THE BEE PUBLISHING CO., Publishers.

MEMBER OF THE ASSOCIATED PRESS The Associated Press, of which The Bee is a member, is exclusively
tied to the use for republication of all news dispatches credited to it o
otherwise credited in this paper, and also the local news published
in. All rights of republications of our special dispatches are also reserved.

Private Branch Exchange. Ask for the Department AT lantic or Person Wanted. For Night Calls After 10 P. M.: 1000 Editorial Department. AT lantic 1021 or 1042.

Main Office—17th and Farnam

Co. Bluffs - - 15 Scott St. So. Side, N. W. Cor. 24th and N

New York—286 Fifth Avenue

vashington - 422 Star Bldg. Chicago - - 1720 Steger Bldg.

WITH COURAGE TO THE FUTURE.

One hundred and forty-seven years is less than a tick on the clock of time. Yet it marks the recorded span of the life of the American people. On that Fourth of July, 1776, when a group of earnest men, full of the thought of liberty and animated by a high devotion to the hopes and needs of the people they represented, set their hands to an immortal declaration, they put the world on a new track. In the words of Abraham Lincoln, "our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal."

Have we preserved that liberty? Have we been true to that ideal?

Let the record speak for itself. Even the grumbling that is heard is proof that the freedom guaranteed by the constitution is enjoyed, as fully as it may be under the law. And the law is the expression of the will of the people, and not a mandate of a despot.

What else have we done? We have kept faith with the world, holding true to the high dedication set out in the Declaration of Independence. A primeval wilderness has been brought to a state of wonderful development. Spiritual and intellectual growth has kept pace with material, and mankind everywhere has enjoyed the fruit of both.

Years have added responsibility, and experience has sobered a great people, so that the duties assumed in 1776 are borne in 1923 with a more fully realized sense of the obligation thus taken up. Yet there is no departure from the spirit of that obligation. Our gates no longer swing open that all the world may enter, for we have learned that danger is in that direction, yet we do not deny entry to those who are worthy of the citizenship we have to offer. Never did we "loose strange tongues that have not Thee in awe," although we have been guilty of "Such boastings as the Gentiles use, and lesser breeds without the law." Even that has passed, though, and Americans are not vainglorious nor offensively proud before other nations today.

Who doubts the future of the land, where liberty is preserved, and honest pride in great avhievements stirs every patriotic breast and gives new courage to individual and state as well? Patriotism is not dead in America, nor are we daunted by our problems. Perplexed, maybe, but courageous to go forward, just as did our fathers, when they were facing issues as momentous as any now before us, because the future is in the hands of the people, and the settlement of all issues will come from the collective judgment of the citizens, freely expressed, and not be the dictum

of a ruler. All over America today, in foreign lands wherever Americans are gathered, throughout the world. the birthday of the United States of America will be celebrated, not alone for what our nation has been d is, but for what it will be. Old Glory will fly today, as it has for almost a century and a half, the oldest of emblems, the symbol of a free people and a united country, disturbed only by the legitimate and natural contention of ideas for greater achievements and a nobler destiny.

LAYING THE BLAME FOR CRIME.

Chicago's crime commission indicts the automobile as an ally to crime. Let us look into this. For many months people have been talking of a "crime wave," and many are convinced that never in all the history of the world was there so much wickedness as now. It would be difficult to prove whether this is true, or to successfully contradict it, as reliable figures are not available. Yet what does it

If there is more crime today than ever, is the machine to blame or is man? That men have robbed, murdered, and otherwise misbehaved themselves in the past is no excuse for their doing so today, nor does the fact abate in any degree the wrong that is being done. Yet it is true that long before the automobile was invented, there was crime. Bandits escaped in some way from pursuers. Highwaymen rode on horses, robbers fled on foot, and generally the criminal relied on his dexterity to get away from the law. The automobile has afforded a swifter and more easily adapted method of escape, but the machine may as well be used by the policeman as by the thug. Telephone, telegraph, radio, all supply means for pursuit that were unknown a few years ago, and the criminal is either more daring or clever if he can elude the police equipped as they are with modern machinery and appliances.

Another reason must be found for the seeming success that attends crime against person or property. Instead of blaming the automobile, why not put some of the responsibility on man? Juries that free criminals in face of conclusive evidence, or that inflict minimum punishment when the serious crime is certainly proven, are doing more to encourage the evildoers than any machine that ever was invented. Shrewd and unscrupulous lawyers also help, and these are more to blame than the automobile.

ON THE SUNNY SIDE.

