GRAIN AND PRODUCE MARKET

Market Being Looked Upon as a Two-Sided Affair.

CORN IS NOT BREAKING RIGHT

Traders Posted on Yellow Cereal Not Satisfied with the Disposition That Cereal is Manifesting.

OMAHA, Feb. 14, 1914

Cash sales of grain at Chicago yesterday were 40,000 bushels of cara and 119,022 busnels of oats.

A disposition existed among whost traders has night to hosk upon the market he good shape and decline of 1 to 2 cents as the best tains to put the market in good shape and they waid there had been advance enough. Bulls pointed to the export sales and said they were right and that the trade would realize it later. The thing that made some operators go slow on the buying side was the sile of 2,000 bushels of hard wheat nere to so to store. Receipts for the week were almost 1,000,900 bushels, which is an unual-ally large run for this season, while is an unual-ally large run for this season, while same and young that ally large run for this season, while same and young that the trade would realize it inter. The thing that made some operators go slow on the buying side was the sile of 2,000 bushels of hard wheat nere to so to store. Receipts for the week were signost 1,000,900 bushels, which is an unual-ally large run for this season, while

LUE SIN

| Comparison | Compari

CARLOT	RECEI	TS.	
And the second second	Wher	t. Corn.	Oats.
Chicago	189	253	91
Minneapolis	249	410	
Omaha	42	101	20
Kansas City	53	60	12
St. Louis Winnipeg	20	28	32
The following cast	n sales	were rep	orred:

#### RAIL WAY TIME CARD. UNION STATION-Tenth & Mason,

	Chiengo,	Rock	Island EAST.	Æ	Pa	acific-	
	Rocky Mour chicago Loc Chicago Day Chicago Nig Des Moines Chicago-Neb	Express ht Express Local Pa	niteda	:30	ATTE DESCRIPTION OF THE PERSON	Arrive 111:07 510:53 4 4:45 8 1:35 8 8:20	pn pn pn pn
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ĸ	Union Pa				211		***
	Overland Lin California M Omaha Expr Atlanta Exp Los Angeles Denver Spec Colorado Sp San Francia Pacific Lim	tall  con  rens  Limited  inl  press  con  Limit  tal		186 p	emi e	7:30 4:00 7:00	an pro an pro an an
	Oregon-Wash North Platte Grand Island Stromsburg	Local Local	bla	:15 #	m s	8:15 4:45 10:30 1:20	pn nn
4	Missourt K. c. 4 St. K. c. 4 St. K. c. 4 St.	L. Exp.	01	C15 1	ans e	7.15	AR

Chiengo Great Western-Illinois Central-Wabash Luis Express ... a 6:30 pm a 5:15 am Mail and Express ... a 7:30 am all:15 am Stanberry Local from C. H. b 5:00 pm bic:15 am

A 7:45 am ale:30 pm b 7:45 am a 9:45 am made specials, 17%@lf%c; a value of the specials of the special of the special of the specials of the special of the Ver Special 4 3.45 am a 7.30 am
roll Local 5 7.40 am a 8.00 pm
rere Express 7.40 am a 8.00 pm
ages Local 82.730 pm a 2.38 pm
roll Local 8.50 pm 43.95 am
roll Local 8.50 pm 43.95 am
roll 6.43 8.60 pm 7.20 pm
Francisco Limited 8.555 am 47.10 pm
francisco Limited 8.555 am 47.10 pm
roll 6.43 8.90 pm 7.30 am
roll 7.30 pm
Francisco Limited 8.555 pm 810.15 am
Angeles Limited 8.55 pm 810.15 am
MESTHOUND.

dron Local 8.30 am

WESTHOUND. Chadron Local
Lincoln-Long Pine
Hastlogs-Superior
Dead-Hot Spr.ngs
Casper-Lander
Albion-Oakdale Chadron Local 2 238 am a 250 am believed by the Linestan Dallas 2 250 am a 250 am believed by the Linestan Dallas 2 250 am a 250 am believed by the Linestan Long Pine 2 250 am a 250 am believed by the Linestan Long Pines 2 250 am a 250 a

Denver Limited
Inicago-Omaha
Denver and Cattfornia
Juget Sound Express
rebrasks Points
Huck Hills
Lincoln Mati
Northwest Express
Ancoln Local
Sturfers Platfamouth
Platfamouth-lows
Believue Platfamouth
Dioago Special
Direago Express
Chicago Express
Chicago
Chicag

Missouri Pacific-Chicago, St. Paul, Minneapolis

ered whites, 303Sc.

