THE OMAHA DAILY BEE

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

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MAY CIRCULATION,

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State of Nebraska, County of Douglas, as:
Dwight Williams, circulation manager of The Bee
Publishing company, being duly sworn, says that the
average circulation for the month of May, 1915, was
4,345. DWIGHT WILLIAMS, Crculation Manager,

Subscribed in my presence and sworn to belome, this 3d day of June, 1915.
ROBERT HUNTER, Notary Public.

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

Thought for the Day Selected by Mrs. W. H. Gates

So long as we are loved by others I would almost say we are indispensable, And no man is useless while he has friend. - Robert Louis Stevenson.

Hats off to Greater Omaha! Now push it

Champ Clark hasn't a word to say. He is doing a pile o' thinkin', though,

Perhaps he also wanted to prove that a democratic officeholder could resign.

June was created by the calendar-maker just for June brides and sweet girl graduates.

The United States is not in the world war, but it has got into the war news the world over.

When it comes to dropping explosive bomb

shells, Mr. Bryan is some daring aviator himself. But German submarines are not torpedoing

any more vessels carrying American passengers, just the same. Yes, but the one big vital question with the

about that patronage pie?"

approaches. Why not have those electrollers | cent man is sent to the gallows. set before the Ak-Sar-Ben crowds visit us? A Greater Omaha celebration of July Fourth

on safe and same lines is the most desirable means of glorifying the union and easing the

No matter how capricious the weather may be, the outpouring of June brides, June graduates and June roses bouquets the sum of human

General Grant once remarked that the democratic party could be depended on to break its back while in power. Ulysses was more a seer than a prophet.

responsibility now of vindicating the good name of his state or letting it stand out as the last refuge of legalized mob rule.

To the famishing faithful of Nebraska bulletins of war abroad and details of political "breaks" at home have but passing interest. Their concern is-who will now shake the plum tree, and when?

. The danger of war which Mr. Bryain fears so much has already vanished. The governor or Minnesota has mobilized a staff of colonela so gorgeously arrayed and fearsome that the spectacle would drive Mars to suicide.

"The neighing troop, the flashing blade, the bugie's stirring blast," are conspicuous discards of modern war. If Theodora O'Hara came back to earth to revise his immortal epic, asphyxiating gas and sprayed flame, submarines and airships, would seriously impede the martial swing of his



cement was marked with claburate progrem of music and oratory. Among those participating were H. B. Payne of Fort Dodge, In.: Fred H. Preston and Walter G. Preston of Omaha-E. Shugari of Council Bluffs.

The Omaha Gun club held its regular weekly shoot for a gold medal, won by Goodly Brooker. Others participating were C. B. Lane. George E. Kay. W. Howard, C. E. Strassberger, Thomas H. Potter, E3 Leeder, Joe Hummel, Fred Blake, W. D. Mathews and

At the residence of Mr. Alfred Burley, 1633 Farmam street, Joseph P. Southard, city clerk, was married to Miss Annie E. Scothard, with Rev. J. W. Harsha performing the coremony, A wedding supper was served, and the couple will reside in their new home at Twen-

slengrat Howard to preparing to send all the availpack males in his department to General Crook in Arizona to be used in the Indian war.

A pleasant dance at the Steck Yards hotel in South Omaha was attended by about sixty couples. The opening german was led by Mr. Frank D. Yales. A new Knights of Pythias commandery has been braunized with these officers: F. H. Wagoner, S. K. Li. C.; August Beehme, M. K. H.; Edward Stephen, S. K. R.; Charles Schwall

. Recasting the Cabinet.

It is no new thing for a president to find himself confronted with the necessity of recusting his cabinet. Since the very beginning of the republic few administrations have gone through four years without changes in one or more of the important posts in the official family, and none in recent years has escaped this condition. But the manner of the Bryan exit, the fact that the vacancy is that we are ont to regard as the premiership, the momentous questions focusing upon that particular portfolio, the unstable situation within the president's own political party, the near approach of a national election in which he will seek popular endorsement-all these elements combine to make cabinet reconstruction at this time more crucial to the president's administration than it could otherwise have been.

When it comes to suitable material, President Wilson is by no means oversupplied. The precedent has been set for rearranging a dismantled cabinet by transferring or promoting members from one place to another. In this way Root became secretary of state after serving as army chief, and Knox had been attorney general before taking the State department. If President Wilson follows these examples, the next secretary of state will be either Mr. Garrisen or Mr. Lane, as they alone have distinguished themselves above the others in the present cabinet.

