

THE OMAHA BEE
DAILY (MORNING) - EVENING - SUNDAY
THE BEE PUBLISHING COMPANY
NELSON R. UPHOFF, Publisher.

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Far Night Calls After 10 p. m.: Tyler 1000.

OFFICES OF THE BEE
Main Office: 17th and Fremont
Branch Office: 1501 S. 24th St.
Circuiting Department: Tyler 1000
Advertising Department: Tyler 1000

The Bee's Platform
1. New Union Passenger Station.
2. Continued improvement of the Nebraska Highways, including the pavement of Main Thoroughfares leading into Omaha with a Brick Surface.

Right Road to Peace.
When the senate adopted the Knox resolution, declaring the state of war with Germany no longer to exist, it gave effect to the verdict rendered by the people last November.

Pick Good Men for the Jobs.
It is the first duty of every Omaha voter to decide on the merits and qualifications of the men who seek office. Efforts of self-constituted committees and interested slate makers to do this for the voters deserve to be rebuked at the polls.

Cut Expenditures to Reduce Taxes.
A statement from Secretary Mellon with regard to the Treasury operations contains one great illuminating truth. The "nation cannot continue to spend at this shocking rate."

Cut the Freight Rates.
One settled conviction in connection with the business situation in America today is that the cost of railway transportation is too high. On almost every commodity the tariff is such as checks production, and so not only retards the so-called liquidation of labor, but actually prevents the accumulation of capital that is needed to relieve the railroads.

Clearing Up the Newberry Record.
While the campaign was on in 1920 the democrats made a great deal of fuss about the "convict" senator. While the senate of the United States had accepted Truman H. Newberry as senator from Michigan, instead of Henry Ford, tom-tom beaters for the Cox ticket maintained a continual hubbub over the allegation that the senate had been organized by the republicans through the presence there of a convict.

misses the suit, giving to Senator Newberry a clear title to his seat. We have no thought that the decision of the supreme court will check the cry of corruption and "convict" raised by the opposition, but apprehend that in the next campaign the decision of the greatest tribunal in the world will be questioned, for partisan purposes solely, yet the fact is that the voters of Michigan made their choice and it was not satisfactory to the democratic leaders, therefore it was to be condemned.

About the Bridge Bonds.
Wide difference of opinion, to say nothing of some degree of heat, has been evidenced in the closing days of the discussion over the voting of a million dollars in bonds for building a new bridge across the Missouri river. Yet despite the display of energy by a few interested partisans, pro and con, the general public appears to have little interest in the result.

These things make the question one of even more importance than appears on its face. The value of a free bridge to the city and the necessity of building a new bridge rather than taking over the present toll bridge has been discussed at length by advocates and opponents of the project. The decision rests today with the voters, who should choose for themselves one way or the other.

How Business Men Are Meeting The Problems of Reducing Costs
Answers received by the Chamber of Commerce of the United States from about 2,000 business men to questions designed to ascertain what they were doing to meet present conditions contain a variety of interesting information. The answers indicate that business concerns are lowering expenses rather than through the reduction of the number of employees than by cutting wages.

How to Keep Well
By Dr. W. A. Evans
Questions concerning hygiene, sanitation and prevention of disease, submitted to Dr. Evans, are answered personally, subject to proper limitation, where a stamped, addressed envelope enclosed. Dr. Evans will not make diagnosis or prescribe for individual diseases. Address letters in care of The Bee. Copyright, 1921, by Dr. W. A. Evans.

How to Keep Well (continued)
About Helen Keller. I am asked to write something about Helen Keller. The various biographical sketches show that she was born in 1880 of a family from whom she inherited superior mental powers. At the age of six she had an attack of fever, according to several sketches and of scarlet fever according to one. Whatever the kind of fever, when she was convalescent it was found that she was blind, deaf and dumb. One sketch said she was also without the sense of smell.

How to Keep Well (continued)
She must have known how to use her vocal organs in the saying of a few words, but she forgot this power after she became deaf and blind. She evidently was blind, deaf and dumb for more than four years, because she says: "I was six years old before any of the specialists my parents consulted was brave enough to tell them I should never see or hear."

How to Keep Well (continued)
There was no considerable reduction in advertising space used. One of the questions asked was: "What have you done to reduce your publicity to a normal basis?" More than a fourth of those answering said they had cut down advertising space, but this action was balanced in part by others who found depression a justification for increased use of advertising.

How to Keep Well (continued)
We have taken no steps to reduce our advertising space as it is our feeling that it is false economy to cut down advertising at a time when business is in need of a stimulant to keep it alive.

How to Keep Well (continued)
We are economizing in space and size of the issues, but not pruning as to number of kind of channels. Our newspaper advertisement rates have very materially increased, however.

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How to Keep Well (continued)
We kept our appropriation down to bedrock during the days when there was practically no sales resistance, conserving our funds for a time when they would stand us in good stead. We feel we now owe it to our distributors and dealers and to ourselves to help keep things moving as satisfactorily as possible by securing the healthy flow of distribution produced through consistent, well-directed and forceful publicity.

How to Keep Well (continued)
We feel that there is greater sales resistance, particularly on our products, at this time than before, and in consequence we are taking aggressive action in the matter of space and direct-mail efforts.

How to Keep Well (continued)
What Had Changed the Picture?
From Paris in the shape of a dispatch to the Herald comes a story to the effect that one Gassy, a painter, when passing the shop of a prominent art dealer, saw displayed in its window a picture of a dish of fruit which he recognized as having been painted by himself. It bore in one corner, however, the signature of Whistler, and on entering the shop M. Gassy found that \$8,000 was the price demanded for it. M. Gassy was able to prove that the signature was a forgery, and immediately its price was lowered to 100 francs, or about \$7 at present exchange rates.

