THE OMAHA BEE: THURSDAY, MARCH 5, 1925.

Coolidge Maps Out Course in His Inauguration Address

Economy in THE PRESIDENT'S FACE SHOWS Government **Is Pledged**

Urges American Entry Into World Court: Asks United States to Set Example in Arms Limitation.

Scores Party Bolters

Washington, D. C., Mar. 4. -In one of the briefest inaugural addresses ever delivered by an incoming national executive, President Coolidge today took stock of the present, and mapped out his course for the future.

He pledged the administration to strict economy in government as the only means of lightening the burden of taxation, and urged that United States assume the leadership in a move for limitation of armaments by the great nations of the earth.

"Our most important problem is not to secure new advantages but to maintain those we already possess, he declared. Text of the inaugural address fol

lows:

My Countrymen: No one can con template current conditions without finding much that is satisfying and still more that is encouraging. Our own country is leading the world in the general readjustment to the results of the great conflict. Many of its burdens will bear heavily upon us for years, and the secondary and indirect effects we must expect to experience for some time. But we are beginning to comprehend more definitely what course should be pur sued, what remedies ought to be applied, what actions should be taken for our deliverance, and are clearly manifesting a determined will faithfully and conscientiously to, adopt these methods of relief. Already we have sufficiently rearranged our do mestic affairs so that confidence has returned, business has revived, and we appear to be entering an era of prosperity which is gradually reach ing into every part of the nation. Realizing that we can not live unto ourselves alone, we have contributed of our resources and our counsel to the relief of the suffering and the settlement of the disputes among the European nations. Because of what America is and what America has done, a firmer courage, a higher

Individualism Patriotism Reserve Integrity Caution Secrecy Ambition Memory That he will be a surprising second-term president; will do his own thinking and not be ruled by others.

Calvin Coolidge

Pieto from International

Now that Calvin Coolidge has become president in his own right. En analysis of the chief executive becomes important. What will he do? How will he do it? What will be his guide, principle or expediency?

In the January number of Success Magazine is an interesting character analysis of President Coolidge by Dr. Holmes W. Merton of New York. Dr. Merton is a vocational expert. He makes his analysis from a study of the face. For 40 years he has studied faces with the background of an anatomist, he has picked men for jobs and jobs for men to the number of hundreds of thousands. Many of the biggest institutions in the country consult him in placing their employes, especially in placing the key men in their organizations.

In the magazine article, Dr. Merton makes the following startling declarations: downward tilt, the length back

Will Surprise Country. "President Coolidge will be the most surprising second-term president that we have ever had.'

"When President Coolidge is inthe type of mind that sifts out and augurated." Dr. Merton declares, picks apart. "it can be expected that the whole "Constructive judgment," reverse disposition of his first term ability to put together the facts will radically change. Having no futhus acquired, and draw prompt ture fears, the hazard of position conclusion therefrom, is much less put aside, his motives endorsed by

power. As one result of this, peace, and a treaty of amnity means in taxation, and through taxation quirements of the service. Agricul- ly expressed its determination our navy ranks larger, in compari- amity. We have made great con- both directly and indirectly injuri- ture has been very slow in reviving, ceed in the right direction. It is true son, than it ever did before. Remov- tributions to the settlement of con- ously affecting the people, it would but the price of cereals at last indi- that we could, with profit, be less sec ing the burden of expense and jeal- tentious differences in both Europe not be of so much consequence. The cates that the day of its deliverance tional and more national in our thought. It would be well ousy, which must always accrue and Asia. But there is a very defin- wisest and soundest method of solving is at hand. from a keen rivalry, is one of the ite point beyond which we can not our tax problem is through economy. We are not without our problems, could replace much that is only a

most effective methods of diminishing go. We can only help those who help Fortunately, of all the great nations but our most important problem is false and ignorant prejudice with that unreasonable hysteria and mis themselves. Mindful of these limita- this country is best in a position to not to secure new advantages but to true and enlightened pride of race understanding which are the most tions, the one great duty that stands adopt that simple remedy. We do not maintain those which we already pos- But the last election showed that ap potent means of fomenting war. This out requires us to use our enormous policy represents a new departure in powers to trim the balance of the The collection of any taxes which are made up of three separate and inde- little effect. We were all found loyal the world. It is a thought, an ideal, world

which has led to an entirely new line PARTY SYSTEM of action. It will not be easy to SURVIVES TEST.

