

THE OMAHA DAILY BEE
 FOUNDED BY EDWARD ROSEWATER.
 VICTOR ROSEWATER, EDITOR.
 The Bee Publishing Company, Proprietor.
 BEE BUILDING, FARNAM AND SEVENTENTH.
 Entered at Omaha postoffice as second-class matter.
 TERMS OF SUBSCRIPTION:
 By mail: By carrier: Per month: Per year:
 Daily without Sunday: \$4.00 \$5.00
 Evening and Sunday: \$4.00 \$5.00
 Sunday only: \$2.00 \$3.00
 Send notice of change of address or complaints of irregularity in delivery to Omaha Bee, Circulation Department.

REMITTANCE.
 Remit by draft, express or postal order. Only two-cent stamps receive of less than \$5.00 counts. Personal checks, except on Omaha and eastern exchange, not accepted.

OFFICES.
 Omaha—The Bee Building, 11th N. street.
 Council Bluffs—14 North Main street.
 Lincoln—26 Little Building.
 Chicago—201 Herald Building.
 New York—Room 1106, 206 Fifth avenue.
 St. Louis—300 New Bank of Commerce.
 Washington—124 Fourteenth St., N. W.

CORRESPONDENCE.
 Address communications relating to news and editorial matter to Omaha Bee, Editorial Department.

MARCH CIRCULATION.
52,092

State of Nebraska, County of Douglas, ss.
 Dwight Williams, Circulation Manager of The Bee Publishing Company, being duly sworn, says that the average circulation for the month of March, 1915, was
 DWIGHT WILLIAMS, Circulation Manager.
 Subscribed in my presence and sworn to before me, this 22 day of April, 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 George L. Miller
 I can think of no more pleasant way of being remembered than by the planting of a tree. It will be growing while we are sleeping, and will survive us and make other people happy.—J. R. Lovell.

Plant a tree and watch it grow.
 Nepotism in public office is odious whether forbidden by law or not.
 The silly season in national politics is blooming. Washington is asking: "Will Wilson Run?"
 Neglect to register means self-disfranchisement. It also means something lacking in the element of good citizenship.
 Have you written yet to urge a commutation of sentence in the Frank case? The governor of Georgia is no mind reader.

Center-of-the-street auto parking promises to solve the problem, but only if the rule is strictly enforced without fear or favor.

Colonel Roosevelt again demonstrates his supremacy as the champion front page advertiser, both in quality and quantity of matter.

At that our law-makers will have to wait for the published volume of session laws to find out just what they have put on the statute books.

In the minds of bygone prophets pulling business up the Farnam street hill was a hopeless undertaking. Enterprise and time show that foresight beats hindsight by a mile.

The way for home building-contractors to corral the big jobs, as well as the little ones, is to meet competition of outside contracting firms. "Where there's a will, there's a way."

The correct policy is to take all the rate reductions our public service corporations can be induced to give us, and then fight for more whenever convinced we are entitled to further concessions.

Secretary Bryan is rightly indignant over the indiscreet expansion sentiments of Admiral Peary. No visible advantage can be gained by going far afield for land while it is possible to enter a section or two of superior soil in Nebraska.

The esteemed republican Chinaman, Dr. Sun Yat Sen, is credited with a desire to make trouble for President Yuan Shih Kai as an ally of Japan. As the president chased the doctor out of China two years ago, it is presumed that the exile would enjoy a test of Yuan's speeding qualities.

Senator Borah wants it distinctly understood that he will not go gunning for a presidential nomination, but neither will he hunt a storm cellar if he sees it coming his way. The senator need not be so self-effacing, for political fighting has been known to strike less towering and less seasoned timber.

Thirty Years Ago
 This Day in Omaha

The Dodge Street Presbyterian church was thronged for the first opening concert, at which Clarence Eddy of Chicago tried out the new organ, the finest in the city. The assisting chorus, under direction of Franklin S. Smith, was composed of the following: Mrs. C. E. Squires, Mrs. M. Michaels, Mrs. J. Stewart White, Miss Nettie E. Collins, Miss Lillie Chamberlain, Mrs. E. M. Putnam, Mrs. F. F. Day, Mrs. S. P. Woodbridge, Miss Grace Wilbur, Miss Alice Rogers, and Messrs. W. B. Wilkins, Jay Northrup, A. J. Van Kuren, W. L. Welsh, Will Wilbur, C. N. Powell, C. B. Dorman, J. L. Smith, C. K. Cralle, I. W. Snow, W. H. Alexander, S. B. Reed and C. L. Deuel.

