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The Omaha Bee is a member of the Audit Bureau of inculations, the recognized authority on circulation audits, and The Omaha Bee's circulation is regularly audited by

Entered as second-class matter May 28, 1908, at Omaha postoffice under act of March 3, 1879. BEE TELEPHONES Private Branch Exchange. Ask for AT lantic 1000 the Department or Person Wanted.

OFFICES
Main Office—17th and Farnam
leago—Steger Bldg.
Boston—53 Dovenshire St., Room 8
Seattle—A. L. Nielz, 514 Lary Bldg.
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MAIL SUBSCRIPTION RATES

Omaha-Where the West is at its Best

CASH REGISTER-V.

President Coolidge, who "keeps his eyes on the cash register," sees more than a mere counting machine. He sees the faces of the millions of people throughout the nation. He sees them at work, he sees them in their homes-most of all he sees them as they worry over their budgets-as they count their wages-as they balance their profits and losses -as they pay their bills.

The man at the cash register knows that work and wages and the payment of bills is a serious matter-not to be solved by "lifting up our eyes unto the hills."

Our democratic friends who praise the hill gazer may have heard of the multiplication table, but they have evidently lost all sense of its meaning. President Coolidge knows that the first line in that table is the cornerstone of business, is the cornerstone of all the great problems of government-"twice two is four." It is a simple line-a simple thought, this "twice two is four." But it is the key to all the vast thoughts of mathematics. To all the vast figures of the tariff and of taxes.

In his acceptance speech President Coolidge showed how this simple thought piled up on the cash register to make the stupendous totals of the people's taxes. Here is what he said about it:

"Only about 3,500,000 people pay direct income taxes. The remainder pay, but indirectly, in the cost of all purchases, from a pair of shoes to a railroad ticket. This country has at least 107,000,000 of these indirect taxpayers. I am not disturbed about the effect on a few thousand people with large incomes because they have to pay high surtaxes. They can take care of themselves, whatever happens, as the rich always can. What concerns me is the indirect effect of high surtaxes on all the

"Whatever cry the demagogue may make about his ability to tax the rich, at the end of the year it will always be found that the people as a whole have paid the taxes. We should, therefore, have a system of taxation under which the people as a whole are most likely to be prosperous. Our country will be better off if, disregarding those who appeal to jealousy and envy, it follows in taxation and all else the straight path of justice.'

Our democratic friends shout long and loud about taxing the rich.

President Coolidge, watching the cash register, keeping in mind the fact that "twice two is four," knows that the rich pass on their taxes-to those who buy. The present high cost of living has in it the billions in taxes passed on in this way.

It is probably too much to expect the democrats to know this. They, like Mr. Davis, "lift up their eyes unto the hills." The hill gazers, floating in clouds of poetic thoughts, think more of beautiful language than of the truth of eternal facts.

However-whatever may be Mr. Davis' poetic dreams, President Coolidge will continue to keep his eyes on the cash register and twice two will continue to make four.

BRYAN'S "HELP" FOR FARMERS.

Hot air is an absolute essential to the raising of corn. Not the political variety, however. Yet Brother Charlie Bryan goes on the theory that the farmer never tires of gas if it be heated to a sufficiently high temperature. In his Labor Day address at Elk Point, S. D., where he sounded the keynote of his coming campaign in the west, he gave most of his time to agriculture. Chief of his assertions is the oft-exploded statement that the republicans deflated the currency.

It was in January, 1920, while yet the Wilson administration was in full control, and W. P. G. Harding, a democrat, was governor of the federal reserve bank, that deflation started. In that year farm prices slumped by almost 50 per cent. How can the republican party be held responsible for any deflation that came about before the Wilson regime went out of power? The democratic platform does not ascribe the trouble to deflation by the republicans. The candidate does.

Mr. Bryan offers no specific remedy for the farmer's situation, but urges all to read the democratic platform, which "contains every practical remedy for the relief and encouragement of agriculture." Let's take him at his word and look at the democratic platform. First of these remedies is:

"To adopt an international policy of such cooperation . . . as will re-establish the farmer's export market by restoring the industrial balance in Europe and the normal flow of international trade with the settlement of Europe's economic problems."

