

BUY IT NOW APPEAL IS SENT BROADCAST

Farmers Are Urged to Secure Farm Implements Which Will Be Needed in Spring.

TO HELP AWAKEN BUSINESS

A campaign, unique in character and far-reaching in results, affecting the general prosperity of the country, has been launched by the Agricultural Publishers' association...

While the campaign should appeal to everyone, said Mr. Rosewater, "it should particularly appeal to the farmers of the United States. Government statistics just issued prove undeniably that the farmer today are more prosperous than ever before. These figures show that crops valued at \$2,575,526,600, \$33,000,000 in excess of last year, were produced on the farms of the United States."

While the manufacturer and merchant are struggling to make ends meet—and that is the general condition throughout the country—the farmers are particularly fortunate in that they have shown good margins of profits.

The result of such a co-operative movement would be manifested in many ways. Factories would be permitted to run full time with full force employments, many men, now out of work and whose families are in need of the necessities of life, would be given employment. Jobbing houses would also be permitted to run full time.

The "Buy It Now" campaign is not one to urge indiscriminate buying, rather it is one to urge economic buying, but insisting upon buying now these things which must be bought later.

The Agricultural Publishers' association represents the farm papers of the United States, and through the various publications the appeal "Buy it now" will be carried to every farmer in the United States.

In Mr. Rosewater's opinion the campaign should be as beneficial as the early shopping campaign.

MACHINERY HUMS AT THE AUDITORIUM

(Continued from Page One.)

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The annual reports of Secretary James Wallace and Treasurer C. A. Wagner were also heard at the opening session at the Auditorium.

The implement show at the Auditorium in connection with the convention is now in full blast. Gas engines are in motion and self-binders are running. Most all the machinery is in motion, so that there is an excitement and a noise in the building that speaks with activity.

About Implement Men. The Implement Trade Journal has a clear carrying its trade mark. It is quite popular among those who have been favored with one.

Many of the wholesale implement houses in Omaha are serving the light fixtures and hot coffee to the many visitors attending the convention at the Auditorium. The delegates at the show are looking over stocks and placing orders for the spring and summer stock.

The National Implement and Vehicle Manufacturers' association was on the scene last night. He is a stickler for the standardization of implements and the form property statement scheme. Also he is moving something of the process of cost finding. He gave the convention a talk along these lines.

St. W. Hubbard of Illinois, Ia., was one of the first delegates on the ground for the convention. He has been a long promoter of what is now one of the best dealers of northwest Iowa, but affiliates with the West-Whitney association. A very successful meeting of the local club was held last week at Red Oak, Ia.

The North-Lakeview Whip Manufacturer's convention of Omaha is being unable to get the necessary raw material imported from Germany, and India on account of the war. The company

SOBBING WOMAN IS TAKEN FOR BURGLAR

Exhausted, Her Family Starving. She Falls on Strange Doorsteps and Police Call Sent Out.

HUSBAND CANNOT FIND WORK

Robbing pitiously for her baby and praying to heaven for mercy, Mrs. Clara Martin, 23 years old, and mother of a 4-month-old infant, was found at 3 Tuesday morning clinging to the door of a house at 305 North Twentieth street when police answered a call that someone was trying to break in.

Subsequently it was revealed that a heart-breaking story of a mother's sacrifice, that even the callous lists of case-hardened policemen stole from tear-dimmed eyes to their wailets, proffering temporary relief.

A year ago to Marjan, O. John Martin, a hard-working brick mason, suffered financial reverse and lost his little home. It was a hard blow, and it forced him, with his wife and a few months to begin saving all over again. Hoping to do better in the west, they came to Chicago, but found conditions there impossible. Last August they came to Omaha. Inability to obtain a union card prevented the young husband from working at his trade when there was work to be had, but he was courageous and by odd jobs managed to eke out an existence.

Four weeks ago the baby came. The same day Martin, who had been working in a temporary job at the packing houses, lost his job. He loses heart.

Two weeks of hopeless searching for work while his wife lay ill, took the heart of him, but he kept on, even up to last night.

Christmas time charitable organizations brought them baskets of food, but the Christmas spirit of charity lasted only a few days apparently, for by the time the food was gone the little family of three seemed to be forgotten by all.

The three were facing starvation New Year's day when Mrs. Martin by sheer strength of mind dragged her weak body from bed and started to find employment.

