# THE MORNING BEE the chance of the infant for life is thus greatly in-

MORNING-EVENING-SUNDAY

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Sworm to and subscribed before me this 5th day of July, 1922 (Seel) W. H. QUIVEY, Notary Public

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The average paid daily circulation of The Omaha Bee for June, 1922, was 71,731, a gain of 12,397 over June of 1921. The average paid Sunday circulation of The Omaha Bee for June, 1922, was 77,084, a gain of 20,120 over June of 1921. This is a larger gain than that made by any other daily or Sunday paper.

#### GOVERNMENT AND THE STRIKE.

President Harding fairly ripped wide open the pretense of a certain group in his telegram replying to a message sent by J. Cleve Dean of Chattanooga, chairman of a publicity committee of strikers. In the ordinary course of events, the Dean message probably would not be noted, but it did give the president an opportunity to plainly say what should be patent to every thinking man or woman.

The government is not taking part with either side in the strike. So far the president has sought to protect the welfare, the health and the happiness of the American people, and without giving aid or encouragement either to the strikers or to the employers. Samuel Gompers says the action of the Interstate Commerce commission, carrying out the president's policy, has been beneficial to the miners, but that is only the opinion of one man. The public is far more concerned with the facts that are presented by Mr. Harding in these sentences, addressed 'o Mr. Dean, but really meant for all:

There is no dispute about the loyal American citizenship of the men on strike, nor will anyone question that many of them gave everything that men can give for the service of this country in the

Nor is it disputed that the men on strike are exercising their constitutional and lawful rights, under existing statutes, in declining to work under the terms decided by the Railroad Labor board or tendered to the workmen by the mine operators of the country. No one has attempted or pro-posed to draft free men into either the railroad or ining service, or suggested coercion under military forces. The military forces of free America are never used for such a purpose. Their service is only that of preventing lawlessness and violence. That same unchallenged freedom which permits you and your associates to decline to work is no less the heritage of the free American who chooses to accept employment under the terms proposed

Nothing of open or closed shop, of seniority rights, or any of the multitudinous details of the grievances that enter into the strikes, can alter this clear declaration of Americanism and the attitude of the federal government toward all citizens. The whole message should be deeply impressed on every mind, because of its fairness, its freedom from bias or prejudice, and its powerful appeal to the sense of justice and right and the obligation of duty that ought citizen.

Ways to end the strikes are opening, because the president has been fair, firm and impartial in his attitude. Persons who misjudge his efforts to restore peace will realize their mistake when the closing lines of the story have been written, but the country is gainer because Warren G. Harding has been patient, and because he is a "God-fearing, humanityloving leader," such as Mr. Hitchcock called for the

## TWO GREAT TARIFF TRUTHS.

Senator Lodge, in the course of the debate on the wool schedule of the pending tariff bill, said "sehators representing manufacturing states must make up their minds that the well being of the wool grower was fully as important to them as the well being of the manufacturer; that, if instead of helping each other, the manufacturer and grower attacked each other, there would be but one end, the destruction of the industry. If we have no American wool, there will be no competition with the foreigners, and consumers will bitterly regret the day when they were left to the tender mercies of foreign wool growers."

To this let us add a short quotation from the New York Mail, which recently printed the following: . A tariff for protection is the policy that has

developed every American industry, maintained every American wage scale above the competing wage scale in other countries, and made the American wage earner the best paid workingman in the world. Every protective tariff law has encouraged industrial expansion and created pros-

perity.

If you want fair wages and a fair opportunity to sell in the American market, then you must favor protection—you must insist upon a tariff that will make up the difference between your costs and foreign costs; if you are not interested in wages and are willing to sell your products below cost, whether from farm or factory, the free trade or an ineffective tariff—"for revenue only"-is what you want.

These simple tariff truths should be borne in mind all the time. Whatever turn the debate at Washington may take, it is finally an effort of the republicans to provide protection for American industry, and of the democrats to defeat that effort and continue the free trade policy of the Wilson administration, which created the bread lines of 1913-14.

