GRAIN AND PRODUCE MARKET

Grain Trade Not Uneasy Over Wheat Now that War is On in Balkans.

LIBERAL MOVEMENT OF CORN

Increased Offerings from the Country Will Prove the Controlling Factor in the Oats Market.

OMAHA, Oct. 19, 1912.

Now that hostilities between Turkey and the Balkan states have actually commenced, the grain trade does not feel as uneasy as it did when there were rumors of possibility of fighting. A trader who is a close student of market conditions from every standpoint says that the treaty of peace between Italy and Turkey means that the Dardanelles will be kept open to commerce.

Those who claim to know say that the northwest sold a big line of wheat in Chicago on Monday's bulge, which has not been digested; also that there was a little covering of shorts on northwestern orders on Thursday's break. There has been an immense business in hedging between Chicago and the northwest and those who put out short lines in Minneapolis when it was at a premium over Chicago were closing them yesterday at 1c discount. Cash wheat, ½c lower.

The market is under the shadow of a big crop of new corn, which tends to induce the selling of the May option on all bulges. With good weather it is expected that there will be a liberal movement in December. A little Illinois new corn has commenced to move, but as it is so small it cuts no figure in the market. Reports from southeastern Iowa say there will not be any movement from there until cold weather comes to dry the corn out. The cash demand remains rather disappointing, but receipts are more moderate. Cash corn unchanged to 1c lower.

Increased offerings from the country will prove the controlling factor in the oats market. The demand for oats is moderate. Traders say they see nothing at the moment to cause any particular change in values. Cash oats unchanged.

Clearances were wheat, 521,000 bushels, corn, 59,000 bushels and oats 99,200 bushels. Liverpool opened with wheat ¼@⅜c higher and corn ⅛@¼c higher.

Primary wheat receipts were 193,000 bushels and shipments of 120,700 bushels against receipts of 1,075,000 bushels and shipments of 672,000 bushels last year.

Primary corn receipts were 335,000 bushels and shipments of 446,000 bushels against receipts of 477,000 bushels and shipments of 773,000 bushels last year.

Primary oat receipts were 986,000 bushels and shipments of 987,000 bushels against receipts of 512,000 bushels and shipments of 327,000 bushels last year.

The following cash sales were reported today: Wheat—No. 2 hard winter: 5½ cars, 87c. No. 3 hard winter: 2 cars, 86½c; 3 5-6 cars, 86¼c. No. 4 hard winter: 1 car, 86½c; 1 car, 85¾c; 1 car, 85c. No grade hard winter: 1 car, 83c. No. 3 spring: 1 car, 86½c. No. 3 durum, 1 car, 83c. No. 3 mixed: 3 cars, 86½c; 4 cars, 86c. No. 4 mixed: 2 cars, 85¾c; 2 cars, 85½c; 3¼ cars, 85c. Corn—No. 3 white: 1 car, 63½c; 1½ cars, 63c. No. 3 yellow: 4¼ cars, 60c; ½ car, 60c. No. 3 mixed: 2½ cars, 59c. Oats—No. 3 white: 5 cars, 31¼c; 12¾ cars, 31c. No. 4 white, 2 cars, 31c; 2 cars, 30¾c. Rye—No. 2, 1 car, 68½c. No. 3: 1 car, 68c. Flax—No. 3: 1 car, $1.50.

Omaha Cash Prices.

WHEAT—No. 2 hard, 86½@88c; No. 3 hard, 85¼@87c; No. 4 hard, 83½@85½c.

CORN—No. 2 white, 63¼@63¾c; No. 3 white, 63@63½c; No. 4 white, 61½@62c; No. 2 yellow, 60¼c; No. 3 yellow, 60c; No. 4 yellow, 58½@59c; No. 2, 59¼c; No. 3, 59c; No. 4, 56½@57c.

OATS—No. 2 white, 31¾@32c; standard, 31¼@30¾c; No. 3 white, 31@31c; No. 4 white, 30¾@31c.

BARLEY—Malting, 58@65c; No. 1 feed, 50@55c.

RYE—No. 2, 68@68½c; No. 3, 67½@68c.

Carlot Receipts.

	Wheat.	Corn.	Oats.
Chicago	110	142	285
Omaha	77	11	51
Minneapolis	422	...	...
Duluth	659	...	...

CHICAGO GRAIN AND PROVISIONS

Features of the Trading and Closing Prices on Board of Trade.

CHICAGO, Oct. 19.—Hedging sales from the northwest had a depressing effect today on wheat. The market closed easy ⅛c to ⅜c under last night. Northwestern pressure on the selling side of wheat resulted from the fact that week's terminal receipts were double the total of a year ago.

Russian official estimates of a greatly enlarged winter crop counted in favor of the bears in wheat. About the only opposing influence came from week-end evening up, few traders caring to stand out over Sunday with a large open interest. December closed 92⅛c, a loss of ¼@⅜c.

Better weather tended to cheapen corn. December closed steady, but ⅛@¼c off at 53⅜c. Cash offerings were moderate. No. 2 yellow was quoted at 65½@66c.

Oats suffered from neglect. December closed a shade net lower at 32¼@32⅜c.

Covering by shorts made provisions for the most part firm. October pork receded 17½c net.

The leading futures ranged as follows:

Article	Open.	High.	Low.	Close.	Yes'y.
Wheat					
Dec.	92½@⅝	92½	92	92⅛	91⅞
May.	97	97	96⅝	96¾	96⅝
Corn.					
Oct.	......	......	......	64¾	63¾
Dec.	53⅝@⅜	53⅝	53⅜	53⅜	53⅛
May.	52⅝@⅞	52⅞	52¼@⅜	52⅝@½	52¼@⅜
Oats.					
Dec.	32@32⅜	32⅜	32¼	32¼@⅜	32¼@¼
May.	34⅜@½	34⅜@½	34¼	34⅜	34¼
Pork.					
Oct.	......	......	......	17 17½	18 42½
Jan.	19 25	19 40-42	19 25	19 35	19 25-27
May.	18 90	19 07½	18 90	1897-$19	18 92½
Lard.					
Oct.	......	......	......	11 62½	11 60
Jan.	11 02	11 07½	11 00	11 02½	11 00
May.	10 45	10 50	10 42½	10 47½	10 42½
Ribs.					
Oct.	......	......	......	10 90	10 92½
Jan.	10 20	10 27½	10 20	10 25	10 22½
May.	10 00	10 07	10 00	10 05	1000

Cash quotations were as follows:

FLOUR—Winter patents, $4.25@4.75; winter straights, $4.00@4.55; spring patents, $4.25@5.30; spring straights, $4.00@4.25; bakers, $3.60@3.80.

RYE—No. 2, 68@68½c.

SEEDS—Timothy, $3.00@4.00; clover, $13.00@18.00.

