

THE OMAHA DAILY BEE

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FEBRUARY CIRCULATION 51,715. Dwight Williams, circulation manager of The Bee Publishing company, being duly sworn, says that the average daily circulation for the month of February, 1914, was 51,715.

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

Our Royal Neighbors are invited to make themselves neighborly again.

A short prune crop is predicted, to the unquestionable delight of the steady boarder.

It looks as if a few doves of peace might find work to keep them busy about the city hall.

Omaha's next event is its merchants' spring market week. Let the welcome sign shine out.

Seems as if it takes a lot of reading to read Roger Sullivan and Tom Taggart out of the democratic party.

The good ship, Department of State, has proven that it is possible for a craft to sail—in a way—without a pilot.

What will the harvest be of this seed of "watchful waiting" we are now sowing in the stony ground of Mexico?

In the sacred name of Justice, also economy and efficiency, let us bend to the task of simplifying our court procedures.

Chicago has a new jag cure, which is said to have killed every patient thus far treated, showing it to be a complete success.

Ferrero, the Italian historian, calls Julius Caesar the Dr. Cook of his day. But it was Hannibal who sealed the mountains.

The popular game in Mexico seems to be, Torreon, Torreon, who's got Torreon? It is evidently the button of the situation.

It is becoming more and more evident each day that a candidacy, campaign or party founded upon a growth must be full of woes.

Nebraska City is not going to let that armory appropriation escape if it can help it. What's the referendum between friends, anyway?

"New York School Teachers Sanction the Tango," says a headline. Presumably, they also turn a few dollars by teaching the tango on the side.

Yet, it is doubtful if father feels the force of the argument that the vari-hued wig custom relieves the gloom of the high-cost-of-hat problem.

The French cabinet minister's wife who slew the editor of the Figaro proved that while the pen may be mightier than the sword, it has nothing on the gun in a skilled hand.

Those 250 girls who got out of the burning college building without so much as a scratch or scorch proved one thing, and proved it well, that a cool head can win out in a hot fire.

The member of the normal school board accused of graft does not deny the questionable transactions, but insists they are not covered by the letter of the law. A technical defense is the refuge of the man who has no better defense.

Nebraska law-makers, past and present, are to gather for a feast, reunion and interchange of reminiscences. The chapters of legislative history that will not be told, however, will be more interesting than those which will be brought out to the light of day.

The Omaha Medical college commencement in Masonic hall turned out four graduates, one of them being a woman, Miss Alice Huff, and the others, M. O. Ricketts of Omaha, S. C. Youngman of Fairfield and John Roe of Nevada. Dr. Dennis delivered the principal address and Dr. Coffman presented the diplomas.

The movement for a new bridge across the Missouri is said to have started plans by the Union Pacific to add a wagon road to its present railway bridge and to have the work completed this year.

J. M. Barr, formerly B. & M. supply agent here, left for Las Vegas, N. M., where he goes to take charge of the Montezuma hotel for the Santa Fe.

A special inquiry gives a clean bill of health to Rev. Earl Mitchell at the Eighteenth African Methodist Episcopal church. The names of the committee named to the document are A. Williams, P. J. Williams, Scott Jackson, T. A. Walls, C. C. Walker, Sidney Allen, W. R. Taylor, S. M. Washington, W. M. J. White.

William Sturm of Lincoln is registered at the Pkxton.

G. M. Farnam, traveling passenger agent for the B. & O. is in the city.

J. M. Heneman and Anna E. Latoy, daughter of Mr. and Mrs. William L. Latoy, were married at the home of the bride's parents, the ceremony being performed by Rev. G. E. Felton.

What Can Huerta Do?

If the report of Huerta's desire to reopen negotiations with John Lind contemplated his abdication as the initial step toward restoring orderly government, it might be hailed with some excitement, but until his next move is known it will arouse little expectation.

The Science of Being Careful.