# LITTLE MOTHERS OF OMAHA.

A demonstration at the city hall of the results of eaching the girls of Mason and Long schools some practical details of home life was an eye-opener to those who gave it attention. Especial emphasis was put on the care of infants, for in many of the homes from which these pupils come the mother must depend on the daughter for assistance. What the young one has learned is of tremendous importance, then, for it gets an immediate application at home.

These little girls have been particularly trained in how to take care of the baby when entrusted with its care. Comfort in clothing, in bathing, and in other ways conduces to health, and all of these things have been instilled into the young minds in a way that will bring the greatest possible return on the

investment. This is part of summer school work, carried on to supplement the training given during the scholastic year. Miss Townsend, who is at the head of the school for nurses, and Miss Jardine, who has given the little girls their training, put much emphasis on the care of infants. That is one of the really necessary things, that girls and mothers be taught how to take proper care of the baby. Benefits derived from such training are direct and general, for it means that

The Omaha nurses and professional men and women who have contributed to the results achieved have done good work. Others must assist, for in teaching the little mothers of a community, we are teaching generations yet to come, and lessening the sum of human misery by removing much of its cause in advance.

#### SOUNDS LIKE OLD TIMES.

An Omaha firm of contractors has just been awarded a \$3,000,000 job of construction work by the Santa Fe railroad. Not so very big, for it only contemplates fifty miles of double-tracked line, but in comparison to what has been going on it looms huge. It is the first real job of railroad construction let in the west since the war. Hundreds, yes, it might be said, thousands of miles of new construction ought to be done, but the railroads have been holding aloof. waiting for conditions to settle down. Whether the action of the Santa Fe company is to be interpreted to mean that something like normalcy has been reached, or whether it is but a sign that the work thing Bryan outlines. Mr. Bryan could no longer be safely postponed, the reaction can not but be favorable. In general, building is far ever came down the Nebraska pike. shead of last season's record, and is getting better, and railroad construction may follow the lead of other lines. Some question of capital is concerned, but the price of money now is far more attractive to the borrower than it has been for seven years. Aside from labor troubles, the railroad situation is most encouraging. The net revenue for the five months ending with May 31 shows an increase of 189.4 per cent over that of the same five months for 1921, while the month of May brought a net return of 67.8 per cent greater than in May, 1921. Business only waits an adjustment of certain points now causing friction. and the rush will keep each man jack of us so busy he will not have time to think of troubles that are

#### GUARD OMAHA'S GATES

"Footpad" is a word gone almost out of use, for today men of evil disposition most often operate in automobiles, and not afoot. The arrest and confession of two young men after a highway robbery on the outskirts of Omaha in which they made off with the motor car of their victim has put a stop to one series of depredations. The news that six other suspected bandits also are in custody is as complimentary to the activity of the police as it is reassuring to the public.

Swiftly moving about the city, robbers are able to commit numerous crimes in a single night, and elude the officers of the law. There is, furthermore, the open possibility of their escaping pursuit by leaving the city and driving away among the tourist par-

The roads on which these bandits operated represent the gates of the city. They should be guarded at all times so that warning can be flashed from headquarters and the officers on post at the gates may be warned to watch for them. The patrol booth system, with its motorcycle equipment, is badly needed for the protection of Omaha.

#### HOSPITALITY PLUS AT HUBBELL. Hospitality could go no further than in Hubbell.

Neb., where invitations to a harvest picnic and festival are being broadcast by radiophone. Nor could more appropriate time for festivities be found than when the crops are garnered.

Thanksgiving day represents this spirit, although the Pilgrim fathers designed it as a substitute for Christmas and would have been shocked at the idea that the custom they began had its roots in heathen antiquity. Yet the Greeks and the Romans knew these fall festivals and celebrated the bounty of nature with song and play. There is something deeper in Omaha's Ak-Sar-Ben than just drawing visitors to the city-an elemental impulse that has lived through the ages.

