

Fake Psychology Warning Sounded

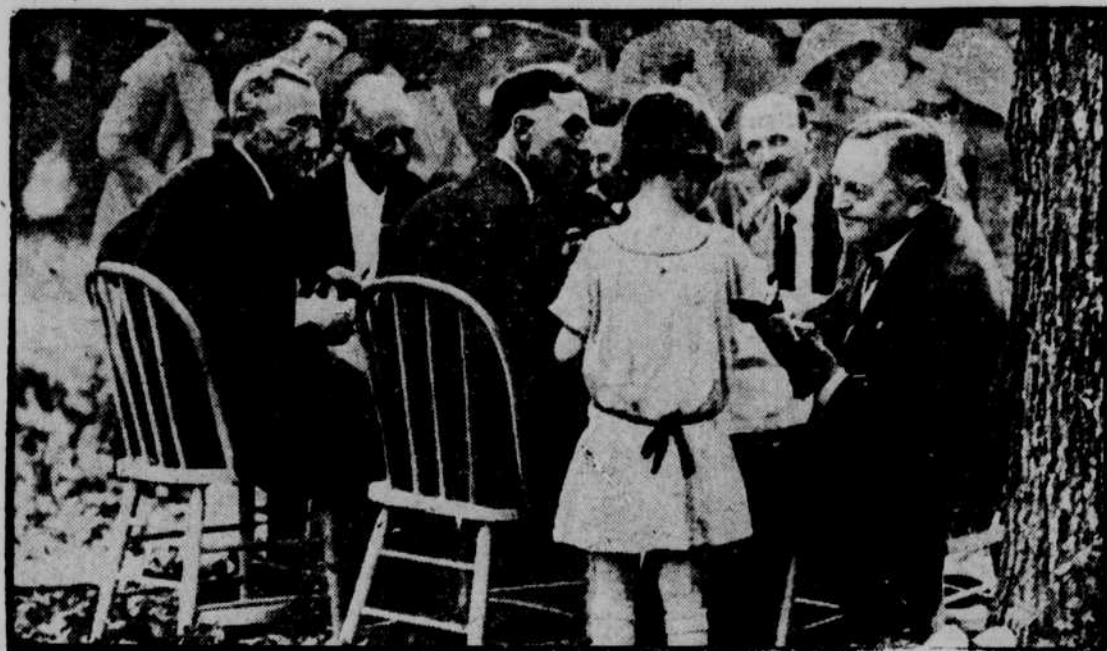
University Teacher Declares Public Muled by Glib Jugglers of Words.

Columbus, O., Aug. 25.—Warning against fake psychologists is voiced by Dr. H. H. Goddard, department of psychology, Ohio State university, who stated that many of these fakers are "reaping a rich harvest from gullible people."

"Glib-tongued people take up psychology as an easy game. They use overwhelming terms and pose as real psychologists," said Dr. Goddard. "In some cases the would-be psychologist is well educated. He has read a book or two on the subject and then starts lecturing."

"Fairly large cities are remunerative fields for these fakers, because more victims are available than in the small towns. The fake psychologist promises a great deal, but actually does nothing. No hypnotism on their part is needed. Adroitness with the English language will suffice to open the purses of their auditors. Most of these fakers urge concentration, which is practically all they do advocate."

Friends Tender Barbecue to Senator Underwood



After shoving his hat into the presidential ring, Senator Oscar W. Underwood of Alabama, was tendered a barbecue by friends. The senator took time out while enjoying himself, to congratulate the demure waitress.

Minneapolis Dry, U. S. Agent Says

Prohibition Officer Admits, Though, It Is Possible to Get "a Drink."

Minneapolis, Minn., Aug. 25.—Minneapolis is the "driest" city of its size in the United States, according to S. B. Quale, federal prohibition director for the state of Minnesota. He asserts that this claim will be admitted by even the most rabid foes of Volsteadism here.

While the federal prohibition agent does not claim that it is not possible to obtain a drink here, it is, he said, difficult. And, he claims, there are not many drinks to be had.

"Many factors have combined to give Minneapolis the right to this claim," Quale declared. Chief among the weapons in hands of the prohibition unit, he said, were the issuing of "stiff" sentences by the courts to violators arrested and the frequent use of the abatement law. The latter has proven especially effective, the prohibition chief of Minnesota asserted.

Also of no small importance in the successful fight waged against illicit traffic in liquor here, it was pointed out, was the co-operation given federal authorities by city, county and state authorities.

