

# Today

Smith Will Run.  
An Example for Europe.  
Big Guns Are Toys.  
Advertising Psychology.  
By ARTHUR BRISBANE

Governor Al Smith of New York will run again for a third term. Governor Smith understands local politics as well as any man. His friends say, no matter what happens, Smith is sure of a great triumph, and will surely run a long way ahead of John W. Davis. "Two million more votes for Al Smith than for John W. Davis," is to be the motto of the campaign.

Some of Al Smith's followers feel that he was badly treated in democratic convention. They assert that he would have been nominated except for religious prejudice, and feel it their duty to punish that prejudice.

They expect to say to the democratic party after this election, "if you don't want us during convention week, you mustn't expect to have us on election day."

"You must make up your mind to take Al Smith for president, or the democratic party won't have any president for some time."

The question is, in view of La Follette's strength, whether there will be any democratic party after this election.

Many believe that there will be a conservative party, republican and a radical party, growing out of the La Follette movement.

On June 15, 1925, the league of nations will call "an arms parley of the whole world."

The big 12 nations that control the league—they might be reduced to 2, England and France—hope that 15 states will unite to stop war.

The United States hopes so also. Here we have 48 states, thoroughly united, no war, no custom houses, none unfriendly.

Let Europe imitate the United States and form such a combination of nations as we have here, instead of trying to drag us into the league and make us pay master, in future wars.

While Europe talks of peace, war is progressing in China. Representatives of European governments there are nervous and may well be.

And the Spaniards are preparing for their most desperate battle against the Moors. War is not quiet "ended for all time."

United States coast artillery officers have finished experiments with two new 16-inch rifles. Each will throw a projectile weighing 2,000 pounds a distance of 35 miles.

But these gigantic cannon will soon be only toys. No battleships will come against our coast or our coast artillery. What is the use of a 16-inch gun that can shoot 35 miles, when a flock of flying machines, carrying bombs, can reach the old cannon balls that were fired at Gettysburg, would "just in passing" drop enough TNT to wipe out a whole nest of coast artillery?

A cannon that can shoot 35 miles, or the big Zeppelin that shot 70 miles, will be a plaything compared to the machine flying 300 miles an hour carrying bombs any distance.

This country needs flying machines and submarines and the president should see that they are built.

Professors at Columbia college will teach the psychology of advertising. At the same time they will, of course, take up the psychology of salesmanship. Advertising is salesmanship through the printed word.

The main thing for the salesman and advertiser to know, in the way of psychology, is when to stop talking. To just say just enough, then stop, putting into the brain that you are trying to "sell" just as much as it can comfortably digest, is the great advertising art.

If you say to a customer, "I am going to give you five thousand good reasons why you should buy this," the customer will look around for a place to lie down and sleep.

**Cigaret License Revoked.**  
Denison, Ia., Sept. 22.—Johnson and La Frenz were fined by Justice H. T. Ellisman for selling cigarettes to a minor and under the law their license from the city council to sell cigarettes was automatically revoked. The action was instituted by State Officer J. B. Farrand of Des Moines.

**Impressions of Europe.**  
J. W. Elwood will give his impressions of Europe in an address before the Omaha Triangle club Tuesday noon at the club's regular meeting at Hotel Fontenelle.

# Democrats in State Worry Over Outlook

Hitchcock Faction Seeks to Allay Fear of Bryan Entering White House March 4.

"If LaFollette gets enough votes to prevent the election of Coolidge, there will be a coalition of republicans and democrats that will result in naming John W. Davis for president, in the house, and Charles G. Dawes for vice president in the senate."

According to dispatches from Chicago this is the story that the John W. Davis party brought back with them from its tour of the middle-western states. According to these dispatches, no one in the Davis party would openly make such a claim, but it was admitted privately that the strength that Davis had expected in the west as a result of the nomination of Charles W. Bryan for vice president, had been found to be a myth. They found instead that Bryan was a weakness to the ticket.

One of the chief reasons for this weakness, it was discovered, was the fear among substantial democrats, especially among the followers of Gilbert M. Hitchcock, that the LaFollette strength might bring about a deadlock in the house, with the resulting selection of Charles W. Bryan as vice president and his inauguration as president by default.