PROVISIONS—Mess pork, $17.25@17.37½. Lard (in tierces), $11.77½@11.82½. Short ribs (loose), $10.50@11.25.

Total clearances of wheat and flour were equal to 521,000 bu. Primary receipts were 1,936,000 bu., compared with 1,075,000 bu. the corresponding day a year ago. Estimated receipts for tomorrow: Wheat, 55 cars; corn, 163 cars; oats, 276 cars; hogs, 31,000 head.

Chicago Cash Prices—Wheat: No. 2 red, $1.07@1.08⅛; No. 3 red, 98c@$1.07; No. 2 hard, 92½@94c; No. 3 hard, 91@92c; No. 1 northern, 93¾@94¼c; No. 2 northern, 90@93c; No. 3 northern, 88@89c; No. 2 spring, 89@91c; No. 3 spring, 86@88c; No. 4 spring, 80@85c; velvet chaff, 88@91½c; durum, 83@91½c. Corn: No. 2, 65½@66c; No. 2 white, 65½@66½c; No. 2 yellow, 65½@66c; No. 3, 64¾@65c; No. 3 white, 65¼@65½c; No. 3 yellow, 65@65¼c; No. 4, 64@64¼c; No. 4 white, 64½@64¾c; No. 4 yellow, 64¼@65c. Oats: No. 2 white, 35@35¼c No. 3 white, 33@33¾c; No. 4 white, 31¼@33¼c; standard, 24@34¼c.

Rye: No. 2, 68@68½c. Barley: Cash, 48@74c. Seeds: Timothy, $3.00@4.00; clover, $13.00@18.00.

BUTTER—Steady; creameries, 24½@29c; dairies, 22½@27c.

EGGS—Steady; receipts, 2,858 cases; at mark, cases included, 19@20c; ordinary firsts, 21c; firsts, 24c.

CHEESE—Steady; daisies, 17¼@17½c; twins, 16⅝@17c; young Americas, 17¼@17½c; long horns, 17¼@17½c.

POTATOES—Steady; receipts, 75 cars; Michigan, 40@45c; Minnesota, 40c; Wisconsin, 38@43c.

POULTRY—Alive, steady; turkeys, 15c; chickens, 12c; springs, 13c.

VEAL—Steady, 9@14c.

Peoria Market.

PEORIA, Ill., Oct. 19.—CORN—Market ¼c lower; No. 2 yellow, 63¾c; No. 3 yellow, 63½c; No. 4 yellow, 62c; No. 3 mixed, 63½c; sample, 65c.

OATS—Market ¼c higher; standard, 33¼c; No. 3 white, 32⅜c; sample, 30½@31c.

Minneapolis Grain Market.

MINNEAPOLIS, Oct. 19.—CORN—No. 3 yellow, 67@68½c; No. 3 white, 30½@31c.

RYE—No. 2, 62@64c.

BRAN—In 100-pound sacks, $18.75@20.00.

FLOUR—First patents, $4.35@4.65; second patents, $4.20@4.45; first clears, 3.20@3.50; second clears, $2.40@2.70.

FLAX—$1.49½.

BARLEY—42@67c.

NEW YORK GENERAL MARKET

Quotations of the Day on Various Commodities.

NEW YORK, Oct. 19.—FLOUR—Quiet; spring patents, $4.60@4.90; winter straights, $4.40@4.50; winter patents, $4.70@5.15; spring clears, $4.25@4.50; winter extras No. 1, $4.10@4.20; winter extras No. 2, $4.00@4.10; Kansas straights, $4.15@4.25.

WHEAT—Spot market steady; No. 2 red, $1.06 elevator and $1.05½ f. o. b. afloat; No. 1 northern Duluth, 99c f. o. b. afloat. Futures closed net unchanged. December, 99½c; May, $1.04½.

CORN—Spot market easy; export, 59¾ f. o. b. afloat December and March.

OATS—Spot market steady; No. 3, 39c; No. 4, 37½c; natural white, 36@39c; white clipped, 37@41c.

FEED—Steady; western spring bran, 100-lb. sacks, $23.10; standard middling, 100-lb. sacks, $24.60; city, 100-lb. sacks, $23.75.

HAY—Quiet; prime nominal; No. 1, $1.10@1.15; No. 2, $1.00@1.05; No. 3, $8.55.

HIDES—Firm; Central American, 28¾c; Bogota, 27¼@28¼c.

LEATHER—Firm; hemlock firsts, 27@28c; seconds, 26@27c; thirds, 23@24c; rejects, 18c.

PROVISIONS—Pork, steady; mess, $19.50@20.00; family, $22.50@23.50; short clears, $22.00@24.50. Beef, firm; mess, $18.00@19.00; family, $22.00@23.00; beef hams, $28.00@31.50. Cut meats, quiet; pickled bellies, 10 to 14 pounds, 14@14½c; pickled hams, 14c. Lard, firm; middle west prime, $12.05@12.15; refined, steady; continental, $12.70; South America, $13.35; compound, 8¼@8⅝c.

TALLOW—Prime city hogsheads, 6⅝c; special, 7¼c; country, 6@6⅝c.

BUTTER—Steady and unchanged; receipts, 5,400 tubs.

CHEESE—Steady and unchanged; receipts, 2,500 boxes.

EGGS—Firm; fresh gathered, thirds to poorer, 18@22c; receipts, 6,000 cases.

POULTRY—Alive, steady; western chickens, 14½@15c; fowls, 14@15c; turkeys, 16c; dressed, irregular; fresh killed western chickens, 12@17c; fowls, 15@18c; turkeys, springs, 23@25c; old, 16@17c.

OMAHA GENERAL MARKET.

BUTTER—No. 1, 1-lb. cartons, 31c; No. 1, in 60-lb. tubs, 30c; No. 2, 29c; packing, 29c.

CHEESE—Imported Swiss, 33c; American Swiss, 26c; brick Swiss, 22c; twins, 20c; daisies, 20c; triplets, 20c; young Americas, 21c; blue label brick, 21c; limberger, 2-lb., 22c; 1-lb., 22c; New York white, 25c.

BEEF CUT PRICES—Ribs: No. 1, 21c; No. 2, 14½c; No. 3, 10½c. Loins: No. 1, 23½c; No. 2, 15½c; No. 3, 11½c. Chucks: No. 1, 9½c; No. 2, 8c; No. 3, 7¼c. Rounds: No. 1, 13¼c, No. 2, 10½c; No. 3, 9c. Plates: No. 1, 8¼c; No. 2, 7¼c; No. 3, 6¼c.

POULTRY—Broilers, $5 per doz; hens, 14c; cocks, 11c; ducks, 18c; geese, 15c; turkeys, 22c; pigeons, per doz., $1.20. Alive: Hens, 10@11c; old roosters, 7c; stags, 7c, ducks, full feathered, 12½c; geese, full feathered, 10c; turkeys, 10c; pigeons, per doz., 60c; homers, $2.50; squabs, No. 1, $1.50; No. 2, 75c.