In an agricultural region such as the middle west, freer play should be given to the human spirit of gratitude for the harvest than by the mere feasting that marks Thanksgiving day. Parades, pageants, games and a general rejoicing would be fitting in every community of the great plains. The citizens of Hubbell have the right idea.

## DISOWNED BY HIS PARTY.

One of the few readable business magazines is 'Commerce and Finance," which is edited by Theo. H. Price. Not often does he comment on political questions, though he is outspoken in his opposition to the tariff and ship subsidy, and lately he took occasion to compare postoffice receipts under the Harding administration with that of Wilson. Straightway his remarks are picked up by Senator Hitchcock's paper and advertised to the world as coming from the republican side. It is rather mystifying, but when democratic papers wish to prove anything they usually quote a republican paper, as if admitting that the truthfulness of a democratic organ's comment on the political situation might be

Reference to "Who's Who," however, reveals that mistake has been made. Mr. Price is not only a democrat, but was a Wilson appointee on the federal railroad administration. To be thus read out of the party of his fathers merely on the evidence that he is running a financial paper is unfair to Mr. Price.

Town boosting is rather the ordinary thing in Nebraska, but there are few instances in which counties as a whole unite for development and progress. It will be interesting to watch the success of the newly formed Dawson County Service company, which plans to promote irrigation, beet growing and he manufacture of sugar and syrup.

The Boston Transcript is a little out of its field when it remarks that in spite of being a republican paper it would rather see a democrat in the senate than Colonel Brookheart, Iowa's republican nominee.

Ex-President Wilson has denounced Vardaman nd repudiated Reed, all of which will make the primaries in Missouri and Mississippi a sort of Who's Who in the democratic party.

Many occasionally want to kill a whistler, but few earry out the impulse as completely as did the Iowa man, who slew the blacksmith because he whistled.

One thing Omahans can testify to; none of the cal yard engine whistles have deteriorated because the shop hands' strike.

Cheyenne lives again the days of the frontier and maha's swift western blood stirs with Wyoming's.

Ganna Walska isn't the first to damn orters and get more publicity out of it.

No sign of the rainmakers joining the strikers.

On Second Thought

By H. M. STANSIFER. Kindness costs little but is worth much,

## ----OPINION----

What Editors Elsewhere Are Saying

selves.

From the Nebraska State Journal.

Popular impression to the concrary, there is high honor among politicians. There has to be. There is no other way to make political

deals than on the word of the deal-ers. A beautiful example of this is the way Senator Hitchcock has paid human beings can speak for themthe way Senator Hitchcock has painted in advance the price of Mr. Bryan's support for his old antagonist. The throws himself on Mr. Bryan's honor with the trust of a He makes his newspaper swallow

everything it has ever said against the Bryane. He ascribes to "Brother harles" "the courage of a lion, and the aggressiveness of a Jack Demp-sey." He speaks of the grand old issues "that William Jennings Bryan fought for-and with him shoulder shoulder Gilbert M. Hitchcock. no matter which—is about the sweetthen swallow such a mess of crow, produce is no longer an abstract But a United States senatorship is a project. It is actually under way valuable thing and one can afford to on an increasing scale. The recompay high for it. If the dose corrais mendation of the joint congrestible Bryan followers in the Hitchcock sional commission on agricultural the Bryan followers in the Hitchcock sional commission on agricultural camp without at the same time driv-ing off the Hitchcock followers, it is perhaps worth the nausea its eating tion and reduce costs came rather occasioned. But what perhaps worth the nausea its eating occasioned. But what we started to call attention to is the, from the business point of view, utterly unbusinessilke nature of the transaction. The senator does not put his price in escrow, as he would do if it were a farm he was dickering for instead of the Bryan vote. He pays it over, leaving it to Mr. Bryan's honor to deliver the recompense. Senator Hitchcock has called upon his forces to put Bryan in the state house. It to Federated Fruit Growers, a sell-the Federated Fruit Growers, a sell-the Federated Fruit Growers, a sell-the freederated Fruit Growers G

the Hitchcock he has taught them to hate.