**Cloud Over Nebraska.**  
This danger has been hanging like a cloud over Nebraska and it is understood that old-line democrats told Davis here that it was a real danger. Those who have been watching the development of the political lineup in Nebraska declare that it is this fear that has relegated Davis to the third position in the Cornhusker state.

"The fear has been real as illustrated by the fact that leading democrats of the Hitchcock following in Nebraska have finally determined that it must be met and grappled with. The first move in this direction is a declaration from one of the chief supporters of Hitchcock that the story of Bryan being selected by the senate is foolish, that it is the "game" of the LaFollette forces to select a "reactionary" in order that they would have someone whom they could attack during the next four years. According to this argument, the LaFollette followers should not vote for Bryan because he is "progressive."

It is urged that to "put" in a "progressive" as vice president, on the theory that through a deadlock in the house he would become president after March 4, would take from the LaFollette followers their biggest chance to elect a president who would train their guns on the administration.

**Two-Way Argument.**  
The argument of the old-line Hitchcock democrats cuts both ways. It is intended to allay the fear that Charles W. Bryan has a chance of becoming the next president, and it gives credence to the dispatches from Chicago that those close to Davis are talking about a deal which would make the West Virginia president with Dawes as vice president. The motive of the first part of this two-way cutting argument is appreciated. It shows that the Hitchcock democrats really are afraid of the possibility of Bryan going into the White House. The effect of the second part of the argument is in large measure a confession that Davis' strength in the middle west, to all practical purposes, does not exist.

Republicans in Omaha look upon these maneuvers as a confession of weakness and as an effort on the part of the democrats to prevent the complete swamping of their party at the fall elections. They are more than ever convinced that Coolidge will receive enough votes to overcome both Davis and LaFollette and they point out that the stories of deals will make it a certainty.

**Bryan Already Worried.**  
There is another interesting fact in connection with the role being played by Charles W. Bryan. He has gone to the borders of Nebraska on a speaking trip only once. The rest of his time he has given assiduously to his own state. Those close to him say that he is doing all the trading he can to carry Nebraska for Davis, conscious of the fact that if the state goes to Coolidge his days as a leader in Nebraska politics are at an end. One of Bryan's close friends is reported to have said that the governor recently bewailed the fact that he had not stuck to the governorship.

**Order for Iowa Seeds Comes From West China**  
Shenandoah, Ia., Sept. 20.—Garden and flower seeds to be planted next March have been ordered from a local seed house by the Tibetan Christian mission at Batang, West China, and a request is made to ship them at once so they will be sure to arrive in planting time in 1925.

The letter was mailed June 26 and had just arrived. Parcels of seeds usually go in six or seven months. The folks ordering asked that the seed be sewed up in waterproof bags weighing not more than three or four pounds each, as the native runners who carry the mail into the interior object strenuously to carrying heavier packages.

**Doctors Sued for Damages.**  
Columbus, Neb., Sept. 22.—Charging that his broken forearm was set in such a way that it had to be broken again, Ralph Bunker filed suit in district court against Dr. Anthony Cauley, Humphrey, Neb., and against Dr. Harry G. Morris, Newman Grove, for \$3,000 damages. He alleges he was out of work a year, put to an expense of \$700 and received permanent injuries as the result of improper treatment.

**Ponca Schools Enroll 350.**  
Ponca, Neb., Sept. 22.—With the registration of few late comers, there are now about 350 enrolled in the Ponca public school. There are 25 girls taking home economics and 25 boys taking manual training in the high school.

**Clark Funeral.**  
Funeral services for Arthur N. Clark, 40, 1506 Ames avenue, who died last Friday, will be held at the residence at 2 p. m. Tuesday. Burial will be in Forest Lawn cemetery. Mr. Clark is survived by his wife, Stella.

**Mrs. Darnall Says It Proved Just What She Needed to Build Up Her System.**  
There are thousands of people in just the condition so graphically described by Mrs. L. H. Darnall, 1021 South East Laconia Ave., Des Moines, Iowa, in the following:

"I wasn't sick, exactly, before taking Tanlac, but my nerves were on edge, my sleep restless and I got up mornings all tired out to begin the day. I had no relish for food and what I did eat caused a feeling of heaviness and depression. My head was aching and I scarcely had energy and strength to even stand a little shopping trip."