FISH (fresh)—Pickerel, 10c; white, 17c; pike, 14c; trout, 14c; large crappies, 16c; Spanish mackerel, 16c; eel, 15c; haddock, 17c; flounders, 13c; green catfish, 14c; roe shad, $1.00 each; shad roe, per pair, 40c; salmon, 13c; halibut, 12c; buffalo, 8c; bullheads, 13c.

FRUITS, ETC.—New apples, in bbls., $3.00@3.25; New York Greenings and Baldwins, $3.25. Spanish onions, per case, $1.60. Bananas, fancy select, per bunch, $2.25@2.50; Jumbo, per bunch, $2.75@3.75. Dates, Anchor brand, new, 30-1-lb. pkgs. in box, per box, $2.25; Dromedary brand, new, 30 1-lb. pkgs. in box, per box, $3.00. Figs, California, per case of 12 No. 12 pkgs., 85c; per case of 36 No. 12 pkgs., $2.50; per case of 50 No. 6 pkgs, $2.00; bulk, in 25 and 50-lb. boxes, per lb., 10c; new, Turkish, 5-crown, in 20-lb. boxes, per lb., 15c; 6-crown, in 20-lb. boxes, per lb., 16c; 7-crown, in 30-lb. boxes, per lb., 17c. Lemons, Limoneira, selected brand, extra fancy, 300-360 sizes, per box, $7.50; Loma Limoneira, fancy, 300-360 sizes, per box, $6.50; 240-420 sizes, 50c per box less; California, choice, 300-360 sizes, per box, $6.00. Oranges, California Pansy brand, extra fancy, 96-126 sizes, per box, $4.25; extra fancy, all sizes, per box, $4.75. Pears, Keifer, per bbl., $3.50. Florida grapefruit, all sizes, $4.50. Cranberries, per bbls., $8.00; per box, $2.75.

VEGETABLES—Cabbage, Wisconsin, per lb., 1c. Celery, Michigan, per doz., 35c. Cucumbers, hothouse, per doz., $1.00. Egg plant, fancy Florida, per doz., $1.00. Garlic, extra fancy white, per doz., 15c. Lettuce, extra fancy, per doz., 40c. Onions, white, in crate, $1; yellow, per lb., 2¼c. Parsley, fancy southern, per doz. bunches, 50@75c. Potatoes, home-grown, per bu., 65c. Tomatoes, home grown, per basket, 50c. Wax beans, per basket, $1; green beans, per basket, $1. Sweet potatoes, Jersey, per bbl., $4.50; Virginia, per bbl., $3. Rutabagas, per lb., 1½c.

St. Louis General Market.

ST. LOUIS, Mo., Oct. 19.—WHEAT—Cash, steady; track, No. 2 red, $1.10@1.11½; No. 2 hard, 92@94c.

CORN—Lower; track, No. 2, 64c; No. 2 white, 65c.

OATS—Firm; track, No. 2, 33@33½c; No. 2 white, 34½c.

RYE—Steady; 69c.

FLOUR—Firm; red winter patents, $4.50@5.10; extra fancy and straight, $4.40@4.80; hard winter clears, $3.20@3.65.

SEED—Timothy, $10.00.

CORNMEAL—Unchanged, $3.60.

BRAN—Weak, 99c@$1.01.

HAY—Steady; timothy, $13.50@18.50; prairie, $14.00@16.00.

PROVISIONS—Pork, lard, dry salt meats, bacon, unchanged.

	Receipts.	Shipments.
Flour, bbls.	11,000	13,000
Wheat, bu.	134,000	111,000
Corn, bu.	18,000	120,000
Oats, bu.	68,000	60,000

Kansas City Grain and Provisions.

KANSAS CITY, Oct. 19.—WHEAT—Cash, unchanged to ½c lower; No. 2 hard, 87½c; No. 3, 86½c; No. 2 red, $1.04@1.06½; No. 3, 93c@$1.05½.

CORN—Unchanged to 1c lower; No. 2 mixed, 61@62½c; No. 3, 60@62c; No. 2 white, 62@63c; No. 3, 61@62c.

OATS—Unchanged to ¼c higher; No. 2 white, 34@34½c; No. 2 mixed, 32¾@33½c.

RYE—Unchanged.

HAY—Unchanged.

	Receipts.	Shipments.
Wheat, bu.	180,000	145,000
Corn, bu.	15,000	12,000
Oats, bu.	11,000	12,000

Milwaukee Grain Market.

MILWAUKEE, Oct. 19.—WHEAT—No. 1 northern, 91@93½c; No. 2 northern, 88@91c; No. 2 hard winter, 93@94c; December, 89¼@89⅜c; May, 93⅝c.

CORN—No. 3 yellow, 65¼@66c; No. 3 white, 67c; No. 3, 65@65½c; December, 53⅜c; May, 52½c;

OATS—Standard, 34c.

BARLEY—68@75c.

Liverpool Grain Market.

LIVERPOOL, Oct. 19.—WHEAT—Closed with spot steady; No. 3 Manitoba, 8s 4d; futures, steady; October, 7s 10⅛d; December, 7s 9⅛d; March, 7s 7⅝d.

CORN—Spot, steady; new American, kiln dried, 7s 4d; futures, steady; October, 5s 2⅜d; December, 5s 2⅜d.

Turpentine and Rosin.

SAVANNAH, Ga., Oct. 19.—TURPENTINE—Dull; 41c; sales 57 bbls.; receipts, 718 bbls.; shipments, 126 bbls.; stocks, 23,087 bbls.

ROSIN—Firm; sales, 1,874 bbls.; receipts, 2,468 bbls.; shipments, 665 bbls.; stocks, 102,615 bbls.; B, $6.30; D, $6.35; E, $6.40; F, G, H, I, J, $6.50; K, $6.55; M, $6.90; N, $7.65; WG, $8.15; WW, $8.40.

Dry Goods Market.

NEW YORK, Oct. 19.—DRY GOODS—The cotton goods market held steady with the demand from manufacturing trades of fair proportions. Reports came in from distributing centers showing that the movement was very full and steady. Linens were tending higher.

Cotton Market.

NEW YORK, Oct. 19.—COTTON—Futures closed barely steady; October, 10.18c; November, 10.20c; December, 10.41c; January, 10.45c; February, 10.53c; March, 10.64c; May, 10.69c; June, 10.73c; July, 10.77c; August, 10.77c; September, 10.66c. Spot closed quiet; middling uplands, 10.90c; middling gulf, 11.15c; no sales.

Coffee Market.

NEW YORK, Oct. 19.—COFFEE—Futures market closed net 8 points lower; sales, 62,000 bags. Spot market, steady; Rio No. 7, 15¼c; Santos No. 4, 16⅞c. Mild quiet; Cordova, 16½@18c.

