

FOCH SUPREME COMMANDER OF ALLIED ARMIES

For First Time During War
Forces Opposing Germany
Fighting Under Control of
Single Leader.

(By Associated Press.)

Washington, March 30.—The forces opposing Germany in France are, for the first time during the war, fighting under the control of a single commander.

General Foch, the great French strategist, to whom has been accorded much of the credit for the victory of the Marne in September in 1914, is generalissimo of the entente allied armies in France. This report was received on Friday morning in the form of an unofficial dispatch from London, but in the evening it was officially confirmed by advices to Washington from Paris.

WILSON SENDS CABLE.

Early in the day President Wilson sent a personal cable message of congratulation to General Foch and General Pershing, who placed at the disposal of the French commander, the American forces now on French soil. General Foch is given supreme command over all the men on the battle lines, and in addition has a strategic reserve force, the size and location of which is not known but which, judging from reports, is very large.

UNIFICATION OF ALLIES.

This means unification of all the armies opposing the Germans, a step which the American and French military men long have urged and which apparently has been brought about by recognition of the imperative demand for unconcentrated effort to hurl back the gigantic thrust of the enemy in France.

It was learned tonight that the president had been officially advised of the action when he sent a cablegram to General Foch today congratulating him on his new authority.

There was no explanation at the White House of what the president meant. It is understood there will be no official comment here until after an announcement comes from France. The first hint of the historic development came in press cable dispatches telling how General Pershing had placed the American expeditionary forces at the disposal of the French commander. This was

confirmed tonight in a message from General Pershing to the War department.

General Pershing's message, made public by Major General March, acting chief of staff, follows: "Have made all our resources available and our division will be used if and when needed. French are in fine spirit and both armies seem confident."

There was no mention in the Pershing dispatch of the new authority given General Foch and war department officials were speculating on the reason for the absence of any



GENERAL FOCH.

official announcement. Some still were inclined to believe that the French general should be placed in command only of the "army of maneuver," the reserve force composed of contingents from all the allied armies created after the formation of the supreme war council.

In his message to General Foch, President Wilson said: "Before General Pershing's message came tonight General March was without advices to confirm the press dispatches, because of the inevitable delays in transmission of official messages."

Baker in France. The news of the appointment of General Foch, one of the heroes of the Marne to supreme command, gave rise instantly to suggestions that the presence of Secretary Baker in Europe was connected with the development. Mr. Baker first visited France and conferred at length with French officials and with General Bliss, American chief of staff, attached to the supreme war council and General Pershing. There followed a brief trip to London just as the great German drive was starting, after which the American was secretary hastened back to France.

North Siders Endorse Present City Officials

At the meeting of the North Side Political club, with 100 members present, the city commissioners now in office were endorsed for re-election. Most of the present commissioners were present and made speeches, telling why they should be re-elected.

HOTELS STRIKE ALL WHEAT FROM FUTURE MENUS

Census of Available Supply Reveals Harvest Less Than Formerly Estimated by Hoover.

(By Associated Press.)

Washington, March 30.—Wheat and wheat products were wiped off the menus of several hundred of the country's leading hotels today in response to a request of the food administration that "every independent, every well-to-do person in the United States" should pledge complete abstinence from wheat until the next harvest in order to supply the imperative needs of the allies.

SUPPLY VERY SHORT.

Hotel managers who had come from every state in the union to hear new conservation regulations explained, were told by Food Administrator Hoover that the need for wheat was even greater now than when the new regulations were promulgated and that a census of supplies revealed that the harvest had been less than estimated and that shipping difficulties made it imperative to feed the allies from here instead of from the Argentine. It is impossible to ship corn, owing to loss from germination, so that wheat must be America's chief contribution to the rations of the peoples abroad.

Mr. Hoover said that renunciation of luxurious foods must begin at the top of the social scale, not only to set an example, but because the industrial population is dependent to a large extent on bakers' bread, which must have a considerable proportion of wheat to be durable. Therefore, he asked the hotels which have as patrons people of wealth to set an example to their patronage and other public eating places by refusing to serve any wheat whatever until the new crop comes in, using other cereals and potatoes instead.

ACREAGE TO BE GREAT.

"We stand at the most critical period of our national history since the battle of Gettysburg," Mr. Hoover declared. "We may have to cut our wheat consumption more than one-half, but the sacrifice must come from those who have the most, not from those who have the least."

"Our wheat acreage this year will be greater than ever before and if the Lord is good to us in the matter of weather, our difficulties will be at an end by September 1. That is not a long period of sacrifice."

The reply was an outburst of applause which died away as John McBowman of New York, head of the food administration hotel division, stood up.

