, the Morning Oregonian, of Portland, which beauty of its scenic environment. It is a great number of a great newspaper—the 17,195th issue, bringing the paper—the 17,195th issue, bringing the mission in connection with the suit of the Poor-man ledge. salient merit of this newspaper is its loyalty to the community with which it is identified. It has an inspiring theme in the visible accomplishment and the roseate promise of the new day for the fair city on the Willamette near the junction with the Columbia. Portland is almost exactly the same

NOT SPARED BECAUSE OF MONEY Independence of Press Illustrated by Criticisms of Henry Ford. J. R. Truman, the real estate dealer, has recovered from his severe attack of illness and is now receiving the congratulations of his friends.

EUGENE, Or., Jan. 17 .- (To the Editor.)-Mr. Bryan and other public men have frequently assailed the "metropolitan press" as venal, mercenary, cowardly and subservient to the "big interests." Whenever the professional politician or demagogue finds himself classed among the minorities there is generally a dismal howl about somebody being bought. We hear about and friends. The services were continued to being hirelings of the big and friends. The services were conducted by Rev. T. L. Ellot and Mr. advertisers; dictated to by the powerful financal magnates; cowardly fol lowers of sordid bargainers.

Unfortunately for the progress of mankind, many an able man has been purchasable. Many a noble cause has been retarded in its progress by power-been retarded in its prog

tions, Seatile realizes that there are risks in the munition-business.

A strange mound evidently built in the year 1300 has been found near the Maxican border. Possibly an old for district the state at all, she had no business fooling around ab to for coust like they are a mild fover, and the pulse fooling around ab to for coust like they are mild fover, and the pulse fooling around ab to for coust like they are mild fover, and the pulse fooling around ab to for coust like they are mild fover, and the pulse in the form of the same places, reading into out-of-the ward holes and corners in houses that war all two bables in the house that way holes and corners in houses that were built before plumbing became an arr.

It will soon come to such a pass in England that a peaclifix will not every be more as a such as a like that a peaclifix will not every be more as a such as a like of the form of the importance (or insight the sub-prise of the state at all, she had no business fooling around ab to for coust like the set without charge, and the corner of the charge formed to have a statement is a freely before the duty was ready holes and corners in houses that were built before plumbing became an art.

It will soon come to such a pass in England that a peaclifix will not every kind of contained as a such as a suc

THE UNIVERSE AND MAN.

(The heavens declare the glory of God; and the firmament showeth his handy-work and the firmament showeth his handy-work. Day unto day uttereth speech, and night unto night soweth knowledge. There is no speech nor language, where their voice is not beard—Psaim xix:1-2.

Lift up your eyes on high, and behold who hath created these things; that bringeth out their host by númber: He calleth them all by names; by the greatness of his might, for that he is strong in power; not one faileth—Isalah zi:28.)

wrought,
Propels those whirling orbs of night;
Beyond the stretch of human thought,
Worlds roll o'er worlds, ablaze with

Brave Mazzaroth in splendor shines; And, flashing on his brilliant way, No thought of fear disturbs, confines; Nor limits him by night or day.

Arcturas, in his regal flight, Safe guided by omnipotence. Ever pursues his path aright, With faith-inspiring confidence Sweet Pleiades' bright shining crow.

Resplendent glows, above the cloud; Vividly sparkling, 'spite the frown Of tempest dark or thunder loud, And man! God's own beloved son His highest, noblest work, by far; Reflection of the Holy One, The ever bright and morning star,

Drawn by the golden cord of Love, The circling constellations course, In splendid phalanx grandly move. Impelled by one resistless force.

Unbounded space sufficeth all;
Wherein eternal life provails!
They hear and answer to the call
Of Mind that never faints for fails
-T. E. SCANTIAN.

Medford, Or.

· In Other Days.

Half a Century Ago

Boston has a population of two with its suburbs and a property valuation of nearly \$590,000,000. It is probeably the richest city, according to population, in the world.

Colonel C. H. Larabee returned from

The Oregonian of January 10, 1866, ton has a population of 400,000

From a private letter received by steamer from New York yesterday we are informed that General Steele, who is probably now in San Francisco, after remaining there for a short time will come onto this city and resume the command of the Department of the Columbia. He has received permission from General Grant to make his head-counters at Portland. The Herald's Washington special has

the following: "The universal autrage paper, called the Journal of Freedom, has been started at Raleigh, N. C., by, a few late Union officers."

Twenty-five Years Ago.

Prom The Oregonian of January 19, 1881.
Councilman C. N. Forbes has purchased a lot in the southeast corner of the Green tract, corner Fark avenua and Ford street, and will proceed to build there an elegant residence to match those built or being built by Messrs, Bickey, Spaulding, Watson, Brazee and others. He paid \$5000 for the lot.

E. Bingham, secretary of the Ballet Reform League, goes to Salem today to attend to having the Australian ballot bill prepared by the league introduced in the Legislature. It is considered quite certain that the bill will pass without much opposition.

The delightful Springlike weather causes many to believe that there will be no more wintry weather this Win-

W. C. Powers, brother of Ira F. Powers, is in the city. His home is at Scattle and he was so unfortunate as to lose his furniture store by fire a few weeks ago. He will go home tonight.

The funeral of the late George W. Nelmeyer took place yesterday after-noon from No. 8 Sherman street and

POLITICS OR OREGON INDUSTRY'S

PORTLAND, Jan. 18 .- (To the Edi-

mal conditions in the world at large are restored, and the importers have are restored, and the importers have had the opportunity to establish themselves on a permanent basis. A domestic industry of this kind that brings millions of revenue yearly is entitled to every encouragement and support. Few are securing more than a livelihood from it, and thousands are engaged in it. They know, as well as the university authorities know, what the result is to be if present conditions continue.

continue. continue.

It is certainly discouraging to find party newspapers and politicians withholding their support from a "Made in Oregon" industry until after they have studied their party platform and figured out how it is to affect the jobs of a lot of hungry political officehold-

When Peddler's License Is Needed. PORTLAND, Jan. 18 .- (To the Editor.)-Please tell me if it is necessary for an agent to have a license in the state of Oregon or in the city of Port-

OBSERVER.

Unnumbered host, magnificent!

Bright symbols of the boundless might and grandeur of the omnipotent.

Each glowing globe, each lustrous band, grandeur of the omnipotent.

Each glowing globe, each lustrous as soon as the agent has the order or band, grandeur of the fight: in that case be accessary to to take out a peddler's license, or is there any other law covering the operations of agents in the city of Portland and state of Oregon?

A thousand suns, ten thousand spheres, and and state of Oregon? Any person who takes orders from a

sample for future deliveries does not need a license in Portland, but if he, sells as he goes or delivers the same day he will be a peddler and be re-quired to have a license. It depends what kind of articles are sold what the rate will be.

A state law applying only outside of ncorporated towns and cities requires a peddler's license of persons taking orders from house to house for future delivery. This law does not apply to agricultural, farm or nursery products.

Insurance

One of the largest newspaper advertisers in the world declares that the millions he spends in publicity are for "business insurance."

Good times or bad, in season and out, he keeps plusging away. Year by year he calarged his fac-tory and never does he quite catch up to the demand.

That advertising pays him many times over.

Competition has never been able to touch him because the advertia-ing has so firmly entremeded the product in public opinion. He does not have to die to collect insurance. He is taking it in