Mr. Behfeld, with Max Meyer & Co., is the proud father of a brand new boy.

A. U. Wyman, who has just resigned the position of United States treasurer, has been elected president of the Omaha National bank, and will also be the president of the Omaha Loan and Trust company.

W. J. Scanlan, the Irish minstrel, is playing at Boyd's, and making a hit with his "Peek-a-bloo" song.

Miss Eleanor McKell of Chillicothe is visiting her sister, Mrs. Howard B. Smith.

The marriage of Thomas O'Connor of this city and Miss Alice O'Connor of New York, took place at the bride's home on the 14th, the happy couple being the stars at a reception given in their honor last evening at the groom's residence, Fifteenth and Marsha streets.

America's Share in the War.
 President Wilson's address to the members of the Associated Press is really a message to his fellow countrymen, and to the world, stating the attitude of the United States in the present war, and the share this country will be expected to bear in the readjustment that is to come. It is a calm and encouraging statement, plainly setting forth a view that is shared in by all thoughtful citizens. America's part in the war will not be to fight, but the greater task of assisting to make the peace of Europe and the world permanent, if possible.

A few sentences of the president are peculiarly pregnant and should be carefully pondered by every citizen, no matter in what direction he has allowed his sympathies to turn. Defining neutrality, he said:

It is impartiality of spirit and judgment. I wish that all of our fellow citizens could realize that there is in some quarters a disposition to create distemper in this body politic. Men are saying that if we should go to war upon either side there would be a divided America. Abominable libel of ignorance! America is not all of it vocal just now. It is vocal in spots, but I for one have a complete and abiding faith in that great silent body of Americans, who are not standing up and shouting and expressing their opinions just now, but are waiting to find out and support the duty of America. I am just as sure of their solidarity and of their loyalty and of their unanimity, if we act justly, as I am that the history of this country has at every crisis and turning point illustrated this great lesson.

These words are for the world as for American citizens. They fairly indicate the thought and purpose of the citizens of this country. And back of them is the deep and earnest desire, shown in so many ways already, not to nationally assist in carrying on the war, but to give all aid, in whatever way possible to the establishment of concord among the nations, not only of Europe, but of the world, that the arts of peace may prosper, and mankind may enjoy their fruits to the utmost.

The Big Thing Ahead.
 The big thing ahead of Omaha is the development of new and additional industries to transform the raw materials of Nebraska farms into finished products.

Omaha is already a manufacturing city of fair achievements, but it has gotten only a start toward what can and will be done here when we utilize fully our opportunities. The corn, wheat and oats grown in Nebraska goes in large part through our elevators, but only a small fractional portion is converted into flour and cereals here. The cattle, sheep and hogs raised in Nebraska and neighboring territory are marketed at South Omaha and the meat is dressed there, but the hides, wool, horns, bone and other by-products go elsewhere to be finished. The fruit and the vegetables are here in quality and quantity to supply great canning and preserving factories; the seed industry can be largely expanded; the creamery business is bound to take on new branches.

Successful manufacturing industries have been built up at other points much less favorably situated than Omaha. With the most prosperous agricultural territory in the world furnishing a home market right at our very doors, energetic development along these lines would be certain of speedy and satisfactory returns.

Arbor Day.
 Today Nebraska honors the memory of one of its pioneer citizens by planting trees. It is hardly probable that J. Sterling Morton had any thought of this outcome of his injunction to his neighbors, but it so happens that his idea has burgeoned even as did the trees he planted, and "Plant Trees" is now a well obeyed mandate throughout almost the entire country. To its beauty as well as to its utility, Nebraska presents eloquent testimony, in waving groves of stately woods, whose uplifted branches mark the skyline in every direction, where only a little while ago there was no break between the prairie and the sky. Nebraska's "treeless plains" have passed away before the application of Arbor day and its lessons.

The annual observance of this holiday brings the people of the state nearer and nearer to a realization of the advantages that flow from forestry, and some time the work of scientific and systematic reforestation of some of the present day waste places, so often urged by The Bee, will be seriously undertaken. In the mean time, let the citizens continue to plant trees, knowing that thus they are doing service to the state as well as to themselves.

