

South Side Says Publicity Key To Success In Retailing Newspaper Advertising Will Change Losses to Profits, Speaker Tells South Side Merchants.

"Getting the Most Out of Retailing," was the subject of a lecture delivered last night at the old Redmen's hall, over the Magic theater by W. H. Farley, during which six reels of motion pictures were shown illustrating the advantages of a merchant using a cash register system in his business.

The lecture was given under the auspices of the South Side Merchants' association of Omaha and Mr. Farley told how co-operation and organization was for the best interests of a city. He illustrated how practical improvements in service and store organization pleased the buying public and drew trade.

Stock Yards Company Host to Students of Agriculture School

H. L. Van Amburgh, representing the Union Stock Yards company of South Omaha, was host yesterday to 89 young men and women students of the home economics department of the state agricultural college of Lincoln.

Mother Sues City for Death of Small Son

The city of Omaha, Ben and Louis Lustgarten, were made defendants in a suit for \$15,000 damages filed in district court yesterday by Anna Wolke, administratrix for the estate of Paul Wolke.

Capt. Allen Discredits Rumor Bomb Was Intended for Him

Captain Allen of the South Side police station characterizes as ridiculous a rumor that the bomb which exploded at the home of Mrs. Blanche Davis, 3802 North Eighteenth street, was being intended for his home.

Heavy Tax Payments

Heavy payments of taxes are being made at South Side city hall, according to Deputy County Treasurer James Krajcik, who is in charge of the office.

South Side Brevities

15,000 paws plants, daisies, polka, full of buds and blossoms, and other flowers for season. Shop Greenhouses, 18th and S. Telephone South 2562-45.

Market, Financial and Industrial News of the Day

Live Stock

Receipts and disposition of live stock at Union Stock yards, Omaha, May 6. Official Monday 4,916 8,210 1,388 Official Tuesday 4,916 8,210 1,388 Official Wednesday 4,916 8,210 1,388 Official Thursday 4,916 8,210 1,388 Official Friday 4,916 8,210 1,388 Official Saturday 4,916 8,210 1,388

Quotations on cattle: Choice to prime steers, 12.00 to 12.25; good to choice, 11.75 to 12.00; common to fair, 11.50 to 11.75; lower grades, 11.25 to 11.50.

Chicago Grain

Chicago, May 6.—Crop reports played an important part in the market today and it led the advance in all grains. Prices advanced to new high levels for the present upturn in wheat, but although there was a heavy trade in coarse grains, they did not show the same strength as wheat, with a finish at a good reaction from the top.

Omaha Grain

Cash wheat prices took another advance today following Chicago futures. The market was up 50/100, with top grades 5/16 higher. Corn was 4/16 to 3/16 up. Some of the No. 3 mixed showed the extreme advance.

Chicago Grain

The wheat market was a big affair. There were unrepeatable reports from Inglis in Oklahoma as well as from other people in that section and in Kansas. Deterioration is showing up more strongly as the result of recent unfavorable weather over the entire southwest, while reports from Nebraska were generally good.

Bonds and Notes

Short Term Notes and Bonds.—The following quotations furnished by the Omaha Trust company: American T. & C. Co. 8% 1922 94 1/2 94 1/2 American T. & C. Co. 7% 1924 93 3/4 93 3/4 American T. & C. Co. 6% 1926 92 1/2 92 1/2

Omaha Produce

Fruit: Bananas, per pound, 50; Grapefruit, 25; Apples, 12; Oranges, 15; Peaches, 18; Plums, 10; Cherries, 15; Raspberries, 15; Strawberries, 15; Blackberries, 15; Elderberries, 15; Currants, 15; Gooseberries, 15; Huckleberries, 15; Loganberries, 15; Raspberries, 15; Blackberries, 15; Elderberries, 15; Currants, 15; Gooseberries, 15; Huckleberries, 15; Loganberries, 15.

Financial

The New York Times

By ALEXANDER DANA NOYES. Chicago Tribune-Omaha Bee-Lessons Wire. New York, May 6.—Probably the significant financial movements to date were those in New York bond market and in French exchange. The bond market trading in bonds of the railroad and perhaps even more particularly in the securities of European cities indicated, at least, a change of mood among investors.

This is differently ascribed to the prospect of easier money, to the more hopeful feeling about the railways and to the Burlington financing. But absolute obstruction to revival of investment confidence so long as it was not known how the \$210,000,000 July maturity would be met—out at any rate, provided for and out of the way.

For a wholly different reason today's rise of 1/2 cent per franc in French exchange was taken as potentially important. Today's high price of nearly 84 cents, compares with 73 cents last week and with 67 cents immediately after Germany's rejection of the terms of the London conference in March.

Chicago Car Lot Receipts

Chicago, May 6.—Receipts of automobiles at the car lots today were as follows: Buick, 12; Cadillac, 8; Chrysler, 10; Ford, 15; General Motors, 12; Packard, 5; Studebaker, 7; Chrysler, 10; Ford, 15; General Motors, 12; Packard, 5; Studebaker, 7.

Omaha Receipts and Shipments

Omaha, May 6.—Receipts and shipments of grain today were as follows: Wheat, 1000; Corn, 500; Oats, 300; Barley, 100; Shipments: Wheat, 500; Corn, 200; Oats, 100; Barley, 50.

Chicago Closing Prices

Chicago, May 6.—Closing prices for grain today were: Wheat, 115.00; Corn, 55.00; Oats, 35.00; Barley, 15.00; Shipments: Wheat, 500; Corn, 200; Oats, 100; Barley, 50.

