

## Prospect for Bumper Crops Much Reduced

Weather and Crop News Most  
Essential Factors in Grain  
Markets Last Week; Slow  
Business in General.

By CHARLES D. MICHAELS.  
Chicago Tribune-Omaha Bee Leased Wire.

Chicago, June 26.—Weather and crop news were the most essential factors in the grain markets last week, but their effect in enhancing values was greatly reduced by the light outside trading. Many of the professionals were inclined to the constructive side of the market for a considerable part of the week, only to unload at the last. A number of the commission men, as well as the professionals, have pronounced constructive opinions as to wheat values, and expect to see them hold between \$1.25 and \$1.50 for some time to come. There are also a few who are optimistic in their opinions and predict much higher prices.

There is an unusual amount of material on which to base a constructive position. Crop prospects in the United States have been materially cut down. The Kansas crop which in May promised 136,000,000 bushels, or the same as last year, is estimated by the June report of the Kansas department of agriculture issued on Friday at 113,000,000 bushels, or 23,000,000 bushels short of last year. Oklahoma has a wet harvest and some of the wheat remains uncut. Taking the winter wheat crop in all, it will mostly be cut by the fourth of July, and with good weather possibly before. Very little threshing has been done, and scattered reports indicate disappointing yields.

Spring wheat in the northwest is spotted and has lost its bumper prospects. There is some black rust in South Dakota, but as the crop is well advanced, it is doubtful whether there is serious damage.

There is drought in the Don and Volga districts of Russia, which are important wheat sections. France is suffering from drought, and the oat crop there is expected to be affected more than wheat. Argentina needs rains, and has 76,000,000 bushels of wheat to export.

Estimates made by New York exporters are that European importing countries will need to import 575,000,000 to 600,000,000 bushels the coming season, or about the same as for that just closing. This has an important effect on views of those who are friendly to higher prices. With Russia out of the export line, and with no surplus, the world-over consumption of the new crop will be started almost as soon as it is harvested.

Considering the financial and business conditions, the slow business in general, with the public mind looking for deflation rather than inflation of values, it is well to stop and weigh the main constructive and depressing factors. Ordinarily during recent years of war inflation the present wheat situation would invite heavy speculative buying and higher prices. Under existing conditions traders who weigh all important factors on both sides of the market say that it is best to allow a discount of 50 to 75 per cent in the effectiveness of present influences on values on the constructive side. In other words, when one stops to consider all the strengthening influences, it is best to take into account this point. There are enough bullish factors to make an advance of 25 to 50 cents a bushel in wheat under conditions prevailing the last few years, but to prevent an advance of 25 per cent is about all the market is entitled to until business and financial conditions improve and speculative buying enlarges.

Desher, Neb., June 26.—(Special Telegram.)—Leonard, 8, son of Fred Sell, residing south of Hebron, was dragged to death by a cow in a creek pasture.

In company with his 3-year-old brother he went to drive the cows home. He fastened a rope about his body and threw a noose over the head of one of the cows. The cow ran, dragging the boy and later came home trailing the rope. The little brother went home and told his parents what had happened.

A search was made of the timbered pasture, but the body was not found until Saturday morning. It was terribly bruised and many bones broken. A piece of rope was tied about one leg showing how the rope had slipped and the body lay near a tree where it had been caught when the rope broke.

Mrs. Sell is a daughter of Henry Kreimyer of this place.

Thieves Get Watches.  
Fairbury, Neb., June 26.—(Special.)—Two hundred dollars' worth of watches were stolen from the A. D. Ackerman store here. The thieves gained entrance by throwing a brick through the plate glass in the store front.

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## Body of Crete Woman Found in Locked Room

Crete, Neb., June 26.—(Special.)—Mrs. John Luick, sr., was found dead in her home in the southwest part of the city yesterday. She had been up town two days before and transacted business at the stores and bank. Neighbors grew suspicious when they did not see her about and notified the officers, who made an investigation.

She was found locked in a room upstairs and the body was badly decomposed. It is supposed that she had been dead about two days. She was past 70 years of age and leaves two sons and one daughter, Mrs. Amos Hatfield. She leaves considerable property.