"Tanlac proved to be just the right medicine for my condition and now I call it a 'household treasure.' It has given me back my energy and strength and built me up to where I feel just the way I have been wanting to feel."

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



Tanlac Vegetable Pills for constipation; made and recommended by the manufacturers of Tanlac.—Advertisement

# Dancing Girl Here Is Saved From Forgetting Birthday by Mother

Orpheum Actress Celebrating Seventeenth Natal Day With Stage Associates.

Can you imagine a girl still in her teens forgetting her birthday? It is true of Miss Dorothy Hathaway, appearing this week at the Orpheum with William Seabury in a dance review.

Dorothy is 17 today and if her mother hadn't been along to remind her, the date might have slipped by unnoticed. She celebrated this afternoon by attending the races and this evening, following the performance, Mr. Seabury will give a party for her.

When Miss Hathaway finished her junior year at high school in Minneapolis last June, she had no intention of launching upon her stage career until she received her diploma. But Mr. Seabury's offer could not be turned aside so easily, and in less than a week following the close of school she was realizing the dream of her lifetime. She is up bright and early each morning and devotes two hours to the study of English and French.

Miss Hathaway has been a favorite in amateur theatricals in Minneapolis since she was 3 years old.

# Joint Rum Squad Is Again 'at Outs'

Failure of Samardick to Appear to Testify Causes Friction.

Members of the police-federal liquor squad are again "at outs" with Robert Samardick, general prohibition agent.

Eddie Vanous, member of the squad which has been working with Samardick, declares Monday that "Samardick can have his job; I don't want it."

Vanous and other police officials became indignant when Samardick failed to appear in police court to testify against five men charged with the possession of a half-pint of liquor. When the case was called, Judge Patrick asked Vanous if he had found the alleged liquor on the men, who were arrested together near Sixth and Pierce streets.

"No," answered Vanous. "And besides, I don't believe in arresting men for having a thimbleful of whiskey in their hip pockets. Judge Patrick said that if he had found the alleged liquor, Judge Patrick then asked for Samardick. He was not in court.

"I certainly can't convict men on such evidence as this," said Judge Patrick. "If Samardick is in the cornfield, he should be in court to testify against them."

City Prosecutor Brungardt agreed to the dismissal of four of the five men who had pleaded no guilty. Charles Morris, the only man to plead guilty, was fined \$100 and costs. Those released were Walter Lemming, Dodge hotel; John O'Grady, Elms hotel; Jack Spar, Seventeenth and Chicago streets, and E. M. Smith, 454 South Twenty-sixth street.

# CORN NEARING SAFETY MARK

Columbus, Neb., Sept. 22.—Observations made by A. A. Dodendorf, local weather observer, show corn has passed the 80 per cent mark in the lowland and the 70 per cent mark in the highlands. If the equinoctial storms do not bring a frost all corn in the Platte and Loup river valleys for central Nebraska may be considered practically safe.

**Aurora, Sept. 22.—Farness report that corn in Hamilton county has been making satisfactory progress during the past week of cloudy weather. Many fields are said to be beyond harm from a light touch of frost. Another week will relieve most of the worry in this vicinity about soft corn. If the Hamilton county corn crop matures properly, it will be the best crop raised during the past 10 years.**

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**OSTEOPATHY**  
is a complete system of therapeutics applicable alike to all curable diseases, acute or chronic

# Hearing on Tram Plea for Tax Cut Set for October 15

City Officials and Railway Commission to Consider Petition for Relief; Revenue Falling.

A conference has been called for October 15, in the city council chamber, for city commissioners, representatives of the Omaha & Council Bluffs Street Railway company and the Nebraska state railway commission, to consider Omaha's traction system situation.

This situation as presented to city council committee of the whole Monday morning by R. A. Leusser, general manager, is that the street car company must be relieved of occupation taxes and paving requirements or be granted authority to increase the rate of fare.

The city council by ordinance may rescind the occupation tax requirement. To remove the paving requirement, the city charter would have to be amended at an election. The state railway commission has power to grant higher traction rates.

Leusser stated that his company is not getting a return equal to that which was authorized by the state commission in its last finding, based on a physical valuation of the system.

