REAL ESTATE LOANS

FARM LOANS, I PER CENT. TOLAND & TRUMPULL, 445 Bee Bldg 00 TO \$1,000 made promptly. F. D. Wead, Wead Bldg., 18th & Farnam Sta CITY and farm loans, 5, 52, 6 per cent J. H. Dumont & Co., 45 State Bank. A "For Sale" ad will turn second-hand urniture into each.

CITY property, Large loans a specialty W. H. Thomas 23 State Bank Bldg. WANTED-Good farm and city loans at

PETERS TRUT CO. 1822 Farnam.

OMAHA homes. East Nobraska farms. O'KEEFE REAL ESTATE CO., 1015 Omaha National Phone Douglas 2715. MONEY on hand for sity and farm loans H. W. Binder, City National Bank Bidg SEE us first for farm loans in eastern Neb. United States Trust Co., Omaha. 6% CITY LOANS C G. Carlberg, 300-12 Brandels Theater Bldg.

### REAL ESTATE-VACANT

adjoining ints, near \$2d and Webster Ave. J. P. Cos, \$25 Farnam. Red \$52.

REAL ESTATE-NORTH SIDE No. 4116 N. 17th St. 5-Room Cottage Paint just dry. Paved street. Is block to car. A 1 modern. Furnace. Lot 40x120, TERMS. \$100 down, \$55 per month. American Security Co.

17tu and Douglas Sts. Doug as 5013. SEVEN-ROOM BRICK BUNGALOW, HOT WATER HEAT,

Corner 16th and Spencer, 52x124, with lots of shrubbery: pri e teduced from \$5,500 to \$4,000, as owner must sell. W. H. GATES,

617 Omaha Nat. Bank Bidg. Doug. 1294.
6-r. house ½ block from N. 24th St. car. lin. A bargain. 4106 N. 24th St.

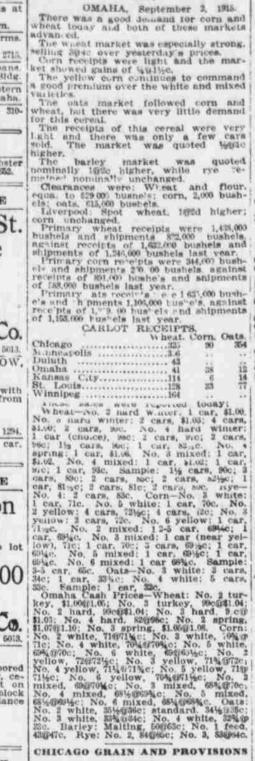
REAL ESTATE-SOUTH SIDE Shimer's Addition 6th and Dorcas Prices \$400 to \$700 Sewer, water, gas and walks. ONLY-35 LOTS-ONLY. American Security Co. 17th and Douglas Sts. Douglas 6013. 1201 SO. 51ST. 4 rooms and bath with large floored attic, electric lights, gas, city water, ce-ment basement, corner lot, 125 feet on Bist and 50 feet on Pierce St.; one block from car; price, \$2,200; \$100 cash, balance \$20 per month.

C. G. CARLBERG,

312 Brandels Theater Bldg.

REAL ESTATE-WEST SIDE

West Farnam 8 Rooms For Rent or Sale An s-room, all modern home, located on a paved street, half block to car; good school; close to picture show; has oak finish and floors; 4 good sleeping rooms; nice yard with shrubbary, grapes, flow-ers, etc. PRICE, \$5,500. Terms, \$500 down, \$45 per month. American Security Co. 17th and Douglas Sts. Douglas 5013.



wheat market was especially strong.

**GRAIN AND PRODUCE MARKET** 

Wheat and Corn Are Both Strong

Wheat Advancing Three to

Four Cents.

OATS AND BARLEY ARE HIGHES

Corn 71% 72% 71% 60% 735 71% Sept. Dec., 86-Room Hotel and 6 Retail Stores in the 3-story and basement brick building, perkiweat corner 15th and Howard Sts. 9-year lease, without reappraisement, 9-year lease, without reappraisement, 9-year lease, without reappraisement, 9-year lease, structure and the start of the sta 

BUTTER-Creamery, Nc; firsts, Nc; seconds, Sb; packing, 195c. EGGS-Firsts, Nc; seconds, 18c. POULTRY-Hens, Mc; roosters, 96; mollers, 15c.