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**KELLASTONE STUCCO**  
Distributors  
**OAK-FLOORING**  
**BOYER VAN KURAN**  
Lumber & Coal Co.  
Call Colfax 3400 for Prices

**Service First!**  
at the  
**UNION STOCK YARDS CO. OF OMAHA**  
The Live Stock Market of Good Results

**Made In Omaha**  
By JACK LEE.  
Since manufacturing began the subject of patronizing home concerns has been an uppermost in every manufacturing center. Years ago manufacturers and boosters for home products began singing their songs, boosting for more support locally. Many of these songs, by constant reiteration through the years brought results. In other communities the boosters sung until they were blue in the face, their vocal cords worn to a frazzle, yet the local sales of home manufactured products failed to arise and respond to the urging.

**Insure Your Earning Capacity**  
ACCIDENT INSURANCE PROTECTS YOU AGAINST INJURIES FROM ANY CAUSE  
HEALTH INSURANCE PROTECTS EQUALLY AS WELL  
**SHOLES - DUNBAR - THOMAS CO., Inc.**  
GENERAL INSURANCE AND BONDS  
915 City Nat'l Bank Bldg. Phone JA cksn 0046  
"Talk Over Your Insurance Problems With Us"

Perfect Stitches to Save Your Time.  
**Pleating - Hemstitching**  
Our Specialty.  
**Van Arnam Pleating & Button Co.**  
413-17 Paxton Bldg. 16th and Farnam  
Phone Doug. 3109 Omaha, Neb.

**CADILLAC**  
"Always Onward"  
A Permanent Value  
The Standard of the World  
**J. H. Hansen Cadillac Co.**  
Omaha Lincoln

There have been several reasons for this indifference. Perhaps the products manufactured were not up to the standard of those produced elsewhere. Again the manufacturers may have neglected to take the local field into consideration or the retail merchant found more profit in handling other wares. The great difficulty has been in bringing about a concerted effort on the part of manufacturer, retailer and the public to push home-made goods.

**STEINHEIMER SURFACE PAINTING SERVICE**  
**G. A. Steinheimer Co. Contracting Painters**  
**Omaha Real Estate J. J. MULVIHILL**  
REALTOR  
Brandeis Theater Bldg.  
**ASK FOR BAKKE'S TOP-NOTCH BREAD**  
**ENGRAVINGS**  
COPPER OR ZINC QUALITY AND SERVICE.  
**BEE ENGRAVING CO.**  
TYLER 1000.

**GRAIN MERCHANTS**  
That firm whose business grows consistently must have something real behind it.  
**Geo. A. Roberts Grain Co.**  
Omaha, Neb.

**JEWELRY**  
Gold and Platinum work made to order. First class repairing.  
**J. L. Jacobson Co.**  
Factory, 636 World-Herald Bldg.  
Thirty Years in Omaha.  
Where You Get First Cost.

Most of this advertising is carried on in the great periodicals, which are found in practically every home. Billboards in every city herald the merits of this or that article. Some of this advertising finds its way into the local newspapers. The result is that the buyers, constantly being confronted with advertisements of these widely proclaimed goods, have their minds set on what they want to buy when they go shopping.

**EPSTEN LITHOGRAPHING CO.**  
OMAHA  
**PAXTON - MITCHELL COMPANY**  
Manufacturers of Brass, Bronze and Aluminum Castings.  
You are practically sure to receive Soft Gray Iron Castings from us as we machine in our own shop a large part of each run iron.

**Neio Pressed Hog Trough**  
Sanitary  
Solderless  
Seamless  
Mfg. by  
**Nebraska & Iowa Steel Tank Co.**  
Omaha, Neb.

**BAKER ICE MACHINE CO.**  
Ice Making and Refrigerating Machinery  
Omaha, Neb.

The merchant long ago realized this and when a customer comes in to buy, the salesman invariably displays his best advertised wares first.

**Welding-Cutting-Brazing**  
**Omaha Welding Company**  
Anything—Any Time—Any Place  
1501 Jackson Doug. 4387

**Tom Brown**  
Orchestral Service  
Appropriate Music Assures the Success of Your Party  
1821 Farnam. Douglas 6907

**Hess & Swoboda Florists**  
1415 Farnam St., Paxton Hotel, Omaha.  
Phone Douglas 1501.  
Members Florists Telegraph Delivery Association. We deliver flowers on short notice anywhere in the U. S. or Canada.

He entered five stores before any of the salesmen volunteered to show him an Omaha-made shirt. The trouble was not in the salesman, because he was showing what he thought to be the best of his stock. The business man learned what he wanted to know, that the average salesman or retail merchant does not display Omaha-made products, as a rule, to his customers and give them an opportunity to examine them and the option of buying.