OMAHA LIVE STOCK MARKET

Most Kinds Cattle Steady, but Some Lower for Week.

HOGS LOWER FOR THE WEEK

Fat Lambs and Ewes Seventy-Five Higher—Yearlings Quarter to Thirty-Five Higher—Feeding Lambs Are Steady.

SOUTH OMAHA, Oct. 19, 1912.

Receipts were:	Cattle.	Hogs.	Sheep.
Official Monday	14,764	2,471	20,229
Official Tuesday	10,767	7,470	29,309
Official Wednesday	8,970	6,539	23,713
Official Thursday	5,274	4,972	15,832
Official Friday	971	4,093	11,838
Estimate Saturday	530	3,921	975
Six days this week	40,376	29,466	101,439
Same days last week	40,861	25,280	148,048
Same days 2 wks ago	32,257	28,699	187,095
Same days 3 wks ago	36,596	22,177	157,112
Same days 4 wks ago	30,330	23,520	111,851
Same days last year	36,561	27,043	170,708

The following table shows the receipts of cattle, hogs and sheep at South Omaha for the year to date as compared with last year

	1912.	1911.	Inc.	Dec.
Cattle	787,981	937,095	......	149,114
Hogs	2,425,470	1,952,259	473,211	......
Sheep	2,226,278	2,320,413	......	94,135

The following table shows the range of prices for hogs at South Omaha for the last few days with comparisons:

Date.	1912.	1911.	1910.	1909.	1908.	1907.	1906.
Oct. 9	8 77¼	6 47	*	7 61	6 20	6 07	6 30
Oct. 10	8 79⅝	6 34	8 22	*	6 16	6 11	6 25
Oct. 11	8 80¼	6 21	8 23	7 67	*	6 15	6 20
Oct. 12	8 87½	6 24	8 41	7 70	5 99	6 11	5 07
Oct. 13	*	6 27	8 35	7 51	5 75	*	6 26
Oct. 14	8 85¾	6 37	8 37	7 40	5 58	6 09	*
Oct. 15	8 79⅝	*	8 49	7 48	5 58	6 01	6 33
Oct. 16	8 77⅝	6 30	*	7 46	5 50	5 98	6 27
Oct. 17	8 73¼	6 37	8 55	*	5 42	6 06	6 16
Oct. 18	8 68⅝	6 31	8 68	7 37	*	6 09	6 19
Oct. 19	......	6 37	8 61	7 39	5 21	6 08	6 20

*Sunday.

Receipts and disposition of live stock at the Union Stock yards for twenty-four hours ending yesterday at 3 o'clock.

RECEIPTS—CARS.

	Cattle.	Hogs.	Sheep.	Hor's.
C., M. & St. P. Ry.	..	4	..	..
Wabash R. R.	..	1	..	..
Mo. Pac. Ry.	1	1	..	..
Union Pacific R. R.	..	7	4	..
C. & N.-W., East	..	4	..	..
C. & N.-W., West	1	14	..	..
C., St. P., M. & O.	1	2	..	..
C., B. & Q., East	..	3	..	..
C., B. & Q., West	13	13	..	..
C., R. I. & P., East	..	3	1	1
C., R. I. & P., West	..	3	..	..
C. G. W. Ry	..	2	..	..
Total receipts	16	57	5	1

DISPOSITION—HEAD.

	Cattle.	Hogs.	Sheep.
Morris & Co	....	801	....
Swift & Co.	....	1,064	....
Cudahy Packing Co.	....	1,491	14
Armour & Co	1	853	....
Cudahy, country	430	....	975
Cline & Christie	10	....	....
Other Buyers	16	....	956
Totals	454	4,219	1,945

CATTLE—Cattle receipts were very light this morning, but for the week there has been a liberal run, the total showing up not far from what it was last week and quite a little larger than a year ago.

The supply of beef steers of desirable quality has been very moderate all the week, while there has been a good buying demand. In consequence of this the market on the better grades of cattle at the close of the week is fully steady and if anything strong as compared with the close of last week. On the other hand the medium to common kinds have been in liberal supply and they are steady to possibly a little lower.

Cows and heifers have been in large supply all the week, but at the same time there has been a good demand for the best killers and for canners. As a result these two widely different grades of cattle have commanded steady prices. On the other hand, the in-between kinds of cattle, that is, cattle that were neither strictly good killers nor canners, have been slow and are 15@20c lower than a week ago.

A very large proportion of all the cattle coming has been made up of stockers and feeders. Fortunately there has been a very good demand and the desirable kinds have remained fully steady throughout the week and in addition to that have been active sellers on most days. On the other hand the inferior grades and less desirable kinds have not been in such active demand and by reason of the large supply have gradually eased off, being slow to a little lower.

Quotations on Native Cattle—Good to choice beef steers, $8.25@10.00; fair to good beef steers, $7.25@8.25; common to fair beef steers, $6.00@7.25; good to choice heifers, $5.75@6.50; good to choice cows, $5.50@6.25; fair to good grades, $4.40@5.00; common to fair grades, $3.00@4.00; good to choice stockers and feeders, $6.25@7.75; fair to good stockers and feeders, $5.50@6.25; common to fair stockers and feeders, $4.75@5.50; stock cows and heifers, $4.50@5.75; veal calves, $5.00@9.00; bulls, stags, etc., $4.25@5.40.

HOGS—There was apparently a good outlet for the bulk of today's very fair run of hogs. Trade began early and was active most of the morning, with prices ruling anywhere from steady to a nickel higher. Business transacted during the first rounds was largely on a strong to 5c higher basis, with practically only the packers and speculators as competitors, the shipping demand amounting to little or nothing. Unlike yesterday the trend of prices as noted above was higher rather than lower and as the morning advanced trade eased off a little, instead of improving. Bulk of the offerings were disposed of during the middle of the market on a level a shade higher than yesterday, the closing sales showing all the early advance lost and possibly a little weakness compared with yesterday's best time. Trade at the windup was somewhat slow in comparison with the opening. Bulk of the hogs sold around $8.65@8.75, with a load of best hogs on sale bringing $8.80, top for the day, and a nickel higher than yesterday's best prices. Receipts foot up about 57 cars or 3,921 head, as against 2,050 last Saturday, 3,282 two weeks ago and 5,530 head on the corresponding day a year ago.

The supply of hogs for the week amounts to 29,466 head, as against 25,280 head last week, 28,699 head two weeks ago and 27,043 head for the same time last year. Prices today average about 15@20c lower than the end of last week, bulk then selling around $8.85@8.96, compared with $8.65@8.75 this morning. Top price last Saturday was $8.95, as against a top of $8.80 today. Last week prices gradually worked up, while this week prices have fallen.