NEW YORK GENERAL MARKET Quotations of the Day on Various

YORK, Sept. 2.-FLOUR-NEW NEW TORK, Sept. 2-PLAPT Steady, WhEAT-Spot. firm; No. 3 red. \$1.15, c. I. f., New York, prompt, and No. 2 bard, \$1.15, c. 1. f., New York, to arrive; No. 1 nort.ern, Duluth, \$1.0, and No. 4 northern, Manitosa, \$5% c. c. 1. f., Buf-falo, Puturca, firmer, September, \$1.46%, CORN-Spot, firm; No. 2 yellow, \$5% c.

145,51354 POULTRY-Alive, weak; wostern chick-cns. b olers, 16255 ac; fowis, 1.576 c. Dressed firm; western frozen roz. Ung chickens, 200; fresh fowis, iced, 1309175c; fress turkeys, iced, Logisc.

#### OMAHA GENERAL MARKET.

BUTTER-No. 1, 1-m. cartons, Ec; No. 3, 20-it. tubs, Ec. CHE:SE-Imported Swiss, Ec; Amer-'can hwins, Zoc; block Swiss, Ec; Young America, 18%c; block Swiss, Ec; Wing C, M, & St, P. Missourt Pacific Canon Pacific Canon Pacific Canon Pacific Canon Pacific Canon Pacific C, St, P., M, & C C, H, & Q, enst. C, H, & Q, en

eptember, 26%c; December, 21%c; May, OMAHA LIVE STOCK MARKET CORN-No. 2 mixed, 71%c; No. 3 white, May, 6sc. OATS-No. 2 white, 57658c; No. 2 mixed, Correspondence of the second sec

THE BEE: OMAHA, FRIDAY, SEPTEMBER 3, 1915.

Slow at Steady Prices-Sheep Slow and DuH.

## HOGS STEADY TO FIVE LOWER

OMAHA, September 2, 1915. Sheep. 36,898 32 213 38,202 13,500

hard, \$1.15, c. 1, f., New York, to arrive; No. 1 nort, ern. Duluth, \$1.0, and No. 1 northern. Manitoba, \$34c c. 1, f., Buf-falo, Futures, firmer, September, \$1.46 CORN-Spot, firm: No. 2 yellow, \$55c prompt shipment. OATS-Spot, steady; No. 3 white, new, 32a 3c, nominal; oid oars, fögrš c. HAY-Duil; No. 1, \$1.40; No. 2, \$1.30; HAY-Duil; No. 1, \$1.40; No. 2, \$1.30; HAY-Duil; No. 1, \$1.40; No. 2, \$1.30; HAY-Duil; State, common to choloe, Bit crop, \$201c, steady; Mogdilc; Central HIDES-Steady; Bogota, 300211c; Central Four days this wk. 35 061 19,879 117,806

12 Isc. 1913 crop. 9211c. HIDES - Steady: Bogota. 30931c: Central A: rria. 20c. PROVISIONS-Pork. dull: mess. \$15.50 files. anni y \$19.0012.00: short cours. \$18,00935.50 Beer, quict: mess. \$15.70 m.ddle west. \$3.5035.30. TALLOW-Quiet: city. 5%6554c: cours. Ity 5%6556c: secods. 25%624c: firsts. 3469.6%c: secods. 25%624c. EGGS-Irregular: receipts. 7.286 tubs: aug. 21 6 45% \$ 72 \* \$ 306 7 17 8 20 / 18 Aug. 17 6 45% \$ 58 7 75 \* 07 19 8 22 7 6 Aug. 21 6 45% \$ 76 \* 71 8 60 \* 1 17 8 24 1 7 Aug. 21 6 45% \$ 58 7 75 \* 07 19 8 22 7 6 Aug. 21 6 45% \$ 58 7 75 \* 07 19 8 22 7 6 Aug. 22 6 43% \$ 79 \* 8 16 7 75 \* 8 10 7 15 \$ 56 7 7 HIDES - Irregular: receipts. 9.381 cases: fresh gathered extras. 28692c: extra firsts. 526625c: excra state. whole milk free h, flats. whi es and colored specua.s. 13%626; ec outs. Ity 616254c. POULTRY-Alive, weak; western chick-ras. b elers. 18256 sc; fresh fowls, iced. 138/1756; POULTRY-Alive, weak; western chick-ras. b elers. 18256 sc; fresh fowls, iced. 138/1756; Presad turkeys, iced, 1.6216c. The state whole milk free h, flats. 216 100; 13 00 7 12 8 20 7 10 8

