

Today
A Conservative Animal.
What's Good Advertising?
Prince Morning Star.
Only 255 Miles an Hour.
By ARTHUR BRISBANE

Man is conservative animal. He wants a leader, something to look up to. He also wants somebody below, on whom he may look down with contempt.

They had such spasmodic efforts in Egypt, in Greece and in Rome. But the leaders came back, the courtiers fawned and enjoyed looking down on the crowd.

After the big war, wise sociologists asked: "In which country will revolution, radicalism and a demand for equality break out first?"

Many answered Italy, and that is where the Fascisti, dedicated to keeping down the mob, keeping up the king, and maintaining conservatism, made their first start.

Now in Spain comes an imitation of Mussolini. The word of Gen. Primo Rivera is law. When he issues a statement, it becomes a decree binding on the nation.

Radicals are locked in jail or fleeing over the borders. Man is conservative and for a good reason. He doesn't yet know how to govern himself, and instinct tells him to get somebody else to govern him.

Edward W. Bok, who has retired, but can't be idle, offers for advertising prizes, \$8,500 a year, to encourage merit and stimulate accuracy.

The accuracy might be taken for granted. Advertisers are not untruthful, as a class, more than others and being intelligent, they know that lying never pays.

The art of advertising consists in writing and presenting an idea in a way that makes it easier to read than to skip. The first prize should go to the man able to command attention.

Just before he reached his ranch to build up his overworked system and gain popularity with the Canadians, the Prince of Wales was met by David Bear's Paw and Red Cloud, chiefs of the Stony Indian tribe.

They named the prince, "Chief Morning Star." He responded graciously. Evening Star would perhaps have been a better name. Royalty is not to stay above the horizon long, in spite of loyalty and Fascismo.

A flier has covered 255 miles in one hour, better than one mile every 15 seconds. It's fast, but not fast enough.

When that speed is multiplied by four, as it will be, men will travel 1,000 miles an hour, exactly as fast as the sun seems to travel.

Then lying on the upper deck of an airship far different from anything we see now, you will be able to take an all-year sun bath, going around the earth, with the sun always directly above your head.

The federated farm labor party meets in New York, prepared to do great things for farmers, and to labor in the election of 1924.

In 1924, the farmers will forget laborers, laborers will forget farmers. They will divide and vote in the good old-fashioned way, some for democrats, some for republicans.

You can't get much of a labor party where common labor in big cities get \$7 a day, skilled labor from \$10 to \$20 a day. And you can't organize much of a farmer-labor party, where the problem of the farmer is to get labor cheap enough to make his crops sell at a profit.

It appears that Cuba will have plenty of sugar and to spare, and sugar ought to be cheap. But our United States Department of commerce kindly obliged the sugar gamblers and middlemen by announcing falsely a great shortage and inevitably higher prices. After that false, harmful statement came a tame, feeble denial. Now comes the official confirmation of a big sugar crop. But that doesn't help American women that have been paying 9 cents a pound and more for sugar.

This country, solemnly observing "Constitution week," must not make a fetish of the written word, as the Chinese and others have done. The constitution is a human document. What has been written by human beings can be changed and improved by human beings. The constitution provides for changes and many will come. Meanwhile it's the best constitution thus far written, one to be cherished, and changed with caution.

Off to Cleveland. J. L. Haskin, secretary of the Omaha Auto club, left last night for Cleveland, O., to attend a conference of automobile club officials, September 20 to 22.

New College of Radiology Here

Organization Formed at Session Today—To Promote Scientific Development.

The American College of Radiology and Physiotherapy, with permanent headquarters in Omaha, came into being Tuesday morning at the first session of the Interstate Society of Radiology and Physiotherapy, which opened at the Fontenelle hotel at 9 a. m.

A constitution and bylaws for the new organization, prepared by the constitutional committee, of which Dr. R. W. Fouts, Omaha, is chairman, was read and adopted. Officers were elected as follows: Dr. E. H. Skinner, Kansas City, president; Dr. E. A. Merritt, formerly of Council Bluffs, first vice president; Dr. B. E. Grover, Colorado Springs, second vice president; Dr. R. W. Fouts, Omaha, secretary and treasurer.

Dr. E. A. Merritt, Washington, D. C., who was elected first vice president of the newly founded American College of Radiology and Physiotherapy Tuesday, is well known in Omaha. For some years Dr. Merritt was the partner of Dr. Donald Macrae of Council Bluffs. During the war he was chief X-ray officer with the American expeditionary force in France.

