

Today

Labor Must Save Itself. The Jersey City Mousse. Way Out on the Prairie. So Cosmo Jumped. By ARTHUR BRISBANE

Political candidates celebrated Labor day trying to collect labor votes, Coolidge talking to labor union leaders at the White House, Davis to Labor day gatherings in Ohio, La Follette talking over the radio, Wheeler choosing Boston for his Labor day speech.

The majority of labor men didn't listen, being too busy enjoying Labor day. They didn't miss much.

Labor is one cog in the machine of modern industry, the most important cog, although the machine doesn't admit it. Labor's destiny depends on labor, not benevolent speeches in political campaigns. When men know more, they will have more. When they stick together as capitalists stick together, free of religious and race hatreds and prejudices, they will have power.

Prosperity and power they must get for themselves. They will not be handed to them.

On Hudson boulevard in Jersey City, this happens. A large tomcat was crossing the street with a mouse, still alive, in its mouth. An automobile ran over the tomcat, broke his back, made him open his mouth, the mouse, a little wet, escaped.

If, in the course of evolution, that mouse had reached the stage of the ordinary superstitious hu-

man being, it would have said and believed, "the Supreme Being that runs this universe suspended all other business and sent that automobile along in the nick of time."

When you were small you used to sing: "Way out upon the prairies, how many children dwell, That never read the Bible, or hear the Sabbath bell."

There are on earth now 1,000 languages into which the Bible has never been translated. That isn't the worst of it, hundreds of millions of human beings can't read any language. Some translations are interesting.

For instance, "clarkawaya" means "hail Mary" in the Chinoook Bible used by missionaries of British Columbia. "Clarkawaya" makes you realize how difficult it is to translate the Bible into savage languages, for "clarkawaya" is a corruption of the greeting to the missionary, Clark, "Clark, how are you?"

All the Indians shortened that greeting to "Clarkawaya," and so it was used in the translation of the Bible.

Cosmo Pocolli, 25 years old, out of work for eight months with 28 cents left, was willing to make a few dollars, no matter how. While moving picture men on a tug in the river ground their machines, Pocolli jumped from the Williamsburg bridge, 135 feet high. Nothing had been promised, but he thought he might attract attention and make a little money. He whirled around a few times, struck the water, was killed, that settled his employment problem.

Friends had told Pocolli how Steve Brodie made a fortune, running a saloon, after "jumping" from the Brooklyn bridge. They neglected to tell him that

Nebraska Farmer Deposits \$5,200 Received for Produce in One Week

O'Neill, Neb., Sept. 2.—Corn being laid by and small grain cut, and having a little spare time, Charles Jenkins, a farmer residing six miles north of O'Neill, hauled part of his farm produce to town. One hundred and one hogs which he sold to a local buyer averaged better than 300 pounds each. They brought him \$2,800. He also sold the hog buyer 400 bushels of corn at \$1 a bushel, and a local elevator 2,000 bushels at the same price. At the end of a week of hauling Jenkins deposited \$5,200 in a local

bank, and he still has considerable of last year's corn crop and a number of hogs on the farm, in addition to his growing crops and livestock. Mrs. Jenkins raised this year sufficient chickens to supply the table and to realize more than \$100 without materially reducing her flock.

The Jenkins farm of slightly more than a half section is handled by Mr. and Mrs. Jenkins with the assistance of a hand during the rush season, and they find time to come to town occasionally in their automobile for pleasure and recreation.

Brodie never jumped. He waited in the water below while a dummy was thrown from the bridge. Rejected because they were deceived, or were obliging, wrote of Steve Brodie's jump.

It's often more profitable to pretend to do a thing than actually do it, in this unjust world. Flying from Greenland to Labrador, 570 miles, in 8 hours, 49 minutes, the American fliers got back to the American mainland in five months and 14 days after their start around the world. President Coolidge welcomed them with a telegram. Children of the future will be amazed at this slow trip around the world. A feature of public school education in future ages will be a flying trip around the world during summer vacation. The child of 12 will know the principal mountain ranges, rivers and capitals of the world by actually having seen them.