As we said in the beginning, there is honor among politicians. And, by the president and the secretary unless Senator Hitchcock is victim of a misunderstanding, Mr. Bryan, cither or both, is honor bound to say has no objection to greater profits for how that the consumer has no objection to greater profits for of a misunderstanding, Mr. Bryan, either or both, is honor bound to say now that the tiger has changed his spots, that Benator Hitchcock is now the perfect and unapproachable all good Bryanites. Mr. Bryan's announcement on this line will be eagledy awaited, most especially by the voters who are to be the legal tender in the transaction. On the whole in the transaction. On the whole, this is one of the most notable political deals this state has ever seen attempted. Not the least inspiring feature of it is the sublime trust here shown by Senator Hitchcock that Mr. Bryan, as a man of honor, will deliver the votes for which the senpaying him so dearly in ad-

Women and Class Feeling.

From the St. Joseph News-Press.

A Kansas woman writes her opinion that class feeling in politics and the community has increased since the women got the vote. She was a believer in female suffrage, and she thinks that in many ways woman suffrage has done good, so this is not the view of any disgruntled "anti" Her feeling is that omen take social slights more keenly than men

Well, it is a fact that men do not worry if they are not included in social circles; if they are not invited into the parties given in certain they care little, and think these parthey care little, and think these parthey care anyway. Wonto the parties given in certain sets, ties would be a bore anyway. men, on the contrary, enjoy society life much better, and have secret longings to enter circles and cliques that may be closed to them. hey may entertain to a larger extent the un-American idea that the groups and feel some bitterness against those who are more popular or wealthy than they are, and this feeling may react in politics. A person who entertains that feeling might think that the ballot at least wa one weapon with which she could revenge herself for social slights.

whether or not there is anything in this theory, a lot of class feeling has developed lately in politics, and it is doing no good. Some politicians get office by claiming to be special defenders of the workingman, when they may be wholly unfit for office, and may run public business so poorly that government costs more, taxes are high, business is impeded by this heavy burden, workers are thrown out of a job and rent are made high. The workingman suffers more from poor government than any one. It is for his interest to see to it that en are put in office who not merely ut will run the office in such an efficient way that high taxes will not upset the business of the com-

A Test for Fathers.

From the Casper Herald,

How long could or would father carry mother's job? It's a long-disputed question to which a New York pater familias has added valuable data. He lasted just five weeks in trying to care for the children and the home while his wife was in the hospital. Then he tried to commit ulcide. He explained that the work and worry were too much for him. It may be that this father's care was complicated by a job outside, but to offset that he probably neg-lected a good deal of dressmaking, mending, canning, cleaning, cook-ing and laundry work which his wife

Whatever else he learned, he found out that a mother's job is a real job, a job requiring physical strength, superhuman patience, moral courage, initiative and nervous energy. His experience should make him respectful of his wife's labors, more considerate and more helpful. It is not to be hoped that every father will be put to a similar test. Some of them do not need it. But the experience would be valuable in many families.

Humanity to Cate.

from the Springfield Republican.

As a rebuke to persons who make no provision for cats when leaving their homes for the summer, the Montreal Star publishes an effective cartoon, showing a black cat sitting sad and forlorn, but still expectant, on the steps of a deserted dwelling. For those who do not see the well-drawn picture the scene is easy to visualize. And the mere thought, without graphic illustration, is enough to convict of inhumanity any enough to convict of inhumanity any person who leaves a household pet to run the risk of starvation in a city neighborhood where it has limited opportunity to prey upon rodents or other animals by which it might feed itself. The cat is a domesticated animal and must not be treated as a wild creature.

a wild creature.

The Star's picture is labeled "The Inhumanity of Man." One does not see how there can be exception to the title. It is true that some weeks ago there was a lively discussion in an English paper of the question whether tenderness to animals was a sign of weakness of character. It was contempted by some that undue as contended by some that undue solicitude for animals was often accompanied by insensibility toward
human suffering. "People who are
ostentatiously fond of animals are
never great lovers of their kind." To
bother about sporadic cases of
cruelty and ignore "graver human
misery" was held to show a "bad
sense of moral proportion."