Every day she went out, and came back empty handed at night, as did her husband.

Non-payment of rent made them move half a dozen times since the birth of the child. They are now at 2218 California.

Monday night the mother came home after another unsuccessful day. In steno she nursed the baby and ate a frugal supper with her husband. Then she put on her jacket and hat.

"Our baby has just as much right to live as any baby's," she said to her husband, with fierce determination. "I'll try the restaurants once more."

At 4 yesterday morning when Martin came to headquarters with the infant in his arms, after being notified of his wife's condition, he went. "When she said our child had a right to live, the way she said it made each word seem like an iron band gripping my heart, but I didn't think it would come to this," he sobbed.

Police Surgeons Enser and Tamesha said Mrs. Martin was suffering from lack of proper nourishment, as well as hysteria induced by overexertion and her terrible ordeal. It is thought that she fell exhausted while returning home and that she crept from the sidewalk to the Twentieth street address for help.

As the mother, with her babe held tightly in her arms, was being helped into the emergency auto that was to take the three to their rooming house, a handful of small change, contributed by the policemen, was pressed into the husband's hand. He was told to report to headquarters to see what luck the officers had who are seeking a job for him.

HERE IS \$25,000 TO HELP RECREATIONS

Fund May Be Appropriated to Extend Park Bathing Pools and Swimming Beaches.

PLAN GOES UP TO COMMISSION

Bathing places, even swimming pools, ultimately for various parks in Omaha, are aimed at in a plan which Commissioner Butler, as head of the finance committee, will present to the city commission at its budget meeting Thursday.

This plan contemplates the appropriation of \$25,000 at once for bathing and recreation purposes, amplifying such improvements as were maintained in the bathing beach at Carter Lake last year at a cost of about \$2,000.

Both the mayor and Mr. Butler moodily refrain from claiming any special credit for this plan.

"It is a matter for the commission to act upon," they say. "Thus far it is simply in the form of a recommendation to be made."

Consideration Can Be Cured. Start a two weeks' treatment of Dr. King's New Life Pills today. Good for stomach and liver. 50c. All druggists—Advertisement.

COMPLAINT AGAINST THE MARBLE WORKS DISMISSED

The complaint filed against the Sunderland Marble mills, 223 Lafayette avenue, by H. B. Hedding, in which the latter charged the firm decorated the Sabbath by noisy operations, was dismissed Tuesday morning.

MANY SEEK SPACE IN PROPOSED BUILDING

A big envelope, filled with applications for leases in the new building to be erected next summer on the "million dollar" Myer-Dillon corner at Sixteenth and Farnam streets, is already awaiting consideration by the Armstrong-Walsh company, agents for the new building.

However, until plans are completed, nothing will be done toward arranging leases. Construction will begin July 1.

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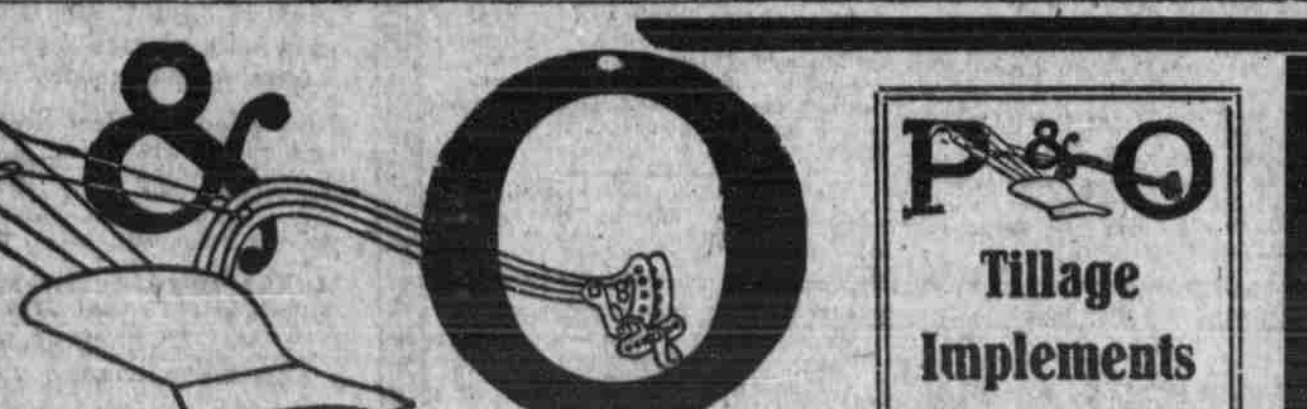
Are you getting your share of the bargains? Don't be satisfied with less than all you need