New York Quotations

New York, May 6.—Range of prices of the leading stocks furnished by Logan & Bryan, Peters Trust building: U. S. Steel, 35 1/4; International Paper, 45 1/4; American Express, 55 1/4; Western Union, 45 1/4; Bell Telephone, 35 1/4; General Electric, 35 1/4; DuPont, 35 1/4; Consolidated Edison, 35 1/4; American Telephone and Telegraph, 35 1/4; Radio Corporation, 35 1/4; General Motors, 35 1/4; Ford Motor, 35 1/4; Chrysler, 35 1/4; Packard, 35 1/4; Studebaker, 35 1/4.

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10 Men Highjack 100 Cases of Liquor From Distillery

Louisville, Ky., May 6.—One hundred cases of whisky, valued at \$5,000, was stolen last night from the Dowling distillery at Tyrone, and Anderson county according to reports received here today. Ten masked men held up two guards at the distillery, the reports said, and after loading the liquor on four motor trucks made their escape.

Home Rule for Wisconsin

Madison Wis., May 6.—Home rule for Wisconsin cities received the endorsement of the assembly last night when it engrossed the Arnold resolution. It finally accepted by the assembly it will probably be submitted to a referendum.

Boston Wool

Boston, May 6.—The Commercial Bulletin tomorrow will say: "The demand for wool has improved slightly this week and prices are generally firm although still somewhat erratic. Interest in the new clip in the west has increased; the jettison pool of foreign wool has been broken up; wools have been offered, but withdrawn in response to fair market demand. A satisfactory little has as yet been sold in the west. The goods market is reported a healthy condition."

Dun's Trade Review

New York, May 6.—Dun's tomorrow will say: "A year has elapsed since the economic readjustment began to gain momentum and the process is set to be completed. Favorable conditions now operative, however, and the general outlook is better. Prices are not easily advanced, but the price and wage situation and the easing in money are factors making for expansion and improvement in conditions."

New York Metals

New York, May 6.—Copper—Quiet; electrolytic spot and nearby, 12 1/2; 12 1/2; irregular, spot and nearby, 12 1/2; tin—irregular, spot and nearby, 12 1/2; lead—steady, spot and nearby, 12 1/2; zinc—firm, spot and nearby, 12 1/2.

Chicago Potatoes

Chicago, May 6.—Potatoes—Receipts, 4,000; steady; market, 100; receipts, 4,000; steady; market, 100; receipts, 4,000; steady; market, 100.

Kansas City Produce

Kansas City, May 6.—Eggs, butter and poultry unchanged.

New York Sugar

New York, May 6.—The raw sugar market was reported, although there were buyers at last prices of 15.50 for contract, with holders asking 16.50.

Liberty Bonds

New York, May 6.—Liberty bonds at 97 1/2; first 4 1/2; second 4 1/2; third 4 1/2; fourth 4 1/2; fifth 4 1/2; sixth 4 1/2; seventh 4 1/2; eighth 4 1/2; ninth 4 1/2; tenth 4 1/2.

Turpentine and Rosin

Savannah, Ga., May 6.—Turpentine—Market quiet; prices, 18; rosin—receipts, 3,000; shipments, 250; prices, 18; turpentine, 18; rosin, 18.

Keep Eggs in Storage Yourself!

Buy all the eggs you can at 10c to 15c and get three times more for new money. Sell at 10c to 15c. You take no risk at all when you use Egg-O-Latum.

Hold For High Prices!

Egg-O-Latum For Preserving Eggs—Keep eggs fresh for an entire year. Colonies, Europe, etc. Every year, millions of eggs are lost. Get your supply of Egg-O-Latum now. Simply mix with your egg-water and store in a cool, dark place. It's so simple and so safe. Sold at Top Price—put up eggs in Egg-O-Latum. It's so simple and so safe. Sold at Top Price—put up eggs in Egg-O-Latum.

Farm Mortgages

39 Years of Lending Experience Without a Loss to the Investor. Write for List. Klokke Investment Company, 945 Omaha Nat'l Bank Building, Phone Du-1150.

No It Is Not Too Late

to plant trees and shrubs as long as you plant dormant stock. We are the only nursery in Omaha having a first and best-proof storage. We dig our stock when dormant and put it into storage and stock remains dormant until planted. We have a fine line of stock, especially shrubs and ornamentals. Also fruit trees and evergreens. All stock guaranteed. Let us figure on your landscape shrub planting.

Benson-Omaha Nursery

Phone Walnut 4278. P. J. FLYNN, Prop.



Style Plus Economy In SUITS

He may be a rough-and-tumble boy, driving you almost to distraction at times, with his thoughtlessness, yet he wants to be dressed as well as the other fellows. For such youngsters we have boys' suits, reinforced at every point of extra wear. They're good looking, too; boys all like them.

\$10.00 Values 99c On Sale Now

This sale has been planned according to your custom of giving the greatest value at the most timely season. The prices quoted make this sale the triumph of the season. In purchasing one of these suits you save not less than \$5.00. You are assured of getting nothing but good quality merchandise. The finest fabrics obtainable—in all the latest styles, different patterns and colors.

You Cannot Afford to Miss This Opportunity

APPHALTES 24th and O Sts. South Omaha. Ask for Green Trading Stamps or Free Tickets to South Side Gym Bazaar.