The very caution with which business is proceeding leads many financial observers to believe that a period of genuine prosperity is on the way. Experiences of two years ago have led to a general distrust of inflation, and all care is being taken to avoid another such explosion. Before any boom makes its advent Americans want to be convinced that it is solid and not of the sort that is in constant danger of collapse.

"We want stability rather than alternate booms and depressions," is the way George E. Roberts, once a country banker in Iowa and now a famous banker-economist of New York, expresses it. "We want steady employment for everybody, at good wages, rather than snowball advances followed by unemployment."

The modern industrial organization, as he views it, is like a great orchestra, although in orchestras there is seldom found an individual "disposed to bust up the whole show because he doesn't like the tune." There is indeed much harmony in the business world today, although some of the players are inclined to perform a solo. As soon as the farmer finds his music and begins blowing his horn, the ensemble will be perfect

MAKING THE MOST OF OUR RESOURCES.

Mr. Harding's first hand contact with certain of the great economic problems presented by the west has left him cautious and thoughtful. It is not surprising that he does not blaze forth with a suddenly conceived plan for doing all the things that should be done. No man who has not given the matters involved in a comprehensive reclamation program close study in all their details can speak definitely for any of them. So the president confines himself to general expressions of opinion. One of his statements, however, embodies more of the truth than is usually admitted. He says:

"Development must be gradual; a business of the decades and the centuries. It should, indeed, be given wise direction and supervision.

We want the west to be a land of homes and of the freest opportunity for the establishment of the families possessing independent means of livelihood. It is recognized that the very different conditions of the plains and mountain areas compel many modifications of the policies that have served so well in other parts of the country. Those modifications are being wrought out gradually with a view to promoting here that wide diversification of industries and occupations which is nivited by your variety of resources and which is the ideal state of a modern society."

Those who have given most study to the problems of reclamation, forestation, irrigation, and 35 cents was used for the purchase other features of the general problem, are aware of the truth of what the president says. That is insurance charges and for similar ex why federal or state authority, rather than private enterprise, is called upon to bear the load through the years that must pass before all the work is done. Visions of great things to be accomplished are easy to outline, but rather difficult to materialize. Projects must be dealt with in terms of decades, rather than of years, some perhaps in centuries, yet out of it all rises the future of certainty, because human genius and industry have been patiently applied.

Mr. Harding suggests that these resources must not be permitted to fall into the hands of companies of men who will exploit them for private gain. Unfortunately, the natural treasury of the west has been very carefully combed and shredded by just such corporations for just that purpose. What is torial calls a "heavy toll" upon the left, aside from the water power, is of a nature middlewest are American industries thirteen sparsely settled colonies, the such corporations for just that purpose. What is that will require the co-operation or entire control of the general government to bring it into use for society. Only the whole people can provide the means that will be needed to restore the devastated forests, and water the waste lands from the streams that now are doing less than no service at all.

What is most encouraging is that President Harding evinces his sympathy with the general problem, all other services rendered in supply and this implies an intention to give it closer attention. Eastern statesmen are slowly coming to un-derstand why the people of the west are persistent ials that go into the article, the manuin bringing these matters to the attention of congress, and now, with the president actively enlisted, better progress may be made than at any time since the days of Roosevelt, whose sympathy and ships.

The farmer receives for his products mechanical invention.

"To the American

LIVING WITH A NEWSPAPER.

If we were inclined to add materially to the farmer might receive for the product tions of American genius. In enternoise of this glorious national birthday, we would at his home station represents the ing upon the second century of the reopen the exercises by firing a salute of 101 guns in honor of James Stapleton of Blair, Neb.

What has he done to be so singled out for at-What has he done to be so singled out for attention? Well, he is probably the oldest living such tention? Well, he is probably the oldest living such into flour, the baking of the subscriber to The Omaha Bee. He has read the flour into bread and the distribution of the bread to household consumers. The centennial exposition of our industrial and productive resources. paper daily and faithfully since it was established in 1871. Mr. Stapleton has had a distinct advantage, in that each day he has been given not only the news of the world, briefly but amply and truthfully told, but has had as well intelligent and honest interpretation of that news.