PERHAPS-- In your eagerness to buy the larger wearables, you've overlooked the fact that we're conducting the town's greatest SHOE SALE. Women's Black Satin and White Satin Party Slippers, formerly \$5.00, now \$2.50. All broken lots of Women's \$4.00 and \$5.00 Shoes, in one big lot, \$2.45. All broken lots of Girls' Shoes that were formerly \$3.00 and \$3.50, including Trot Shoes, in one big lot, \$2.45. Choice of Little Children's 2 to 8 size Shoes that formerly sold for \$1.50 to \$2.00, now \$1.29.

OMAHA'S FASTEST GROWING STORE BENSON & THORNE 1516-18-20 FARNAM STREET.

A Spineless Ambition that begins and ends with a soft bed and a full stomach will never boost a man to success. Get out of the nice smooth rut and let people know what you are good for. Hustle—bang away at something big. Read the chances to get ahead in The Bee's "Help Wanted" Columns.

Telephone Tyler 1000 THE OMAHA BEE Everybody Reads Bee Want Ads



BIG TOOLS FOR BIG DEALERS

The Diamond is a plow that has withstood more wear and tear—more strain—more abuse—than any Sulky or Gang Plow on the market. It is the strongest plow made, and it has time after time stood up under tasks that put other plows out of business.

It has been used in different sections where so many horses were used that the eveners snapped, but the plow held. It has been used behind traction engines—not in stubble fields, but for breaking purposes where it was unreasonable to expect it to work successfully.

The P. & O. Diamond has been on the market for seventeen years, and it is today the simplest, strongest, easiest running and most popular plow made. If you are a stranger to the P. & O. Diamond come in during the Convention and look it over.

P. & O. No. 2 "Diamond" Gang Plow. Free Trial Coupon. PARLIN & GRENDOFF PLOW CO. OMAHA, NEB.

An Ohio Druggist Wm. Vogel, 367 May St., Akron, Ohio, writes: "Through cold and exposure and improper food during the flood, I was taken with appendicitis and acute intestinal catarrh. In June and July my life was despaired of, but recovered sufficiently to be up and around. My bowels seemed paralyzed. Could eat no solid food. The first of last December I decided to try Peruna. My appetite improved, and very soon solid foods could be taken. In two months time I gained 25 pounds. Now I am heavier than I ever was before. When I began to use Peruna my bowels commenced to move at once. Those who object to liquid medicines can now procure Peruna in Tablet form."

DIAMONDS WATCHES ON CREDIT CLEARANCE SALE. Do not let the first month in this New Year go by without starting to save money. Buy a DIAMOND ON CREDIT. As a judicious investment, a diamond has no equal. It is a beautiful when handed down from father to son. It is the one thing you purchased it. We are offering extra special values in every diamond watch, or other jewelry, during our January Sale.

THE NATIONAL LOFTIS Credit Jewelers. 400 South 16th Street, Corner 16th and Harney Streets, Omaha. Opposite Burross-Wash Co. Department Store.

OMAHA SAFE DEPOSIT COMPANY. Exempt from Fire or Theft. Your valuables, when deposited in our Fire and Burglar Proof Vault are Absolutely Secure. Do not wait until fire starts or burglars arrive before getting a Safe Deposit Box in this Vault, which can be rented for as little as \$3.00 per year.

THE OMAHA BEE—THE HOME PAPER HOTELS. Hotel Breslin Broadway at 29th St. New York. "An Hotel Where Cousins are Made to Feel at Home." Not too large, yet large enough to afford the maximum of value at minimum expense. Exceptionally Accessible 500 Rooms—Moderate Restaurant Charges. Single Rooms with Running Water \$1.00 to \$2.00 per day. Double Rooms with Running Water \$2.00 to \$4.00 per day. Double Rooms with Running Water \$3.00 to \$6.00 per day. EDWARD C. FOOTE, Managing Director ROY L. BROWN, Resident Manager