SHEEP—There were not enough sheep or lambs on the market to afford a test of values, and in consequence values remain nominally the same as yesterday.

Very active trade and much higher prices were the outstanding features of the market on fat sheep and lambs during the current week. While the supply has been the lightest in a month the demand for anything that would do for killers was apparently greater, mostly all the offerings meeting with a ready sale. The advance in prices was most sudden since the erratic market in fed stuff early last spring. Killing lambs made a leap of 35c in one day, and now are fully 75c higher than a week ago, and in some cases as much as a dollar higher. Fat ewes soared equally as high as lambs, present values showing about the same advance. While the best wethers sold around $3.90@4.10 a week ago, a bunch on Tuesday brought $4.50, and another one sold as high as $4.60 on Wednesday. What fat yearling were here showed an improvement around 25@35c. Few, if any wethers or yearlings, were in evidence during the latter part of the week. Taking the sorts into consideration prices on killers are even higher than they appear on paper, as the packer buyers made very small sorts, compared with last week.

While feeders in general show an advance, it is not nearly so marked as on killers. Feeding lambs show little if any improvement over a week ago, while feeding ewes and yearlings are about 25@35c higher. Wethers are strong compared with a week ago. The best lambs weighing around 55 pounds or more sell around $6.15@6.30. Light and medium weight shearers are in best demand and are selling relatively higher than the heavier kinds. According to packers' account, around 49,199 head of sheep and lambs were bought as feeders as against 85,693 head the week previous.

Receipts for the week foot up about 101,439 head, as against 148,048 last week, 187,095 two weeks ago and 170,708 for the same time a year ago.

Quotations on sheep and lambs: Lambs, good to choice, $7.00@7.35; lambs, fair to good, $6.60@7.00; lambs, feeders, $5.50@6.40; yearlings, light, $5.00@5.50; yearlings, heavy, $4.65@5.00; yearlings, feeders, $4.75@5.35; wethers, good to choice, $4.35@4.65; wethers, fair to good, $4.00@4.40; wethers, feeders, $3.60@4.10; ewes, good to choice, $3.90@4.40; ewes, feeders, $2.70@3.80; ewes, yearling breeders, $4.00@5.00; ewes, aged, $3.00@3.50; cull sheep and bucks, $1.70@2.75.

A big string of Utah lambs that came in late in the forenoon met with ready sale at $7.30 and $7.35.

CHICAGO LIVE STOCK MARKET

Demand for Cattle Slow—Hogs and Sheep Steady.

CHICAGO, Oct. 19.—CATTLE—Receipts, 1,000 head; market slow; beeves, $5.50@10.95; Texas steers, $4.50@5.85; western steers, $5.75@9.00; stockers and feeders, $4.25@7.50; cows and heifers, $2.90@7.80; calves, $7.00@9.85.

HOGS—Receipts, 8,000 head; market strong; light, $8.30@9.10; mixed, $8.45@9.20; heavy, $8.45@9.20; rough, $8.45@8.70; pigs, $4.75@7.75; bulk of sales, $8.80@9.05.

SHEEP AND LAMBS—Receipts, 2,000 head; market steady; natives, $3.60@5.00; westerns, $3.85@4.85; yearlings, $4.75@6.00; native lambs, $5.25@7.50; westerns, $5.50@7.50.

Kansas City Live Stock Market.

KANSAS CITY, Oct. 19.—CATTLE—Receipts 500 head, including 100 head southerns; market, steady; native steers, $7.00@10.75; southern steers, $4.10@6.00; southern cows and heifers, $3.25@5.00; native cows and heifers, $3.40@8.10; stockers and feeders, $4.60@7.50; bulls, $3.80@5.50; calves, $5.00@8.50; western steers, $5.00@8.80; western cows, $3.25@6.00.

HOGS—Receipts, 3,000 head; market 5c to 10c lower; bulk of sales, $8.45@8.75; heavy, $8.70@8.82½; packers and butchers, $8.50@8.75; light, $8.30@8.70; pigs, $6.50@7.50.

SHEEP AND LAMBS—Receipts, 3,700 head; market, steady; muttons, $3.50@4.60; lambs, $6.00@7.40; range wethers and yearlings, $3.75@5.50; range ewes, $2.50@4.00.

St. Louis Live Stock Market.

ST. LOUIS, Mo., Oct. 19.—CATTLE—Receipts, 1,200 head, including 300 Texans; market steady; native beef steers, $5.50@10.80; cows and heifers, $6.00@9.00; stockers and feeders, $3.75@6.75; Texas and Indian steers, $5.00@7.25; cows and heifers, $3.25@5.00; calves in carload lots, $5.00@6.50.

HOGS—Receipts, 3,200 head; market 5c higher; pigs and lights, $6.75@9.10; mixed and butchers, $8.65@9.20; good heavy, $8.95@9.15.

SHEEP AND LAMBS—Receipts, 800 head; market strong; native muttons, $4.25@5.50; lambs, $5.50@7.50.

St. Joseph Live Stock Market.

ST. JOSEPH, Oct. 19.—CATTLE—Receipts, 200 head, market steady; steers, $6.75@10.50; cows and heifers, $3.25@8.75; calves, $4.00@9.00.

HOGS—Receipts, 2,500 head; market, steady; top, $8.95; bulk of sales, $8.70@8.85.

SHEEP AND LAMBS—Receipts, 300 head; market, steady; lambs, $6.00@7.50.

Stock in Sight.

Receipts of live stock at the five principal western markets yesterday:

	Cattle.	Hogs.	Sheep.
South Omaha	530	3,900	975
St. Joseph	200	2,500	300
Kansas City	500	3,000	3,700
St. Louis	1,200	3,200	800
Chicago	1,000	8,000	2,000
Total receipts	3,430	20,600	7,775

Persistent Advertising is the Road to Big Returns.

NEW YORK STOCK MARKET

Events of Previous Days Repeated on Small Scale.

UNION PACIFIC IS STRONGER

Bank Statement Reveals Actual Cash Gain of Practically One Million Nine Hundred Thousand Dollars.

NEW YORK, Oct. 19.—In a smaller way today's stock market was little more than a repetition of the days immediately preceding. Trading was again comparatively light and the movement continued to converge around the industrials and specialties.

Substantial favors were shown in the early dealings by such issues as the fertilizers, American Locomotive and People's Gas. Almost the only representative of standard stocks to display more than moderate strength was Union Pacific, which recorded the best price of the week. Coppers manifested a firm undertone, while United States Steel was inclined to waver. Extreme dullness set in before the irregular close, the monotony of the movement being broken by a sharp advance in Chino copper issues.

Market conditions abroad were no less dull than here, but money was in better demand.

The bank statement revealed an actual cash gain of practically $1,900,000, which came close to general estimates, while loans increased $12,485,000 and the reserves fell away $1,158,500. The average statement was in all essentials radically different from "actual" conditions, showing not only a moderate demand in loans, but a very large cash gain and a substantial increase of reserves.