Incidentally it may be noted that Great Britain has just installed a new coalition ministry representing all the political parties. If Mr. Wilson were looking for a man of experience who commands the confidence of the people, he would, we believe, agree that no one conspicuous as a democrat could match either Root or Knox, but he will hardly be so daring as to invite either of them to a place at his cabinet table. The truth is that Mr. Wilson has all along been his own minister of foreign affairs, and doubtless intends to continue to be. That is what makes his selection of a successor to Mr. Bryan something that will not suffer by deliberation.

Leo M. Frank's Last Chance.

Leo M. Frank's life rests now in the hands of a single man, and on the action of his mind and conscience depends the fate of the prisoner whose guilt so many people insist has not been proved. The action of the prison board of Georgia in refusing to recommend commutation has left but a single hope, that the governor of Georgia will interpose.

Thousands of the best and most influential citizens of the United States have urged that the sentence be commuted, but two members of the board, resting on the technicalities of the record, turned a deaf ear to the plea. The third member has made a report in favor of Frank. giving weight to the question in regard to the nature of the testimony against him and the doubt the trial judge expressed as to the justice of the verdict.

The fact that the prison board is not unanimous ought to give the governor support, if he inclines to mercy. Reasonable ground exists for believing Frank innocent, and the cause of justice cannot suffer nor the dignity of the law be lessened by commutation of his death sentence. Opinion in Georgia may have had a long waiting democratic faithful is, "What | great deal to do with the matter, so far as the case has proceeded, but it has long since ceased to be a merely Georgia affair, except as that Pretty near time to finish the court house state will suffer in public estimation if an inno-

Change in British Policy.

One of the earliest acts of Mr. Balfour as first lord of the admiralty is to announce to the House of Commons that he has changed policy toward the crews of German submarines. The harsh method of treatment adopted by Winston Churchill has been abandoned, and such of these German sailors as may fall captive to the British will hereafter be treated as honorable prisoners of war. This is in effect a recognition of the submarine as a factor in civilized warfare, and a condonation of its uses as an agent in the interruption of ocean traffle. It does not touch the principle of international law involved in the dispute between the United States and Ger-Governor Slaton of Georgia must take the many, which is that submarines be required to observe the humane rule laid down for other warships in regard to the treatment of neutrals and noncombatants. It does show, however, that the British are slowly recognizing some things that have been understood by the rest of the world for months.

Allen W. Field.

Nebraska loses one of its strong men in the death of Allen W. Field. Though holding no more conspicuous office than that of district judge and the unsatisfactory distinction of having come, as republican candidate, within a few otes of beating William J. Bryan for re-election to congress, he was a powerful factor in the upbuilding and guiding of the state, and it was but owing to force of peculiar circumstances that he was not called to serve the people in high position. Perhaps this statement need be qualified, for Judge Field for years occupied a place of commanding leadership in his party, in his home city of Lincoln and in his state, that required no sealed commission to make it effective. Judge Field will be missed by more than his immediate family and business associates.

The tory end of Britain's coalition cabinet is driving the hook so deep into all available spoils that regular patrons of the trough are being jostled aside. Hence the screams. Eight years on short rations fashions an appetite in highbrow quarters just as fierce as any lowbrowed commoner can conjure up.

Strong boxes of American gold sent to Canada ten months ago to buttress American credit abroad are coming home to stay. A little more than two-thirds of the amount transferred has been returned and the balance of \$50,000,000 is ticketed for the trip. New York's golden aign reads: "Welcome to our city."

Another British ship captain made use of the American flag as a protection in the sea war a relevant smile and granted the request. zone. The captain of the Guiffight flew the flag; as he had a right to do, but he got the torpedo, just the same. Neutral flags command little respect nowadays.

Building good roads is throwing good money to the winds unless enough more money is spent

to keep them good.

How Advertising Builds a City

that time ceased about fifteen years ago.

never attained its pres-

important position in the business of the world, Detroit would have remained exactly as it was fifteen years ago-a good, substanwholesale, distributing center, with some very substantial manufacturing institu-

If anyone wants a graphic idea of exactly what Detroit has done by reason of advertising, to the attention

First-Advertising, done right, produces busi-Second-Detroit is a larger advertising cer-

ter on the basis of its size than any other city in the United States. Third-Detroit stands today the most proserous city in the United States.