The Interstate Commerce commission shows in its report to congress that of the train accidents investigated last year 75 per cent were due to "derelictions of duty" or mistakes of employees.

Justice and Commercialism.

BLAIR, Neb., March 20.—To the Editor of The Bee: The Bee's letter box appears to be a receptacle where the lady can express joy, sorrow, commendation or righteous indignation at some of the apparently vexatious questions of the day.

Denver's Water Works Troubles.

An advertisement in the financial columns of the New York papers inviting holders of mortgage bonds issued by the Denver Union Water company to deposit them with a protective committee invites commiseration for Denver in its water works troubles.

Good Advice for All Parties.

Calling attention to the coming congressional election whose outcome will determine whether the democrats will be continued in control or whether the president will have to work with a republican congress during the second half of his administration, Mr. Bryan in his Commoner calls upon every democrat to bestir himself and contribute his mite toward the winning of a victory.

Editorial Snapshots

Washington Post: The only regret of the aged Kentucky feudist, who died after sending eleven imprudent enemies ahead, was that he couldn't round out the lucky presidential number.



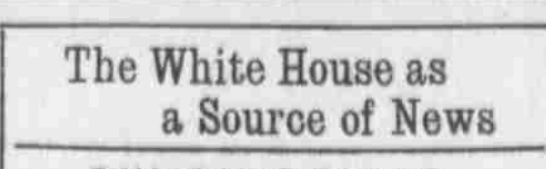
The White House as a Source of News

Told by Robert D. Heil to the Pulitzer School of Journalism.

Mr. Taft used to meet the gentlemen of the press about once a week. In those days the press used to gather in the cabinet room.

Just the Same.

Cleveland Plain Dealer. Of course it might be remarked in connection with John Bassett Moore's resignation from the State department that the government at Washington still lives.



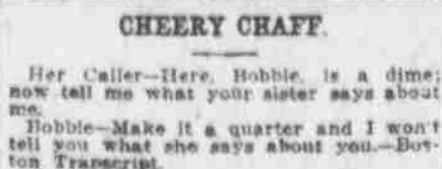
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People and Events

Joseph C. Mackin, once a powerful factor in democratic politics in Illinois, died the other day in the state hospital for the insane.

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Cherry Chaff

Her Caller—Here, Hobbie, is a dime; now tell me what your sister says about me. Hobbie—Make it a quarter and I won't tell you what she says about you.—Boston Transcript.

Old Friend Wife.

Cincinnati Enquirer. Of course she gets you mad at times, of course we know you're grieved because she lectures you until you're sore and deeply beaved.

Advertising Is Selling to the Group

We are all fortunate in being members of many social groups. Membership in the family group is economically of inestimable value and procures for us one of our most lasting satisfactions.

Advertising Is Selling to the Group

Every city is a concrete example of what the group idea is worth. Our transportation facilities are evolutions of the co-operative spirit.

Advertising Is Selling to the Group

Magazines, newspapers and class publications offer the members of their groups very definite savings. A technical engineering journal gathers and gives out to a large group of individuals, who can make effective use of it, information which has been collected by many individuals at a cost which would be prohibitive for any one member of the group.

Advertising Is Selling to the Group

When the salesman realizes how small a part his personal sales are of the total consumption of the product he sells he begins to see what advertising may mean to him. No matter how many assistants he may have, nor how he may organize and systematize their work, to call personally on the number of people whom he could persuade to prefer his product to that offered by others would be impossible.

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That is why the most successful retail merchants are the best advertisers. They know that advertising is the most economical form of salesmanship. Many retailers cannot afford to use mediums which have a wider circulation than the trade territory in which their stores are located.

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Every housewife knows that when she buys from a peddler, she is paying more than she would at a retailer's, where she could make selections at her convenience from the wide range which her merchant keeps.

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Advertising best serves the consumer, the dealer and the manufacturer because it is the most economical means of initiating, developing and maintaining the group spirit in modern business life.



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