POULTRY - Live, strong; western chickens, 18c; turkeys, 29c; fowls, 18c; dressed, quiet; frush killed western chick-

ens, 15000c; fowls, 150185c; turkeys, 18

Coffee Market.

Omaha Hay Market.

YORK, Feb. 14.-COFFEE-

BUTTER—Irregular, creameries, 22928c. EGGS—Higher; receipts, 7.823 cases; at mark, cases included, 25937c; ordinary firsts, 254928c; firsts, 27c. POTATOES—Higher; receipts, 20 cars; Michigan, Minnesota and Wisconsin, red, 60698c; Michigan, Minnesota and Wisconsin, white, 65479c.

Stockers and feeders sold stronger during the early part of the week and later on eased off a little, so that at the close there is very little difference in current prices than at the close of last week.

Quotations on cattle: Good to choice beef steers, \$7.85@8.20; common to fair beef steers, \$7.85@8.20; common to fair beef steers, \$7.85@8.20; common to comfidence of the common to the comm in, white, 65@70c, POULTRY—Alive, higher; springs, 16c; owls, 16c; turkeys, 16c. NEW YORK GENERAL MARKET

South of the Day on Various

Sills: fair to good grades, \$5.75@8.50; common to fair grades, \$4.25@5.50; good to choice cows, \$6.50@7.50; fair to good grades, \$5.75@8.50; common to fair grades, \$4.25@5.50; good to choice stockers and feeders, \$7.60@ \$1.50; fair to good stockers and \$7.50@ \$1.50



SHEEP-As nearly always to the case

SHEEP—As nearly always is the case on a Saturday, no sheep or lambs of any consequence appeared at the yards this morning. Receipts for the week have been 54,920 head, which is a little more than last week, but about normal with the corresponding week a year ago.

The continued cold weather has had a stimulating effect on the eastern trade in dressed mutton, creating a builtsh feeling in sheep and lambs on the hoof here. While prices on lambs show an advance of 199,25c, and aged sheep about 199,11c, as compared with the close of last week, it seems to be the general opinion among traders that trade in most all kinds of killers continues extremely sensitive to the size of the receipts. As an indication of OMAHA, Feb. 12.—PRAIRIE HAY—No. 1 to choice upiand, \$10.50#11.00; No. 2, \$9.90 g10.00; No. 3, \$7.00g9.00; No. 1 to choice uridiand, \$10.00#10.50; No. 2, \$5.00g10.00; No. 3, \$7.00g10.00; No. 1, \$0.00#10.50; No. 3, \$6.00g10.00; No. 3, \$6.00g10.00; No. 3, \$4.00g10.00; No. 3, \$6.00g10.00; No. 3, \$6.00g10.00; No. 2, \$10.00g12.00; No. 3, \$7.00g10.00. Choice, \$13.00512.00; No. 3, \$7.00510.00; No. 2, \$10.00512.00; No. 3, \$7.00510.00; No.

MAHA LIVE STOCK MARKET

grades were available. Best ewes are quotable at \$5.35 and possibly would bring \$5.20. Some wethers yesterday were good enough to bring \$5.75.

Quotations on sheep and lambs: Lambs, good to choice, \$7.25\$\text{17.60}\$; lambs, fair to \$6.00\$, \$6.90\$\text{17.55}\$; lambs, cuils, \$8.50\$\text{19.50}\$; yearlings, heavy, \$5.30\$\text{19.50}\$; wethers good to choice, \$5.75\$; ewes, good to choice, \$5.15\$\text{19.50}\$.39\$; ewes, fair to good, \$4.50\$\text{19.50}\$ is.

St. Louis Live Stock Market.