\*Sunday. Receipts and disposition of live stock at the Union Stock yards, Omaha, Neb., for twenty-four hours, ending at 3 o'clock

p. ni., yesterday; RECEIPTS-CAR LOTS. Cattle. Hogs. cheep. H'r'

2	2.5
23	10
2	1.1
4	1.1
17	
	- 22
6.5	10
	1. 100
	496
	1,077
511	843
457	1,034
922	2.2.2
-	1.499
	511 457 223

NEW YORK STOCK MARKET Atchinger & Chin Revealing Rapid Transit. Dems

54:00, a new top, and some half fat stuff wort to the country for finishing at 50.00 methods are preseders were reported at 5.00. The source again today and a few preseders were reported at 5.00. The source again today and a few preseders were reported at 5.00. The source again today and a few preseders were reported at 5.00. The source again today and a few preseders were reported at 5.00. The source again today and a few preseders were reported at 5.00. The source again today and a few preseders are somewhat lower than at last week's close, but supplies the been too light the last two days to me an idea of the amount of the source and is to choice. \$5.0005.50 eves, fair to good, is to the source at 100. UNIT fact.

VBB

weet

critics

impro recover enriv of thi Dem betwee rate other Cover tracta

radit

2020	N0.	Av	$\mathbf{P}$
54	975 Idaho feeder yearlings	84	
87	228 Wyoming lambs	64	
hix.	2,000 Idaho lambs	70	
6.24	1,000 idaho lambs		
	900 Oregon lambs	73	
n te	1.031 O egon lambs		
5.8	490 Idaho lambs	64	
621	3.8 Wyoming feeder lambs		
	1001 Wyomin . feeder lambs		
10.	19 Wyoming feeder lambs		
168	258 Wyoming feeder lambs	60	
425	306 Wyoming feeder lambs		
8.8	.5 Wyoming feeder lambs		
89	2,436 Oregon feeder lambs		
ck	96 Oregon feeder lambs		
m-	2001daho feeder lamus		
	700 Idaho feeder inmba		
09.	111 Wroming feeder ewes		
12	200 Idaho feeder ewes		
#7	65 W, oming ewes		
12	170 idaho ewes		
64	29 Wyoming breeding ewes.		
22	1.306 Wyoming lambs		
40	\$55 Wyoming lambs		
•	330 V voming feeder lambs.		
53	3.9 Wyoming lambs		
62	230 Wyoming lambs		
71	48+ Wyom ny tambs	S. 18	
20	486 Wyoming lambs	72	
60	369 Wyoming lambs	69	
60	\$55 Wyoming lambs	65	
100	269 Wyoming breeding ewes.		
끍	265 Wyoming olambs		
14	69 Wyoming yearlings		
0.0	288 Wyoming feeder lambs		
80	2.8 Wyoming feeder ewes		
	and the second second second second	1.000	

CHICAGO LIVE STOCK MARKET

#### Steady to Strong-Strong-Sheep Weak.

94 5 5

Strong-Sheep Wenk. CHICAGO, Sept. 2.-CATTLE-Receipts, 4.00 head; maiket steady to strong; calves, 25c lower; heeves, 56.25610.35; went-cr., steers, 51.5669.00; Texas steers, 56.506 7.60; cows and he.fers, 51.1568.70; calves, 58.156912.00 HOGS-Receipts, 16.000 head; good stock strong; others 5c lower; bulk of sa es, 16.4.07.40; light, 57.15695.50; mixed, 35.506 7.56; heavy, 54.1067.50; mixed, 35.506 7.56; heavy, 54.1067.50; mixed, 35.506 SHEEF AND LAMBS-Receipts, 15.000 head; market weak; 10025c lower; weth-

	Bills on d Other Hard	Exchang		Chicago, GL. Chil, Mil. & Chicago & N. Chino Copper
TED	STATES	STEEL	LEADS	Colorado Pur Colorado & Denver & Ri Denver & R.
ican the ing, s or al in the ted with the ted in the ted in the and and sen \$ of \$ rem ring in	ORK, Sept. securities f pervading in uperseding ment of th ushington a ternational European as as the prim ent of foreis almost all he week, th bills on L 69 and 14.69 4.59 establis ittances ha of short o exchange, or	or foreign nfluence o as a mari- e controv nd Berlin credit aitu elling was ary reaso gn exchan the gro ough yieh r. ondon ad ondon ad ondon ad seater rdened ap r speculai upped wit	Interests f today's tet factor eray be- and the attom. In generally n for the ge, which und lost ling some canced to st the low oday and preciably. Ive con- the the an-	General Elec- Great Norths Great North- Guggenheim Internistion ( Internistional Ultimols Cent Kaynes City, Lehigh Valle Louisville & Nicainan Pet Miamouri Pet Miami Coppe Mo., Kau. & Missouri Pet Mami Coppe Mo., Kau. & Nitonal Lie National Bis