During all those fifty-two years has has been in touch with the big as well as the little things of for the statement that freight charges touch with the big as well as the little things of are a tax, or toll, upon anyone. It pacity of a self-governed people to would be just as logical to say that keep pace with other nations whose chronicle of world events. A wonderful epoch is contained in that span of a little over half a century. Nebraska has grown from an immigrant's dream to the realized prosperity of a progressive of the contained in that span of a little over half a century. Nebraska has grown from an immigrant's dream to the realized prosperity of a progressive of the contained in that span of a little over half a century. The people have little or no part in their government. They also commend our democratic republic as the noblest model of human government. The people of the United States have just cause for justiful to the realized prosperity of a progressive of the contained in that span of a little over half a century. Nebraska has grown from an immigrant's dream to the realized prosperity of a progressive of the contained in that span of a little over half a century. Nebraska has grown from an immigrant's dream to the realized prosperity of a progressive of the contained in that span of a little over half a century. Nebraska has grown from an immigrant's dream to the realized prosperity of a progressive of the contained in that span of a little over half a century. The propose is a contained in that span of a little over half a century. The propose is a contained in that span of a little over half a century. The propose is a contained in that span of a little over half a century. The propose is a contained in the contained in that span of a little over half a century. The contained in the c dream to the realized prosperity of a progressive statehood. The world has advanced in every way, and Mr. Stapleton has noted this day by day as he read his favorite paper.

He also has voted the republican ticket steadily for all these years. In this he exercises the judgment of a free man, holding firm to what he conceives to be the right policy for the good of his country. Politics in Nebraska has seen many changes and upheavals in the last fifty years, and it has taken a man of courage and firmness to stand by his guns and refuse to be swept from his moorings by the gales of passion that have lashed our prairies and stormed the citadels of established party organizations in that time.

Therefore, if we fire a salute at all this morning, after we have done obeisance to the flag, it will be in honor of "Jim" Stapleton, soldier, pioneer, builder, republican, and good citizen.

Ellis island is clogged with aliens, seeking to make their bow to America on time to participate in the Fourth of July celebration. The disappointment that will follow the dismissal of some ought to have an echo in the offices of the steamship companies that of American railway service before the quacy of railway service, they should bring them here on a gamble.

Six hundred delegates are meeting in Chicago to form a "third" party. It doesn't say which serial

Mr. Harding took part in an Oregon Trail celebraon at Meacham. Ezra Meeker was not present.

Picked the winner yet? Neither have we.

Homespun Verse

-By Omaha's Own Poet-

Robert Worthington Davie

THE OLD TEAM OF HORSES.

The old team of horses My uncle endorses; He'll take 'em, he says, every time. An auto-he hates it. In value he rates it As small as the worth of a dime.

He hitches together In all kinds of weather The team that he treasures so dear, And drives to the city. And thinks it a pity That cars are so popular here

Uncertain he calls 'em. And oftentimes hauls 'em Over the marsh-laden way In the flood-stricken season. Which gives him a reason To shout for his sorrel and bay.

They canter to fit his

Desire, and it is As rapid as one ought to go. The old team of horses My uncle endorses Is sure the old-fashioned and slow.

A Railroad President's View

Chicago-To the Editor of The Omaha Bee: An editorial in The Omaha Bee of June 20 on "Nebraska Pays the Freight" discusses the busiin which I am engaged. I have read the editorial with interest, disagreeing with the writer, however, and his letter is written to discuss with ou the points brought out therein. The editorial asserts that the midllewest "pays heavy toll to the transportation interests. The statement is open to possible misinterpretation. Who are "the transportation inter-

Out of every dollar they took in last year, the railroads paid out 44.4 cents for labor. There are about 1,750,000 railroad employes. They constitute a good-sized block of the consuming capacity of the country. Their wages are used— as is the farmer's income— o buy clothing, food, fuel, shelter, eduation, amusement. A large part of he railway payroll finds its way im mediately into the channels of trade (all of it eventually does), and a good part of it goes to the farmers. After paying wages, the railroads cents of their 1922 dollar left. Of this, ment of loss and damage claims and penses. All of this 35 cents went im nediately into the cannels of trade. This left the railroads with 20.6 cents of this 5.4 cents went to pay taxes and

various charges, 13.7 cents, representing an annual return of 4.14 per cent left for themselves

received by the railroads go to pay ings of civilization than had been the costs of the service performed, the achieved by the Roman Republic dur interests" that exact what the edi- ing all the centuries of her existence farmers with a market for farm prod. States enters upon the second cen-

hat. To the extent that the farmer ing his wants. The ultimate consumer of any article pays for the production facture of the materials into a finished product and its distribution. That ticle do justice to the great achieve farmer, as a producer, does not in the arts and sciences. America is pre

operation of the law of supply and deback along the line, including baking, milling, transportation, and so on.