The Rock Island Must Be Regenerated.
 While the proceeding was not altogether anticipated, the appointment of a receiver for the Rock Island railroad was nevertheless a shock, especially to the people of the central west. The receivership for this apparently prosperous railroad is the direct result of reckless speculative operations, carried on by a group of financiers who sought to create something out of nothing. It is the end of an experiment in stock gambling.

The Rock Island is a great railroad, and traverses a wonderfully rich agricultural region, from which the traffic return is as sure as the seasons. It stood but a short time ago as a splendid example of a conservatively managed property, and was unquestionably prosperous. Since that time it has been involved in a maze of stockholding transactions, so intricate that it may take the court a long time to straighten out the tangle. But the Rock Island will not vanish because of this enforced reorganization. It should be regenerated, and with a return to its earlier methods, should soon be again one of the most prosperous of the country's great railroads.

Work Not All Well Done.
 A review of the output of the late session of the legislature shows the effect of haste in the final consideration of bills. Too much was undertaken to permit giving proper consideration to all, or even to any, and as a result many bills were passed without proper action. A number of these are likely to fail, because of the technical errors that have crept in. Among these possibly defective bills are a number of real merit, such as the law to give state aid to schools; teach manual training and agriculture. The bill failed to make any appropriation for carrying out its objects. The bill for a boundary commission, to settle the jurisdiction over land between Omaha and Council Bluffs, may go down for the same reason, and others might be cited. While the legislature did a large amount of work, it did not do all of it well.

Each succeeding Arbor day is a tribute to the memory of a distinguished Nebraskan.

Observations on Iowa

Frederick M. Davenport in The Outlook.

IOWA is a homogeneous state. The percentage of the later immigration of the backward races from southern Europe is exceedingly small. There are no large cities. Wealth is distributed with a very considerable measure of equality. Fifteen years ago observers of Iowa were struck with the somewhat run-down tons of its public and social life. The decadence of the church, the dejected tenants of the land, the low state of "railroad" politics, impressed beholders. Property and the fighting edge of the splendid Cummins group of political progressives have changed all that, and prosperity is entitled to much credit. Corn and hogs are at the bottom of moral progress in Iowa. The growing demand for the chief commodities which the state produces, the rise in price of these food supplies, have in various ways profoundly benefited the state.

Prosperity has quickened the social spirit. In the place of the old individualistic and decadent churches, the new centers of religion in the agricultural districts are socially concerned with the happiness and contentment of all the people here and now. The joys and comforts of prosperity have opened the eyes of the people to see that their soil is their chief asset, and that they land policy should be a first concern. A commission of qualified men has been looking into the system of tenantry that has grown up in Iowa. They find that 40 per cent of the farms are now occupied by tenants, and most of the leases are for only one year. The tendency of this is towards the impoverishment of the land. There is no incentive for the tenant to replenish the land or to improve the fertility of the soil. He works it to its limit and moves on out of the state, for Iowa has decreased somewhat in population in the last ten years in spite of her prosperity. The skimming, tripping habit has got into the blood, and a certain proportion of the tenant farmers have moved on towards the coast or into the Canadian northwest. Governor Clarke of Iowa, in a message this year which is full of human interest, declares it to be the very first duty of Iowa to preserve its soil and to exercise its sovereignty through a law relating to land ownership. The fixing of the conditions of tenantry, long-term leases, compensation to the occupier for improvements and fertility added to the land by him, a co-operative system of distribution so that the agriculturist may realize more from his productive toil, the development of rural credit under the fostering care of the state so that safe loans for improvement purposes may be obtained by the farmer as readily as by the manufacturer—these are the great subjects which are revolving in the minds of the people of Iowa.

Let me give the impression that Iowa is a Utopia. Let me say that I am speaking of the dominant trend of the present leadership of the state, and of the attitude of mind of the people which prevails after a thing is talked out. It would of course be possible to point to more than one instance of narrowness and temporary blindness on the part of the legislature. Only this year a wave of public retrenchment and financial reform, which fortunately is sweeping the country, struck Iowa. Iowa has a stately capitol building and a beautiful monument to the soldiers of the great war, standing upon what might be a commanding slope. But, from a distance, you can see only the peak of the capitol because of a motley collection of shacks and sheds which surround it. At the last session of the legislature an appropriation of nearly a million dollars was authorized for the purpose of purchasing and clearing away this circle of ugliness. The consequence was that the voters turned on the legislators, and three-quarters of the lower house were defeated for re-election on this issue. But the greatly needed improvement will soon have the commendation of everybody! All of which illustrates the precarious nature of public service in a democracy.