ST. LOUIS, Feb. 14.—CATTLE—Receipts 400 1 ead; market, steady; beef steers, \$1.50 Auction Bridge club at a luncheon will working on the ice. In some manner and feeders, \$4.5588.50; stockers and feeders, \$4.0037.50; southern steers, \$5.7588.20; cows and helfers, \$4.003 and hel steers, \$5.75 and beliers, \$4.00; calves, \$6.00; ca SHEEP AND LAMES-Receipts, none: Mrs. H. G. Harte entertained at bridge market, steady; muttons, \$5.0006.00; of H. G. Harte and Mrs. J. H. Harte.

Minneapolis Grain Market. Minneapolis Grain Market.

MINNEAPOLIS, Feb. 14.—WHEAT—No. 1 hard, 94c; No. 1 northern, 913469254c; No. 2 northern, 893469314c; No. 3, 863468894c; May, 90346965c; July, 924c.

FLOUR—Unchanged.

EARLEY—45667c.

RYE—556656.

BRAN—Unchanged.

CORN—No. 3 yellow, 5766714c.

OATS—No. 3 white, 38672614c. PT.AX-\$1.5214791.5414

St. Louis General Market. LOUIS, Feb. 14.-WHEAT-No. 24695c; No. 2 hard, 904695c; May red. 234635c: No. 2 hard, 9014635c; May, 924c; July, 964c. CORN-No. 2, 41c: No. 2 white, 426424c; May, 694c; July, 394c. RYE-60c.

Dry Goods Market, NEW YORK, Feb. 14.—The storm in-terfered greatly with trade for the day. The markets for cotton goods are gener-ally steady. Dress goods business con-tinues good, but prices are very low.

Sugar Market NEW YORK, Feb. 14.—SUGAR—Raw, ulet; muscovado, 2.98c; centrifugal, 2.48c; nolasses, 2.75c; refined, quiet.

NEW YORK, Feb. 14.—COTTONSEED OIL—Steady: prime summer yellow, \$7.00 @7.18; March, \$7.19; May, \$1.33; July, \$7.54.

Persistent advertising is the sure road o business success.

## Notes From Omaha's Busy Suburbs

A son was born last week to Mr. and Mrs. George Sumner.

Miss Mary Leslie had a Valentine party

Invitations have been issued.

A daughter was born to Mr. and Mrs. John Heinselman, and sons to Mr. and Mrs. Bert Renz, and Mrs. Bert Renz, and Mrs. E. R. Lersen during the last week.

A daughter was born February 5 to Mr and Mrs. Chester Parks of Chicago, for-merly of Dundee.

Mrs. A. C. Crossman and Mrs. Mary E. Chapman are still very ill at their re-The F. F. Club of little girls met Tuesday at the home of Misses Eleanor and Adnee Hamilton.

Mr. and Mrs. W. E. Rhoades went east last week with their son, Morton, who returned to Dartmouth, Mr. and Mrs. Burd Miller and Mr. and Mrs. J. T. Gresly entertained at a danc-ing party at the Dundee hall last evening. Herberta Burker entertained at a Valentine party Friday evening at her home. About thirty-five boys and girls

Mr. and Mrs. Edward Houghton enter-tained Thursday evening for their guest, Mrs. Burnett Ingraham of Chicago. Eight-

Mr. and Mrs. E. A. Beardeley enter-tained at dinner Tuesday for their guest, Mrs. E. L. St. John of New York City. Fourteen guests were present.

Mrs. C. E. Preason entertained the G. P. M. club Tuesday at luncheon. Ten members were present, and Mesdames H. G. Browne and George Crosby were guests of the club. Dr. and Mrs. H. B. Lemere and Mr. and Mrs. Joseph Polcar gave a Valentine dancing party Monday evening at the Dundee hall, which was very prettily decorated for the occasion.

The engagements are announced of Miss Rose Crosby, daughter of Mrs. M. J. Crosby, to L. R. Compton of Falls City. 300 Idaho, and of T. N. Crosby, son of Mrs. 100 M. J. Crosby, to Miss Edith Hoopen-

In honor of Miss Lyda Stain of West Union, Is., and Mr. and Mrs. Frank Parmer, Mr. and Mrs. Allan Parmer en-tertained at hridge at their home Tuesday evening. A large number of Dundee and Omaha people were present.