And the second is like unto it:

"To adjust the tariff so the farmer and all other classes can buy again in a competitive manufac-

The rest of the plank promises to reduce transportation costs, establish waterways, provide credit for the farmer, and by "other means supplementary thereto," but not specified, to "secure an equality

for agriculture." Mr. Bryan, inferentially at least commits himself to his party's policy of free trade, which is thinly concealed in the first two promises. Only through low tariff, and the admission of European-made

McCumber law permits, could the democrats possibly redeem their platform pledge. And lumber and other building materials, shoes, leather, oil of all sort, building material, fertilizer, farm machinery, practically everything the farmer buys for his own needs or use on the farm, is now on the free list. Everything he raises is protected, and the democrats can not approach the redemption of their platform promises without taking the tariff off farm products, and so leave the producers absolutely at the mercy of those who can and do produce wheat, cattle, and other agricultural products at a cost far below that

prevailing in the United States. In plain words, Mr. Bryan's remedy for the farmer is to put the American mechanic on a parity with his underpaid European brother, and the farmer into open competition with his brother in Canada who can raise wheat for half what it costs in Nebraska and send it to market at least one-third

We hope that before he ends his tour Brother Charlie will tell what is meant by the platform phrase, "others supplementary thereto," so the world will know just what the democrats have up their sleeves.

MERCANTILE HOSPITALITY.

The success of Market Week in Omaha justifies a new term in which to refer to it. It is more than a mere trade trip. The merchants who come to Omaha, bringing their wives and sometimes their daughters with them, could go to some other market place probably as large as Omaha-they could probably find in that other market as large an assortment from which to make their purchases-they could probably, too, buy at at as reasonable costs.

It is not assortments, it is not price that brings them here, it is not necessarily nearness to their home town. All of these things are to be found at Omaha, but there is something else beside, that is found here. It is hospitality-the hospitality of merchants for fellow merchants. Hence we might call it Mercantile Hospitality.

There is not a market week in any city in the country as successful as the Omaha market week. Merchants in other cities have come to Omaha trying to discover the reason. They have found the answer always in the term, Mercantile Hospitality.

What a fine, broad gesture it is that the Omaha merchants make to their fellows who come here to trade! What a fine lesson there is for all Omaha citizens in this splendid program of Mercantile Statesmanship!

It is conservatively estimated that the Market Week recently concluded, resulted in a total of a million and a half in purchases-an average of \$1,000 from each of fifteen hundred visiting mer-

This record means much for the material side of Market Week, but the social side, the friendship side-the side that represents a better understanding all around-means much more.

If we ask proof of this we have but to note the increasing number of women who attend market week, each year. It is to them that the hospitality appeals-therefore, they in a large measure are the heart of the program.

The organization of the entertainment features of market week is always carefully studied.

The programs are always dignified and there is a conscious courtesy extended to the visiting mer-

to the city. Its value is not to the merchants alone, it is one of the finest examples of civic understanding in the country. The men and women who come here are the leaders in affairs at home.

Market Week gives them a bigger vision of Omaha and of its leading men than any other contact they may have with the city. We feel sure that Market Week will grow as the years pass into increasing importance and that Omaha citizens will take an even larger part in it.

An English born pastor of an Omaha church, seriously ill for months, showed marked improvement when the naturalization court met in his sick room and made him an American citizen. Yet there are native born citizens who are forever indulging in abdominal convulsions about existing conditions.

Now that the two Charleys have had a pleasant visit and chat, suppose the rest of us lay aside all personal feelings and take part in the campaign solely on the issues involved.

Thomas A. Edison says the election of Coolidge is a cinch, "unless Cal talks too much." This is tantamount to saying that Cal's election will be well-nigh unanimous.

Word comes that the Treasury department is trying to force silver dollars into circulation. We know several gentlemen in this immediate vicinity who will gladly help. Speaking of Charley Dawes' "Melody in A" re-

minds us that long ago the democratic party adopted as its favorite air a "Sympathy in B Flat." If the prince of Wales wants to get real exer-

cise let him wait a couple of months and then tackle some Nebraska cornfield. And again Mr. Thomas' intimation that rum is

sold on dining cars may be another advertising stunt. ExGovernor Ferguson of Texas is another man who "owes it all to his wife."

The noose will be bad news from Chicago.

Homespun Verse -By Omaha's Own Poet-Robert Worthington Davie

THE MAN IN TOWN. The man in town can sometimes see the farmer's faults and flaws, And be can greet the farmer's grief with casual hurrahs;

He can advise how every farm could well be made to And he can see the reason for discordancy today.