"How many will rise with me to signify they will comply with the chief's request?" Mr. Bowman asked.

All Volunteer Help.

It seemed as if everyone in the hall rose simultaneously, waving flags

taken from the luncheon tables and cheering with abandon.

"We have pledged ourselves to save wheat for victory," Mr. Bowman announced when quiet was restored.

Dr. Alonzo Taylor, the food administration's representative on the war trade board, told the hotel men wheat was not a necessary element of diet, but a luxury, which people have grown to, half because superior appearance of the bread it produces and the conveniences with which it can be shipped and prepared. The latter reason made it necessary to send wheat instead of other grains to the allies.

Poor Suffer in Germany.

"The breakdown in the German food distribution system, I discovered when in Germany for the Department of Agriculture was due to the fact that the system was administered for the upper classes, who could get hams at \$60 each, butter at \$5 a pound and other delicacies at the best hotels if they had the money to pay. The poor people could not pay and were forced to suffer. There was a great contrast in England, where the leading hotels were the first to cut off their menus the food needed for the soldiers and the industrial workers in war factories."

California Girl Y. M. C. A.

Worker Killed in France

Paris, March 30.—Miss Marion G. Crandell of Alameda, Cal., has been killed by the explosion of a shell in the "French soldiers' fireside," at the French front, where she was engaged as a canteen worker for the Young Men's Christian association. No details of the occurrence have yet been received. Miss Crandell was 46 years old. She arrived in France February 15.

AUDITORIUM Thursday, April 4

Afternoon, 2 P. M., for Ladies Only
Evening, 8:15 P. M., for Men Only

What Does a Woman Need Most?

A Film Drama Portraying and Answering the Greatest Problem of a Woman's Life.

There is a magic in the subtleties that summons both smiles and tears with lightning grace; that seduces one from emotion to emotion until the climax is reached and the solution of the problem is given.

A special lecture will also be given by Dr. W. F. Martin, who is the director of a Lecture Bureau on Social Hygiene for the Foodie Commission, and who has been delivering these educational lectures to various cantonnements and camps.

Admission 75c and \$1

A certain section of balcony seats will be 50c and 25c.

STATE EDITORS MEET IN OMAHA MIDDLE OF JUNE

Grand Island, Neb., March 30.—(Special Telegram.)—The executive committee of the Nebraska State Press association at a meeting here tonight fixed Thursday, Friday and Saturday, June 20, 21 and 22, as the dates for the midsummer serial meeting at Omaha. Secretary Thomas of the Omaha Chamber of Commerce and Secretary Weaver of the Ak-Sar-Ben were present and entered into arrangements for the entertainment of the editors at the Ak-Sar-Ben and at other functions.

The Fontenelle Hotel will be headquarters.

The matter of a field secretary to fill the vacancy caused by the resignation of Mr. Casewell was discussed. Present at the meeting were President Cass of Ravenna, Secretary Scott of Edgar, and members Israel of Havlock, Perkins of Aurora, Furey of Hartington, Buck of Harvard, Ladd of Albion, Purcell of Broken Bow, Maupin of York, and Davis of Ord.

Dishonesty.

"You simply cannot trust anybody. Every one seems so dishonest nowadays," declared the woman. "My maid, in whom I had the utmost confidence, left me suddenly yesterday and took with her my beautiful pearl brooch."

"That is too bad," sympathized the friend. "Which one was it?"

"That very pretty one I smuggled through last spring."—Pittsburgh Chronicle-Telegraph.

Little Insurance Talks

By HENRY H. LOVELL, Insurer

"LEST WE FORGET"

Five years ago today was a sad one for many citizens of Omaha. Far sadder for the large number of those who found themselves sufferers of loss from the tornado and no tornado insurance. True, many were the recipients of the free hearty charity of Omaha's more fortunate residents.

As a business proposition you can't borrow money on property security where the buildings represent any appreciable part of the loan value without the collateral security of Tornado Insurance. If the loaner will not risk a part of his savings without this protection CAN YOU afford to risk yours? This is reasonable for this talk, as adjoining states have been having destructive storms and Nebraska is due by the law of average. Rates are lower for tornado insurance now than either three or five years ago, and there are interesting points as to values and proper coverage. We would be glad to be of service to you. Call us.

(To Be Continued.)

Henry H. Lovell
INSUROR

102-103 Bee Bldg. Doug. 5101.

Proper Profit

The question Uncle Sam is trying to decide for 'big business' will ultimately affect all business.

I am not going to attempt to offer the solution to a problem which has engaged the attention of the ablest men in the National Council Chamber but I venture the opinion that when the question is decided there will be fewer people "getting rich quick" and more people "getting what is coming to them."