maintain. Some never moved from their old position, some are constantslipping back to the old ways of done abroad, we must remember that hought and the old action of seizour continued success in that direcng a musket and relving on force. tion depends upon what we do at America has taken the lead in this home. new direction, and that lead America must continue to hold. If we expect others to rely on our fairness and government by means of political any privileged class; they do not need ject. ustice we must show that we pely

n their fairness and justice. If we are to judge by past expe rience, there is much to be hoped for in international relations from frequent conferences and consultations. We have before us the beneways worked perfectly. It is enough action of their own representatives. ficial results of the Washington conerence and the various consultations to know that nothing better has been Whenever taxes become burdensome devised. No one would deny that a remedy can be applied by the peoheld upon Eropean affairs. there should be full and free expres- ple; but if they do not act for themsome of which were in response to our suggestions and in some of which ence of action within the party, in acting for them. we were active participants. Even vance over threatened or actual war- there is to be responsible party govonditions are such that there is even able results might be secured. the principle clent responsibility and exhibit suf- tremely high rates, because they pro- to the jungle. In confirmity with hat a display of reason rather than ficient loyalty and coherence, so that duce little or no revenue, because they they can co-operate with each other threat of force should be the deterin the support of the broad general nining factor in the intercourse among nations, we have long advo- principles of the party platform, the ated the peaceful settlement of dis- election is merely a mockery, no de- improve social conditions, through outes by methods of arbitration and cision is made at the polls, and there any system of injustice, even if we In spite of all the criticism which of origin. She cherishes no purpose have negotiated many treaties to se- is no representation of the popular attempt to inflict it upon the rich. ten falls to its lot, I do not hesitate save to merit the favor of Almighty ure that result. The same consider will. Common honesty and good faith Those who suffer the most harm will to say that there is no more inde- God. ations should lead to our adherence to with the people who support a party be the poor. This country believes in pendent and effective legislative body the Permanent Court of International at the polls require that party, when prosperity. It is absurd to suppose in the world. It is, and should be, it enters office, to assume the control that it is envious of those who are involved, where great movements of that portion of the government to already prosperous. The wise and its co-operation, and expect to share ver fork are under way which promise much which it has been elected. Any other correct course to follow in taxation with it not only the responsibility for the welfare of humanity by rea- course is bad faith and a violation of and all other economic legislation is but the credit, for our common effort son of the very fact that many other the party pledges.

nations have given such movements heir actual support, we ought not its confidence upon a party by mak- tions under which everyone will have SECTIONALISM. withhold our own sanction because ing it a majority in the congress, a better chance to be successful The of any small and inessential differ- it has a right to expect such unity of verdict of the country has been given ence, but only upon the ground of action as will make the party major. on this question. That verdict stands. the most important and compelling ity an effective instrument of govern. We shall do well to heed it. We cannot ment. This administration has come fundamental reasons. barter away our independence or our sovereignty, but we ought to engage definite mandate from the people. much about the rights of property if is not that it has reached its destin-

ries, and no subterfuges, to argue favor of maintaining, our constitu- of persons. Under our institutions away the undoubted duty of this tional guarantees was overwhelming their rights are supreme. It is not ountry by reason of the might of its and decisive. There was a manifes. property but the right to hold prop numbers, the power of its resources, tation of such faith in the integrity erty, both great and small, which our and its position of leadership in the of the courts that we can consider constitution guarantees. All owners world, actively and comprehensively that issue rejected for some time to of property are charged with a servsignify its approval and to bear its some. Likewise, the policy of pubull share of the responsibility of a lic owner ship of railroads and cer-been revealed, through the conscience andid and disinterested attempt at tain electric utilities met with unmisthe establishment of a tribunal for takable defeat. The people declared The very stability of our society rests the administration of even-handed that they wanted their rights to have upon production and conservation. justice between nation and nation. The weight of our enormous influence must be cast upon the side of a reign not of force but of law and trial, not their property, not in the govern-ment, but in their own hands. As