**Decrease Shown.**  
The general manager told the council the decrease of revenue in Omaha for the period January 1 to April 30 of this year was \$18,251 and that the slump became more marked after April. He said the slump in May was \$18,637, more than the entire slump for first four months of this year. The decrease in June he reported as \$26,416; July, \$23,442; August, \$27,482; first 14 days of September, \$10,723.

The company also reported that the average daily decrease in earnings of the Omaha lines from June 1 to September 14 was \$334, and approximately \$1,000 per day for the entire system during the same period.

"This is not alone a matter of getting returns for the investors," said Leusser, "but the most important thing just now is the conservation of the property. In 1923 there will be due \$10,000,000 street railway bonds, and unless we can float a new issue to meet those maturing bonds, we will be nothing left but a receivership."

**Fare Boost No Solution.**  
Leusser explained that he disliked the alternative of increasing the fare because he did not think an increase would yield the desired results. He prefers the removal of the occupation tax and paving requirements, which last year amounted to \$170,000.

Leusser stated that the deficit of the Omaha lines last year was \$367,681 and during the first seven months of this year, for the entire system—Omaha and Council Bluffs—there was a further decrease of \$41,467 in net financial statements indicated a continued slump in 1924.

Leusser noted that street railways of Kansas City, St. Louis, Des Moines and Denver are in the hands of receivers, and that the Philadelphia company is asking for a fare of 8 cents.

# STOLEN CHECKS ARE RETURNED

Wymore, Neb., Sept. 22.—Personal checks to the amount of over \$300 stolen with \$300 cash, from the safe of the Farmers Lumber company of Wymore Thursday, were found rolled up under a filing cabinet in the lumber office Friday. Bloodhounds from Beatrice and a posse led by City Marshal Lytle of Wymore, followed trails from the yard Thursday, and one local driver in the employ of the yard was arrested, but later released. It is now thought that a stranger robbed the safe and left on an early morning westbound passenger train. A flashlight identified by a local hardware merchant as one sold the stranger Wednesday evening was found in the lumber yard Friday.

**Victim of Alcoholism Leaves \$11,500 Estate**  
Columbia, Neb., Sept. 22.—John Tonoy, Humphrey farmer, whose death was attributed to acute alcoholism, left an estate valued at upwards of \$11,500, according to a petition filed in probate court asking that John VanDyke, a cousin, be appointed administrator. Tonoy was a bachelor and his only heirs are his sister, Mrs. Joseph Brandt, and his brother, Joseph Tonoy. He had an 80-acre farm which is listed at \$9,000, and personal property valued at \$2,500.

**Attractive Home for \$1494.00**  
contains 5 rooms, breakfast room and large attic

PRICE INCLUDES  
all lumber, sash, doors, kitchen cabinet, medicine cabinet, linen closet, bookcase, both sides of fireplace, all lath and shingles, nails, rough and finished hardware.

All lumber is Ready-Cut and each building material is made with a system which enables anyone to build his own home without building knowledge or experience. Other than that gained through the use of the complete set of plans, which we furnish with every home, (No. 1 grade and the framing lumber is 20 per cent heavier and much stronger than the standard size.) Every item we furnish is guaranteed.

SEND 35c  
and this ad. for plan book containing fifty-four plans of our latest attractive, economical, convenient homes. This book contains valuable suggestions which will be of interest to any prospective home-builder.

**M. C. PETER MILL CO.**  
South Omaha, Neb.

**Tumwater Lumber Mills Company**  
Dept. W-3  
TUMWATER, WASHINGTON

The next story: "Curiosity Is Too Much for Bowser."

# Nebraska News Nubbins

**Beatrice.**—Beatrice council No. 1723, Knights of Columbus, met and elected these officers: E. H. Carroll, grand knight; William Schuck, deputy grand knight; Dr. J. G. Krim, chancellor; J. A. Saum, recorder; J. A. Saum, financial secretary; Ray Furios, treasurer; C. A. Tucker, advocate; John Grabowski, warden; George Sims, inside guard; Albert Hetherington, outside guard; John Witzki, trustee.

**Newcastle.**—The young people of Newcastle Congregational church here gave a reception to the teachers of Newcastle public schools in connection with a social consisting of a program of music and games at Odd Fellows' hall.

**Beatrice.**—U. S. Ellison farm of 160 acres near Diller, Neb., was sold to Lawrence Calkins for \$117,500 an acre. This is far below the average price of land in this section of Nebraska.