Prosperity depends upon the free circulation of money—there can be no circulation unless EVERYONE is MAKING A PROFIT from his labors.

No profit means no business; UNJUST PROFITS means restriction of business, because if one set of men take MORE THAN IS RIGHT, another set are forced to take LESS THAN IS RIGHT.

Profit should be a fair percentage above the cost of commodities plus the cost of doing business.

It is often easier to charge "graft" than to prove it—and many people who are quite sure their own profits are proper, are prone to condemn identical methods in another concern.

I hold it is NOT PROPER for a Dentist to charge as an "Expense of doing business." Reputation, Social Prestige, or plain Greed.

To be explicit, I claim it is EXCESSIVE PROFIT when any Dentist charges \$20 for a gold Crown in no way superior in material or workmanship to the crowns I furnish my patients for less than half that price.

It is your privilege, of course, to save the difference in cost, and thousands of people do, as evidenced by the ever-increasing practice this office enjoys.

In the final reckoning, however, the government (and that means the American people) are going to DEMAND that every business, every trade, every profession, STRIVE FOR COMPETENCE, EQUIP THEMSELVES TO COMPETE, AND BE ABLE AND WILLING TO GIVE A DOLLAR'S WORTH FOR A DOLLAR.

When this condition has been brought about, it will be easy to fix a percentage which will represent Proper Profit.

PAINLESS WITHERS, Dentist

423-428 Securities Bldg.—16th and Farnam Streets.

OMAHA, NEB.

Office Hours: 8:30 A. M. to 8 P. M. Sunday, 9 to 1.

COME TO MERNA

In Big Custer County

MERNA, NEBRASKA

In the Center of Big Custer County, the Best Wheat, Corn and Livestock Section of Central Nebraska.

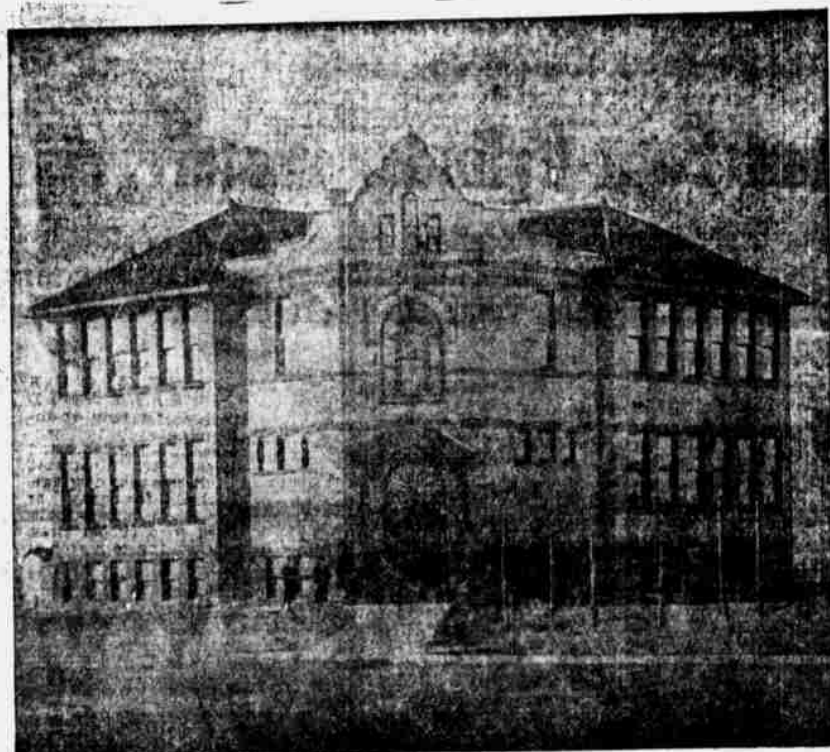
MERNA has three of the largest grain elevators on the Burlington between Grand Island and Alliance, and they do a grain and livestock business that amounts to over Two and One-half Million Dollars a year. There is more grain shipped out of Merna than is shipped by any other three towns in Custer County.

Merna is a beautiful little town of 700 people, situated in Merna Valley. The town has 3 elevators, 2 banks, with over \$530,000 deposits, mostly farmers' money. Two garages and two more buildings, 2 hardware stores, 2 grocery stores, 2 lumber yards, drug store, jewelry store, newspaper and a number of other business houses. The town has a good water system and electric lighting system, 4 churches, splendid high school, a \$10,000 Public Library, fine streets, beautiful homes and the best people on earth.