The conclusions are absolute and obvious Detroit is successful because it has advertised. And now for some of the more important During this fifteen years the population of Detroit has more than doubled, while during the same period the increased population of the entire United States is only 22 per cent. The difference between the increased popula-

tion of Detroit was because Detroit advertised. It is entirely impossible to absolutely decide why things happen, but it is not at all unlikely that the first and real advertising impetus which came to Detroit was by reason of its beauty and natural advantages. Be that as it may, certainly something has come to pass in th's beautiful city which has brought about the conditions above enunciated, and that is quite enough for present consideration.

Out on Jefferson avenue you will find two of the largest stove manufacturing institutions in America, and if you are particularly inquisitive, you will find in each a thoroughly organized advertising department. The develepment of the atove industry in Detroit has gone hand in hand with the development of its advertising, and today the industries are using publicity more than ever before, and on a close next-to-the-dealer basis.

While Detroit has been busily engaged to manufacturing a great many useful articles, it has, at the same time, pioneered and built up the industry of making machines to add up everybody's business, and advertising has had a great deal to do with the development of this

Resides the lines enumerated. Detroit leads in soda ash and other alkali products, in India rubber products, in the output of aluminum castings, in varnish manufacture, in overall production, and lastly, but not least, in auto-

because, to some people, the idea obtains that about all there is to Detroit manufacturing interests is surrounded by the gutomobile industry, and it might be well to understand that, prices to the consumer. although Detroit is beyond doubt the leading manufacturing city in this line, at the same minute. There was so much to be said in re-

matter should be covered. Now, I wonder how many of you have ever stopped to reason why Detroit is the automo-

The chief reasons are that two of the first ness is reduced. few manufacturers began in Detroit, almost simultaneously. These two beginners were creased the territory in which a manufacturer leaders, and have prospered. Through their may sell his goods, and it is the substitute for

prosperity they atbut bigger than anything else, they advertised. The public came to think of Detroitmade cars as good cars. They came to believe that the automobile made Detroit had prestige. Other auton

manufacturers recognized this attitude among wagon. Generally, the fault was with the their buyers, so they moved to Detroit to enjoy machine or in the way it was handled. It is this prestige. Gradually they developed a true that there are a few businesses, such as labor market there: gradually their business at- milk and ice, where motor driven vehicles tracted accessory manufacturers; and so De- cannot be used as economically as a horsetroit prospered; but primarily, the advertising drawn vehicle. There are some businesses

brought to the city other makers of cars. It is an actual fact that today Detroit's automobile industry buys the greater part of all classes of material outside of Detroit, because terials there goes no glory. They are unknown, luxury. because their goods do not bear the trade-mark not advertised.

mills in Pennsylvania; leather factories in New tige, the honor, the growth and prosperity which them and works throughout their systems. to Detroit-because Detroit advertises. it seems to me that the automobile adver- hopeless.

What Publicity Did for Detroit

THERE are two distinct ideas in regard to tising which Detroit has done is one of the Detroit. Each entirely different, and each biggest economic features in the growth of the more or less correct. There are those who city. The production of this advertising alone believe Detroit to be made up of a lot of sub- has brought Detroit to the front rank in those stantial, conservative men with more or less industries allied with advertising. It is a comwealth, and who are not fully awake to the mon saying that Detroit is today the advertisgreat go-shead ideas of our country. Time ing center of the United States. There are was when this, to some extent, was true, but other cities that spend more money in advertising, but Detroit's advertising has been Coincident with the development of Detroit, wonderful prestige builder for the city. It has according to the present standard, we find the brought population, territorial expansion, mandevelopment of advertising. If advertising had ufacturing and retail businesses. In a word, it has brought everything

that makes for a pros-All this space is given by The Bee perous community. Detroit has not paid to a free ad for Detroit, not primarily to boost that thriving city, for this advertising; its benefits in developing but rather to show our own business the city have been inmen the effective way to boost eldental. But publicity Omaha, both at home and abroad. which was designed to sell the goods of Detroit

manufacturers has sold tions, and depending very largely for its those goods and brought profit to Detroit busisuccess and business on the trading by water ness men, and through the profit and prestige and rail. But advertising came along about fif- it has brought them it has made Detroit a teen years ago, and got a strangle hold on De- greater, more prosperous and more beautiful city than it could possibly have been without advertising.