There is no tenable ground in logic first century of the Republic. They

reduction of freight rates would benemade at the expense of the service

Going back to 1913 as a normal pre

dequate rates.

now. A Mikado freight engine cost \$25,000 in 1912; now it costs \$54,500. goes without saying.

Chair cars that cost \$13,500 in 1913 now cost around \$31,000. The cost of absolutely essential to farming, and cheapest commodities on the market times, and furnish it efficiently. the railroads received .719 cent for ach ton of freight carried one mile; of the railroads has been that we have each fon of freight carried one mile; of the failboads has been that we have in the first three months of 1923 they looked at the so-called "railway probreceived 1.104 cents, an increase of lem" as the problem of lower rates. I think there is a good deal of misun-roads received 2.002 cents for each passenger carried one mile; in the "railway problem," but, if we do consider the first three months of 1922 they looked at the so-called "railway problem derivatively the first three months of 1923 they looked at the so-called "railway problem at the first three months of 1923 they looked at the so-called "railway problem at the first three months of 1923 they looked at the so-called "railway problem" as the problem of lower rates. Fisher, the economist, the weighted kind of service is cheap at any price

above the average for 1913. In thus presenting the case of the of freight rates does a great deal to railroads, I am not unmindful of the unsettle the railway situation.

Daily Prayer

O Lord, our Heavenly Father, as upon the value of their properties. Thou hast graciously spared us to the light of another morning, accept Thou capital for improvements and extenour glad thanksgiving for this and an tions to the properties Thy countless mercies to us.

humbly beseech Thee, all such bene he high standing your valued paper fits for body, mind and spirit as Thou enjoys, its wide influence throughou seest best for us this day. Show us the middlewest, and believing in your hy will, and may it be our pleasure. desire to make it a factor in const Impart unto us such faith in Theo tive progress. C. H. MARKHAM. that we may successfully meet all the testings that await us. May ours be the patience, the courage, and the joy of those who know Thy love and have learned the secret of the Lord. Make heard the horn. What's the matter Thy blessings to us to be, through us, with his hearing?" Thy gifts to our world.

ones in the especial needs. Comfort and heal the afflicted. Bless all who

Give through Thy Church, salvation to our nation and to all people, and speed the time when earth shall be done with evil and over all shall be established the scepter of Thy Son. our blessed Savior. Amen. JOHN EDWARD BUSHNELL, D. L.,

The First Plow



Omaha felt a deep interest in what was going on in Philadelphia on July 4, 1876, when the first hundred years of the nation was commemorated by a great exposition. Something deeper than that stirred in the bosom of Edward Rosewater, whose Fourth of July editorial for that memorable year follows:

THE FIRSE CENTURY OF THE

"The American Republic closes th .5 cents went for rentals of equip- first century of its eventful life today. onent and joint facilities.

One hundred years have elapsed since the Fathers of the Republic promulgaoads had left, after paying these ted their immortal declaration, which arious charges, 13.7 cents, representtermination to establish and maintain properties worth upward of \$20. a government by the people and for 10,000,000. Out of it had to be paid the people. This declaration not only nterest on indebtedness and kindred made Americans a free and indepen charges before the stockholders, the dent people, but it has moulded them owners of the railroads, had anything into a powerful nation, which during the first century of its historic life has Since virtually all of the revenues achieved more in spreading the bless

Your editorial asserts that the farm-r pays the freight both ways—on the nearly forty-five millions. Having products he ships and on the products achieved independence by the conflict he has shipped to him. I question of the Revolutionary war, the republic s a consumer, he does pay freight war of secession. It is not our pur-charges, just as he pays charges for pose in this brief article to review the marvellous march of progression which has transformed Washington's fragile union into one of the most powerful and populous among the civilized na-tions of the earth. Nor could we in the limited space devoted to this areing true, it must follow that the ments of the American Republic in reality pay the freight on what he eminent among the other nations as the cradle of scientific discovery and

a stated market price which rests "To the American Republic the upon a great many factors, chiefly the world is indebted for the useful and most marvelous inventions of the mand. The difference between the present century. The steamboat and price at the market and what the electric telegraph were the creacost of part of the transportation service to the consumer of the product. To say that the farmer pays it would be equivalent to saying that the consumer of the product.