Statistics show that the month of marriages is changing from June to August, and that's a good thing. June is the month from the romantic point of view. August from the practical point of view. The first baby of an August wedding comes along in the spring with the flowers of May and can be put outdoors at once to get fresh air. In addition, the mother can nurse the baby all through the hot months of the first summer when the right artificial food is hardest to find.

With the Dawes plan "all set" Lord Rothermere, who succeeds his brother, Northcliffe, as the most influential man in England, urges readers of his newspapers to boycott the German loan. It isn't that he opposes Germany, bygones are bygones for Rothermere. But he says if American money finances German factories, English manufacturers and workmen will not be able to stand the competition, and there is much in that.

However, the German bonds will pay big interest. American financiers apparently have decided to float them.

More fortunate than England, the United States with a tariff wall made as high as necessary, can take care of foreign competition. There is something in protection, especially after a great war, when men must work for what they can get. (Copyright, 1924.)

Car Stolen From Garage. Nebraska City, Neb., Sept. 2.—A new touring car was stolen from the garage of William Houlihan, street commissioner, Saturday night.

Nebraska's State Fair Now in Full Swing at Lincoln

Officials Expect Record Attendance for This Year—Auto Races Preceded Grand Opening.

Lincoln, Sept. 2.—The Nebraska state fair swung into full operation today after the automobile races and an address by Phil La Follette, son of the presidential candidate, had opened the fair officially yesterday.

In spite of rain and chill winds, nearly 50,000 persons attended during the first day of the exposition. The race track was so heavy with mud that volunteer drivers were called for and 100 automobiles were driven around the track to harden it for the racers. Fairly good time was made by the speed cars.

Swine judging opened in the morning when boys' and girls' pig clubs' pigs were driven into the rings by their young owners. The Genoa Pig club carried off most of the honors in the Hampshire class, sharing them, however, with youngsters from Lancaster county. Elmer Hoffman of Alvo won first in the Poland class and West Point, Dodge and Eagle boys were next in line.

Competition Keen. Durocs and other breeds were also judged and there was keen competition in the display of litters of pigs. Miss Cleora Majors of Lexington won the championship of the boys' and girls' baby beef show. Her grade steer was placed at the head of a string of 120 entries.

Dawson county won first in the cattle judging. Boone, Cumings and Cedar counties ranked next in line.

A baby beef show was another attraction yesterday at the state fair coliseum. The night musical review, which scored a big success last year, proved

a great attraction this year, drawing a packed grandstand in spite of the chill wind that swept the field in front.

Midway Thrives. About 100 cases of minor injury or sickness were reported at the emergency hospital on the grounds. None of the patients was sent to a hospital. The midway reported a thriving business, although the "barkers" and free attraction performers outside the side show tents often appeared with a sweeter to protect them from the cold.

State fair officials predicted this morning that if the crowd would turn out as well on good weather days as it did during the bad weather yesterday a new record in attendance would be hung up.

Today was bright and a warm sun promised to dry off the grounds for the continuance of the exposition.

Dawes Prepares New Addresses

Campaign Managers Map Out Speaking Trip for Coolidge Aide.

Evanston, Ill., Sept. 2.—Preparation of another series of campaign addresses was begun today by Charles G. Dawes while republican campaign managers set to work mapping out another speaking trip for the party's vice presidential candidate.

The whole question of the number of speeches to be made during September and in what cities will be discussed at a conference within a few days between Mr. Dawes and Representative Sanders of Indiana, head of the republican speakers bureau.

Mr. Dawes is leaving to the national committee almost complete supervision of his speaking itinerary but he has determined to make one request and that is he speaks within the next few weeks in Wisconsin, the home state of Senator La Follette, independent candidate for president.

Japan leads the world in the number of divorces granted annually.

New School Year Opens With Zest

Beveridge Predicts Enrollment of 40,000 in City This Term.

"Good morning, teacher!" was the greeting heard many times Tuesday morning when more than 1,300 teachers and approximately 35,000 boys and girls met at the beginning of another school year.

The teachers were fresh from their summer vacations, all seemingly eager to return to the schoolroom.