awakened to the gravity of the situation

Ray Consolution Reading Resulting Iron & Steel 

nouncement that London's financiers had awakened to the gravity of the situation alded. Sterling, sixty days, touched \$4.5830; de-mand. \$4.6225; cables, \$4.8325. Francs, de-mand, \$6.963.9; cables, \$4.8325. Francs, de-mand, \$6.963.9; cables, \$5.95; lives, de-mand, \$6.965, cables, \$5.95; lives, was variously estimated at from \$0.900 to 50.000 shares. Extent of this selling, whi's caused recessions of 1 to 2 points, was variously estimated at from \$0.900 to 50.000 shares. Sale of our bonds from similar sources, as denoted by the numerous "future" transactions, also were large, aproximating \$600,000. "Beckilles, particularly the war shares, contributed more than their usual quota to the moderate total, although United States Steel led all others in its coatom-ary fashion. Crucible Steel came next with a gain of 6 points at \$5%, from which it fell back to \$3 at the close. Gen-eral Motors, which rose 11 points the pre-ceding day, added 75 to that gain, self-ing at the new high record of 285, but closed at 241. Electric Storage Battery, a newly listed issue having some claims to recognition as a war 'contract' stock, rose 7, to 75, and other shares of less definite character made temporary ad-vances of 2 to 8 points. Lowest prices were registered in the final trading when the market mainfested a heavy tendency. Total sales amounted to 65000 shares. Trade advices resulted a heavy tendency. Total sales amounted to 65000 shares. Trade advices resulted and crop news from the porthweat was of the sort to allay recent missivithe United States Steel, pfd. 600 112 Utab Copper 3,800 673 Wabash, pfd. 769 Westinghouse Electric 21,600 117 Wostinghouse Electric 21,600 117 Montana Power 6,500 50 Crucible Steel 65,100 55 Allis-Chaimers 1,900 40 Bethishem Steel 500 294 Amerima Lacomotive 11,106 54 Badiwin Locomotive 15,100 53 Ceneral Motor 2,000 284 C. R. I. & P. 7,500 251 Total for the day, 853,00g shares

call

NEW YORK, Sept. 2.-SUGAR-Raw, easy: centrifugal. 45594.77c; molasses, 28794.00c; Refined. steady; cubes, I pointa higher at 8,05c; others unchanged. Futures were easier early today and at noon prices were 607 pcints net lower.

101% 4,000 2,100 1,200 1,100 1,100 1,700 1,700

11%

45%

National States

26% 143

51%

2545 1084a

10% 245 42%

74% 113% 60%

71%

SERVICE SERVICE 

744,

Western

A Iron.

o Grande G., ptd. curities

trio era Ore cifs. Exploration. Met. pfd.

Barventer.

Bonthero.

Nantuville

1120111

n Pacific Mail Tel, & Tel

Palace Cas notidated C

ted States Steel, phi

1,300 43,500 700

1,000 PT 13,600 25% 1,000 175 1,000 115% 4,000 415% 8,000 415%

600 27 2,900 144

7,800

1,600 554 374

3,000 2,006 9,200 500 8,700 900 1,000 1,000 

1,500 109

2,8 0 2316 6,200 14946 6,100 4414

92,000 78% 600 112% 5,800 67%

1,700 73% 23,600 117 4,500 117 4,500 55% 11,800 40% 500 294 11,800 63% 2,000 248 7,500 25% 006 shares.

London Stock Market.

65 68%

39.4

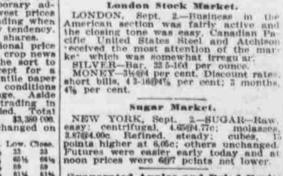
北方

# The Right Word

### By James O'Hara Day.

T 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.



## RESIDENCE

FARNAM

HILL

The owner of a particularly desirable new residence near 33d and Harney de-sires to effect sale of the property at once. The lot has a frontage of 56 ft., with handsome garage and driveway, beautiful shade and flowers. The house is full 2 stories, 6 rooms and bath oak and birch finish, hot water heat and strictly modern in every respect. Price reduced from 45,500 to 15 220. This is a sacrifice. Act guickly, Call owner at Douglas 1472 or Harney 6277.