Another instance of the limitations of Iowa democracy is seen in the attitude of the people towards their splendid University of Iowa. The College of Agriculture is disconnected from it, better supported, and in better favor than the university proper. Some day the power of the university in developing honest and intelligent and efficient leadership in a free state will dawn on the farmers of Iowa, and then they will realize as they do not fully now, the tremendously useful and self-sacrificing work which is being done at Iowa City. A powerful college of applied political and social science, for example, in connection with the university, would yield returns in expert public servants that would lift Iowa and every other state in the union to a higher level.

Increasing prosperity in Iowa has produced favorable political reactions. Half a generation ago the railways of Iowa were the government. The lavish distribution of passes among judges and editors and politicians and merchants, a railway machine which bore not the slightest resemblance to the instruments of popular government was long perpetuated. If the farmers had remained poor and mortgaged, that control might have continued. A well-distributed prosperity is a prerequisite to a cautiously advanced democracy. Poverty and industry and tyranny lend to advance by revolution. But there is a better way. The man who introduced the first anti-pass bill into the Iowa legislature was laughed at. Now he is very greatly respected, and some day they will build a monument to him!

Iowa has never been a radical state, like Kansas or Nebraska. It is about the best example we have of a cautiously progressive state. It never needed the legislature to appropriate money for the support of a progressive party. It was well on the way towards its goal before 1912. The fight for the freedom and progress of the state centered about the breaking of the shackles of railway control and the securing of the direct primary, so that the people might have some show at nominating their own candidates for office. This was all over by 1907. The growth in unity between northern and southern Iowa is interesting to observe. Northern Iowa has a strong strain of the New England stock, and has always been enterprising, vigorous, and conscientious. Southern Iowa was settled from nearby states on its border, is of a stock at first not so enterprising, and is inclined to be conservative. The power of the railways pass soaked into southern Iowa much deeper than into central or northern Iowa, and it took long to break the domination of the machine there. Northern Iowa is furnishing the leadership of progress. United States Senators Cummings and Kenyon and Governor Clark are from the north country. But the unity of the two sections is becoming more and more pronounced, and generally speaking, it would be hard to point to the mind of a commonwealth in the union which is working out more soberly into the long future of self-government.

The inscription in the state house, carved there during the governorship of the United States Senator Cummins, express well the temper of Iowa. They all breathe the New England sense of duty as well as the national spirit: "Nothing is politically right which is morally wrong." Iowa—the affections of its people, like the rivers of its borders, flow on to an inseparable union. And beneath the stands of colors of the infantry, the cavalry, and the artillery of the civil war: "His hands loosed do not fully now, let us forget, let us forget; 'The judgments of the Lord are true and righteous altogether.' The Iowa brand of progress is a pretty good brand. It is not hysterical or impulsive, and is not inclined to go too fast. But it has great faith in the moral forces of the world, and insists that things keep moving onward. It has pioneer American instincts and is devoted to the nation.

People and Events

A foreign correspondent laments the eagerness for the Humlight which spurred groups of actresses and chorus girls to take up Red Cross work in the war.

According to the supreme court the Interborough Rapid Transit company owes the city of New York \$1,500,000 in back taxes. The company shows no desire to smash the speed record is coming across.

James Eads How, the millionaire hobo uplifter, has been turned down for re-election by his pets at the Baltimore convention. While Baltimore conventions are strong for one-term, How's defeat was accompanied by a report that the uplifter failed to come across with a promised distribution of part of his fortune.

The Bee's Letter Box

Brief contributions on timely topics invited. The Bee assumes no responsibility for opinions of correspondents. All letters subject to condensation by editor.

Parking the Autos.
 OMAHA, April 21.—To the Editor of The Bee: This new idea for Omaha of parking the autos in the middle of the streets is exciting much favorable comment and I would like to make a further suggestion—that is, to erect a railing at each end of the parking space, with a suitable sign to pedestrians to warn them to keep an eye open for a possible auto coming down the street parallel with the parked cars. I have seen several narrow escapes, mostly women. This suggestion is not meant for criticism, and is in line with "Safety First." Also I would like, through this column, to express an observer's appreciation of the beautiful window flower boxes at the Fontenelle hotel and at Kilpatrick & Co.'s store. Why cannot more Omaha merchants follow this example? Minneapolis is held up as one of the most beautiful cities in this country, but I think Omaha outclasses Minneapolis, with exception that Minneapolis is much given to floral display decoration, nearly every merchant having a shrub of greenery or flowering plants either in front of his place of business or in the window. And also there are no dilapidated sidewalk signs to mar the beauty of that city. Out to the greenhouses at Hampton park the city of Omaha has a world of beautiful flowers. Why not have some of them downtown? They will be appreciated.