The name of last year's supervisor of nurses and health education has been changed on the school records from Charlotte Townsend to Charlotte T. Whitcomb, on account of the recent marriage of this supervisor.

The outstanding feature of the new school year was the opening of North High school on West Ames avenue, with E. E. McMillan as principal.

About 700 pupils were registered for the opening. The school is not complete in all details, but Superintendent J. H. Beveridge stated that it will be operating at 100 per cent before this year is closed.

The superintendent and his assistants made the rounds of the schools on the opening day and reported "all well." Total enrollment of the public schools during last school year was 38,800. Beveridge estimates an enrollment of 40,000 this school year. Seventy-five teachers have been added to the staff, this including a faculty of 35 at the North High.

State Y. M. C. A. Officers' Conference to Open Friday

Columbus, Neb., Sept. 2.—More than 60 Y. M. C. A. secretaries, physical directors and lay workers will gather at Camp Sheldon three days this week for the state Y. M. C. A. employed officers' conference. The conference will open Friday evening, September 5, and close Sunday night following. The camp will be the last of the series of 11 camping periods at Camp Sheldon this season.



Children Cry for Fletcher's CASTORIA

MOTHER:—Fletcher's Castoria is a pleasant, harmless Substitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrups, prepared for Infants in arms and Children all ages.

To avoid imitations, always look for the signature of *Charles H. Fletcher*. Proven directions on each package. Physicians everywhere recommend it.

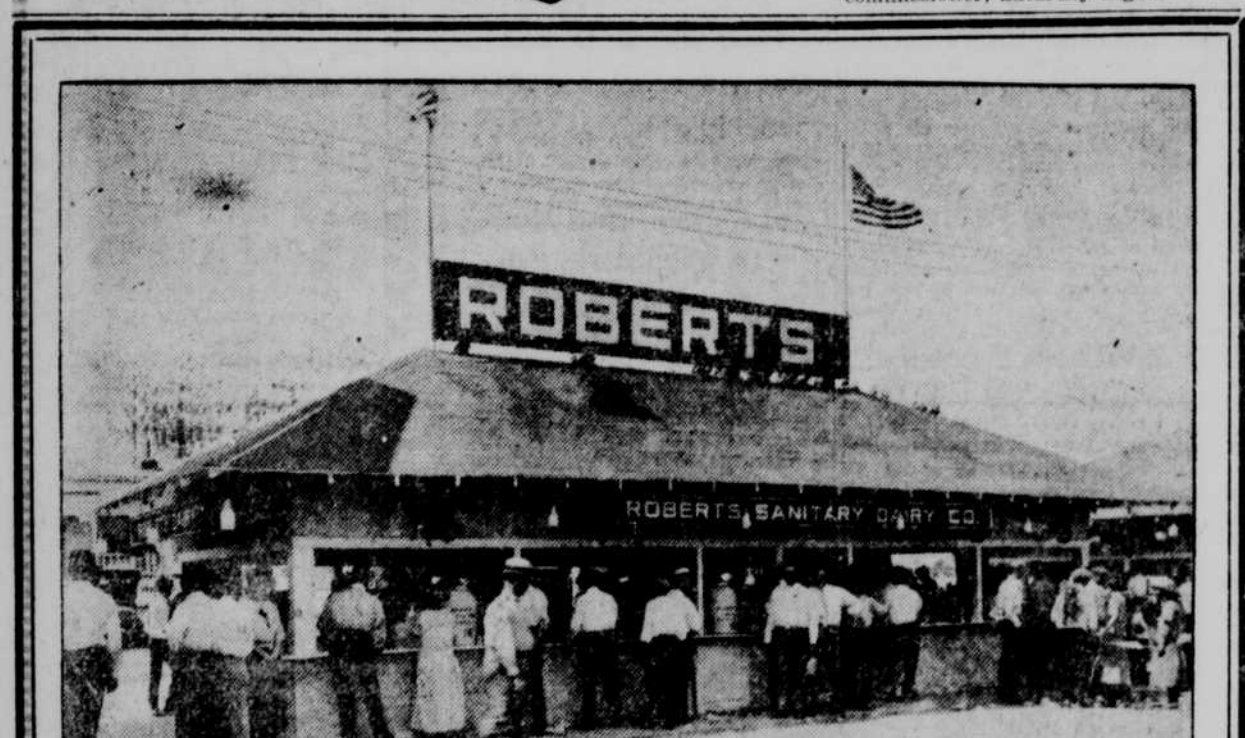


Nothing like Kellogg's to keep the young hopeful just bubbling over with good health.