any longer need wartime revenues. sess. Our system of government peals to class and nationality ha not absolutely required, which do not pendent departments, our divided to a common citizenship. The fun beyond reasonable doubt contribute to sovereignty composed of nation and damental precept of liberty is tolerthe public welfare, is only a species state, the matchless wisdom that is ation. We cannot permit any inquiof legalized larceny. Under this re- enshrined in our constitution, all sition either within or without the While we can look with a great public the rewards of industry belong these need constant effort and tire- law or apply any religious test to the deal of pleasure upon what we have to those who earn them. The only less vigilance for their protection helding of office. The mind of Amer

Ica must be forever free. constitutional tax is the tax which and support. ministers to public necessity. The In a republic the first rule for the It is such contemplations, my fel property of the country belongs to guidance of the citizen is obedience low countrymen, which are not ex-Since its very outset, it has the people of the country. Their to the law. Under a despotism the haustive but only representative, that been found necessary to conduct our title is absolute. They do not support law may be imposed upon the sub- I find ample warrant for satisfaction He has no voice in its making, and encouragement. parties. That system would not have to maintain great military forces; no influence in its administration, let the much survived from generation to genera- they ought not to be burdened with a it does not represent him. Under a the much which has been done. The tion if it had not been fundamentally great array of public employes. They free government the citizen makes past and present show faith and hope sound and provided the best instru- are not required to make any contri- his own laws, chooses his own ad- and courage fully justified. Here mentalities for the most complete ex- bution to government expenditures ministrators, which do represent him. stands our country, an example of pression of the popular will. It is except that which they voluntarily Those who want their rights re- tranquility at home, a patron of tran not necessary to claim that it has al assess upon themselves through the specied under the constitution and quility abroad. Here stands its gov the law ought to set the example ernment, aware of its might but obed themselves of observing the consti-lient to its conscience. Here it will tution and the law. While there continue to stand, seeking peace and may be those of high intelligence prosperity, solicitous for the welfare sion and an opportunity for independ selves, no one can be very successful who violate the law at times, the of the wage earner, promoting enter barbarian and the defective always prise, developing waterways and nat

we were active participants. Even the failures can not but be account. and bigoted partisanship. But if have further tax reduction, when, un-rules of society are not exhibiting z tive counsel of womanhood, encourag less we wish to hamper the people in superior intelligence, are not promot- ing education, desiring the advance I am strongly in favor of a ernment, the party label must be their right to earn a living, we must ing freedom and independence, are ment of religion, supporting the continuation of this policy, whenever something more than a mere device have tax reform. The method of not following the path of civilization, cause of justice and honor among the for securing office. Unless those who raising revenue ought not to impede but are displaying the traits of ig- nations. America seeks no earthly promise that practical and favor. are elected under the same party des- the transaction of business; it ought norance, of servitude, of savagery, empire built on blood and force. No ignation are willing to assume suffi- to encourage it. I am opposed to ex- and treading the way that leads back ambition, no temptation, lures her to thought of foreign dominions.

The essence of a republic is repre- legions which she sends forth sentative government. Our congress armed, not with the sword, but with are bad for the country, and, finally, represents the people and the states. the cross. because they are wrong. We cannot finance the country, we cannot In all legislative affairs it is the nat- she seeks the allegiance of all manural collaborator with the president, kind is not of human, but of divine

jealous of its prerogative. I welcome not to destroy those who have already to secure beneficial legislation.

When the country has bestowed secured success but to create condi- WARNS AGAINST These are some of the principles which America represents. We have not by any means put them fully in to practice, but we have strongly signified our belief in them. The These questions involve moral is-

into power with a very clear and sues. We need not concern ourselves encouraging feature of our country n no refinements of logic, no sophis. The expression of the popular will in we will faithfully observe the rights ation, but that it has overwhelming ADVERTISEMENT.

At Meal Time Snap Into It These rights and duties have of society, to have a divine sanction our Box of Stuart's Dyspopsia Tablets Enables You to Face a Your Big Banquet with Delight.