A CAREFUL OBSERVER.
International War Bulletin.
 TILDEN, Neb., April 21.—To the Editor of The Bee: Since last September the official bulletins of the war have been issued from the German office, and first of all sent to the members of the Universal Esperanto association, of which there are over 3,000 official representatives scattered over the face of the earth. These 241 word bulletins are issued in the international language, Esperanto, and mailed first to the members of the Universal Esperanto association and then to all who desire to have them, with the instruction: "Tondrigu la folion inter viaj amikoj! Zorgu, ke la teksto estu presata en la gazeto de via urbo." (Circulate the leaflet among your friends and see that the contents are printed in the periodicals of your city.) Following we give the bulletin, in translation, announcing the destruction of the Dresden:

Official: The British admiralty states officially that the English cruisers Kent and Glasgow and the auxiliary cruiser Orama met the small cruiser Dresden near the island of Juan Fernandez in the Pacific ocean. After a short battle the Dresden, because of the explosion of munitions took fire and sunk. According to the statement the marines were saved by the English ships.

"The viceleader of the admiral staff, Bencke."
 So far these bulletins have come through the mails regularly, for the spirit of Esperantism respects this movement of internationalization. To look through the national language gives, but a limited view, but by means of this neutral idiom, the average student can after a few hours of application read current events and use the language in conversation. Many students have attained practical efficiency by means of a 5-cent primer.

Editorial Viewpoint

Chicago Herald: Signs like this will doubtless soon appear in London: "Your King Has Cut It Out—Why Don't You?"

Washington Post: If some of the countries that are going to do so much for Belgium when the war is over would invest in food now it would save in temptations later.

St. Louis Globe-Democrat: Fully as many reports that "ain't so" come from the European war as might be expected from any place where 10,000,000 men are busy and excited.

Pittsburgh Dispatch: The fact that nearly all the fighting nations are nursing a huffy feeling toward the United States causes a feeling of confidence that the neutral position of this government has been successfully maintained.

Indianapolis News: One of the Pullman rules for porters is: "Look pleasant; don't give the passenger the impression that it is a mere condescension on your part that he is allowed to ride at all." But this rule is not invariably obeyed.

Baltimore American: An archaeologist has discovered that an oil trust and an egg trust existed in the first century and that Rome had labor unions in the time of St. Paul. It is some comfort to the optimistic that these troubles are not to be classed among modern improvements.

Pittsburgh Dispatch: It is a sarcastic remark that General Villa's lack of education saves him from bothing with a great deal of useless theory respecting the art of war. Still, General Villa's war seems to compare favorably with the article produced by the highly educated warriors of Europe.

New York World: Probably it is all right for the suffragists, so long as they are denied the ballot, to have a Liberty Bell of their own, but it must be understood that when they become full-fledged voters and patriots the old cracked bell at Philadelphia will have to answer for them as well as the men. There can be only one Liberty Bell in America.

Cleveland Plain Dealer: A Kentucky man, convicted of "possum hunting," was sentenced to four years in the penitentiary. As "possum hunting" proves to be the game of rampaging round the country after dark and whipping unpopular families, the sentence cannot be construed as an interference with the ordinary many sports of the Blue Grass state.

Nebraska Editors

Alfred Pont, for twenty years editor of the Stanton Register, died early Tuesday morning.

The Blair Tribune has ordered a new model K limotype.

The Broadwater News moved into its new quarters this week.

The Sutton News, which has just installed a model K limotype, made its first appearance in its new dress last week.

Editor Gilbert Clay Hare of the Central City Nonpareil was married April 9 to Miss Esther E. Hollenbeck of Gibson, Neb.

GRINS AND GROANS.
 "Pa," plaintively cooed Mrs. Nookayne. "I want to get in society."
 "All right," resignedly assented Mr. Nookayne. "I'll pose we hire a reporter to write something scandalous about us."
 The bookkeeper approached his employer diffidently.
 "Seven years ago, sir," he began, "you engaged me on a week's trial."
 "Well, what of it?"
 "May I presume now that my position is permanent?"—Philadelphia Ledger.