Bonds moved rather irregularly in the course of the week, following the trend of stocks. Total sales par value, $1,025,000. United States bonds were unchanged on call during the week.

Number of sales and leading quotations on stocks were as follows:

	Sales.	High.	Low.	Close.
Amalgamated Copper	1,100	90⅝	89¾	89⅞
American Agricultural	200	59¼	59¼	59¼
American Beet Sugar	300	70½	70	70⅝
American Can	900	45⅝	45	44⅞
American Can pfd	.....	.....	.....	123
American C. & F.	400	62⅝	62	61⅞
American Cotton Oil	5,400	58⅝	57⅜	58¼
Am. Ice Securities	100	21½	21½	21⅝
American Linseed	6,700	17⅝	17	17
American Locomotive	2,000	45¼	44⅝	44⅜
American S. & R.	2,200	86⅛	85⅝	86⅛
Am. S. & R. pfd	.....	.....	.....	107⅞
Am. Sugar Refining	.....	.....	.....	126
American T. & T.	300	143⅝	143⅜	143⅜
American Tobacco	100	281	281	280
Anaconda Mining Co.	1,800	45⅞	45⅜	45⅝
Atchison	4,100	109⅛	109	109⅛
Atchison pfd	100	102⅛	102½	102⅝
Atlantic Coast Line	100	140⅜	140⅜	140⅜
Baltimore & Ohio	2,100	107	106⅝	106⅞
Bethlehem Steel	1,000	50½	49⅝	49⅞
Brooklyn Rapid Tr.	.....	.....	.....	91
Canadian Pacific	1,600	268⅛	267¼	267⅝
Central Leather	1,800	33⅛	33½	33⅛
Chesapeake & Ohio	1,400	83⅛	83	82⅞
Chicago G. W.	700	18⅛	18⅛	18⅛
Chicago, M. & St. P.	1,200	112¼	111⅝	111⅝
Chicago & N. W.	.....	.....	.....	141⅛
Colorado F. & I.	300	41⅝	41⅜	41⅛
Consolidated Gas	100	146	146	146
Corn Products	16,800	22¼	21⅛	21⅝
Delaware & Hudson	.....	.....	.....	169
Denver & Rio Grande	.....	.....	.....	21
Denver & R. G. pfd	100	40	40	39½
Distillers' Securities	300	30⅛	30	30
Erie	300	36	36	35⅝
Erie 1st pfd	.....	.....	.....	52
Erie 2d pfd	.....	.....	.....	43
General Electric	.....	.....	.....	182
Great Northern pfd	200	139⅝	138¼	139
Great Northern Ore ctfs	.....	.....	.....	48½
Illinois Central	.....	.....	.....	129
Interborough Met.	2,800	21⅝	21⅛	21⅛
Inter. Met. pfd	700	67	66½	66¾
International Harvester	.....	.....	.....	123
Inter-Marine pfd	.....	.....	.....	19½
International Paper	1,800	17⅝	17¼	17¼
International Pump	1,300	29	28⅛	28⅞
Kansas City Southern	.....	.....	.....	28⅝
Laclede Gas	.....	.....	.....	106½
Lehigh Valley	1,000	176⅝	175⅛	175½
Louisville & Nashville	.....	.....	.....	160⅛
M., St. P. & S. S. M.	500	144⅝	144⅜	144⅜
Missouri, K. & T.	.....	.....	.....	28⅞
Missouri Pacific	800	46	45⅝	46⅛
National Biscuit	400	134⅜	133	133
National Lead	300	66	65⅜	65⅜
N. R. R. of M. 2d pfd	.....	.....	.....	28½
New York Central	.....	.....	.....	115½
N. Y., O. & W.	.....	.....	.....	36⅝
Norfolk & Western	.....	.....	.....	116⅜
North American	300	85	84⅝	85
Northern Pacific	1,400	127¼	126⅜	126⅜
Pacific Mail	.....	.....	.....	33½
Pennsylvania	500	124½	124½	124⅛
People's Gas	1,300	121⅜	120½	120⅜
P., C., C. & St. L.	.....	.....	.....	107¼
Pittsburgh Coal	1,300	25¼	25	25
Pressed Steel Car	1,600	40	39¾	39⅝
Pullman Palace Car	200	168½	168⅜	167½
Reading	82,500	177	176⅜	176⅝
Republic I. & S.	1,400	34½	34	34
Republic I. & S. pfd	500	92⅝	92⅛	92
Rock Island Co.	100	27½	27⅛	27¼
Rock Island Co. pfd	500	54⅛	54⅛	54¼
St. L. & S. F. 2d pfd	100	36⅝	36¾	36⅝
Seaboard Air Line	400	19	18⅝	18⅞
Seaboard A. L. pfd	300	49¼	48⅜	48⅝
Sloss-Sheffield S. & I.	100	58	58	58
Southern Pacific	800	111⅝	111	111½
Southern Railway	1,600	30	29⅝	29⅞
So. Railway pfd	.....	.....	.....	81¾
Tennessee Copper	300	44½	44	43⅞
Texas & Pacific	.....	.....	.....	24⅛
Union Pacific	17,400	173⅜	172⅛	173
Union Pacific pfd	300	90	89⅝	89⅛
United States Realty	.....	.....	.....	82⅛
United States Rubber	300	53	52⅝	52
United States Steel	53,100	79⅞	79⅜	79⅜
U. S. Steel pfd	.....	.....	.....	114⅜
Utah Copper	4,600	65⅝	65⅛	65⅝
Va.-Carolina Chemical	2,500	49⅝	49	49⅜
Wabash	.....	.....	.....	4⅛
Wabash pfd	200	141	140	140
Western Maryland	300	56⅛	56⅛	56⅝
Western Union	300	80½	80½	80½
Westinghouse Electric	.....	.....	.....	84⅛
Wheeling & L. E.	.....	.....	.....	9

Total sales for the day, 258,500 shares.

Boston Stock Market.

BOSTON, Oct. 19.—Closing quotations on stocks were as follows:

Allouez	44½	Mohawk	66
Amal. Copper	90¼	Nevada Con.	22⅜
A. Z. L. & S.	33⅜	Nipissing Mines	8¼
Arizona Com.	4	North Butte	37⅜
B. & C. C. & S. M.	7	North Lake	4
Cal. & Arizona	81	Old Dominion	62
Cal. & Hecla	585	Osceola	113
Centennial	25	Quincy	87
Cop. Range C. C.	57⅜	Shannon	13
East Butte C. M.	16⅛	Superior	43½
Franklin	11⅛	Superior & B. M.	1⅜
Giroux Con.	4 13-16	Tamarack	46
Granby Con.	64⅝	U. S. S. R. & M.	47⅛
Greene Cananea	10⅛	do pfd	50½
Isle Royale Copper	34½	Utah Con.	12⅜
Kerr Lake	2⅝	Utah Copper Co.	65½
Lake Copper	34⅜	Winona	4⅜
La Salle Copper	5	Wolverine	75
Miami Copper	27½		

New York Mining Stocks.