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Never stir cereals with a spoon. It makes them pasty. Use a plated sil

The higher state to which



WHETHER purchasing or renting a typewriter, discriminating users demand the machine that produces faultless typing, therefore, they invariably select the

hope, inspires the heart of all humanity. These results have not occurred by

mere chance. They have been secured by a constant and enlightened effort marked by many sacrifices and extending over many generations. We can not continue these brilliant successes in the future, unless we continue to learn from the past. It is necessary to keep the former experiences of our country both at home and abroad continually before us, if we are to have any science of government. If we wish to erect new structures, we must have a definite knowledge of the old foundations. We must realize that human nature is about the most constant thing in the universe and that the essentials of human relationship do not change. We must frequently take our bearings from these fixed stars of our political firmament if we expect to hold a true course. If we examine carefully what we have done, we can determine the more accurately what

we can do OLD SENTIMENT DISAPPEARS.

We stand at the opening of the one hundred and fiftieth year since our national consciousness first asserted itself by unmistakable action with an erray of force. The old sentiment of detached and dependent colonies disappeared in the new sentiment of united and independent nation. Men legan to discard the narrow confines of a local charter for the broader opportunities of a national constitution Under the eternal urge of freedom we became an independent nation. little less than 50 years later that freedom and independence were reasserted in the face of all the world and guarded, supported and secured by the Monroe doctrine. The narrow fringe of states along the Atlantic seaboard advanced its frontiers across the hills and plains of an intervening continent until it passed down the golden slope to the Pacific. We made freedom a birthright. We extended our domain over distant islands in order to safeguard our own interests and accepted the consequent obliga tion to bestow justice and liberty upon less favored peoples. In the defense of our own ideals and in the general cause of liberty we entered the great war. When victory had heen fully secured, we withdrew to our own shores unrecompensed save in the consciousness of duty done.

Throughout all these experiences we have enlarged our freedom, we have strengthened our independence We have been, and propose to be more and more American. We be lieve that we can best serve our own country and most successfully disdidly, intensely and scrupulously, American. If we have any heritage,

re-election, he will begin to flash unexpected political moves. "There is an important equation to be drawn from the individualistic economic nose and side face.

"He will always be strictly conservative in his measures-he has no radical tendencies but he insists on constant growth. A high amount of sagacity will take the place of dynamic force, the very moderate amount of which is shown by the rather frail lower face.

"His mentality, as shown by the ratios of his aptitudes-that is the degree to which his different qualities are developed-and in spite of a high intellectual ability, indicates a slowly accumulative mass of plans and final judgments. When these are gathered and organized he will act in many unexpected ways. ' Will Act With Decision.

"He gathers his objectives as if they were a mass of problems or riddles, much depending for answer upon each other. When he begins to find his own solutions to these problems he will act with definite personal responsibility and fre quently ignore the very men he

had previously relied upon." "One fact so often brought out about the mentality of President Coolidge," observes Dr. Merton, "is his silence and reserve in general. But another characteristic. usually seen in men who succeed in politics, is the fact shown by the nose-that President Coolidge is an individualist. His natural desire is to play his game alone. His aggression and his self-protection are uncommonly large and are backed up by large precaution, unexpressed friendship, and an inten-

sive type of intellect. "He Is Not an Executive." "Hoisted into power before he had fully surveyed the intrigues or the working factors of national politics, the president had to travel much on unknown roads-and this he does cautiously.

"He, in my opinion, is not a natural executive-the main range of executive powers is highly secondary to his intellect. He thinks in a single line, very definitely, upon established information, by settled authority, along practical lines, without very large constructive imagination. Hence, he is inclined to travel in the middle of the caravan of progress rather than at

its head. "President Coolidge's nose is the nose of the investigator. Its long | by an unemotional sense of justice."