**Beatrice.**—Considerable new wheat and old corn has been marketed here and at other points in the county. Most of the farmers are disposing of their wheat, but will retain much of their corn for feed this winter.

**York.**—York county W. C. T. U. convention was held in the United Brethren church with representatives present from three organizations. Reports of superintendents were given during the afternoon, interspersed with readings and music. In the evening following a picnic supper, Rev. Paul C. Payne gave an address. "When the Cat's Away."

**Dixon.**—Graveling of the road connecting this town with Meridian highway was discussed at a meeting here Saturday night.

**Aurora.**—First Christian church of Aurora will hold its regular annual get-together meeting in the church basement, Friday evening, September 26, and lay plans for the coming year.

**Broken Bow.**—The first meeting this year of the Parent-Teachers' association was exceptionally large and enthusiastic. H. Lomas made an address on "Cooperation." Under direction of Mrs. Leo Dean the play, "The Ballad of Mary Jane," was given.

**Tumescell.**—Three of the five days of the Johnson county fair last week were stormy, and there will be a deficit this year, though the crowds were good on the clear days.

**Humboldt.**—Rev. B. H. Dawson, democratic candidate for state senator, has returned from Rochester, Minn., where his daughter was operated on for appendicitis at the Mayo institution.

**Tumescell.**—Cereemonies were held at Immanuel's church, west of Sterling, Sunday, to celebrate the 10th anniversary of the organization of the society.

# COLUMBUS OPENS EXPOSITION TODAY

Columbus, Neb., Sept. 22.—Mid-Nebraska exposition opens Tuesday morning. It will last for four days. In every merchant's window will be seen exhibits.

Special arrangements for buildings to house poultry, pet stock, livestock (dairy and beef cattle) hogs and sheep have been made.

The four days of the fair will be characterized as follows: Tuesday, September 23, old settlers' day; Wednesday, democratic day; with Gov. Charles Bryan, vice presidential candidate, as speaker; Thursday, republican day, with Senator Arthur Capper of Kansas as speaker; Friday, LaFollette day, with Phil LaFollette and Congressman Edgar Howard as speakers.

There will be a style-show Wednesday and Thursday nights. Friday night every person attending the festivities has been asked to mask to make it a veritable Mardi Gras festival.

Football and baseball games, band concerts, free merry-go-rounds, pony and dog shows, free ferris wheel and other activities are included.

# Combination Feeding

Results with your flock come only with careful feeding and proper feeds. Red Feather Hen Scratch and Red Feather Laying Mash, when combined, produce a balanced ration which will force heavy egg production. Feed Red Feather Laying Mash in a deep litter of straw night and morning at the rate of 2 ounces per hen per day. Feed Red Feather Laying Mash in open hoppers, where the hens have access to it constantly. The average hen will consume about 2 ounces per day.

Figure out what your flock will need each month then buy your requirements in the larger packages and save money.

Something Better for the Laying Hen  
**RED FEATHER HEN SCRATCH  
RED FEATHER LAYING MASH**  
**M. C. PETER MILL CO.**  
South Omaha, Neb.

# Indian Legends to Be Examined

Curator Blackman May Trace Unwritten Nebraska History Back to 1100 A. D.

Columbus, Neb., Sept. 22.—Unwritten history of Nebraska may be traced back to the year 1100 A. D., during the coming winter. Anecdotes of the Indians, their history and legends will all be gathered, classified and tested under the direction of E. E. Blackman, curator of the Nebraska State Historical society.

Newspaper files, stories of pioneers and Indian tales of the entire Loup and Elkhorn river valley regions will be gathered. They are calculated to aid Blackman in further explorations next summer. This year, four weeks of explorations during August showed that the Spanish expedition, "the lost legion" which came here from Santa Fe in 1720, perished in a massacre at the mouth of the Loup and Platte rivers.

Researches this summer disclosed Indian relics that may lead to the final connection of the Indian and the Aztec races and ultimately prove the source of the red man's origin.

To aid this work every bit of history dating backward from the building of the Union Pacific railroad will be gathered and classified. This will include the periods that embrace the "Forty-niners," the Oregon trail days, the days of John C. Fremont, the expeditions from Santa Fe, St. Louis and the Falls of St. Anthony (Minneapolis), the Lewis and Clark expedition and the days of Coronado.