The new American College of Radiology and Physiotherapy is formed on the same lines as the famous American College of Surgeons. Its declared purposes are "to encourage the study, promotion and scientific development of the sciences of radiology and physiotherapy, to establish standards of competency for practitioners of these branches of the medical profession, and to sponsor and finance scientific research along such lines as may be beneficial for the development of these sciences."

Members of the society must be graduates in radiology or physiotherapy and reputable practitioners of these sciences, and must be approved by the board of governors of the organization.

5,000 Are Missing in Yokohama Storm

Yokohama, Sept. 18.—Temporary barracks here were flooded during a terrific storm Saturday and 5,000 are missing.

Danish Baptists to Hold Meeting at Cedar Falls

Cedar Falls, Ia., Sept. 17.—The biennial convention of the Danish Baptist General Conference of America will meet here September 25 to 29. A large representation of clergy and laity is expected.

Liquor Lures Man

Norwalk, Conn., Sept. 18.—Daniel Horan, public school janitor, has lost his taste for sitting in the city court room here listening to trials during his off-duty periods. Daniel, engrossed in a recent liquor case hearing, forgot where he was when the chief of police, in blue and gold, sat on the witness stand, exhibiting a bottle of Bourbon and telling where he found it.

Penitentiary Gains in Favor

Chicago, Sept. 18.—Illinois penitentiaries seem to be growing tame. "We have reached the point where we send hardened criminals to the Pontiac reformatory and first offenders to the penitentiary," commented Criminal Court Judge Davis after Edmer Green, 23, who pleaded guilty to robbery with a weapon, expressed his preference for the penitentiary.

Full Dress and Tuxedo Suits Sale or Rent

Now is the time to get lined up for the Fall dress events. You'll need a Dress Suit or Tuxedo the whole season through.

Place Your Order Now for Ak-Sar-Ben Ball

This is the big "dress-up" time of the year. Order your suit for this great event NOW.

Selling Price \$25.00 Or Rent Them if You Wish

John Feldman 109 N. 16th St. JA 3128

This store closed Wednesday afternoon on account of the death of Major E. L. Napier, a "brother partner," in this firm.

NAPIER BOOTERY, 307 South Sixteenth

No need to worry about "what to have for dessert" . . . The Buttermilk Shop has a wide variety of delicious pastries fresh each day . . . and many fresh every hour . . . so you have your choice of home-made pies, cakes, French pastries, etc. . . . Obey the impulse—call around today!

Breakfast Starts RIGHT When Started With Our Own Brand of Champagne Coffee

Northrup Jones BUTTERMILK SHOP Northwest Corner, 16th and Farnam Sts.

Prime Minister of British Dominion



Omaha Included in Butter Book

Plants and Production Dealt With in Monograph by New York Bank.

Omaha receives particular attention in a study made of the butter and cheese markets of New York by Charles F. Junod, vice president of the Bank of America.

The monograph, which has just been issued in pamphlet form, points out that Nebraska was fourth in butter shipments to New York last year, being exceeded only by Minnesota, Iowa and Illinois in the order named.

Of the 241,694,065 pounds of butter received in the metropolis last year, 24,074,323 came from Nebraska. "Omaha," the study says, "is one of the largest butter manufacturing cities of the world. It contains five important centralizing plants, one of them with a capacity of 1,500 tubs, or five carloads of butter a day in the height of the season."

The lowest average yearly price for butter in New York since the Civil war was recorded in 1896 when the price for butter of the grade of extras averaged 18.4 cents a pound.

Iowa Auto Department Wants Drivers Licensed

Des Moines, Ia., Sept. 17.—Licensing of automobile drivers in Iowa will be sought in a bill to be prepared by the state automobile department and presented at the next regular session of the legislature.

Officials of the department say eastern states, which have such laws, have reduced accidents by a large proportion.

Under the proposed law, drivers must pass an examination to drive a car, and infraction of motor laws will carry a revocation of the driver's license as a penalty.

Envoy Honored

Elyria, Sept. 18.—Myron T. Herrick, United States ambassador to France, paid an unexpected visit to his boyhood home near Wellington. The crowd stood when he entered the grandstand at the Wellington fair and the band immediately played the "Marseillaise." Herrick bowed in acknowledgement, but did not make a speech.