It is not the name of the action, but a menace, but an instrument of sethe result of the action, which is the curity and peace.

charge our obligations to humanity chief concern. It will be well not to NATION COMMITTED by continuing to be openly and can-

thought of either isolation or en- This nation believes thoroughly in tanglement of pacifiets or militarists. an honorable peace under which the is only the spiritual nature of man it has been that. If we have any The physical configuration of the rights of its citizens are to be every that can be triumphant, destiny, we have found it in that earth has separated us from all of where protected. It has never found it seems altogether probable that

the old world, but has united us by that the necessary enjoyment of such we can contribute most to these imdirection. But if we wish to continue to be inseparable bonds with all humanity, a peace could be maintained only by portant objects by maintaining our Our country represents nothing but a great and threatening array of position of political detachments and distinctively American, we must continue to make that term comprehen-sive enough to embrace the legiti-mate desires of a civilized and en-lightened people determined in all their relations to pursue a conscien-ity of a great people. It ough to tious and religious life. We cannot be a balanced force, intensely mod ance. We have never practiced the with all of them. Our program is permit ourselves to be narrowed and ern, capable of defense by sea and policy of competitive armaments. never to oppress, but always to assist. dwarfed by slogans and phrases. It land, beneath the surface and in the We have recently committed our-is not the adjective, but the sub-air. But it should be so conducted selves by covenants with the other must require that justice be done to stantive, which is of real importance. that all the world may see in it, not great nations to a limitation of our us. With us a treaty of peace means For

highly developed, as can be seen in the nostrils, and this, together with SCRUPULOUSLY AVOID SCRUPULOUSLY AVOID ENTANGLEMENTS. the high caution shown in the full-

ness over the cheek bones explains We have never any wish to interthe deliberation with which Mr. fere in the political conditions of any Coolidge arrives at decisions. other countries. Especially are w

Has Enormous Memory. determined not to become implicated in the political controversies of the "The contours of his forehead show an enormous factual memory. Old World. With a great deal of hesi-His mind is a storehouse of facts, tation, we have responded to appeals dates, data of all sorts. Undoubtedfor help to maintain order, protect ly this has been one of Mr. Coosponsible government in some of the lidge's most valuable characterissmall countries of the western hemitics as a public servant. sphere. Our private citizens have ad-

the

from tip to the face, shows this.

The downward hanging septum is

the sign of his analytical ability-

"Integrity and ambition combine vanced large sums of money to assist to strengthen him in this capacity in the necessary financing and relief for service, as does patriotism." "The astringent upper llp of Calof the Old World. We have not failed. nor shall we fail to respond whenvin Coolidge," says this reader of ever necessary to mitigate human sufmankind, "is large enough, broad fering and assist in the rehabilitation enough, long enough from the nose of distressed nations. These, too, are down, but it is thin, without much depth or fleshiness, except near the edge of the lips. In the mouth place we hold in the world are seen the qualities of friendship, love of humanity in a per-

sonal sense, love of family, kindness, humor, hospitality, cordiality, sincerity, generosity and the like "While in these regions of the

mouth friendship is larger than either candor or mutuality-which is good fellowship and responsiveness to others-the freedom of expression of this moderate friendship is restricted by secrecy and reserve in another part of the face. Secrecy naturally covers up these instincts somewhat.

Desire for Power.

"Neither are impersonal benevolence or philanthropy large. This things to be done in the world is to is in line with the conservatism of seek arrangements under which such his nature. Serenity, however, is pressure may be removed, so that opshown to be moderately strong by portunity may be renewed and hope the full area at the sides of his may be revived. There must be some mouth and concerns the people assurance that effort and endeavor around him. will be followed by success and pros-

"President Coolidge expends his amity and friendliness upon his family and lifelong friends. There is a certain shyness at display of emotion that goes with secrecy and reserve. A salesman or a minister with such signs would have

a hard time of his work and would not enjoy it. "The absence of exaltation in the upper lip at the corner of the nose. shows a lack of enthusiasm, but is somewhat offset by a big desire for power and control in ultra conservative ways. That is, a desire

to have his conservatism rule-by the individualistic nose which says he'll not be changed by others, and

of man, can there be any hope of a complete and satisfying life. Parch ment will fail, the sword will fail, it

perity. In the making and financing

difficulties. But there is another ele

est hope of a permanent peace. That

element lies in the heart of human-

ity. Unless the desire for peace be

cherished there, unless this funda-

mental and only natural source of

highest degree, all artificial efforts

will be in vain. Peace will come

when there is realization that only under a reign of law, based on right

cousness and supported by the re-

ligious conviction of the brotherhood

1tm

brotherly love be cultivated to

Constibution. Headache. Biliousness

they always do when they have a EMPLOYMENT PLENTIFUL; fair chance, the people demonstrated WAGES HIGH.