With some qualifications, the last

## OMAHA BEE READERS' OPINIONS

(This department is designed as a believe and tearing their clothes, broadensting station through which readers of The Omaha Bee may apeal to an andience numbering well above to a companied by the anticipated storm, they clog the sewers and at all times are an eyesore and give facely interest. Letters about the storm of the writer, even though to request that it not be published.)

To Enforce Prohibition Stuart, Neb. July 25.—To the Editor of The Omaha Bee: It is the Editor of The Omaha Bee, it is an "Railroad Man's Wife" taxes so addity of our legislature to pass an "Railroad Man's Wife" taxes so addity of our legislature to pass an "Railroad Man's Wife" taxes so additional to the legislature to pass an "Railroad Man's Wife" taxes so additional taxes and the legislature to pass an "Railroad Man's Wife" taxes so additional taxes and the legislature to pass an "Railroad Man's Wife" taxes so additional taxes and increasing the penalty for all vio-lations so that anyone convicted under the law would be fined \$100 and 15-days in jail with eight hours each day at hard labor on the pub-land and anyone convicted of understanding and sympathy with fellowmen struggling to maintain their own humble standard of living and his.

any suspect's possession.

kind of an amendment.

force the prohibition law, it would seem that the law would be more

Our Municipal Art Gallery.

Omaha, July 25.—To the Editor of The Omaha Bee: Will you please

use your influence to see that the city ordinance prohibiting the tack-

ing of signs on telephone poles be enforced, that present signs are re-

The boys tacking up these signs have been very careless in dropping facks around poles and as a consequence a flat tire usually results

if you park near a pole bearing a sign or one from which a sign has

A. F. McAdams, manager of

moved and offenders prosecuted.

JOHN H. BROWN

But, on the other hand, kindness to animals needs no defense, and each day at hard labor on the purito animals needs no defense, and would need none were not our after the prescribed by the courts, and feetion for them accompanied to so be prescribed by the courts, and large a degree by an attribution to for the second offense a fine of the purity of human qualities and traits. \$200 should be assessed with 30 days while fouling his own nest hides behind the pseudonym "Letter-Carrier". labor as may be prescribed by the courts, and for each succeed-ing conviction a fine of \$500 should be assessed with six months of humanity to man? in jail with eight hours each day at hard labor on the public roads or at other hard labor as may be pre-

NO COAL!

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Oil is far superior to coal as a fuel. Burned in a Lillibridge OIL Vapor Burner it is SAFE, CLEAN, QUICK, EFFICIENT and ECONOMICAL. The burner fits in your present furnace. It costs little to install. Eliminates all the work and bother of coal. One valve regulates heat to any temperature desired. Write, phone or call for Lillibridge bookiet. DO IT NOW!

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U.S. OIL WORKS, Heating Department

cribed by the courts.

Co-operative marketing of farm

whose fondness for animals is a congenial dissipation in sentimentality. But, on the other hand, kindness Undoubtedly some persons experito pets what was meant for mankind. But did any one ever contend that inhumanity to animals was a mark

The Parmer's Better Way.

rom the New York Sun.

to put Bryan in the state house. It the Federated Fruit Growers, a sell-remains now for Mr. Bryan in return ing organization, is expected to apple to call his faithful to the colors for the Hitchcock he has taught them scale. Wheat growers also have un-

Letter-Carriers and Strikers. Omaha, July 25,—To the Editor of The Omaha Bee: It is too bad "Railroad Man's Wife" takes so se-

We are affiliated with the Ameri can Federation of Labor. We as deeply appreciative of the help w have received from it in the past i an effort to improve our own condi tions. We are part and parcel o arate us from it. Some of us are con vinced that if miners an men and other workers had their