A vast fortune is spent every year simply to the following method will bring the facts vividiy tell about the cars we build. Some might say that Detroit has progressed so far that a large part of this money might be saved or returned to the consumer in the form of greater value in the cars or at reduced prices. It is a fact, however, that this expenditure alone is responsible for the wonderful automobile values now enjoyed by the world as a whole. Detroit has been a leader in perfecting automobile corstruction, in quantity production, and in price reduction. These wonderful results could not have been accomplished without the world-wide market for Detroit cars, which has enabled us to build up great factories with tremendous production, and consequently with tremendous savings in material, costs and in menufacturing,

The biggest automobile factories in Europe before the war built only 1,000 to 1,500 cars a year. The European factory which attained a production of 2,000 cars a year was an acknowledged leader. Its production was the marvel of the European industry. As a result, European manufacturers had to get high prices. They could not afford to build great factories, employ hundreds and thousands of men, buy expensive machines, and then sell their product at a price based on five or ten thousand cars a

How small these European figures seem to us! We think that an automobile factory producing only 1,000 cars a year is a small one. In Detroit we count in thousands and tens of thousands and hundreds of thousands. I question if there is a Detroit manufacturer of motor care who could not take in one of the well known European factories, and from a purely mechanical view-point, produce two to four times as many cars from that factory without employing an additional man or buying additional machinery.

Let us suppose, for instance, that a manufacturer can, with machinery and equipment sufficient to build 1,500 cars, increase his production to 3,000 cars. In doing this he cuts his overhead expense in two. With that increased production he effects enormous savings, and can, therefore, sell his product cheaper.

This has been the exact process in Detroit, but such increases in production were not entirely the result of the manufacturer's determination or ambition to build in quantities. Advertising has made possible this great production which has effected wonderful savings, and has, therefore, made possible the reduced

A number of American cities have aptime it also holds an important position in propriated large sums of money to advertise other lines of manufacture, and now we will themselves. There is Des Moines, Ia.; there is look into the automobile situation just for a Wichita, Kan.; Atlanta, Ga.; San Antonio, Tax. There is the state advertising for Colorado and gard to actemobiles in connection with the ad- for California. All of these have done communvertising in Detroit, that for a time it seems ity advertising-civic advertising, if you willalmost impossible to determine exactly how the to accomplish for themselves what has been accomplished for Detroit by its own industries.

Advertising might be compared with the debile center of the world. What is the logic livery system of a big retail store, particularly back of this growth." Detroit does not produce as advertising is so essentially a part of disiron, fine steels, sluminum or copper as raw tribution. Before the days of the automobile materials. Detroit was not originally a great goods were delivered by horse and wagon within center for skilled mechanics. It was not a a limited district. It was a slow and expensive center of rubber manufacture; it was not a process. Today most firms use automobiles. center of leather production. Why, then, should They increase the territory to which goods may the automobile industry have centered in De. be sold, and greatly decrease the expense of delivery, so that the actual cost of doing busi-

Advertising is the automobile which has inthe more cumbersome and expensive way of

In some cities it is necessary to perselling. Of course, I suade manufacturing institutions to am talking about efficient advertising. advertise. in Detroit they expect to Some people have tried advertise. Advertising is looked automobile trucks for upon as a necessity and not as a delivery, and thrown luxury by our business men.

cost more than delivery by horse and gave prestige to Detroit-made cars which cannot be advertised to advantage, but there are very few of them

In some cities it is necessary to persuade manufacturing institutions to advertise. In De-Detroit does not produce these raw materials; troit they expect to advertise. Advertising is but to those cities where we purchase our ma- looked upon as a necessity, and not as a

It is because advertising holds more nearly of a finished product-because their goods are its proper position and exercises its right and orderly functions in advertising, that advertis-Detroit's manufacturers support great steel ing in Detroit is so good and so profitable.