**Why Not Save 52%?**  
We will ship you lumber, mill work, hardware and paint to your nearest station and pay the freight.  
**C. Hafer Lumber Co.**  
135 W. Broadway Council Bluffs

**Beatty's Co-Operative Cafeterias**  
Fifty per cent of the shares of Beatty's chain of co-operative cafeterias are owned by the people who do the work. Only employees in the cafeterias can own stock. Co-operation enables us to give you better prices.

**The Ideal Family Loaf**  
**Jay Burns Baking Co.**

Just to show that a local demand for Omaha-made goods is essential to the welfare of the city, from manufacturer through the retailer down to the buyer, a few facts showing what Omaha has in the manufacturing line are given.

**NOVELTIES in Pleating—Buttons Hemstitching Embroidering Braiding—Beading Button Holes**  
**Ideal Button & Pleating Company**  
300-308 Brown Bldg. 16th and Douglas  
Opposite Brandeis Stores  
Phone Doug. 1936 Omaha

**BEMIS BRO. BAG CO. of Omaha**  
Phone Tyler 2556  
Quick Service and Courteous Treatment.  
**Ford Transfer & Storage Co.**

**Carbon Coal & Supply Co. WHOLESALE COAL**  
1905 HARNEY ST., Grain Exchange Bldg. OMAHA, NEB.

Omaha has 500 manufacturing plants producing more than 800 different articles, the majority of which can be used in the home.

**Service Welding Works**  
L. J. J. NOHGAARD  
We weld anything that can be welded  
609 Leavenworth St. Tyler 5111

**International MOTOR TRUCKS**  
THERE is not a drop of water in International Harvester common and preferred stock. Financial authorities will tell you there is more than a dollar of value in International Harvester properties for every dollar of capitalization.  
THAT means that the products of International Harvester factories do not have to provide a single dollar of excess revenue. It means that in the price of International Motor Trucks there is not one penny of inflated value.  
**The International Harvester Company of America**  
Omaha Branch: 714-716 So. 10th St.

**The Modern Home**  
is an ELECTRICAL HOME. Cook, clean, wash, iron electrically, saving time, steps and money. Select your electric household appliances at the Electric Shop.  
**Nebraska Power Co.**  
Farnam at Fifteenth.  
2314 M St., So. Side.

Getting manufacturer, retailer and buyer into unison regarding the demand for home products will keep these 24,560 employees at work. Increased sales will mean increased pay rolls. Stocks of home-made goods to supply the demand of the local trade will mean more sales for the retailer and when the buyer makes a purchase of home-made wares he helps to keep at work his fellow workman.

**Stationery That Satisfies**  
Loose Leaf Books Filing Devices  
**The Omaha Stationery Co.**  
307-308 So. 17th St.  
Phone Douglas 0805.

**WM. F. ROESSIG**  
OMAHA'S RELIABLE AUTOMOBILE PAINTER.  
CADILLAC BUILDING.  
2870 Farnam St. Harney 1448.

**Don't Be Without a Car**  
While Yours is Being Repaired  
We make a special rate of 10c per mile, plus gas and oil, if you allow our experts to do your work.  
Your satisfaction is our guarantee.  
**Drive It Yourself Co.**  
1314 Howard St. Doug. 3622.

The idea isn't for retailers to stock up entirely with Omaha-made products and attempt to sell nothing else. A customer has the right to make his own selection, yet retailers should carry stocks of Omaha-made goods and those should be the first, at every opportunity, to be displayed to his customers. Many buyers who would buy home products are discouraged from doing so simply because they are not given this privilege.

**JOHN DEERE**  
Omaha Sidney Sioux Falls  
**COMMON BRICK**  
**RALPH DeLONG**  
Yard on C., B. & Q. R. R.  
1517 Douglas St. Tyler 4348

**LUCKY STRIKE**  
Cigarette  
To seal in the delicious Burley tobacco flavor.  
**It's Toasted**

**McKenney Dentists**  
14th and Farnam Sts.  
Douglas 2872.

**Use Western Bond Paper**  
For Your Office Stationery Wholesale Distributors  
**Carpenter Paper Co.**  
OMAHA

**"BOISEN" THE JEWELER**  
601 Securities Bldg.  
Phone Tyler 0860.  
EXPERT WATCH AND JEWELRY REPAIRING.