NEW YORK, Oct. 19.—Closing quotations on mining stocks were:

Com. Tunnel stock	10	Mexican	270
*do bonds	18	Ontario	200
Con. Cal. & Va.	40	Ophir	40
Iron Silver	150	*Standard	100
Leadville Con.	10	Yellow Jacket	27
Little Chief	5		

*Offered.

Clearing House Bank Statement.

NEW YORK, Oct. 19.—The statement of actual condition of clearing house banks and trust companies for the week shows that they hold $9,408,950 reserve in excess of legal requirements. This is a decrease of $1,156,500 from last week.

Condition of Treasury.

WASHINGTON, Oct. 19.—The condition of the United States treasury at the beginning of business today was: Working balance, $87,801,630; in banks and Philippine treasury, $32,263,604; total in general fund, $145,556,300. Receipts yesterday, $2,301,087. Disbursements were $989,497. Deficit this fiscal year is $5,463,947, as against a deficit of $20,342,531 last year. These figures for receipts and disbursements and deficit exclude Panama canal and public debt transactions.

New York Money Market.

NEW YORK, Oct. 19.—MONEY—On call, nominal. Time loans, firm; sixty days, 5½@5¾ per cent; ninety days, 5¾ per cent; six months, 5½@5½ per cent.

PRIME MERCANTILE PAPER—6 per cent.

STERLING EXCHANGE—Steady, with actual business in bankers' bills at $4.8175 for sixty-day bills and at $4.8575 for demand; commercial bills, $4.81½.

SILVER—Bar, 63½c; Mexican dollars, 48⅝c.

BONDS—Government, steady; railroad, steady.

Closing quotations on bonds today were as follows:

U. S. ref. 2s, reg.	101	Japan 4½s	91⅝
do coupon	101	K. C. So. ref. 5s	98
U. S. 3s, reg.	102½	L. S. deb. 4s 1931	92⅛
do coupon	102½	L. & N. uni. 4s	98
U. S. 4s, reg.	113⅝	M. K. & T. 1st 4s	92⅛
do coupon	113⅝	do gen. 4½s	86
Panama 3s, coupon	101⅜	Mo. Pacific 4s	71½
A.-C. 1st 5s ctfs.	61⅝	do conv. 5s	87½
Amer. Ag. 5s	101⅝	N. R. R. of M. 4½s	89
A. T. & T. cv. 4s	113⅛	N. Y. C. g. 3½s	86⅛
Am. Tobacco 6s	120	do deb. 4s	92
Armour & Co. 4½s	91	*N. Y., N. H. & H.	
Atchison gen. 4s	97⅝	cv. 3½s	90
do cv. 4s 1960	108	N. & W. 1st c. 4s	97
do cv. 5s	109⅝	do cv. 4s	116½
A. C. L. 1st 4s	95	No. Pacific 4s	98⅛
Bal. & Ohio 4s	97¼	*do 3s	69
*do 3½s	92½	O. S. L. rfdg. 4s	92¼
Brook. Tr. cv. 4s	97⅝	Penn. cv. 3½s 1915	96⅞
Cen. of Ga. 5s	107½	do con. 4s	101½
Cen. Leather 5s	96⅜	Reading gen. 4s	96½
Chek. & Ohio 4½s	99⅜	S. L. & S. F. fg 4s	77⅝
do conv. 4½s	93⅝	do gen. 5s	84
*Chicago & A. 3½s	66	St. L. S. W. c. 4s	80½
C. B. & Q. j. 4s	95⅝	S. A. L. adj. 5s	75
**do gen. 4s	95⅛	So. Pac. col. 4s	88¼
C M & S P cv 4½s	105⅛	do cv. 4s	93⅝
C. R. I. & P. c. 4s	69¼	do 1st ref. 4s	93⅝
do rfg. 4s	87⅝	*So. Railway 5s	106
*C. & S. r & e 4½s	94¼	do gen. 4s	78⅜
D. & H. cv. 4s	97½	Union Pacific 4s	100⅛
D. & R. G. ref. 5s	83¼	do cv. 4s	103
*Distillers' 5s	73¼	do 1st & ref. 4s	95½
*Erie p. l. 4s	86¼	U. S. Rubber 6s	103⅛
*do gen. 4s	77	U. S. Steel 2d 5s	101⅞
do cv. 4s, ser. B	79	Va.-Car. Chem. 5s	97½
Ill. Cen. 1st ref. 4s	93⅜	Wabash 1st & ex. 4s	68¼
Inter. Met. 4½s	81⅜	Western Md. 4s	86⅛
Inter. M. M. 4½s	66⅝	West. Elec. cv. 5s	94⅛
*Bid. **Offered.		Wis. Central 4s	91⅛

London Stock Market.

LONDON, Oct. 19.—The stock market, after last week's panicky conditions, has been comparatively quiet with an early recovery. Some big houses which had supported the market during the slump gradually sold stocks on each rise and gave an irregular appearance to the week-end trading, while nervousness was created by the spread of the Balkan conflict. Consols were exceptions to the general tendency and quite firm. After touching 72½ they advanced and closed at 73 5-16.

American securities were much steadier on Wall street's support and the cessation of selling by Paris and Berlin houses. The market participated in the week-end nervousness over the war and lost some of the earlier improvement, but closed from 1 to 4 points higher, while Canadian Pacific gained 7 points.

Sugar Market.

NEW YORK, Oct. 19.—SUGAR—Raw, quiet; muscovado, 89 test, 3.81c; centrifugal, 96 test, 4.11c; molasses sugar, 89 test, 3.36c. Refined, quiet; crushed, 5.60c; fine granulated, 4.90c; powdered, 5.00c.

Oils and Rosin.

SAVANNAH, Oct. 19.—TURPENTINE—Firm, 40¾@41c.

ROSIN—Firm; type F, 6.60c; type G, 6.60c.

How the Successful Candidate Will Campaign in the Future

THE KIND OF ADVERTISING THAT WOULD "SELL" THE CANDIDATE.

Bonfires and Rallies Must Soon Yield to Truth and the Fast-running Printing Press—Political Campaigning is Only Advertising Campagning and the Same Cold-bloodedness of Calculation is Needed—How and by Whom the Copy Should be Written.

By Frank Finney of Street & Finney, New York.

Selling votes by speech making is like selling goods by house-to-house canvassing—effective, perhaps, but very limited in the number of people it reaches and terribly expensive. It is the passe, antiquated, moth-eaten, cobwebbed, rusty-hinged way of selling goods and getting votes.