that they are sound are determined to have a sound government. When we turn from what was re-

jected to inquire what was accepted, ed largely to peaceful and prosperous the policay that stands out with the industrial relations. Under the help greatest clearness is that of economy in public expenditure with reduction life and property, and establish re- and reform of taxation. The principle ment is plentiful, the rate of pay is involved in this effort is that of con. high, and wage earners are in a servation. The resources of this country are almost beyond computation seen. No mind can comprehend them. But

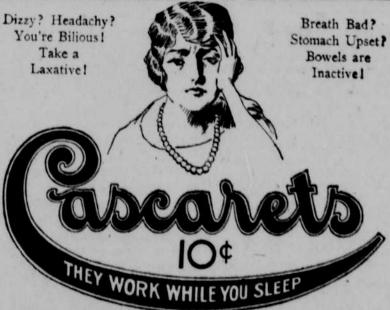
the cost of our combined governments is likewise almost beyond definition. Not only those who are not LUMBER making their tax returns, but those who meet the enhanced cost of ex istence in their monthly bills, know Millwork and General Building

requirements which must be met by by hard experience what this great reason of our vast powers and the burden is and what it does. No mat-25% or More Saving ter what others may want, these peo Some of the best thought of man- ple want a drastic economy. They to you. Don't even consider buykind has long been seeking for a for. are opposed to waste. They know ing until you have sent us commula for permanent peace. Undoubt. that extravagance lengthens the plete lists of what you need and edly the clarification of the principles hours and diminishes the rewards of have our estimates by return of international law would be helpful, their labor. I favor the policy of mail. No money down. and the efforts of scholars to prepare economy, not because I wish to save quick and pay the freight. such a work for adoption by the va- money, but because I wish to save W. F. Hoppe Lumber Co. rious nations should have our sym. people. The men and women of this 9th and S Sts. Lincoln, Neb. pathy and support. Much may be country who toil are the ones who hoped for from the earnest studies of bear the cost of the government those who advocate the outlawing of Every dollar that we carelessly waste

DANDRUFF and falling hair aggressive war. But all these plans means that their life will be so much and preparations, these treaties and the more meager. Every dollar that The LUMCO scalp remedy is a covenants, will not of themselves be adequate. One of the greatest dang. life will be so much the more abundsure cure. Any Drug Counter or ers to peace lies in the economic pres. ant. Economy is idealism in its most Barber Shop.

sure to which people find themselves practical form. sure to which people find themselves practical form. subjected. One of the most practical If extravagance were not reflected LUMCO "Makes your hair grow" **BERNICE COAL** Arkansas Anthracite

of such adjustments there is not only We Have a Fresh Supply an opportunity, but a real duty, for America to respond with her counsel UPDIKE LUMBER and her resources. Condition must be provided under which people can & COAL CO. make a living and work out of their ment, more important than all, with-See Sample of This Coal at Hayden's Grocery Dept. out which there can not be the slight-



tional understandings, greater economy, and lower taxes have contribut

ful influences of restrictive immigra tion and a protective tariff, employ state of contentment seldom before Our transportation systems have been gradually recovering and have been able to meet all the re

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I could not eat and all my pain seemed to be in my right side, pierc-ing me so badly I could not raise my head off the pillow or turn off the flat of my back. One of my doctors, being a special-ist, advised me to go to the hospital. He said I could not get well without an operation. I consented to go. That was on the 5th of April, and We have many parel enters as inter-

That was on the 5th of April, and We have many more letters as interon the 21st of April I was operated on. On the 21st day of May I was sent run-down people who want to know nome, that making a period of 16 weeks. My doctor said I would live a while, but could not tell how long. Thus Story," one of the most wonder-

while, but could not tell how long. True Story," one of the most wonder I was home but a short time that ful books ever published—It's Free. I began to grow worse. I could not turn my head around very far or put medicine that has helped and is help-ing thousands, can only be obtained in tors did not tell me about my condi Omaha at the store of the Beaton uion, but told my husband. Drug Co. tion, but told my husband.