A. A. Wirt returned Monday from a J. P. Byars of Valley spent Friday in Florence visiting old friends. There will be preaching in English at the Swedish Lutheran church this after-

W. N. Tayer of Mason City, Ia., will spend today in Plorence visiting old Miss Ellen Margaret Brown of Lincoln was the guest of Miss Kirkpatrick Thurs-day and Friday.

Mrs. Taylor of Blue Springs, Neb. visiting her daughter, Mrs. E. C. Wster, for two weeks.

girl Wednesday morning. John Nicholson is building and filling famine the coming summer.

On account of the intense cold the

Ponca Improvement club postponed its meeting until Friday, February 20. Rev. J. W. Underwood of the McCabe Methodist church of Omaha, will preach at the Odd Fellows' hall Sunday after-

The Knights and Ladies of Security gave an enjoyable entertainment and dance at the Eagles' hall on Tuesday William H. Bullock was united in mar-riage to Miss Bessie E. Willert of Omaha Monday afternoon. They will make their home to Fisch

At his sale of Poland-China hogs Wednesday D. C. Lonergan sold fifty-six head at an average of \$63 each. The top price paid was \$160.

J. H. Harmon, who will leave for Utica, N. Y., about February 23 to make his home, will hold a sale at his farm north of town on Friday. of town on Friday.

Miss Zerlina Hrisbin, Lansing and
Harry Brisbin and Robert Olmated were
guests at a party given by Herberta
Barker at Dundee Friday. The social club of the Odd Fellows will

Mrs. E. G. Jones has returned from a bail next Saturday evening. About 200 his summer home in Massachusetts. Invitations have been issued.

on the third degree become the grand lodge. Forty-six candidate were initiated. Knud Larson conducted a very success-

Cattle Steady—Hogs Easy at Five to Ten Advance.

CHICAGO. Feb. 14—CATTLE—Receipts, 200 head; market steady: beeves, 55.00g.00; reas steers, 55.00g.00; western steers, 55.00g.00; cows and heliers, 53.60g. 25.00g.00; cows and heliers, 53.60g.00; cows a

instrumental and vocal music and cards

Lester Parker has been very ill the last

Mrs. Allee McMurray has been elected years correspondent of U. S. Grant Tomen's Relief corps. Mrs. M. Adams and children of South Porty-second street, were all-day guests of Mrs. B. U. Campbell on Friday. files Marie Carlsen arrived home troff Hastings Saturday to spend a few last with her axed parents here.

Raiph Gants of West Side, spent the week-end with his grandmother, Mrs. I. E. Carbury, of Windsor Place. M. C. Garrett, a hanker of Madison, between trains on Thursday,

Mrs. Clyde Stulty was the dinner guest of her daughter, Mrs. Lester Parker and husband Faturday evening. Her H. A. Smith announces regular services in the new Jennings' Memorial shorts at 19:29 a. in. Sunday school at 11:28 a. m.

Him a. m.

Hite Mary Ryan of Walnut Hill had
as her guests Friday at dinner her
former neighbors, Mrs. P. J. Traber and
con, Eugene, of East Ambler.

Harry Hillard, who was called here
to attend the funeral of his sister, Mrs.
T. B. Holbroch, last week, returned to
his home in Delaware the first of the

Mrs. J. Long broke off a twig from ar apple tree as a profit is one of her large house plants in the window of her home, and the warm sumshing developed sev-eral apple blossoms!

Mrs. Hibbard, entertained by her mether, Mrs. Hibbard, entertained the Hansoom Parit Imdies' Ald Kensington Friday afterneen at her home in South Thirty-fired atreet.

ster, for two weeks.

The ladies of the Catholic church will give a card party Wednesday evening at the Odd Fellows' hall.

Mrs. Park Sheffer left on Saturday for a visit with her father at Fedora, S. D.

The H. L. S. clubs will entertain at a card party next week at St. Bernard's ball.

Miss Lillian Stiner went to Lincoln on Miss Bessle Bedell returned Monday from Peru, Neb., where she spent the week-end.

Just's Balnbridge and Miss Emma Harder, both of Benson, were married Wednesday. Mesdames L. D. Dickonsen and F. L. Bumpus have returned home from a trip to California.