Mr. Blackman and the State Historical society will ask the next session of the state legislature for \$1,000 to continue this work. Congressman Edgar Howard of the Third Nebraska district, where the ancient Indian cities are located, says the request is too small. If money is refused the field museum of the Smithsonian institute will take up the work and the finds will go to Chicago or Washington, D. C.

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# MAN IDENTIFIES BODY AS BROTHER

The body found on a park bench of Jefferson square last Wednesday morning was identified Sunday evening by William Bowness of Fairfax, Mo., as that of his brother, Robert, 50, Fairfax farmer.

William Bowness could give no motive for suicide, the theory held by the county coroner. Canned heat and a bottle bearing a poison label are said to have been found beside the body. The body was taken to Fairfax Monday morning.

# UNION PACIFIC CHANGES DENVER SERVICE

Effective September 28, the Denver Special trains, 11 and 14, between Omaha and Denver, will be discontinued for the winter. The Colorado Special will leave Omaha at 12:25 a. m., as heretofore, and arrive at Denver, 3 p. m. Sleeping cars ready in Omaha when station at 10 p. m. The Colorado Express will leave Omaha at 4:25 p. m., arrive Denver, 7:30 a. m., as heretofore. Tickets and berths at City Ticket office, Sixteenth and Farnam streets, or at Union station, Tenth and Marcy streets.

# HEALTH

**Investigate Chiropractic**  
No matter what your disease may be, you can investigate with safety, as no qualified practitioner will accept a case he cannot help. Hours, 9 A. M. to 8 P. M.

# THE THOMAS CHIROPRACTIC OFFICES

1712 Dodge, Gardner Bldg., AT lantic 1293

# Bluffs Man, 60, Weds Omaha Girl, 25

George Pfeiffer, 60, chief inspector at the Council Bluffs waterworks, was married late Saturday to Miss Cleo Iselin, 25, 5903 North Twenty-second street, Omaha, by Rev. Henry De Long, friends of the couple learned Monday.

The couple was attended by Frank Haas and Miss Anne Baumgardner. Pfeiffer has been an employe of the Council Bluffs water company since 1881.

# Hillman Named Simpson's Head

College and Other Appointments Announced at Session of Conference.

Special Dispatch to the Omaha Bee, Clarinda, Ia., Sept. 22.—Des Moines, Mo. E. conference sessions closed today. Special appointments were made as follows:

J. L. Hillman, president of Simpson college; M. R. Talley, vice president of Simpson college; E. M. Holmes, W. C. Hillmer and H. M. Dudley, professors in Simpson college; W. M. Dudley and R. E. Shaw, staff representatives of the board of education; R. C. Russell, field secretary of Wesley foundation; N. P. Horn, director of school of religion, Iowa State college; O. G. Orvitt, conference evangelist for Des Moines quarterly conference; A. E. Griffith, dean and active superintendent of the Iowa National Bible school; A. V. Bennett, instructor in music at Boston university school of theology; L. E. Ripley, conference evangelist; M. M. Cable, financial secretary of conference; Edw. M. Bennett, managing editor of Christian Century; R. L. L. Barnstable, leave of absence; Jasper R. Weber, president of Bennett academy, Mathison, Miss.

The following were left without appointment to attend school: Lorna Thomas, Rufus Perry, Oscar Flunk, Frank M. Ullery, Floyd H. Conner, A. R. Delmarter, John C. Turner, Frederick D. Birchard, J. P. Newell, Lawrence H. Athey and M. C. Latta.

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# GOLDSTEIN-CHAPMAN CO.

Paxton Block "The Store of Individual Shops" 16th & Farnam

# DRESS SALE!

950 of the Smartest Dresses You Will Find Anywhere

Values That Will Create a Sensation Among Thrifty Women!

Results with your flock come only with careful feeding and proper feeds. Red Feather Hen Scratch and Red Feather Laying Mash, when combined, produce a balanced ration which will force heavy egg production. Feed Red Feather Laying Mash in a deep litter of straw night and morning at the rate of 2 ounces per hen per day. Feed Red Feather Laying Mash in open hoppers, where the hens have access to it constantly. The average hen will consume about 2 ounces per day.

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