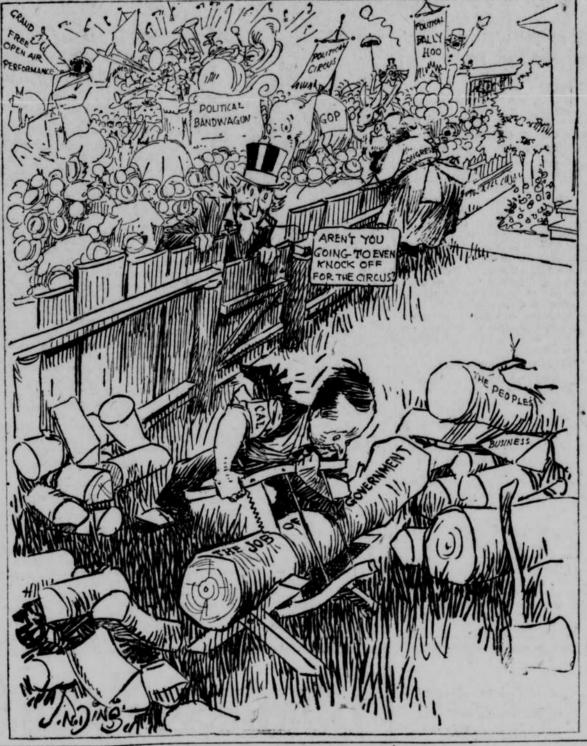
Men may be blessed with common sense, intelligent and wise.

Men may stupendous business schemes precisely super Men may an audience enhance or list'ning myrlads

But those who make the farms produce were brought up on the farm. Producing wheat and raising swine and husking corn

are not A fraction of an atom of the farmer's varied lot, And, sitting on the barnyard gate or riding swiftly pas goods on a more favorable basis than the Fordney- Will never make a farmer of a golf enthusiast.

We Knew Passenger Pigeons and Buffaloes Were Getting Scarce But We Never Expected This



Letters From Our. Readers All letters must be signed, but name will be withheld upon request. Communications of 200 words and less will be given preference. Readers Went to town all swelled up and reported he had threshed 30 or 40 bushels to the acre. Nine times out of ten that 20 fields near by will not make half of that. The great noise

What We Really Need.

Wynot, Neb.—To the Editor of the Omaha Bee: In summing up the political situation, it looks like a demise to the democratic party. Without some one invents an apparatus to go on their jaws, like fish gills—to keep Bryan's hot air and water from entering their lungs and gulfing the voters. Candidates seem to have the same old story, similar to the one told on the dog and the rabbit. They will also rise upon their toes with great accent when they refer to Jefferson. Lincely, and Washington. the same old story, similar to the one to the massure 22 and he was considerably about corn and down goes the broader, too, each year if they are to meet the increasing number of visitors. The good will created, all in Omaha share—the friendliness established is a friendliness for Omaha.

The Omaha Bee extends its congratulations to the omaha who have built up the institution, Market Week. We are pleased to the institution, Market Week. We are pleased to the open and the rabbit. They simple to the order to the same old story, similar to the one to the massure 22 and he was considerably measure 22 and he was considerably measure 22 and he was considerably will also rise upon their toes with will also rise upon their toes. Leading that all also the bushels to the acre.

It is time that country editors let lost ten days over the larger part of Nebraska has cut the corn prospect. It is time that country will one the set the bost toe will we will also the will also the will also the will also the bushels to the will also the will also the wi didate that has suggested any remedy? The real remedy is more work and less play. With a stronger system goes a stronger brain. With a stronger brain it means less B. S. Omaha Bee: Just a word to place and lower taxes. The K. K. K. and you right regarding the enormous to advertise and overdo the boosting wheat and corn crop reported from the causes lower prices than would be if the truth was known, such boosters had better try some other plan. Trouble is every town and county wants to advertise and overdo the boosting act.

J. H. LOWKET, M. D. causes lower prices than would be if the truth was known, such boosters had better try some other plan. Trouble is every town and county wants to advertise and overdo the boosting act.

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J. H. LOWKET, M. D. causes lower prices than would be if the truth was known, such boosters had better try some other plan. Trouble is every town and county wants to advertise and overdo the boosting act. tion and the blur of happiness restored.

The farmers have suffered the last 10 years from the foolish exaggeration of the braggarts from the foolish exaggeration of the braggarts. that graft had disappeared. Water Nebraska. would be omitted from the constitustored.

Bill Cody's Height.

Neola, Ia.—To the Editor of The land that had been rested and condi-never fails to send it back.—Cincin-land that had been rested and condi-never fails to send it back.—Cincin-land that had been rested and condi-never fails to send it back.—Cincinheight and size of Bill Cody (Buffalo Bill). I desire to say that it is sir gular, at this early day, there should

be any dispute or differences of opinion concerning this question. The first time I saw Cody was at Keokuk, Ia., where he was giving his Wild

Abe Martin



- argyment agin bein' grandstander is that ther allus col-We never realized how hard it is t' git t' th' front with-out a good education till we read that a feller had t' pass an examination t' be pustmaster o' Argos, Indianny. (Copyright, 1924.)

