

REAL ESTATE LOANS
FARM LOANS, 2 PER CENT.
TOLAND & TRUMBULL, 48 Bee Bldg.

REAL ESTATE—VACANT
2 adjoining lots near 43d and Webster
Ave. J. P. Cox, 523 Farnam, Red 952.

REAL ESTATE—NORTH SIDE
No. 4116 N. 17th St.
5-Room Cottage

American Security Co.
17th and Douglas Sts. Douglas 5013.
HOT WATER HEAT.

REAL ESTATE—SOUTH SIDE
Shimer's Addition
6th and Dorcas

American Security Co.
17th and Douglas Sts. Douglas 5013.
1201 SO. 51ST.

REAL ESTATE—WEST SIDE
West Farnam
8 Rooms
For Rent or Sale

FARNAM HILL RESIDENCE
The owner of a particularly desirable new residence...

REAL ESTATE INVESTMENTS
Safe Investments
Northeast corner 17th and Jackson Sts.

George & Company
86-Room Hotel and 6 Retail Stores in the

REAL ESTATE—SUBURBAN
Dundee
Read This

Armstrong-Walsh Co.
Five-room modern bungalow with electric...

Must Sell
Need Money
My almost new, completely modern home...

REAL ESTATE—MISCELLANEOUS
FIVE AND ELKVEN-ROOM HOUSE
For sale or trade, 11-room house has two...

GRAIN AND PRODUCE MARKET

Wheat and Corn Are Both Strong,
Wheat Advancing Three to
Four Cents.

OATS AND BARLEY ARE HIGHER
OMAHA, September 2, 1915.
There was a good demand for corn and wheat...

CARLOT RECEIPTS
Wheat, Corn, Oats
Chicago, Sept. 2, 1915.

CHICAGO GRAIN AND PROVISIONS
Features of the Trading and Closing
Prices on Board of Trade.

Wheat, Sept. 2, 1915.
Corn, Sept. 2, 1915.
Oats, Sept. 2, 1915.

MINNEAPOLIS Grain Market.
WHEAT—September, 1915; December, 1915.

LIVERPOOL Grain Market.
LIVERPOOL, Sept. 2.—WHEAT—Spot, No. 1...

Coffee Market.
NEW YORK, Sept. 2.—COFFEE—There was a further decline...

Cotton Market.
NEW YORK, Sept. 2.—COTTON—Spot, quiet; middling uplands, 8.50; sales, 200 bales.

Metal Market.
NEW YORK, Sept. 2.—METALS—Lead, offered at 4.50; tin, 1.00; copper, 1.00.

Close-In Bungalow For Sale
Five-room modern bungalow with electric...

Must Sell
Need Money
My almost new, completely modern home...

OMAHA LIVE STOCK MARKET

Cattle Receipts Light and Trade is
Slow at Steady Prices—Sheep
Slow and Dull.

HOGS STEADY TO FIVE LOWER
OMAHA, September 2, 1915.
Receipts were light, but the market was steady...

RECEIPTS—CATTLE, HOGS, SHEEP
CATTLE—Total receipts, 1,011 head.

DISPOSITION—CATTLE, HOGS, SHEEP
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NEW YORK STOCK MARKET

Demand Bills on London Advance
and Other Exchange
Hardens.

UNITED STATES STEEL LEADS
NEW YORK, Sept. 2.—Liquidation of
American securities for foreign interest...

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The Right Word
By James O'Hara Day.
It is reported that a great explorer, when he returned to this country from his trip, was paid \$1.00 a word for the story of his experience.

That was high pay—considerably higher than A. Conan Doyle ever received for his masterpieces.
But what would you think of a man who gets \$33.33 1-3 a word for his material?

There is such a man. He writes "slogans."
He walks into a big establishment and says: "I can give you three words that will increase your business—something that carries a punch. I'll tell a three-word story for you that will bring in the money."

The proprietor agrees to pay him \$100 for the slogan. The next morning this remarkable writer sends in the three words.
One house paid him \$500 for five slogans.
Why is this possible?
It is because the swift phrase, the short story, is the thing that travels most quickly from the eye to the brain. The right word is generally the short word. The brief phrase is the racehorse of advertising.

A hundred short sentences are worth twice as much as a hundred cumbersome, long statements.
Get the idea, and then get the right word.
One of the most famous slogans in modern history was Theodore Roosevelt's "Give them a square deal!" He fixed that idea in the public mind forever.

And he succeeded, because in five words he enunciated a fundamental principle, a policy that met the public demand.
The business house which can spread across its advertising a phrase that can spread across the country is better than many certified checks.
Certified checks are cashed in—but you never stop checking in on the right word.
Manufacturers of pickles, electric light bulbs, cologne and a thousand other things have demonstrated this.
If the right word or the striking phrase builds up an individuality around a product, how much more it can do for a store!
That's why one man gets \$33.33 1-3 for the right word.