demonstrate beyond all doubt the cacause for jubilation over the fact that fit the middlewest. That implies that they have safely crossed the first century as the republic in face of running the risk of impairing trans-portation service. Rate reductions predictions that the republic can not survive a hundred years. And well may we congratulate ourselves that performed are not economy, but cause we as citizens of this great republic. sses to shippers far greater than the which challenges the admiration of ifference between adequate and in. and enforces respect from all the great nations of the globe

war year, we find that there has been lishment of farming operations upon an increase of 100 per cent in the a secure basis is a problem in which railway payroll, of 150 per cent in the country should be tremendously railway taxes, of around 200 per cent concerned. Agriculture is our greating the cost of railway fuel and of similar large percentages in the prices of ment of \$78,000,000,000, extends materials and supplies generally. Into every part of the country, and Take equipment, for example. A furnishes the raw materials for hun-Pacific type passenger tocomotive cost about \$23,500 in 1913; it costs \$62,000 We cannot have a prosperous country

other equipment has increased simi- it is to the interest of the farmers and larly, averaging around 150 per cent, the country at large that there be On the other hand, the service per-formed by the railroads is one of the an ample supply of that service at all in comparison with prewar prices, and less rates can be reduced without it is a well known fact that the cost threatening the efficiency and ade

first three months of 1923 they received 3.104 cents, an increase of 55 per first concern should be the assurance cent. According to Professor Irving of adequate, efficient service. That average of wholesale prices of 200 at all commensurate with its cost. representative commodities for the Let us first assure good service, and first quarter of 1923 was 61 per cent after that cheaper service will follow.

Constant agitation for a reduction agricultural situation. The re-estab- lieve there is an opportunity for great constructive leadership offered hose who will take a stand for fair treatment of the railroads—a stand demanding that the railroads be allow-As Jesus prayed the heavens were ed to charge rates sufficient to pay the costs of service and to yield a return

In all earnestness, I would like to Pardon us wherein we have grieved the you take this stand in The Omaha.

Thee in the past. Grant unto us, we like this suggestion realizing President, Illinois Central Railroad.

> That's Alll Right, Then. Smith: "Dennis claims not to have

Smithers: "Nothing: it's to be held Remember in Thy mercy, our loved Saturday."-American Legion Weekly

GOD'S MINUTE Containing the Daily Prayers pub-Price 65c

Kieser's Book Store 221 N. 16th

-A Rhyme of the Old Frontier

A bunch of old-timers Used to come to tawn, With hair and whiskers That nearly reached the ground. Said one old-timer, "It gits so durn dry And moisture's so scarce

We can't afford to cry.

They told about a feller What moved out a plow And lowed he'd go farmin', So he yoked up his oxen, While his neighbors stood 'round, Couldn't start her in the ground.

And them pesky neighbors Stood a grinnin' and a-waitin' Couldn't keep the plow from skatin Said one old-timer, "You ride on the beam And let us fellers

to they went to his dugout And brought out a pick, Sayin' if they could only start her They could sure make her stick. Well, he climbed on the beam And he yelled, "Lay to 'er, Buck." But they hit some black root, And there they stuck.

Haze along the team."

And that there new-comer Got so durned sore. That he vowed right then He'd stay here no more. As fast as he could get But the plow is here yet.

You see, the boys got together, And built a high fence And she's been there ever since But since it's got to rainin These last few years. Even the old-timers Can afford to shed tears.

I believe even yet Most of those old-timers Look with regret Back to those old times But made their livin' Follerin' the long-horned cow. -Walt Nye, Ogallala, Neb.

Center Shots

A baby's idea of heaven is a place where it is against the law for its father to sing .- Appleton Post Cres-

We know what the Fourth of July roads. prize fight somewhere.-Ann Arbor

A subscriber says newspaper paragraphers are too cynical. Having to write paragraphs made 'em that way, -Little Rock Arkansas Democrat. Sweet Marie says that her new

curfew. When it sounds the children make the old folks go to bed .- Green-

Trouble with laughing at all your too much for granted. But this seems troubles is continuous mirth and to be the way with too many critics makes others think you ignorant .-Ann Arbor Times News. Just a few more weeks until gar-

deners will be making two weeds grow where only one grew before.-Nash-

LIAVE The Omaha Morning Bee or The Evening Bee mailed to you when on your vacation. Phone AT lantic 1000, Circulation Department.

Hot Weather Advice

Set an old-fashioned mint julep re-cipe by the side of a copy of the 18th amendment to the constitution and think intensely about both of them when the mercury goes to 98. do not go mad in the first hour you will attain a philosophic calm that will carry you through anything.

Go to a psycho-analyst and have your subconsciousness probed for complexes. Probably something you heard your great-aunt say to the cat when you were 6 months old is what makes you think you are warm.

Have your teeth pulled.