REAL ESTATE INVESTMENTS

Safe Investments Northeast corner 17th and Jackson Sts., 32x132 ft., close to office buildings and otall center. Fine sarage location; 64-year lease at \$720 per year. No reap-traisement PRICE \$35,000.

86-Room Hotel

3-story and basement brick building, northwest corner 15th and Howard Sta: 39-year lease, without reappraisement. When present leases expire the rental from stores alone will pay taxes, insur-ance and leasehold rental and interest on investment, leaving income from hotel for world.

PRICE of building and interest in lease-

George & Company 902 City Nat. Bank Bldg. Phone D. 756-o

REAL ESTATE-SUBURBAN

Dundee. Dundee Read This

Read Ims

Armstrong-Walsh Co.

State Bank Hidg. Tyler 1536.

Densor. EQUITY of \$200 in 1% acres of land worth \$2,000; will trade for team of horses payments made for 1 year. Benson 791 W.

\$800 Equity, \$350 NEW, modern cottage; price, \$2,650, 2311 North filst Ave. Phone Benson 540-J.

Florence. SEE Nethaway for that farm. Flor. 228.

twins, 150 3-55 horns, 14014%c. BUTTER-Hgher; receipts, 9,199 tubs; creamery extras, 25%c; extra firsts, 24%0 Ec; firsts, 22147234c; seconds, 29%620c, POULTRY-Fowis, unchanged; springs,

Kausas City Grain and Provisions KANSAS CITY, Sept. 2.-WHEAT-No. 2 hard, \$1.0761.17; No. 2 red, \$1.1261.14;

REAL ESTATE-MISCELLANEOUS

Close-In Bungalow

For Sale

Five-room, modern bungalow with water gas, electricity, furnace and all conveniences in a good ne shborhood, handy to stree: car and iliney service, and in easy walking distante. Price \$2,600. The price is away below actual value owner needs money. See us at once if you want a bargain.

J. H. Dumont & Co. sl6-18 State Bank Bldg. Tel. Doug. 690.

> Must Sell Need Money

 My almost new, completely modern
 Off and Rosin.

 REAL ESTATE\_MISCELLANEOUS
 My almost new, completely modern

 FIVE AND ELEVEN-ROOM HOUSE.
 forme of 6 rooms and sizeping porch; oak

 Five AND ELEVEN-ROOM HOUSE.
 forme of 6 rooms and sizeping porch; oak

 inde and in time condition; will
 forme of 6 rooms and sizeping porch; oak

 inde for lot or house has two
 forme of 6 rooms and sizeping porch; oak

 optis, all mod. and in time condition; will
 maxe heat; full basement; lot \$2017, fac 

 inde for lot or house. Tel. Webster 7000.
 This house sold for \$3,700 less than one

 ONE QUARTER BLOCK.
 This house time. Telophone owner, bouglas

 county seat town, Nebrasks, trade for
 bill of for \$3,500; one-third cash, alance time. Telophone owner, Douglas

 ight truck or Ford pass, car. Red 7652

Liverpoel Grain Market. Liverpoel Grain Market. No. 1 Manitoba. Ils 10d; No. 2, Ils 8d; No. 3, Ils 6%d; No. 1 northern Duluth, Ils 10d. Coffee Market. NEW YORK, Sept. 2.-COFFEE-There was a further decine in the market for Winna here today under scattered sell-Unras here today under scattered sell-

Cotton Market. NEW YORK, Sept. 2.-COTTON-Spot. jujet; middling uplands, 9.85c; sales, 200 bales.

Cotton futures opened steady; October, 8.73c: December. 10.02c; January, 10.15c; March, 10.45c; May 10.6%c.
The cotton market closed with net gains of from 4 to 9 points. Cotton futures closed steady; October, 9.85c; December 19.15c; January, 19.30c; March 10.50c; May, 10.74c.
LIVERPOOL, Sept. 2.-COTTON-Spot, firm; good middling, 5.25d; middling, 5.91d; low middling, 5.45d; sales, 20,000 bales.

firm; 5.91d; bales. Metal Market. Metal Market. NEW YORK, Sent. 2.-METALS-Lead. offered at \$4.90; snelter, not guoted; cop-per, steady; electrolytic \$18.00; iron, steady and unchanged. Metal exchange quotes tin dull, offered at \$14.00 At London-Copper: Snot. £68 Es; fd-tures. £69 10s. Electrolytic: £54 19s. Thr: Spot £153 10s; futures. £155. Anti-mony; £135. Lead, £22 13s 9d. Spelter: £72.