Some Statistics for 1917

That Merna is an exceptionally good business point is shown by the following shipping statistics:

Number of cars of grain shipped out.....	308
Number of cars of live stock shipped out.....	172
Cars of lumber shipped in.....	37
Cars of stucco and plaster shipped in.....	14
Cars of brick shipped in.....	20
Cars of miscellaneous shipped in.....	95
Number of pounds of merchandise shipped out.....	924,006
Number of pounds of merchandise shipped in.....	1,917,747



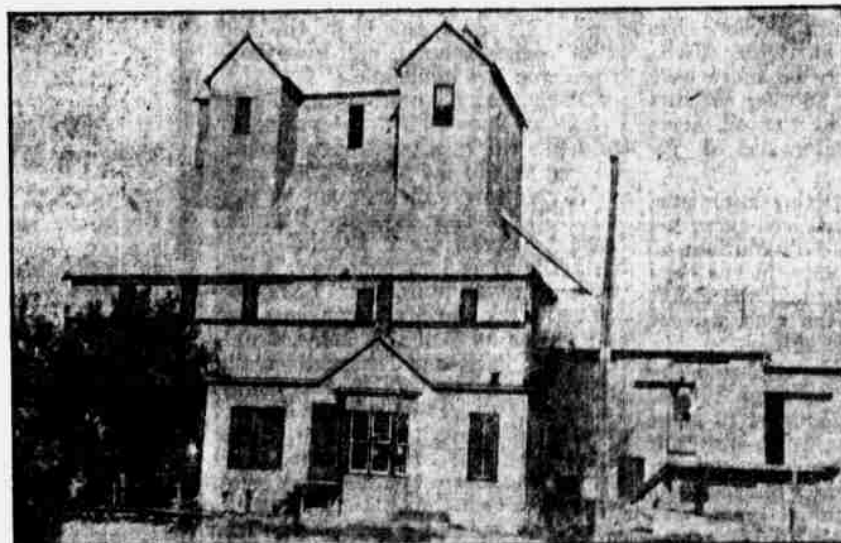
Merna Public School

MERNA IS PROSPEROUS

Merna is a progressive and prosperous town, wide-awake and up-to-date. During the last three years the bank deposits have almost doubled. Every year the old frame buildings are being replaced with modern bricks. Last year there were two brick business houses and a large brick garage and a number of fine residences built. This year there will be two large brick garages, possibly a fine bank building and several new residences built. There is no boom, but a steady and wholesome growth, which goes to make a good substantial town.

THE MERNA COUNTRY

Merna is located in the north half of Custer county, which embraces Merna, Dale, Pleasant and Ortelto valleys and the East and West Tables, which is conceded by all to be the best small grain, hay and live stock section of Central Nebraska, and it is all tributary to Merna, the town's trade territory extending nine miles North, twenty miles East, six miles South and twenty miles West. This section produces thirty to thirty bushels of corn per acre, and is noted for its alfalfa and other hay crops and excellent pasture. The country is well improved, all the farmers having comfortable homes, and many of them fine modern homes. They are all patriotic, progressive and prosperous. At a Red Cross sale March 23, \$4,500 was realized. A splendid recommendation for the town, people and country.



One of Merna's Big Elevators

There is no better opening anywhere in the state for these branches, but especially the department stores, and anyone seeking a location should come and look the field over, see our splendid country and prosperous farmers and get facts and figures from our business men.

Address all communications to

W. R. DUTTON,
President Community Club, Merna, Neb.

COME TO MERNA

The Big Grain Center

COME TO MERNA

The Land of Prosperity



Merna's \$10,000 Public Library

WHAT WE NEED

GENERAL STORES

Merna needs two large department or general stores. The town has always had at least two good general stores up to a few months ago, when one of them, owing to circumstances other than business, traded for a large tract of land and the store fell into the hands of speculators and the stock was closed out. The other store, after a successful career of twenty years, is closing out because his sons expect to be called to the colors soon, and owing to infirmities the proprietor is not able to look after the business himself. Both stores were located in fine new brick buildings, modern throughout and finely equipped, and both can be leased at a reasonable price. Two such stores in Merna with complete and up-to-date stocks will easily do from \$125,000 to \$175,000 business a year.

DRUG STORE

Until last week the town had two elegant drug stores, both located in new brick buildings. One was owned by two brothers, one of whom is now in Camp Funston and the other is expecting to go shortly, so they sold their store and the goods was taken over by the other store. The building can be purchased or leased and the fixtures bought. It's a fine opening for a good druggist, as both stores have always had a fine business and prospered.

DENTIST

Our Dentist closed his office and entered the U. S. Navy as a lieutenant. There is no better small town location in the state for a dentist. The outfit and fixtures are still in the building and can be purchased right.

COME TO MERNA

The Land of Plenty