Conditions are reported as improving throughout the state by Director Quale, who recently made a survey of conditions generally.

Guster County to Send Exhibits to State Fair

Special Dispatch to The Omaha Bee.

Broken Bow, Neb., Aug. 25.—M. M. Linder has been spending much time in Broken Bow and at the county fair arranging for an elaborate display of agricultural products to be transported to the state fair at Lincoln. Linder has had charge of similar exhibits at the capital formerly that Broken Bow has a splendid chance to capture some good prizes this year.

Truck Service Makes Low Transport Cost

Present low transportation costs, achieved through efficient motor truck transportation, are scheduled for still further reduction, according to O. W. Hayes, president of the Republic Motor Truck company of Alma, Mich., largest exclusive motor truck manufacturer.

"A case in point is the betterments recently incorporated in Republic heavy-duty models. Through installation of a more rugged engine, capable of withstanding severe punishment over prolonged periods, with minimum necessity for attention, there has been achieved a material saving in upkeep and maintenance cost," says Mr. Hayes.

"The increased earnings that trucks of this type are capable of producing, coupled with their adaptability to every modern business requirement, assures an even more rapid extension of truck service throughout all lines of business in the future than has been witnessed in the past."

"There are already more than 70,000 Republic trucks in service, but it is a faint indication of the truck business that the coming years hold in store."

"Every line of agricultural and commercial endeavor needs trucks. The time is not far distant when it will be clearly recognized that to earn full profit in any business from farming to shipbuilding, trucks are indispensable. And it is steadily lowering truck costs that are bringing this about."

British Clergy Pledged Support to Labor Party

London, Aug. 25.—More than 500 clergymen of the Church of England have formally pledged their support to the labor party. Among them are many canons. For a long time many in the church have felt keenly the reproach that the working classes were being alienated from the church, that the church showed plainly that it had no sympathy with them and their aims and aspirations, and never did anything for them. The leaders of this movement within the church are determined, it is said, that hereafter labor shall have no cause to complain that it lacks friends among the clergy.

The 500 clergymen signed a congratulatory memorial address to Ramsay MacDonald and other labor members of parliament in which they say: "We shall support actively in whatever ways are open to us the efforts you will assuredly make for the spiritual and economic emancipation of the people."

Canon Donaldson, in presenting the memorial, said: "It is quite clear that a great change of outlook has taken place, not to say landslide of the clergy in regard to their opinion and attitude toward the labor movement."

Sales Contest Stimulates Buying of Cadillac Cars

"The steep increase, a national sales contest being held by the Cadillac Motor Car company, is proving to be a great stimulator of sales throughout the country," says T. D. Foley, retail sales manager of the J. H. Hansen Cadillac company.

"The prizes are of exceptional quality and are so awarded that every man selling Cadillacs can win with a little extra effort. Weekly prizes are paid in cash, and Omaha men have participated in many. H. L. Williams, manager of the Lincoln office, has won \$51 and a complete golf outfit. Mr. Townsend, the Cadillac dealer at Hastings, Neb., has won \$13 and a suitcase, and I have won \$27 and a complete golf outfit. Other cash prizes have been won by James Muldoon, jr., of the Omaha office; A. W. Breyer, Norfolk; A. R. Williams, Sioux City; and R. E. Gidley, Shenandoah, Ia.

California Man Is First to Drive Away 1924 Buick

The first individual buyer to drive away from the factory at Flint, Mich., one of the 1924 Buick cars is A. H. Childs, Richmond, Cal., a suburb of San Francisco. Mr. Childs, with Mrs. Childs, came to Flint last Wednesday by rail and in less than three hours was driving away a shiny new six-45. The order for this car was taken by the Howard Automobile company of San Francisco.

Mr. and Mrs. Childs will drive the entire distance to the coast. Mr. Childs was formerly an official of the Standard Oil company of California, but is now retired. He is a confirmed Buick booster, having owned Buick cars previously.

Buick Car Best of Career President Bassett Says

"After months of effort, the Buick organization feels that it has designed, tested and is now manufacturing the greatest car it has offered in the 20 years of its automobile experience."

The foregoing was President H. H. Bassett's answer when his attention was called today to the record-breaking attendance at the initial showing of the 1924 Buick models throughout the country.

Get into the swing of the business world. The Classified Ads will help you out of the rut.

Puddings containing milk should be cooked in a very slow oven.

