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"The Storm"
 Or $\$ 1.00$ Down, $\$ 1.00$ for Four Months. Double pointed. Cost. less than 1c an hou


Ruud Circulating Tank Water Heater 22-Foot Double Copper Coil.
Price $\mathbf{\$ 2 7 . 5 0}$ \$2.50 Cash and $\$ 2.50$ for 10 Months, or $5 \%$ Cash Discount. Delivered and installed FREE, including connections
and flue.
Quantity Price to Builders and Contrac-
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Roper Eclipse Gas Range $\$ 50.00$ $\$ 5.00$ Cash, $\mathbf{\$ 5 . 0 0}$ Per Month Patented reatiated even
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## Telling Its Own Advertising Story-August

TN July, just past, and now again in August, The Omaha Bee gains in advertising exceed all other papers by wide margins and in August both in total inches and percentage of gain.

The Omaha Bee believes that the real basis of a newspaper's value is its circulation and rate, plus the buying power of that circulation. However, much emphasis has for years in Omaha been placed on advertising volume. Therefore, The Omaha Bee submits the figures of gains in advertising of all classes. These figures tell a story so plain that "he who runs may read."
August Advertising "Temperatures"


Of course, such an advertising growth as this means that The Omaha Bee advertisers are getting the benefit of a rapidly increasing circulation. Daily average circulation for July was 71,625, ar increase of 11,712 over the July 1921, figures. The Sunday average irculation for July was $\mathbf{7 6 , 3 3 2}$, an increase of 19,860 over the July, 1921, figures.

## Pollyanna Not Needed This Fall

In a month of customary warm weather and of news events more or less detracting, the buying public of this territory showed calmness, even eagerness, to buy. This responded to the intelligent and collective effort of Omaha Stores to make the buying worth while. A note of confidence and even optimism in buyer and merchant is noticeable in the attitude of both toward the fall business.

## The Omaha Mornint Boep THE EVENING BiL