Hen Morten has been critically ill with oneumonia the last week, but is on the road to recovery.

Mr. and Mrs. James Welsh are expected home next Thursday from the coast, where they spent the last few months.

Mrs. Mable Ranshenburger and son left today for their home in Sandusky, O., where she will reside with her parents. Mr. and Mrs. Carl Newman arrived here Monday from Spirit Lake, Minn., to at-tend the funeral of Mr. Newman's father. Wednesday.

The funeral services of A. A. Newman, who died suddenly last Sunday, were held from the English Lutheran church Wednesday afternoon. Luther B. Hoyt received a message Thursday of the death of his brother, Dr. C. L. Hoyt of Meredith, N. H., aged 64 years, Dr. Hoyt had been dentist to

Mrs. A. M. Wiggens entertained the Bettern Kensington club at her home Fri-day at a 1 o clock function. Valentine decorations were constituous everywhere.

Mr. and Mrs. A. L. Bernutst of South Omaha have announced the engagement of their daughter. Miss Louise to Ed E. Newman of Benson, the wedding to be

in the apring. Mrs. Eaf Anderson entertained at a post-nupted jumpheon last Tuesday even-ing at the home of J. L. Peska. The guesta were the members of the B. G. S. club of Omana.

Miss Tillie Bonde has been honored with several showers this week prior to her wedding to Lester Warner. Saturday Miss Theresa Lahey of Omaha enter-

tained in her honor. The second of a series of turkey dinners was siven Thursday and Friday evenings by the women of the Presbyterian church in the basement and from 5.20 to 7 o'clock a large number were served.

Miss Aletta Foster of Sidney, Neb., and hirs, James Webb of Fayetteville, Ark., and Miss Mand Brooks of South Omana were guests at the O. S. Brooks home during the last week.

during the last week.

Invitations are out for the wedding of Miss Sophia Newhouse, daughter of Mr. and Mrs. John Newhouse, to John Fischer to take place Wednesday. February IS, at the bride's home.

Mrs. Dean will be hostens for the Baptist Mission Circle Thursday and Mrs. F. S. King for the Presbyterian Ladies. Aid society and Mrs. Madsen, the English Latheren women on Wednesday of next week.

Funeral services for Mrs. Martha Christiansen, a pioneer of north of Benson, were held Wednesday, Joy Mr. Mettler of the Irvington Congregational church officiated. Interment was at Mount Hope

by 100 men and boys last Monday even-ing at the Methodist church. County At-torney Magney gave the address of the evening. A game of basket ball followed the address.

The Rose Hill Improvement ciub met Monday evening at a special meeting. Three new members were added. The question of an auxiliary fire department was discussed and will be taken up again in two weeks.

Misses Maud Whitely, A. Smith, Grace Oblinger and Helen Schaffner; Messre. Ed Swanson, Frank Henderson and Ray Schroeder, Mr. and Mrs. G. Hall. Mrs. B. Colwell and Harry Getty of Omaha visited in Benson during the last week.

### OMAHA GENERAL MARKET.

BUTTER-No. 1, 1-lb. cartons, 28c; No. 1, 60-lb. tubs. 28c.
CHEESE-Imported Swiss, 30c; American Swiss, 22c; block Swiss, 20c; twins, 29c; daisies, 29c; triplets, 29c; twins, 29c; daisies, 29c; triplets, 29c; Young Americas, 21c; blue label brick, 19c; limberger, 2-lb., 29c; New York white, 21c.
PisH-White, 15c; twout, 17c; lacke crapples, 11c; Spanish mackerel, 1sc; shad roe, per pair, 49c; salmon, 19c; halibut, 11c; buffalo, 9c; buitheads, 19c; channel cattish, 15c; pike, 15c; pickerel, 12c.
POULTRY-Brollers, 24,0036.00 per doz.; lens, 19c; cocks, 12c; ducks, 29c; geese, 18c; turkeys, 2sc; piseons, per doz., 31,28; ducks, full feathered, 125c; geese, full feathered, 125c; geese, full feathered, 125c; geese, full feathered, 10c, 2, 20c. owing is the storm on Thursday the West Side Women's Christian Temperance unless which was to have been held at the home of Mrs. J. T. Grutz, was positioned id Thursday, February 28, at the same bines.