NETAVERAGE PAID CIRCULATION

for July, 1924, of

THE OMAHA BEE Daily74,010 Sunday74,792

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V. A. BRIDGE, Cir. Mgr. Subacribed and sworn to before me this 5th day of August, 1924. W. H. QUIVEY, (Seal) Notary Public

ne called perhaps 25 acres 20 and West show. In 1885 I met him in Birmingham, Ala, at the hotel, where

Force of Habit. She-Well, they're married, bu tion of the braggarts from many sections of the state. He—What makes you think that? Some man will have a small field She-Everything she ever gets is

GRADUATE NURSE SAYS TANLAC HAS NO EQUAL

Mrs. Borden Has Used It patient who could not keep a thing Patients.

say I consider Tanlac the most ef- er-efects. ficient and natural stomach medicine and tonic to be had. It is undoubtedly nature's most perfect remedy," is for publication recently by Mrs. I. A. Borden, 425 Pontius Ave., Seattle, Wash., a graduate of the National

Temperance Hospital, Chicago. "I have used Tanlac exclusively for seven years in the treatment of my charity patients," said Mrs. Borden, and my experience has been that for keeping the stomach, liver, kidneys million bottles sold. and bowels functioning properly and for toning up the system in general, it

Gives advice to

FREE BOOKLET

"About a year ago I had a lady for Years in Treating on her stomach fifteen minutes, not even water. I prevailed upon her to try Tanlac and after the sixth bottle she could eat absolutely anything she "From my long experience as a professional nurse, I do not hesitate wanted without the slightest bad aft-

"I had another patient who simply could not eat. I got him started on Tanlac and by the time he finished the far-reaching statement given out three bottles he was eating ravenousy and able to work. "These two instances are typical of

he wonderful merits of the medicine. My confidence in Tanlac is unlimited."

Tanlac is for sale by all good druggists. Accept no substitute. Over 40

onstipation .- Advertisement. ADVERTISEMENT.

Asthmador Guaranteed To Relieve Asthma

"I have arranged with all druggist here, as well as in all other towns of the U. S., that every sufferer from Asthma, Hay Fever, Bronchial Asthm r difficult breathing in this city iy my treatment entirely at misk," Dr. R. Schiffmann announce He says: "Buy a package of m Asthmador, try it, and if it does no **Expectant Mothers** "I HAD an awful time with my first baby." writes Mrs. Theo. Willey, 481
E. Ohio St., Indianapolis, Ind. "They had to give me chloroform and use instruments. They thought I would die. But before my second baby came I used Mother's Friend' and baby was born with only a few pains and before a dector could arrive. I also used 'Mother's Friend' with my third haby. I was only sick a little while and she also was born before the doctor arrived. I cannot praise 'Mother's Friend' enough. I tell every one I see who is expecting to become a mother about 'Mother's Friend." afford you immediate relief, or you do not find it the best rem you have ever used, take it back noney, cheerfully and without an juestion whatever. After seeing the rrateful relief it has afforded in hi reds of cases which had been idered incurable, and which had be given up in despair. I know what it will do. I am so sure that it will do the same for others that I am not afraid to guarantee it will relieve in stantaneously. Druggists, anywhere andling Asthmador will return Write Bradfield Regulator Co., B-A 16, Atlanta, Ga., for free booklet (sent in plain envelope) containing valuable information every expectant mother should have. "Mother's Friend" is sold by all good drug stores. Full directions for using it will be found with each bottle. Begin now and you will realise the wisdom of doing so as the weeks rell by! money if you say so. You are to be the sole judge and under this positive guarantee absolutely no risk is run in Persons preferring to t before buying will be sent a free sample. Address R. Schiffman Co., Proprs., 1734 N. Main, Los Angeles.

Pake Comfort, nor forget That sumrise never failed us vet Celia Thalter

AN APPRECIATION.

Died, at North Bend, Neb., September 2, 1924, Mrs. George W. Armstead. Thus passed into the Great Beyond a woman who, next to my own sainted mother, was the sweetest, gentlest soul I ever knew. Troubles came to her as the years lengthend, but they were kept hidden in her innermost heart, and she always presented to the world, to those about her, a smiling face.