Fly 259 Miles an Hour

New York, Sept. 18.—Timed by electricity to the hundredth of a second, Lieut. L. C. Sanderson, marine corps, yesterday sent a navy Wright plane over a mile course at Mitchell field at a rate of 259 miles an hour, the swiftest flight ever attained by a human being.

Italian Governor of Fiume

Rome, Sept. 17.—General Giardino, third in command of the Italian armies, has been appointed military governor of Fiume. General Giardino is a former minister of war.

He is one of the best known generals in Italy. He held the post of minister of war in the Orlando cabinet until the reverse of the Italians at Caporetto during the world war.

The appointment of the military governor was for the purpose of securing stability in Fiume and winding out any intention of the part of Italy to injure feelings of Jugo-Slavia.

Man and Car Do Flip-Flop in Air in Collision; Man Escapes Injury

Albert Sparks, 907 South Twentieth street, narrowly escaped death at Thirty-sixth and Poppleton avenues shortly after noon Tuesday when his car turned a flip-flop in the air and landed 20 feet away after a collision with another car driven by J. E. Harmon, 1321 South Thirty-sixth avenue.

Sparks was unhurt.

Receiver Asked by Alfalfa Mill

Concern Lists Liabilities at \$289,590 and Assets Almost Twice as Much.

The Omaha Alfalfa Milling company filed a voluntary petition in bankruptcy in federal court yesterday. Liabilities are \$289,590; assets are \$442,481. But, being unable to meet obligations, the directors decided on bankruptcy proceedings.

"We hope to be in operation again within three weeks," said E. J. Cornish, president. "For nine years we held big dividends. We expect to pay creditors in full. Our plant in East Omaha is extensive. We have a plant in Cozad built in 1919 at a cost of \$108,000."

The company manufactures alfalfa molasses feeds for cattle, sheep, hogs and horses, and also poultry feed. Directors are E. J. Cornish, Larry N. Anderson, E. O. Ames, J. O. Loch, C. D. C. Jewett and Anna V. Metcalfe, who own \$255,400 of the total of \$415,400 outstanding stock. Among the liabilities is \$65,000 owed to the Merchants National bank.

New Zealand Premier Here

Prime Minister Massey Passes Through Omaha En Route to London.

The long looked for 20 per cent cut in taxes, of which Nebraska heard so much in the last campaign, has come in New Zealand.

Prime Minister W. F. Massey of New Zealand passed through Omaha Monday evening on the Overland Limited bound for London, where he will be senior member of the imperial conference which representatives from all Great Britain and the prime ministers of all the self-governing dominions will attend on October 1. He will also attend the economic conference in London, the prime minister, a genial old gentleman, expressed his liking of American railroad trains.

In proclaiming his liking for America he said, "you are our Anglo-Saxon cousins and neighbors, and blood is thicker than water." He also praised the United States soldiers and the part they took in the world war.

Premier Massey and his party, which consists of F. D. Thomson, his private secretary; H. T. B. Drew, assistant secretary; and Mrs. Drew, arrived in San Francisco September 13.

The premier will proceed to Washington, where he will call on President Coolidge. From there he will go to New York and sail for England September 22.

New Zealand is getting out of the aftermath of the war better than any other country, he said. The government there owns the railroads and the system has proved very satisfactory, he declared.

Mr. Massey has been prime minister of New Zealand since 1912 and his present term has two years to run. He was strongly opposed at the last election because of certain trenchments and economies made after the war. These measures enabled the recent 30 per cent reduction of taxes. Premier Massey is also a farmer. He was born in Ulster, Ireland, but went to New Zealand when a boy. He attended the conference of Versailles where he was chairman of the atrocities committee.

Bank Call Shows Slight Decrease

Omaha Deposits Less Than on Previous Call, Due to Season.

The Omaha National bank led all Omaha banks in loans and deposits according to the national bank call of September 14, announced Tuesday.

Deposits in Omaha national banks totaled \$98,973,739 and the loans totaled \$73,658,698. The deposits were somewhat less than on the last bank call, which was to be expected because of the season of the year, according to bankers.

Following are the loans and deposits:

Table with columns: Bank, Loans, Deposits. Rows include Omaha National, First National, etc.

The deposits and loans of the First National bank include the business of the Nebraska National bank which was taken over by the First National.

