

THE MORNING BEE

MORNING-EVENING-SUNDAY
THE BEE PUBLISHING COMPANY
NELSON B. UPDEKE, Publisher, D. BREWER, Gen. Manager.

Net average circulation of The Omaha Bee, June, 1922
Daily... 71,731 Sunday... 77,034

BE TELEPHONES
Private Branch Exchange, Ask for Department
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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.

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 world war.

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.

TWO GREAT TARIFF TRUTHS.
Senator Lodge, in the course of the debate on the wool schedule of the pending tariff bill, said "sehaters 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."

LITTLE MOTHERS OF OMAHA.
A demonstration at the city hall of the results of teaching 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.

On Second Thought
By H. M. STANSFELD.
Kindness costs little but is worth much.

OPINION

What Editors Elsewhere Are Saying

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.

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Honor Among Politicians.

From the Nebraska State Journal.
Popular impression to the contrary, there is high honor among politicians. There has been no other way to make political deals than on the word of the deal.

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OMAHA BEE READERS' OPINIONS

(This department is designed as a broadening outlet through which readers of the Omaha Bee are invited to express their views on subjects of public interest. Each letter must be accompanied by the name of the writer, but it should be understood that it is not published.)

To Enforce Prohibition.

Stuart, Neb. July 25.—To the Editor of The Omaha Bee: It is the duty of our legislature to pass an amendment to our prohibition law increasing the penalty for all violations 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 public roads or at other hard labor as prescribed by the courts.

The Farmer's Better Way.

From the New York Sun.
Co-operative marketing of farm produce is no longer an abstract project. It is actually under way on an increasing scale.

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 tacking of signs on telephone poles be enforced, that present signs are removed and offenders prosecuted.

NO COAL!

Why Not Burn Oil?
LILLIBRIDGE
OIL VAPOR BURNER
Oil is far superior to coal as a fuel. Burned in a Lillibridge Oil Vapor Burner it is SAFE, CLEAN, QUICK, EFFICIENT and ECONOMICAL.

Good Territory Open for Live Dealers.
U.S. OIL WORKS, Heating Department
1017-28 N. 17th St. Omaha, Neb. Phone JA cksn 1791.

and to secure as a right what they are now asking as a favor, they would not be subjected to the periodic onslaughts of industrial violence, but whenever there is a fight for decent American standards the United States Letter-Carrier will be found there offering sympathy and support.
U. S. Letter-Carrier.

SMILIN' THROUGH.

The old world may look dim and dreary.
Your thoughts may be sorrowful, too. But ere day is done, the jolly old sun is like to come smilin' through.

Melch's
Crisp Crusted, Fresh Green Apple Pie
5c with any order all this week.

White River Country
of the Ozarks
A delightful vacation land of natural beauty. Wonderful camp and water life. Exploration trips into the heart of this enchanting section.
MISSOURI PACIFIC
LOW SUMMER VACATION FARES to Hollister, Brewster or Galena.

After the Showdown

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.

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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 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.

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.

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.

(Published by The Omaha Bee, in co-operation with The American Association of Advertising Agencies)