I advise anyone who is afflicted with the Jersey: wood-working establishments, both east- feeling that possibly advertising does not pay, to ern and western; aluminum factories in Ohio; make a pilgrimage to Detroit and stay there glass factories in eastern Pennsylvania; and until the advertising microbe, which is in the tire factories in several states. But the pres- Detroit atmosphere, gets a thorough hold of

result from hinlding the finished product all go If it does not culminate in that sort of an effect, then, in my judgment, the patient is

People and Events

Souttish bagpipe ractories are working overtime supplying musical ammunition for the Highlanders at the Front. This banishes the last doubt as to the

The mocking force of slang chased into court Sam titisky or baratogs. N. Y., with a request that first sea lord of the admiralty is named his name be changed to Ballin. The judge suppressed Jackson, and if the British want to Thirty city banks in Greater New York and several

adjacent country banks on June 1 began the free coilection of checks. The innovation may be copied elsewhere without the risk of infringement. From tips in cash and on the stock market, James explaining that the "elimination of the

Editorial Viewpoint

Philadelphia Ledger: Should the Tyrol become involved, our chautauqua circuit attractions.

Cleveland Plain Dealer: Britain's new know how a Jackson fights let them recall New Orleans and a day in January,

Pittsburgh Dispatch: Petrograd expresses relief over the taking of Przemyel. Hebren, formerly a doorman at Delmenico's, New York, amassed a fortune of \$1.00,000 in twenty-five years. He admitted it in court in a proceeding in which he seeks to set aside the sale of some of his for the Germans and Austrians to give better by an extravarant con

LAUGHING GAS.

"Mrs. Fludub seems devoted to her husband."
"Yes, she's a queer woman. Says she is perfectly satisfied to look after her home as she does not think she could make a success on the stage."—Louisville Courier-Journal.

Dashaway-Playing tennis with a girl

KABIBBLE KABARET FRIDAY . IS THE SALT FISH DAY

THEN OY, HOW YOU DO DRINK FROM FRIDAY NIGHT TO SATURDAY THERE'S A PARABE TO OUR SINK! BEST -HERSHARD

"Notwithstanding the fact that her usband has deserted her, the little coman across the way seems to be having a good time."
"Well, why shouldn't a grass widow live in clover?"—Baltimore American.

"The Ayres occupy the street floor, I understand. Do they associate with the people in the other apartments."
"No, indeed: they consider those who

live above them beneath them."-Bostos

The Husband-Don't you think my smoking will burt the new parlor curtains?"
The Little Wife-Oh, you are the best, most considerate, laveliest—
The Husband—Then you'd better take
them down and let me smoke in peace
of mind—Philadelphia Ledger.

TWO PATRIOTS.

Born with a sympathy to feel
The public need of fairer deal,
A young man grew in freedom's zeal,
In history he early read
The glory of the heroes dead.
Who for democracy had bled.
By martyr's life was his inspired,
By high ideals his soul was fired.
Until a cause he had acquired,
Misguided by impetuous light,
With words as strong as dynamite
He made the guilty dodge in fright.
The Public Conscience—watchful eye—
Afraid of Revolution's cry.
Declared by force he ought to die.

Another patriot was fraught With real, an anarchist, who wrought For what he deemed was right, and

rought.

He used a real deadly bomb,
And, striking neutral nations dumb,
Blow forts and ships to kingdom come.
The hopes of children, women, men,
Were blasted as the scythe of sin
Mows down and gathers virtue in
O'er rights of all he rode rough-shod;
He broke all laws of man and God,
And ruled his foes with fron rod.
The Public Conscience—curious thing—
Stentoriously began to sing,
With fing upraised, "Long live the king."
Omaha. —WILLIS HUDSPETH.

NO ALUM **ROYAL BAKING POWDER**



The right balance of Havana -Have you found it?

Twenty years ago we made this discovery: A cigar with too much Havana may destroy a man's enjoyment of tobacco-too little Havana results in unsatisfying mildness.

I So we set about to provide a blend that would both preserve and satisfy the cigar appetite.

Result: the "modulated" Havana-Tom Moore!

I Men who have discovered the full delights of smoking always come back for Moore.

TOM MOORE CIGAR 10¢ LITTLE TOM 5¢

You know how hard it is to get a good little cigar! Well then, here's Little Tom

Best & Eussell Cigar Co., 612 So, 16th St., Omaha, Distributor.

Two Piercing Eyes

Over the transom, two almost eyes watch Elaine as she in her innocence tries to forget the destardly deeds that have made hat life so unhappy. Over the transom two eyes unite grimly as Elaine's death science is evolved, set in operation and all last fulfilled but for the intervention of Craig Kennedy, the ecimilie detactive of Arthur B. Reeve. Follow the story in THE SUNDAY BEE

and see the Pathe Pictures in your fewerite theatre. THE NEW EXPLOITS