Auto Industry Closes to Honor Late President

Motordom Reached Peak of Success During Harding's Tenure—Output Continues at High Pace.

By Universal Service.

Detroit, Aug. 25.—Standing shoulder to shoulder with every interest and institution that claims the name American, the motor industry stopped its wheels and bowed in reverence as the nation's 29th president was buried Friday afternoon. Activity in nearly every Detroit motor plant stopped sharply at 3 for a period of two hours to honor the memory of President Harding, during whose tenure of office the industry experienced its most memorable days.

Memorable because in the period between his election and his death the motor industry shipped the cup of experience to the dogs, suffering keen adversity and enjoying the sweetest success. Following his election in 1920 the industry closed a record year with a total production of 2,268,197 cars and trucks only to suffer in the succeeding year because of over-confidence and the lack of a safety valve.

However "experience doct" and with the Harding administration applying itself the industry opened the gates to new achievements in the following year and set marks for production, sales and service that stunned its most optimistic votaries.

Industry Feels Loss

The industry started 1923 where it left off at the end of the last record year, marching to the greatest peak of success in its history. The motor industry feels keenly the loss of its leader, especially at the time of its ripest success.

Following in the trend of the time to introduce new models in the mid-summer Dodge Brothers are announcing the 1924 line of cars, displaying many improvements, especially those giving improved riding qualities and a more marked style appeal.

Wheel base on the new car has been lengthened from 114 to 116 inches. This together with the longer rear springs of semi-elliptic type are mainly responsible for the improved appearance. The bodies are longer and lower with several detailed touches noted throughout providing an even finer appearance than the previous model.

Prices on the open cars have not been changed. Those on the closed jobs however have been slightly revised, the business cars going up \$55 while the type "A" or regular sedan has been lowered, \$52. The new prices on the business closed cars have been adjusted to conform to the manufacturing cost of the new models.

Ford Breaks Record

As was told in this column several weeks ago a chronicle of the week in motordom would not be complete without the weekly note that Ford has broken another production mark. During the week ended Tuesday

night, 293 more cars and trucks were turned out than during any previous week, domestic production totalling 41,691 cars and trucks. Two hundred and three Lincolns were made during the period.

Willis Overland production for July reached a new high mark of 23,121 cars, making the last month the largest in the history of the company.

Because of the avalanche of orders that has poured into the Reo plant recently thousands of employees who

were on vacations were called back to work Monday to help meet the demand which is approaching a record for this time of the year.

General Motors' July sale totalled 55,000 cars and trucks as opposed to 53,772 for the same month last year.

The new Buick line which made its bow last week was given the most rousing reception ever tendered a new line of automobiles, 1,000,000 people visiting the various showrooms throughout the country on August 1 to 4 inclusive.

Max Oser Sets Inspiring Example for French Lad

Paris, Aug. 25.—The example of Maj. Max Oser, Swiss riding master, who married an American millionaire's, inspires French school-boys.

In a recent questionnaire conducted by the principal of a Paris grammar school several of the boys declared they are going to be grooms when they grow up.



Inquiry among Single-Six owners will reveal to you that many of them expect to drive their cars for five years and more. Thus they are avoiding the loss always involved in frequent changes.

This is one of the reasons why the conviction is growing that ownership of a Packard is downright economy. This conviction is fortified by the surprisingly low cost of operation and maintenance.

It is probably a reasonable assertion that nowhere can you purchase so much motoring satisfaction at so low a cost.

Any Packard salesman will gladly amplify this statement and prove to your satisfaction the greater investment economy of the Single-Six.

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The new Overland Red Bird is a big car with big seating capacity and big power! So much automobile for so little money has amazed and won America.

The wheelbase is longer. The body is roomier. The bigger engine is more powerful. The finish of Mandalay maroon, and the khaki top and nicked trimmings are more beautiful. The Red Bird stops your eye on the street!

At \$750 f. o. b. Toledo, getting twenty miles and more from a gallon of gasoline, the big new Overland Red Bird is, in our estimation, the biggest automobile buy today. We only shall have a few. Act quickly!

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TYPE of PHAETON \$2895 at Detroit



It is an interesting and impressive fact that the V-Type, ninety degree, eight-cylinder Cadillac of today is sold at the same price as the four-cylinder Cadillac of eighteen years ago.

*This list price of Model D did not include lamps, top or windshield. These were ordered and paid for as extra equipment.

Present prices not guaranteed for future delivery.

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