Omaha Hay Market. Omaha Hay Market. OMAHA Sent 2 -HAY-P: Iric: Cho'ce upland \$10.00116.00; No. 1, \$7505710.00; No. 2, \$7.0079.00; No. 3, \$5.0097100 choice low-land \$5.0059.00; No. 1, \$7.5097.50; No. 2, \$6.0097.50; No. 3, \$6.00256.00; choice mid-lend "9.505910.00; No. 1, \$7.5077.50; No. 2, \$7.00059.00; No. 3, \$5.00577.00, \$1rrws: \$5.0057 \$5.00, Alfalfa: No. 1, to choice \$11.002911.50; No. 2, \$5.005916.00; No. 2, \$5.0056.00; No. 2, \$5.005916.00; No. 2, \$5.00576.00; No. 2, \$5.00576

# Ofl and Rosin.

ate, only about ninety loads, or 6.880 nead, being received, but at that the run was the heaviest of the week to date. For the four days the supply totaks 15.50 nead, being loads sinaler than a week ago, 17,000 short of two weeks ago, and b,000 lighter than for the same da, s a year ago. Packing trade opened out very dull, and carly killer bids were around a dime

Packing trade opened out very dull, and carly killer bids were around a dime lower, buyers talking especially bearlish on the common weighty kinds. Hardly anytiding was done in the packer end of the market until nearly the middle of the forencon, but sellers held on until they were able to cash the bulk of their hold-ings at ingures that were no more than be lower in most cases and in a good many instances looked as good as yes-terday. Close was a little dull, and at a late hour a few bunches of rough heavies and sorts were still in first hands, some having been unable to attract even a bid, but the bulk of the offeriugs had been cloaned up by shortly after 10 o'clock.

o'clock. Big end of the packers' purchases was made at \$4.4006.60. One of the features of the trade this week has been the steady improvement in the quality of the bulk of the offerings. Representative sales:

Beeding lambs were none too plentiful today and brought good, steady figures, while some actually sold higher. Real good 69-pound feeders went as high as

700	Live Stock in Si	ght.	
70;	Receipts of live stock at i	the fiv	e prin-
88.		Hogs.	Sheep.
0,	Omaha 2,300	5,800	13,600
	Chicago 4,000	16,000	15,000
	St. Louis 4,100	3,700	3,000
	Kansas City 3,500	3,800	5,000
r.	Sloux City 800	2,500	1,309
10	Totala	11 /00	97 700

100 100 101 18 102 10 93 100 8 14 102 17 100 % 102 % \$6 % 100 % \$100 % \$100 % \$100 %

New York Money Market.

New York Money Market. NEW YORK, Sept. 2.-MERCANTILE PAPER-S460% per cent. FOREIGN EXCHANGE-Sterling: Stry-day bills, \$4.56; demand, \$4.90; cables, 4.61. Francs: Demand, \$6.95; cables, \$5.8. Marks: Demand, \$6.95; cables, \$0% C. Lires: Demand, \$6.52; cables, \$6.52. Rubles: Demand, \$40; cables, \$6.52. SILVER-Bar, 47% Mexicon dollars, \$7.62.

BONDS-Government, steady; railroad

BONDS-Government, steady: railroad, heavy. TIME LOANS-Steady: sixty days, 5465 2% per cent: ninety days, 5465. MONEY-Call, steady; high, 2 per cent: 16w, 15 per cent; ruing rate, 18 per cent; last loan, 2 per cent; closing bid, 15 per cent; offered at 2 per cent.

### Dry Goods Market.

NEW YORK, Sept. 2.-DRY GOODS-Cotion goods, firm: yarns, higher: raw silk, active: men's wear in steady demand.

### CHICAGO TFACHERS' UNION IS ORDERED TO DISBAND

CHICAGO, Sept. 2-The Chicago Teachers' federation, which is affiliated with the American Federation of Labor, and is considered one of the most influential organizations of its kind in the country, must disband within the next three months. The Board of Education adopted a resolution calling for the abolition of the federation. The edict prohibits any teacher from membership in the federation or any kind of a socalled "labor organization."

By the decision of the Board of Education, public school teachers are now prohibited from belonging to the federation under penalty of a fine, suspensio or dismissal.

Rent rooms quick with a Bee Want Ad.

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 is distinctive has the jump on the house which cannot. And the slogan that can tell a story about the establishment is better than many certified checks.

Certified checks are cashed in-but you never stop cashing 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.