Campaign rallies are like store demonstrations—very specially peanutty in their reach. They get some votes in a small circle just as demonstrations sell a few goods to a few people in one wee corner of one wee store in the great United States of 90,000,000 people.

A big department-store man once said to me: "Demonstrations are a fine thing for the store, and the demonstrator, but they do the advertiser very little good." In like manner the campaign rally is a fine pastime for the orator who shoots hot air; a fine place for the bums to get some free drinks and a lot of entertaining excitement for the faithful; but what do the rallies really do in the way of actually getting some votes for the candidates? Not any more than the store demonstration does in the way of selling goods for the advertiser.

And then there are the buttons and the banners and the bands and the pins and the flags—all advertising novelties, are they not? Yes, and who in the advertising business wants to waste his money on advertising novelties? Nobody except the "tenderfeet" who do not know any better.

Really, do the candidates and the campaign managers know how to run a vote-getting campaign?

A political campaign is an advertising campaign—that's all. Just as an advertising campaign is run to sell goods to the public, so a political campaign is run to sell its candidate to the public.

Now what does a political campaign actually do in the way of actually selling its candidates to the public? Very much of nothing. The campaign is just an entertaining frolic for the faithful. It is a campaign of funny, entertaining advertising like Sunny Jim. It does much entertaining, little real selling, as is always the case with a funny, entertaining advertising campaign.

The newspapers with their powerful editorials and news columns sell the candidate. It is the sober, serious, convincing stuff that the newspapers publish that actually swings the votes, gets the votes, and elects the candidate.

But you say it is necessary to carry on the Barnum circus campaign in order to get the newspapers to publish the editorials and news. That's the same scheme as hiring a press agent. Who of us in the advertising business believes in a press agent? Have we not all hired press agents only to wake up some day and find out that we had bought a "brick," a has-wasser newspaper man who, being unable to make good in the newspaper office had resorted to the nefarious business of charging advertisers $1,000 per month and delivering nothing?

The newspapers are going to write about the candidates and the campaign, whether there are or are not bonfires, parades and pyrotechnics. They've got to have news, and if the candidates and the campaign managers don't furnish it the newspapers will furnish it themselves and save the politicians the trouble.

THE "HUMAN INTEREST" OF POLITICAL "GOODS."

What a candidate needs to sell himself to the public is a cold-blooded advertising campaign, planned and executed according to the newest and most scientific methods used by successful commercial advertisers. If advertisers can sell millions of dollars' worth of uninteresting goods with these methods, how easy it would be to sell a candidate and his platform, which are things of intense interest to the public!

If I were planning an advertising campaign I'd make the candidate stay home and squirt hot air, just as Ben Harrison did in his successful campaign. Let the delegations spend their own money visiting the candidate, as they did in Harrison's campaign.

Keeping the candidate at home would save a pile of money with which to buy powerful newspaper space. And if the candidate would wag his tongue enough, the newspaper news columns would be full of him every morning—just as full as if he were traveling and speaking everywhere.

Then I'd cut out the rallies and the parades and the clubs and the buttons—everything, and get down, as advertisers do, to swaying the people's reason with logic. That's the only thing that sells goods. It's the only thing that gets votes.

I'd stop all foolish expenses and raise a fund big enough to buy a half page in at least all the big newspapers in the country, and in as many of the smaller ones as I could get the money for.

I'd publish these half pages as often as my funds would permit. I'd select the papers, regardless of their friendship or hostility. I'd select the best papers just as the cold-blooded commercial advertiser does.

I'd tell the papers that this is to be a heartless campaign run on a strictly business basis for the sole purpose of selling the candidate, and that they must join that spirit.

I'd publish editorials in these spaces—editorials designed to sell my candidate.

These editorials would not be written by the candidate, as most always the candidate is a tedious, tiresome, unconvincing writer.

I'd hire an Arthur Brisbane to write these advertisements, for that is what they really would be.

The reason for employing a Brisbane is that only such could write the advertisements with that simplicity, fascination and force that would catch and please the public and make it read.

THE KIND OF COPY.

You'd have to use the utmost care in getting these ads written just as commercial advertisers do, or the whole plan would fall flat. In writing the ads as in buying the space, the most cold-blooded business methods would have to be used.

And these advertisements should tell the truth, just as most advertisements do. By telling the cold-blooded truth, admitting the candidate's mistakes and weakness, you would inspire confidence and get votes by the hundreds of thousands.

Thus by using the fast-running printing press which can print, fold and deliver three hundred thousand finished newspapers per hour you would get your story and your arguments before millions of voters every week instead of reaching a paltry few hundred every week with your peanut rallies. You would perhaps deliver into every home in the United States every week a powerful speech instead of delivering it to a little crowd of a few hundred around a speaker's stand. You would be using big units to distribute your appeal instead of peanut units.

And you would be discharging your shells into the enemy's camp by using hostile papers. The enemy never hears your side of the story if you use only rallies and friendly papers, for only your friends turn out at the rallies, and read the faithful papers.

Besides, the powerful stuff which a Brisbane could write would have a billion per cent more influence on the minds of the readers than the malarious exhalations that arise from the average campaign orator's brain swamp.

The advertisements would not only reach many million more homes, but they would reach those millions of homes many times before election. Thus you would get the benefit of steady repetition and reiteration, one of the most gigantic things in advertising. Get a convincing, annihilating story and tell it to the people repeatedly enough, and they will get to believe it in spite of the bitterest prejudice.

Thus with this newspaper-advertisement-way of campaigning you not only reach millions more people, but you reach them repeatedly and hammer your arguments into them until they've got to believe.

Again the editors of the hostile papers will get to believing if you tell the truth. You will convert hundreds of newspapers.

The editors of the hostile papers would try to answer these ads. Their answers would show up to their disadvantage in comparison with the brilliance of Brisbane, thus upset many voters.

The votes of the people are not changed by noise and entertainment. They are changed by truth—logic. It has always been so.

We had the noise of Douglas, but the homely, truthful logic of Lincoln gained the confidence of the public and got the votes.

We had the brilliant, entertaining Blaine, but the sound logic of Grover Cleveland got the votes.

We had the thrilling, pleasing, entertaining Bryan, dashing over the country, drawing great crowds and applause, but the crowds went home, thought it all over and said, "I enjoyed hearing Bryan. He is fascinating, entertaining, but I'll vote for McKinley. He's got sense."

As George Ade wrote of the wild, bitter and spectacular campaigns of Indiana: "They were the season's entertainment, but they never changed a vote."

Advertising men can understand why an entertaining campaign gets no votes. They've had the experience too often with entertaining commercial campaigns, which brought few orders. But I doubt if any candidate could ever be made to understand why a campaign of convincing advertisements, published in a big list of newspapers, would annihilate the competing candidate if the latter would stick to the old methods—From Printers' Ink, Oct. 10, 1912.