Mirs Hettle Stallard, who was delegate from the sounty workers' class of Hahacom parts Sunday School companied by Mrs. 16a A. Miller, attended the louisian County Sunday School convention at Florence Friday.

Mrs. John Blake entertained cight of hor friends of the Women's Christian Temperance union at her home in Eckerman on Wednesday She served a four course dinner. Those present were Mesdames Lents, Kaley, Lengstreth, Stegner, Shandy, Gantz and Miller.

Dense.

FRUITS-Orangea: These navels are of FRUITS—Oranges: Those navels are of good color, sweet and juicy, quality best lave been seen in years. Extra fancy Sunkist navels, 96, 126, 150, 176, 239 and 250 sires, \$2.50; 288 size, \$2.40; 324 size, \$2.40; 

Liverpool Grain Market. LIVERPOOL, Feb. 14.—WHEAT—Spet. firm: No. 2 red. western winter, 7s &d; No. 1 Manitoba, 7s &d; No. 2, 7s &d; No. 5, 7s &d; No. 2, 7s &d; No. 5, 7s &d; No. 6, 7s &d; No. 6, 7s &d; No. 6, 7s &d; No. 7s &d; May, 7s &d; July, 7s &field.

CORN—Spot. quiet: American mixed, 6s &d; La Plata futures, steady; February, 4s &d; March. 4s &d.

# "Talks on Newspaper Advertising"

By TRUMAN A. DE WEESE, (Box 82, Buffalo, N. Y.)

## Putting "News" Into Advertising

The newspaper gives a certain amount of "news" value to advertising whether the advertising has any news in it or not. And this is one of the first essentials of an advertisement if it is to attract any attention. If an advertisement is merely a space filler no one is benefited but the publisher. It is up to the advertiser to divert attention away from the other editorial and news matter in the newspaper. To do this calls for a rare combination of sales ability and literary

Anyone can buy space in a newspaper if he has the money - but no live merchant or manufacturer will want to continue very long merely as a "space buyer." The newspapers are filled with space-buyers-prosperous merchants and manufacturers whose margin of profit and volume of sales are large enough each year to permit of this expenditure

which is added to the cost of doing business. The way to galvanize advertising into life is to put news into itto invest it with human interest-to make a strong appeal to human needs and desires. The advertising must respond in some particular to the human hunger for news-and the word "news" is merely another name for information.

Now, as I have said before, even the dryest display advertisement will take on a certain amount of news value if it is run in a newspaper. It is in the atmosphere of news. It is on a live wire. It is carried along in a vehicle of commercial progress. Every community has a few commercial dead weights who are carried along on the crest of local enterprise. The city moves forward in spite of them-unconsciously they share in the general pros-And so with the advertiser

who is in the newspaper. The paper is filled with news - even though the mer-

chant's advertisements are chopped out by the elevator boy with the hatchet, the newspaper by reason of its vital news interest will infuse some life into it. The one thing needed to put news interest and selling power into many a merchant's advertising is a man with the news instinct plus salesmanship. The merchant spends twenty-five thousand dollars a year in advertising. He had better spend five thousand of it on a man who knows how to get something for the twenty-five thousand dollars besides "space."

Now, if the newspaper will impart "news" value to a dead advertisement, what will it do to an advertisement that is already alive with news interest?

If you want to see what ean be accomplished by an appeal to universal news instinct, suppose you pick out a "baby" from among your merchandise - something that ordinarily sells for ten dollars-print a picture of

this article in the center of a five hundred line space, group around it some short, snappy, newsy sentences which describe it and which embody all the selling points behind it and offer it for \$7.98 until fifty of them are

This little experiment will wake up the deadest merchant to the news value of advertising. Long after the fiftieth article is sold hundreds of people will ask for it-thereby illustrating one of the fundamental weaknesses of human nature the desire to possess something that has been sold to someone else. You can show him the way to put news into his advertising from day to day-how to vitalize it with human interest and information. This will build up a elientele that will look for his daily message with as much interest as the "old fan" looks for the score of the last game between the Giants and the Athletics.

TRUMAN A. DeWEESE.

# WEBSTER STREET STATION-FIL