Mrs. Armstead was a living refutation of the vulgar jokes sprung by alleged comedians about the mother-in-law. For almost 30 years she took the place of my own mother, and to her I felt as free to go as I did to the wonderful woman who hore me. For 40 years she lived in a little community, beloved of all who knew her. It was her habit to speak well of others, or speak not at all. Devoted to her home and to her children, she still found time to engage in community activities. children, she still found time to engage in community activities,

As a young wife she accompanied her husband through the army camps of the Union during the Civil War, while he was making photographs, many of which are preserved in the archives of the nation. A number of them appear in a pictorial history of that great struggle. Returning to their Ohio home they remained there several years, and more than 40 years ago they moved to North Bend. Thirteen years ago she laid to rest her belowed companion, and since that time she has laid to rest her beloved companion, and since that time she has been waiting patiently for the final summons, serene in her confidence and firm in her faith. And so, soon after she had entered upon her 83d year this gentle, kindly soul fell to sleep.

She was doubly dear to me, because she was not only a delightful woman to know, but because she was the mother of the woman who has been my companion for almost 30 years. She was more than mother-in-law. Through whatever years may be spared to me I shall look upon her as typical of all mothers in law, those who are too sacred to decent men to be the butt of vulgar jokes and the raucous laughter of morons. The Godly women who rear big families of boys and girls, and send them out into the world to become fathers and mothers, deserve the plaudits of the nation, not the obscene humor of would be funny men who depend upon the unintelligent and the coarse for applause.

Mother Armstead is soon to sleep beside the splendid old gentleman who was her companion for nearly half a century Around the mound which shall forever hide her mortal remains from earthly sight will gather the boys and girls who came to bless her home. With them will be their children and their grandchildren. They, together with friends and neighbors of all the long past years, will pay to this splendid woman the tribute of their tears. If every kindly deed she wrought were a rose and every kindly word she spoke a lily, and placed above her grave, she would sleep beneath a wilderness of

As the years come and go her grave will be a Mecca, her WILL M. MAUPIN. memory a blessing.

ident.

LISTENING IN

On the Nebraska Press.

'One-half the world does not know

INVITES YOU Rooms: \$1.50 to \$3.50 HOME OF THE FAMOUS ROME CAFETERIA

"Open 24 Hours Every Day"

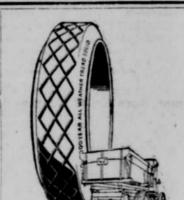
Made particularly for economical consumption of fuels obtainable in this section.

NESBIT STANDARD SERIES HEAT FURNACE

galleywest. He notes that Bro. Char

ley never said a word about how he would handle 'em if elected vice pres-

The Bloomington Advance-Tribune



DID you get good ses From the Goodyear All-Weather Tread Solid? Then here's even more of it-the new Goodyear Heavy-Duty Cushion. Built with wider All-Weather Tread and in dented sidewalls; powerful, tractive and resilient, with the wearing quality that gives more ton-miles at low dre cost per mile.

It is one of the complete line of Goodyear All-Weather Tread Tuck Tires we sell.

Rusch Tire Service 2205 Farnam St.

GOODSYEAR

Healthy, Happy Children is Mother's Greatest Joy New Way to Take Cod Liver Oil-

Greatest Tonic and Builder of Firm Flesh and Sturdy Bones in the World.

McCoy's Cod Liver Oil Tablets

Of course, all mothers-and grandmothers too for that matter-know that the greatest builder of firm, healthy flesh in thin, puny. run down children is cod liver oil, and especially where there are any signs of Rickets.

But here's something every mother doesn't know-Cod Liver Oil helps to make strong. healthy bones-and even helps to make better teeth.

Yes it's true: Doctors know it.

Dentists know it-chemists know it. And now here's another surprise! No more will the kiddies have to take the vile, nasty tasting, evil smelling oil that nine times in ten disturbs their sensitive stomachs and almost turns them inside out.

Never again! thank goodness, will they ever have to smell the vile stuff, for now science has given usand people who keep up with the times are taking-McCoy's Cod Liver Oil Tablets-sugar coated and as

easy to take as candy So now you can go ahead and make the sickly youngsters strong and well-make the puny one sturdy and full of pep-make the skinny one put on good solid flesh and if any one of them has Rickets you can

conquer that too. Mother: Try McCoy's Cod Liver Oil Tablets for So days if any of your children aren't up to par. You'll be surprised at the quick help they will give them, and if you aren't satisfied with results, Sherman & McConnell, Beaton Drug Co., Brandeis

Store, or the druggist you purchased them from will return your money. One New Jersey boy gained 11 % pounds in 7 weeks. Be sure and get the original and genuine McCoy's Cod Liver Oil Tableta,

