

THE OMAHA BEE

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FOUNDED BY EDWARD ROSEWATER

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Subscribers leaving the city should have The Bee mailed to them.

The fertile loam field of Lombardy still remains a Teuton mirage.

A common bond of joy links Italians and railroad men.

But labored attempts to disguise hyphenism with a Red Cross veneer do not cover anything.

Wonder if a "Food-don't-waste-it" billboard has also been erected on the White House lawn?

"Hoover prices" is one of the shop window placards we see.

Without advice to the contrary, it may safely be assumed that the Allies on entering Jerusalem staged a hot time in a real old town.

Talk of handling the food speculator his legal graces the daily prints.

The esteemed Dr. Sedoma Paes, leader of the latest revolution in Portugal, tags himself as a thoroughbred democrat.

Slowly but surely opponents of war let in the light of national honor and line up for liberty and humanity.

Broadway surface cars "manned" by women conductors in fetching regalia feature the newest decorations along the great white way.

Unfortunately we fear that paper profit on the municipal coal yard is a twin brother to the balance on our municipal Auditorium.

The scoreboards of the grocers and bakers carry picturesque rows of figures on prices and profits.

Nothing prevents anyone from selling cheaper than the price fixed by the food administration, provided the sales are not unlimited and conducive to hoarding.

In all our various war activities—registration of conscripts, Red Cross, Liberty loan, food conservation, war savings—newspaper publicity has been vindicated over and over.

Stock markets as usual quickly recovered from the slump occasioned by Russia's revolutionary upset.

Amsterdam advices quote the German food dictator as assuring the Prussian lower house that "we have adequate food supplies for the new year."

The retirement of Mr. Haller from the chairmanship of the Board of Regents a month before the expiration of his term will please Brother Metcalfe.

Christmas Presents as Usual

Christmas presents ought to be bought and bestowed this year very much as usual.

Suggestions are heard that there should be an interchange of holiday gifts among adults, and that the children alone should be remembered by Christmas givers.

War economies have been made as they have become necessary, and they will be so made in the future.

If Christmas giving on the usual plan were now to be suddenly abandoned, it would mean huge losses for manufacturers and retailers.

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Sound sense is better than sentiment. Let everyone buy Christmas presents as usual.

Can the Liberty Bonds Be Kept at Par?

An interesting although inconclusive debate has been started by the Sacramento Bee as to whether the government could not, and in fairness should not, take it upon itself to keep the Liberty bonds from falling below par at any and all times.

The trouble is that the government's position in respect to its securities and obligations differs but slightly from that of a private individual.

No government on earth has ever heretofore been able to do what the Sacramento paper proposes and we may be sure, if a legislative talisman could accomplish that object, all the nations of Europe would have resorted to it long ago.

Something Wrong with Our School Board. Manifestly there is something wrong with our school board here in Omaha.

The situation raises anew the question, "What is to be done to remedy this condition?" and invites repetition of The Bee's former proposal that the system of running our schools be completely recast.

For Self-Protection of Autoists. Pity the poor automobile owner. The roadway he traverses is not always strewn with flowers.

Such dramatic instances are not rare. They occur in epidemics. The rare co-operative club is one which is run on a friendly business basis, with everybody doing, paying for and getting his share.

Buying in bulk is the greatest strategy the consumer can employ, either in a club or as an individual, providing he does not commit the crime of hoarding.

Not long ago the janitor of an apartment house reported to the United States food commission the fact that two tenants in the house had four barrels of sugar stored in the basement lockers.

Such camouflage mingles with tobacco smoke these days to soften the upward tendency of prices. Short crops are said to be the main cause. Government returns mark tobacco as "a record crop," far exceeding in value that of last year and double the 1910-14 average.

Old stagers in the international game are not fooled by Teutonic promises of being good in the future.

Market Strategy

By Eric J. Haskin

Washington, Dec. 11.—Optimistically speaking, the high price of food has performed one great service to the consumer.

The American consumer knows more about food today than he ever did before. He knows, for example, that although he belongs to the flesh-eating order of Carnivora—George Bernard Shaw to the contrary notwithstanding—he will survive a meatless day.

Thus, recently, the consumer has been trying another method. He has been studying the marketing game. The question with him as yet is not how many of his favorite dishes he can do without, but by what strategic maneuvers can he buy them at a lower cost.

Every two weeks this club holds a business meeting. Each woman brings with her a small bank. The members discuss the supplies they will need for the next two weeks, consulting the catalogues from mail order firms and the price lists from various wholesale dealers.

Unfortunately, the same thing cannot be said of all co-operative buying clubs. There is no doubt but that a great reduction may be accomplished in buying food in large quantities, but it is usually difficult to get the co-operation systematized.

Somebody is usually to use a fascinating idiom—the goat. The club generally disburses with a large supply of material on hand which he can never use, with his bank account, instead of the high cost of living, reduced, with a penal sentence hanging over his head for hoarding, and on the verge of a nervous breakdown.

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RIGHT IN THE SPOTLIGHT

Frederick H. Gillett, who is acting as a republican leader in the national house of representatives, has been the member from the Second Massachusetts district since 1893.

United States interpreted German note as request to act simply as peace messenger for Teutonic powers.

A charity ball at Masonic hall was given by a number of women, most of whom belong to the history assembly No. 3279 of the Knights of Labor.

The committee appointed to procure hose for the fire company of South Omaha has decided to purchase 1,000 feet and will receive bids until Friday next, when the award will be made.

The Seward Street Methodist Episcopal church will be dedicated on Sunday morning, December 18, by Rev. Dr. Fawcett of Chicago.

M. L. Roeder, manager of the National Life Insurance company of Vermont, left for the east to be gone for 10 days.

The cable switch at Tenth and Leavenworth streets is nearly completed, as is the turn at Tenth and Harrison streets.

Bishop Sharpe of the Mormon church at Salt Lake City, also general superintendent of the Utah Central railroad and director of the Union Pacific, arrived in Omaha in his private car.

1818—Mary Todd, who became the wife of Abraham Lincoln, born at Lexington, Ky. Died at Springfield, Ill., July 16, 1882.

1836—Phillips Brooks, Episcopal bishop of Massachusetts and famous pulpit orator, born in Boston. Died there January 23, 1893.

1872—Twelve persons killed and many injured in an explosion of gunpowder set by Fenians against the wall of Clerkenwell prison in London.

1892—Mrs. Julia Dent Grant, widow of President Grant, died in Washington. Born in St. Louis January 26, 1826.

1914—British submarine entered the Danubius and torpedoed a Turkish battleship.

The Bee's Letter Box

The Burlington Report.

Somewhere in the United States (censored)—To the Editor of The Bee: The press reports quote Postmaster General Burleson as declaring "the organization of postoffice or postal employees has become a menace, or is rapidly becoming a menace, to public welfare."

Speaking of surplus, a few years ago Mr. Burleson started his economy program by reducing a number of the older carriers to collectors and also reducing the salaries from \$1,200 to \$1,000 per year.

Psychology of the War. Omaha, Dec. 12.—To the Editor of The Bee: Many people seem to think that psychology is something of a magical nature and to them the word suggests only the things that pertain to wizardry and mysticism and hypnotism.

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The one person in all the world who now has the greatest opportunity for great psychic efforts is the president of the United States.

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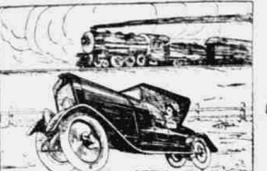
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