How to Keep Well (continued)
Brighter Days Ahead.
At the rate the cost of living is coming down in a couple of hundred years life will be so easy we will hardly notice it.—Los Angeles Times.

Getting Back to Normalcy
How Business Men Are Meeting The Problems of Reducing Costs

Answers received by the Chamber of Commerce of the United States from about 2,000 business men to questions designed to ascertain what they were doing to meet present conditions contain a variety of interesting information. The answers indicate that business concerns are lowering expenses rather than through the reduction of the number of employees than by cutting wages.

One of the questions asked by the chamber was what should be done to help bring the cost of merchandising to a normal basis and the greater number of answers to this brought the suggestion: "Do something to lower freight rates."

About 58 per cent of those answering have reduced the number of employees, these having discharged one-fifth of their workers. One-fifth have abolished or reduced commissions and bonuses.

Generally the answers show that business men are cutting down their overhead costs to meet the public demand for lower prices by calling for more work from fewer men, demanding greater efficiency per inch on advertising, depending more on budget and cost accounting system and by scrutinizing credits more closely.

Little has been done by business men on cutting down service. Only 6.39 per cent reported any decrease in delivery service, while 2.02 per cent had increased deliveries. One firm reported: "It costs us today 25 cents each to deliver packages, while before the war it cost us 5 1/2 cents each." Another reported: "We are charging interest on all accounts which run longer than the 15th of each month following date of purchase. This has reduced the monthly balances on our accounts approximately 25 per cent."

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The Bee's Letter Box

For the Ringer Ticket.
Omaha, May 1.—To the Editor of The Bee: If the electorate votes on conscience beyond question the Ringer ticket will win overwhelmingly. But conscience in thousands of voters is deluded or seduced or, for this occasion, locked up. Every one knows that the Dahliman forces are the Tammany of Omaha and everyone knows what Tammany is, an organization for giving hostages to lawlessness, and therefore an organization, not for combating and driving back, but for securing its support, for perpetuating it in effect, to give hostages to the Barbary pirates that to suppress them.

Such a political policy is sure of great constant power. It goes into its net with fat baits thousands of men of trained but locked up consciences. One doesn't despise these men because economic warfare is not child's play and many a fairly good man convinces himself that he can't afford to be choosy as to his weapons. This political policy has the advantage not only of a constant vote but, over a long period, of a better showing in cost of government against a political policy whose aim is good government. If a good government policy comes into power at the next election—policy, it has not only to clean house but it has to build, and the house cleaning may be so great a job to leave little time for building. So its holding power is most hard, because it hasn't time in a single term to achieve convincing results.

A municipal election is usually a contract, I take it, between an organization devoted to indiscriminate plunder and a group of citizens, a whole and an organization devoted to itself, and therefore to attaching to itself certain groups and certain classes by making itself profitable and interesting to them. This being true, as it indubitably is, I believe it's plain that good government is, lucky, miraculously lucky, to embark on a municipal election. It's a hard job to leave little time for building. So its holding power is most hard, because it hasn't time in a single term to achieve convincing results.

Planning the progress of a community as a whole in this day includes municipal centers, a better school bill, more and better, because higher paid, teachers, parks kept up and extended, better paved and cleaner streets AND a bigger and higher paid police force. The police alone make retention of power by good government hard. For the police under good government have to displace those efficient men who have enough to bring fit men to the force. Wherefrom it's probably true that a good government's police, themselves, are the best of the police. This makes retention of power most difficult.

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Decline of Illiteracy

(From the New York Times.)
The four sets of census returns that are now complete indicate a decline of illiteracy so marked that, in the opinion of School Life, published by the bureau of education at Washington, "the coming generation of Americans will be practically free" from it "in nearly every part of the country." During the three decades between 1890 and 1920 illiterates have decreased in Delaware from 14.3 per cent to 5.9 per cent; in the District of Columbia from 13.2 per cent to 2.8 per cent; in Arkansas from 26.6 per cent to 9.4 per cent, and in Alabama from 41 per cent to 18.1 per cent. In Alabama especially the results are encouraging. Up to 1900 there had been an increase in the number of illiterates, though the percentage declined slightly. The first compulsory education law was not passed until 1915. In addition to poor whites, the state has a teeming negro population, so that the cost of the public school falls upon a relatively small portion of the public.

Hopeful as these results are, their import may easily be exaggerated. None of the states with a large foreign population has yet been heard from. Judging by experience in New York, moreover, census takers are not too diligent and efficient. The individual citizen is dependent as regards his own literacy and is not likely to underestimate it. In a population where large numbers can neither read nor write many must remain unrecorded. The reports of the army draft boards linger unpleasantly in memory. For the country taken as a whole, 34.9 per cent of drafted men, or only a minute fraction less than one in four, were reported as illiterates. The test was doubtless more severe than a citizen sets for himself when filling in a census blank, but it was a real test and there could have been no disposition to reject or handicap a man who was fit for use in the army.

Granted, however, that the efficiency, or inefficiency, of census takers has remained approximately the same, and that the four reports in hand are characteristic of the rest, are natural assumptions—it is evident that the country is advancing toward literacy. Compulsory education is doing its work. Yet the fact remains that in 1917 one-quarter of Americans of military age were not sufficiently educated to become private soldiers. We shall have no sure means of reckoning progress until similar tests are again applied.

How to Americanize.
Now is the time to go into the country, make a garden, raise some chickens and tell the profiteers the exact spot in the lake where they may jump in.—Chicago News.

Constitution Forbids.
Gas is to be used in carrying out the death penalty hereafter. Will the poor victim be shown his monthly bill?—Minneapolis Journal.

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Many a serious case of the Printing Sickness has yielded readily to the Multigraph treatment. Once cured by this method, it stays cured for keeps.
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