It should be taken as evidence of guilt in any court for anyone in the the army of labor and will not feel grateful to anyone who tries to seppresence of any officer of the law with power to arrest any suspects to destroy any bottles, jugs or any other receptacles which may be in gress to look after their interests If there is a sincere desire to en-

in fall with eight hours each day on hind the pseudonym "Letter-Carrier" the public roads or at other hard does not express the sentiment of letter-carriers individually or col-lectively.

and to secure as a right what they are now asking as a favor, they would not be subjected to the peri-odical onslaughts of industrial vulfor decent American standards the United States Letter-Carrier will be found there offering sympathy and support. W. J. GRADY U. B. Letter-Carrier.

### SMILIN' THROUGH.

The old world may look dienul and dreary;
Your thoughts may be sorrowful, tooBut ere day is done, the joily aid sun is like to come smilin' through.

The fields now look dead and foresken.
Where Itlies and violets once graw,
But cheer up: very soon, to the orisis's
tune.
These bright blussoms will come smills'
through

of far-away friends you once knew.

Come out of the tomb, cast aside all your gloom.

Some slad message will come smilin' through.

through this life may tend to dis-courage.

Though you're sometimes mired down in a slough.

There's the promise so sweet, of a quiet With the spirit of God smilln' through.

Welch's-Crisp Crusted, Fresh Green Apple Pie 5¢ with any order all this wook.



All-Summer Round Trip Tickets on sale daily to September 30,

1922-final return limit October 31, 1922, \$20.70. If you've been overlooking this delightful near-home vecation spet, it will pay you to investigate. Use coupon below for booklet on White River Country. Booklets on Colorado and California also

available if you plan a western trip. For service particulars, sleeping car reservations, etc., call on or

T. F. GODFREY, Div. Pass. Agt. 1404 First National Bank Bldg., Omaha, Neb.

CHECK THE BOOKLETS WHICH INTEREST YOU C. L. Stone, Pass. Traffic Mgr., Missouri Pacific Railread Co. Railway Exchange Bldg., St. Louis:

White River Country Colorado and San Isabel Forest

California

# After the Showdown

The great "buyers' strike" of 1920-21, a never-to-be-forgotten event in the economic history of this country, proved a point which must henceforth be recognized as basic and incontrovertible.

It was discovered by merchants and jobbers everywhere, in practically every line of merchandise, that it was the trademarked and adequately advertised brands of goods that got the lion's share of the business there was to get, while the preponderant loss of sales fell on the unbranded and unadvertised goods.

This was a great "showdown" for Advertising. Its position as a factor in economic life was on trial. Had it really done what had always been claimed for it? Had it created consumer preference that would hold against the keen competition of a sacrifice price on unmarked goods?

The verdict of the buying public was unqualified. It was not a straw vote to determine popularity. It was the final test of willingness to buy. The ballots were dollars. And the preponderant majority voted with their dollars that they preferred to keep right on buying advertised goods.

With the whole country on a reduced schedule of production and sales, the factories that were able to keep on producing, in anything like normal quantities, were invariably those making trademarked and nationally advertised goods.

All over the country today manufacturers, jobbers, and merchants are giving serious consideration to this important and conspicuously demonstrated fact: the public prefer to buy nationally advertised brands of merchandise. And public demand is the last word in all economic situations. No one can go against it and long

This will mean, then, that more and more manufacturers will seek out ways to make their products worthy of a distinctive trademark and a sustained plan of advertising. It will mean that merchants will more and more give preference in their stocks to advertised brands. It will mean that the jobbers will more and more arrange to supply the merchant with advertised brands.

But new advertisers, manufacturers who are finally convinced that their future lies in the direction of an advertised product, will discover that the magic power of advertising cannot be applied overnight. It may require sustained effort to attain a position of equality with competitors who have been advertising for many years. This will be an unwelcome discovery. But it will be found to be the truth, and will be their only hope of gaining a substantial foothold in what, from now on, must continue to be a more keenly competitive market than we have known for a generation.

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