"Mistah Tambo, can you tell me when's a joke not a joke?"
 "No, Mistah Bona, but can't. When is a joke not a joke?"—Philadelphia Ledger.
 "I didn't see daughter in the kitchen yesterday?"
 "Yes."
 "That's a hopeful sign."
 "Don't be too hopeful," said mother wearily. "She is merely going to read a paper on domestic science at her club."
 —Louisville Courier-Journal.

KABIBBLE KAKABET
 STAMPS FOR JIMNEY
 A FINE CENT NICKEL BUS
 WE AIM TO LAMOUSERS
 AND WE'RE GOOD ENOUGH FOR US!

Jack—I hear that you have quit the literary game.
 Jill—Yes; I despaired of ever writing up to my publishers printed estimates of my work.—Life.

Diner—See here, where are those oysters I ordered on the half-shell?
 Waiter—Don't get impatient, sah. We're ready short on shells, but you're next, sah.—Boston Transcript.

Pretty Cashier—You might give me a holiday to recruit my health. My beauty is beginning to fade.
 Manager—What makes you think so?
 Pretty Cashier—The men are beginning to count their change.—Stray Stories.

"I lost hours of sleep going over this speech."
 "Marvelous will power!" exclaimed the man who yawned. "I don't see how you managed to stay awake through the first reading."
 —Washington Star.

Judge—What's this? Can't pay your rent? Is it owing to the war?
 Old Lady—No, sir. It's owing to the landlord.—London Opinion.

"Could you be satisfied with love in a cottage, dearest?" sighed the poor young man.
 "Certainly I could," responded the girl who really loved him; "but there must be a breakfast room, a music room, parquetry flooring and a big marble fireplace in the front hall."
 —Dallas News.



Destination San Francisco.
 From Omaha and Return \$50.00
 From Lincoln and Return \$50.00
 From Council Bluffs and Return . . . \$50.00
 San Diego may be included without extra charge.

Going trip via "GOLDEN STATE ROUTE" through Kansas, Oklahoma and Texas panhandles. At Tucuman, N. M., one begins to enter the enchanting Southwest. At Corona, N. M., the highest elevation is reached—5,668 feet above sea level.

Among the numerous interesting scenes en route are Cloudcroft, on free side trip from Alamogordo, El Paso and the old Mexican City of Juarez, across the river; Douglas and the great smelters; Tucson and San Xavier mission; Roosevelt Dam; Laguna Dam at Yuma; Imperial Valley; and Salton Sea; Los Angeles; Mt. Lowe; Del Monte; Santa Barbara; the Big Trees and Yosemite Valley.

Return trip is via the Feather River Canyon—that mighty rift of the dreamy Sierra Nevada, which runs for ninety spectacular miles. It follows the famous old trail of the overland emigrants along the Humboldt River.

The route from the Pacific slope of California is via the historic Beckwith pass over the Sierra Nevada through which entered the forty-niners. Just before reaching Salt Lake the road enters the great Salt Beds. Here for thirty miles the road bed is laid upon white solid salt.

At Salt Lake City an opportunity is given one to visit the Mormon Temple, Salt Air Beach, Cottonwood Canyon. Leaving Salt Lake the route is via Castle Gate, Glenwood Springs, Canyon of the Grand River, Royal Gorge and Canyon of the Arkansas, Colorado Springs and the Pike's Peak Region.

Tickets carry ninety day return limit, and stop overs at pleasure are given on both going and return trips.

For further information, and descriptive literature, inquire of
J. S. McNALLY, Div. Pass. Agent,
 W. O. W. Building.

Proven, practical value appeals to the buyer of a motor car. More than 700,000 satisfied Ford owners prove the practical qualities of Ford cars. In town or country, in the professions or on the farms, for business or pleasure, the Ford serves everybody. An average allowance of two cents a mile keeps it going. It's cheaper than walking.
 Buyers will share in profits if we sell at retail 300,000 new Ford cars between August 1914 and August 1915.
 Runabout \$440; Touring Car \$490; Town Car \$690; Coupelet \$750; Sedan \$975, f. o. b. Detroit with all equipment.
 On display and sale at Ford Motor Co., 1916 Harney St.