

THE OMAHA BEE DAILY (MORNING)-EVENING-SUNDAY

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TERMS OF SUBSCRIPTION. Daily and Sunday. By Carrier. Per Month. \$2.00 Per Year. \$20.00

REMITTANCE. Remit by draft, express or postal order. Only 3-cent stamps taken in payment of small accounts.

OFFICES. Omaha-The Bee Building. Chicago-People's Gas Building. St. Louis-200 Fifth Ave.

MARCH CIRCULATION 54,454 Daily-Sunday, 50,477

Too many Russian cooks threaten to spill democracy's beans.

The famous Hindenburg line shows about as much resiliency as a punctured tire.

The request for a \$25,000,000 appropriation for a food survey visions a cheerful outlook for the agricultural pie counter.

If the kaiser is uncertain where the iron crosses belong hereabouts, probably Colonel Metcalfe would cheerfully supply the information.

Alternate rifts of sunshine and gloom radiate from Washington to Sagamore Hill, suggesting the propriety of renaming the Potomac the River of Doubt.

In addition to local expert advice on increasing the supply of hogs, requisitions on the experience of congressional pork committees would help some.

Experts advise pushing building projects with all the vigor of peace prosperity. Delay means loss of time, with little prospect of offset in lowered material prices.

Signs of the times visible at several crossroads remind patriots in active service that girls will hold down their jobs during absence.

Nebraska automobile licenses issued in four months past number 112,700. On the basis of the census estimate of population in June, 1915, this means one power car for every eleven persons.

Politicians and platform makers, who, in years past, monopolized the art of "viewing with alarm," are hopelessly outclassed nowadays.

In a recent speech at Breslau, Dr. Dernburg, of unhappy memory, interpreted the signs of the times in these words: "The new Germany is here and requires its house. Let us build it. Do not let us delay."

An eastern railroad company, which holds a seat in the councils of anthracite barons, recently passed a wage raise to the miners and took occasion to applaud its generosity.

Urgent appeals for table economy carry a message of gloom to fat men. There is serious danger that the public will heed them.

The universal hardship of the present day is the rising cost of living. So many and so great have been these rises that few people stop to realize that there have been any exceptions to the general rule.

The old idea that the cost of advertising raises prices dies hard. But the modern business man knows better. Selling goods is costly business—no matter what the goods or what the selling methods.

Evidence is better than argument; facts are better than theories and here are a few of the things that can be pointed to prove that advertising has and will reduce the price of an article:

A camera manufacturer made a camera twenty-eight years ago that took a 2 1/2-inch picture and sold for \$25—today he makes a better camera for \$10, and he did it by advertising.

When the manufacturer of a famous breakfast food began advertising, his goods sold for 15 cents a package. Today the package is 50 per cent larger and sells for 10 cents. Advertising did that.

Then consider the case of the automobile—best advertised product of them all—and compare the \$5,000 and \$10,000 car of ten years ago with equally good cars of today selling for a fraction of the money.

Advertising that has created demand on a larger scale has always permitted better quality or greater quantity at the same price or a lower price for the same article and all of this in the face of a steady advance in cost of labor and raw materials.

Who Is to Blame for Shortage? Farmers and stock raisers are being scolded and lectured because of the shortage in meat supply, much of it due to the sale of young animals.

Send the Boys to the Country. High school boys can be of great service in the fields throughout the summer vacation.

Germans Not Deceiving Themselves. Excerpts from German newspaper editorials, allowed to pass by the censor, might fool the unwary, but the Germans are not given to deceiving themselves.

Health Board Hampered by Neglect. Public health in Nebraska will in some degree be jeopardized by the neglect of the legislature.

Single Men Enough for Army. Should the federal authorities finally determine to form the first line army of unmarried men, enough of these may be found to more than fill the requirements.

Hats off to Valley Center, Kan., the manless Eden of municipal jobs. The bounced male lords have one success left—the recruiting office.

Mobilize Your Machine By Frederic J. Haskin Washington, May 4.—How can I use my automobile in the service of my country? That is a question which interests almost every owner of a machine in America.

Not long ago a practical farmer and an editor in a certain town were discussing the food problem and evolved a plan which will probably be put into operation, but has not yet been tried.

The food supply gathered in this way would consist chiefly of the surplus production of fruits and vegetables upon farms and suburban places.

Most of the farmers would be glad to give away what would be otherwise wasted, provided someone else harvested the crops, or to harvest them himself and sell them for a nominal figure.

Admittedly this plan requires much elaboration, and would have to be varied to meet various local conditions. But anyone who can work it out in a practicable manner will have rendered a real patriotic service and successful methods will be published so that others may profit by them.

Waste's Conqueror Minneapolis Journal—"A penny saved is two pence clear," said Benjamin Franklin in his "Necessary Hints to those That Would Be Rich."

People and Events An indiscreet member of the Quaker fraternity attempted to spring a pacifist speech in a Philadelphia theater where federal marines and sailors were assembled.

Proverb For the Day. Artists are born, not made. One Year Ago Today in the War. Germans launched new great offensive at Leuven.

In Omaha Thirty Years Ago. The wages of the plumbers of the city have been raised by the Master Plumbers' Association of Omaha.



have a capacity for handling 1,000 cattle per day, besides hogs and sheep. Max Meyer & Co., have just introduced a new brand of cigars.

This Day in History. 1774—Commodore William Bainbridge, U. S. Navy, was born in Princeton, N. J.

The Day We Celebrate. Axel H. Anderson, an Omaha importer of Danish books, was born in Copenhagen, Denmark, May 7, 1877.

Timely Jottings and Reminders. The International Kindergarten union, one of the largest educational bodies in the world, begins its twenty-fourth annual convention today in Boston.

Storyette of the Day. The clergyman was engaged in that profitable occupation of giving advice to the woman who had just popped up and said: "They weigh it."

Patriotism in Poetry We'll Just Keep Sailing On. (Air, Battle Hymn of the Republic.) The Kaiser sailed on Uncle Sam, "Dear sir, get off the seas."

"The Kaiser and the Crown Prince." "You are old, Kaiser Wilhelm," the Crown Prince said.

Dewey Day and Today. In eighteen hundred ninety-eight and on the first of May Dewey with his gallant fleet sailed down Manila Bay.

HERE AND THERE. The last battle of the revolution was fought near Charleston, S. C., on August 27, 1782.

Locomotive Auto Oil The best oil we know. The L. V. Nicholas Oil Company. Grain Exchange Bldg., Omaha, Neb.

THE OMAHA BEE INFORMATION BUREAU Washington, D. C. Enclosed find a two-cent stamp, for which you will please send me, entirely free, the pamphlet "Care of Food in the Home."

The Bee's Letter Box Truth of History. Somewhere in Nebraska, April 29.—To the Editor of The Bee: "De mortuis nil nisi bonum," literary concerning the dead should be good; idiomatically: speak only good of the dead.

GRINS AND GROANS. "Postal rates between the United States," "I'll say that you have a host of friends."

DEAR MR. KABBILLE. A YOUNG MAN CALLING ON ME LEFT HIS UMBRELLA—SHOULD I CALL HIM UP ABOUT IT?

NO—WAY AWAY! ANY MAN WHO LEFT HIS UMBRELLA, WILL MAKE A NOVEL HUSBAND!

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