Heat is largely a mental concept. Have your mentality removed and you will not know that you are hot. Have your tonsils removed.

Climb to the top of a 30-story steel building under construction and watch the men heating rivets and say to them: "Would you like to have some body bring you up a bucket of nice cool beer, real beer?" When they shout "Yes!" you say "So would I!" When you wake up you will be in smooth, cool white linen bandages, with a calm, soft-voiced nurse put ting the bulb of a nice cool therme ter under your tongue.

Have your appendix removed.

Put 12 pairs of false teeth on the ce in the refrigerator and sit by the act like he wuzn' with it. refrigerator door and change teeth every 20 minutes.

Have your clothing removed.

A great many persons are spending the heated term riding in airplanes lore they ascertain whether or not the his year, but as this is likely to inter fere with the work of lawyers, coat and suit operators, literary men, coal miners, physicians and locomotive engineers, these busy workers are advised to take with them to the scene of their daily duties cunning little artificial ice machines, to the operaion of which they can give many

pleasant spare moments. Have your skin removed.

devote Saturday to playing that you sult of this reciprocal arrangemet be-are Job entering the boil zones, and tween neighbors?—Tilden Citizen. then think of something else on day; Sunday should prove a delightful day, if you keep off the automobi

Have your flesh removed and go up and sit on the roof in your bare son DON MARQUIS.

Going Off Half Cocked. The recent attack on the adminitration for "what appears to be govflate market values of staple farm stocking.—Little Rock Arkansas Ga-instance of groundless criticism. The zette. Emporia, Kans, has revived the plain that no such policy is being folowed. The author of the criticism that thus collapses would have been set right if he had directed to that department instead of taking Abe Martin



Jedgin' by ther newpaper pictures, we'd guess that champion girl swimmers break more records than hearts. Nothin' as funny t' us as t' see a feller leadin' a poor, ole bony horse along th' road an' tryin' t' Copyright, 1923.

when the government is concerned Apparently they are willing to swalw anything that appears to invite criticism and make their attacks beadministration is really open to attack .- Washington Post

What Is the Answer?

"If you should see some of the things that I have seen," said a prominent business man the other day, "you would be appalled at the number of young boys and girls who are acquir-ing the habit of drinking this damnable 'moonshine.'" If this man is right, who is to blame for it? No Heat, we repeat, is largely a men- self-respecting father wants his own tal concept. Spend Monday poring son or daughter to drink the stuff, but over Dore's illustrations for the "In-does he feel the same way toward ferno," think of eczema all day Tues- his neighbors' children? If he makes day and hives and erysipelas on Wednesday, imagine on Thursday that you girl to secure moonshine, has he any are an early Christian being burned right to complain when the neighbor by Nero, persuade yourself on Fri. assumes the same attitude toward his day that you live in Philadelphia and children? What will be the logical re-

> NET AVERAGE CIRCULATION for MAY, 1923, of

THE OMAHA BEE Daily73,181

Sunday80,206 Does not include returns, left-overs, samples or papers spoiled in printing and includes no special B. BREWER, Gen. Mgr.

V. A. BRIDGE, Cir. Mgr. Subscribed and sworn to before me this 2d day of June, 1923. W. H. QUIVEY, Notary Public

Money to Loan on Omaha Real Estate The CONSERVATIVE SAVINGS & LOAN ASSOCIATION 1614 Harney

Live Royally

It means to foster and enhance the gifts Nature They knew All the beauties of Cleo-patra's time used paim and olive oils. You often see women of 30 who differ ten years in their looks. A little care-just knowing how-can multiply your years of youthful bloom. Then you'll live life

> The supreme help The great difference lies in soap. One woman attacks the skin every time she washes. Another woman benefits her skin.

Some people say, "Don't use water on the face." That's because some soaps may ruin the com-

But Palmolive soap has done more for complexions than any other factor known. For millions of women it has brought and kept a youthful bloom and texture.

Clean skins first Clean skins come first. A clogged skin cannot long keep beauty.

So Palmolive Soap is made to penetrate - to clean the skin to its depths. Then there are fostering oils, which seem to be skin affinities. They are palm and olive oils. The ages have found nothing else which does what

Palmolive Soap combines these great essentials. It is made by experts who have spent their lives in the study of facial soap.

It gives to palm and olive oils an efficiency they had before. It has become, on that account, the leading toilet soap of the world.

A woman who doesn't use it does herself injus-THE PALMOLIVE COMPANY

Milwaukee, U. S. A.



to Palmelive

Volume and efficiency