

THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR. THE BEE PUBLISHING COMPANY, PROPRIETOR. ENTERED AS OMAHA POSTOFFICE AS SECOND-CLASS MATTER.

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

NOVEMBER CIRCULATION. 55,483 Daily—Sunday 50,037.

Dwight Williams, circulation manager of The Bee Publishing company, being duly sworn, says that the average circulation for the month of November, 1916, was 55,483 daily, and 50,037 Sunday.

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

Speaking of food blockades, the subsea raiders are some blockaders.

King Corn's pre-eminence among cereal monarchs warrants the higher distinction of emperor.

Washington, no doubt, will appreciate the renewed evidence of good will supplied by Villa's firing squads.

It is already evident that the state and county pie counters are unequal to the demands of the famished favorites.

Those would-be bankers whose applications for bank charters were turned down evidently neglected to "see" Art Mullen.

The sudden and sweeping trimming of stock gamblers reminds the spectator that peace carries a few horrors in its pockets.

The first and biggest job awaiting the coming food dictator of Great Britain is to insure the freedom of the fodder on the seas.

Omaha's pull as a convention city grows as its charms and hospitality become more widely known. King Ak and his handmaid, Publicity, perform wonders in that line.

If Germany had tipped off that peace message to the sports of the pits, appreciation of Teutonic foresight would have made the tickers hum with joy.

The shower of bouquets tossed at the city commissioners in the anti-Water board resolutions insures the authors reserved seats around the municipal Christmas tree and tags the principal prizes. Less than that smacks of ingratitude.

The Russian Duma unanimously shoots the Teutonic dove out of Petrograd. For a thousand years the Romanoffs dreamed of an open port to the Seven Seas.

It is pleasing to know that railroad men are beginning to see ample middle ground for the settlement of disputes. If both sides put away their goggles the area of middle ground available for cultivation with reason would surprise managers and workers.

A group of inventive congressmen propose a simple and speedy solution of the living cost problem. Raise the salaries of congressmen's secretaries from \$1,500 to \$2,000 a year, or give each member a messenger at \$75 per month.

Railroad managers are more profoundly grateful for federal regulation than they put into words. Its direct value is shown in uniform demurrage charges which increase revenue any way it works.

We recently commented on the fact that his friendliness toward America was the reason for the appointment of Alfred Zimmermann as minister of the German foreign office to succeed Von Jagow.

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Holding the Negro in the South.

Shortage of labor in the north and west parts of the United States has resulted in a very considerable migration of negroes from southern states in the last year and a half. So serious has this movement become that the southern plantation owners see their supply of cheap labor threatened, and they are now energetically bestirring themselves to keep the negro in the south.

At the same time we have the spectacle of Senator Vardaman offering a resolution in the United States senate, asking that the supreme court be requested to pronounce on the sufficiency of the vote by which the Fourteenth and Fifteenth amendments to the Constitution of the United States were adopted.

Finally he inserted an advertisement in the local paper which began something like this: "Why live in a furnished room when you can have one of our individual apartments with built-in wall bed, kitchenette with gas plate and ice box and bath for \$30 a month."

There followed a sketch of the interior of one of the apartments finished. Then this conclusion: "You needn't worry about the cost of furniture. We should say that a pinch one of these apartments could be furnished for \$30. Come in between the hours of 9 and 5 on Sunday and see what can be done for that price."

This advertisement was inserted once. Before the plaster was dry every apartment in the building was rented at \$30 a month, with the result that the thoughtful man got \$60 a month for every 500 square feet of floor space in his building instead of \$30 a month.

It is only fair to add that the cost of the building containing twenty-four one-room apartments was slightly greater than the cost of a building containing twelve four-room apartments. All told, the percentage of return is slightly less than twice as great as it would have been for four-room flats.

But a percentage slightly less than twice as great as other people are getting is not to be sneezed at. Why did the thoughtful man get it? The point was that he realized that the town contained an unusual number of young people earning good salaries and living alone.

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Imagination in Renting Houses

An observing man in a middle western city consulted a real estate operator. The real estate man advised him to put his money into a flat building three stories high containing twelve four-room flats such as were renting for \$30 a month.

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TODAY

Thought Nugget for the Day. For some must follow and some command. For all are made of clay. —Longfellow.

One Year Ago Today in the War. Ford peace party arrived at Christiansand, Norway. German cruiser Bremen reported sunk in Baltic by British submarine.

In Omaha Thirty Years Ago. A delegation of Omaha Knights of Pythias lodge No. 24 went to Fabillon to assist the local lodge in instituting the third degree. The party was composed of Messrs. Krause, Heints, Otto Wagner, C. Brode, Grossman, Tibke, Hartwig, Coptz, Kroeger, Everts and Boehm.

What is a Veteran? Fremont, Neb., Dec. 15.—To the Editor of The Bee: The statement is made in The Bee of a man who was 60 years of age and had cashed a check, etc.

On Producing More. "Produce more" is one of the various answers of Secretary Houston of the Department of Agriculture to the question presented by the high cost of living.

Do You Have to Go Down the Stairs at Night to Answer Your Telephone? An extension telephone in your bedroom does away with the necessity for those trips down the dark and chilly stairway when the telephone rings.

Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constantly to be really successful.

People and Events. J. B. Tattersall, who controls more cotton mills than any other man in England, began his career as a mill boy in Lancashire at the age of 9 years.

Timely Jottings and Reminders. Congratulations to President and Mrs. Wilson on their first wedding anniversary.

The Bee's Letter Box

Sermonette to "Goodfellows." Blair, Neb., Dec. 15.—To the Editor of The Bee: Once more the season is at hand when the Christian world is approaching a day that will be celebrated, here and no days of celebration or decoration that can compare with the one now drawing near because of the spirit attached.

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