With milk or cream—nourishing, delicious and most easily digested.

Kellogg's CORN FLAKES

Inner-sealed waxlike wrapper—exclusive Kellogg feature.



Visit Our Booth at the Fair

THE ROBERTS SANITARY DAIRY BOOTH has become an institution at the Nebraska State Fair. Our sales are probably larger than any other concession on the grounds. Each year our business grows by the ever-increasing number of friends and satisfied customers we are making of those who come to the big Fair every year.

AT THIS BOOTH we are giving the State Fair crowds not only the cleanest, freshest, safest and most sanitary foods, but the biggest value for their money as well.

HERE YOU CAN GET Fresh Ice Cold Creamed Buttermilk, COCOA-MALT, a new chocolate-malted drink, Sandwiches of Nebraska-Made Cream Cheese or good meats, as well as Milk, Cream, Cottage Cheese and other dairy products.

Roberts Sanitary Dairy Co.

Lincoln Omaha Sioux City

Through the terms of eight American Presidents

"Time will tell!"

Such is the thought of all of us as things come and go.

And Time has told!

* * *

At the beginning people were thirsty the same as now, but service for them was hardly more than the old oaken bucket that hung in the well. One man, in Atlanta, Ga., had labored long to blend from pure, good things of nature a new, distinctive beverage. To please taste and satisfy thirst were his final tests. At last the drink was perfected, named "Coca-Cola" and offered to the public.

That was in 1886—the year Grover Cleveland was married in the White House. What has happened in the 38 years since—through the presidencies of Harrison, Cleveland again, McKinley, Roosevelt, Taft, Wilson, Harding, to that of Coolidge—years of wars and peace and great change?

It is the story of the rise of a great American industry from a kettle and a ladle.

* * *

That first year only 25 gallons of Coca-Cola syrup—about 3,200 drinks—were sold. A new and modern merchandising structure was applied. Gradually through the years sales increased until in 1923 the total was nearly 18,000,000 gallons of syrup—or 2,300,000,000 drinks (glasses at fountains and in bottles) of Coca-Cola.

Coca-Cola brought to the soda fountain, then still something of an experiment and having a hard struggle to impress its worth upon both merchants and the public, a trade leader. More and finer fountains were built. The success of Coca-Cola came to mean the success of the soda fountain.

Next Coca-Cola inspired the building of plants and machines through which the public could be supplied a sealed, sterilized bottle assuring a pure, wholesome beverage. With Coca-Cola the soft drink bottling industry was born.

* * *

During the 38 years Coca-Cola has been on the market, \$40,000,000 has been spent advertising it. Today Coca-Cola is sold at more than 115,000 soda fountains, and greater than 300,000 retailers are selling bottled Coca-Cola.

* * *

Of course a great industry has been required to bring about this tremendous development.

From the obscure kettle and ladle of 1886, it grew to The Coca-Cola Company, incorporated in Georgia in 1892. By steady progress it attained the position of an institution—owned by one family until the fall of 1919, when it was sold to The Coca-Cola Company of Delaware—a national and international business owned by thousands of stockholders living in all parts of the country. And allied with it are 1,250 Coca-Cola bottlers with modern plants in as many cities.

* * *

Occasionally, when leadership is sufficiently strong, it falls to the lot of one concern to be the backbone of an entire industry. Such is the story Time has told of the quality of Coca-Cola and of the worth of the company back of it.

COCA-COLA IS SOLD IN EVERY CORNER OF THE NATION AND IN 27 FOREIGN COUNTRIES

This advertisement is No. 1 of a series telling the story of one of the most interesting of American industries THE COCA-COLA CO., Atlanta, Ga.