The metric system will become obligatory in all branches of business in Russia after January 1, 1927.

Prison Sentence for Liquor Law Violator

Special Dispatch to The Omaha Bee, Fremont, Neb., Sept. 18.—Frank Rhein of Fremont, well known in Fremont police circles and three times before in police court on charges of violating the prohibition laws, was sentenced to spend not less than six months or more than two years in the state penitentiary in district court today.

Five separate counts were filed against Rhein in his latest appearance in court. He was found guilty by a jury on charges of possession and manufacture and not guilty of bootlegging.

C. G. Rohlf, also of Fremont, who appealed his liquor charge to the district court, pleaded guilty following the Rhein verdict, and was sentenced to 30 days in jail. In pronouncing the sentences, Judge F. W. Burton said he believed jail sentences were the only means to uphold the prohibition law. Fines, he stated, could easily be paid from the money made by liquor law violators.

Schmoller & Mueller Pianos, Players

"Best in the West" Are Sold at Such Low Prices and Easy Terms That Every Home Can Own a Piano

Take Three Years to Pay

Terms as Low as \$10.00 Down and \$6.00 a Month

ONLY \$450

All for \$450

Look! Only \$300

Only \$300

Remember, your old piano will be accepted as a substantial part payment and we give you a written guarantee with your new Schmoller & Mueller Piano. Use the new instrument one day to a year, and if it is not just what you want in every particular, you can exchange it for any make that we carry in stock and we will allow you every dollar that you have previously paid on the instrument you possess.

If you live outside of Omaha and can't get in to see our wonderful display of our own make of Grands, Player Pianos and Uprights, write for full description.

Schmoller & Mueller Piano Co. 1314-16-18-Dodge St. - - - Omaha

Atlantic Airship Service Planned

Spanish-American Route to Be Started Probably in Spring of Next Year.

London, Sept. 18.—Preparations are now almost complete for the establishment of what will be the first transatlantic airway.

It is anticipated that trial trips will be made in the spring of next year, but no definite date has yet been fixed for the inauguration of the service proper.

Airships of the Zeppelin type are to be used, and there will be two simultaneous flights each week in each direction. The time allowed for the crossing, which is between Spain and the United States, will be three days, 19 hours.

It is estimated that the airships, which will be fitted with nine engines developing a total of 3,000 horsepower and about 10 tons of mail and other freight and will be capable of a speed of 82 miles an hour.

Bank Call Shows Slight Decrease

Omaha Deposits Less Than on Previous Call, Due to Season.

The Omaha National bank led all Omaha banks in loans and deposits according to the national bank call of September 14, announced Tuesday.

Deposits in Omaha national banks totaled \$98,973,739 and the loans totaled \$73,658,698. The deposits were somewhat less than on the last bank call, which was to be expected because of the season of the year, according to bankers.

Following are the loans and deposits:

Table with columns: Bank, Loans, Deposits. Rows include Omaha National, First National, etc.

The deposits and loans of the First National bank include the business of the Nebraska National bank which was taken over by the First National.

The metric system will become obligatory in all branches of business in Russia after January 1, 1927.

Man Fined \$10

Marion Roach, 5223 South Thirtieth and One-Half avenue, was fined \$10 in South Omaha municipal court on a charge of drunkenness.

YES! THE SILHOETTE is pronounced in New Coats and Dresses. Initials are sewn in coats and alterations are free on new dresses.

Theme's Shop 1812 Farnam

When You Rent Typewriters

Be sure that you rent machines that will do good work. Our stock of rental machines is kept in good condition, so that if you need any extra typewriters for rush work you can depend upon them. For rates and other information write or call.

SPECIAL RENTAL RATES TO STUDENTS

L. C. Smith & Bros. Typewriter Co. 104-6 N. 18th St., Omaha, Neb. JA 2213

Free!

Valuable prizes will be given FREE every night during Omaha's Great Food Show. Be on hand every evening of this important event and you may be the lucky one to secure a valuable prize.

Valuable Prizes

Omaha's Food Show will be of unusual interest this year to all housewives; there will be demonstrations in cooking, lectures by food experts, application of new ideas and scores of other "hinta" so necessary and desirable to the modern housewife. Don't miss a single day of this great event.

Omaha's Greatest FOOD SHOW AUDITORIUM September 24 to 29