Omaha's Advertising Plans Forecast Prosperity

Huge Sales and Nebraska business men, there is no better barometer than the plans for increased advertising, and there is no better spokesman for the advertising plans than the advertising agencies. In Omaha there is a branch office of one of the largest advertising agencies in the country, the Patte-Turphyll company. This tory and reports business has been livery than at any time during the option outlook for the future was very apparent among both manufacturers and jobbers. Ilivery than at any time during the last four years and that a feeling of optimism as to the future was very apparent among both manufacturers and jobbers. A Nebraska jobber, now located in of optimism as to the future was very apparent among both manufacturers and jobbers. A Nebraska jobber, now located in of optimism as to the future was very apparent among both manufacturers and jobbers. A Nebraska jobber, now located in of optimism as to the future was very apparent among both manufacturers and jobbers. A Nebraska jobber, now located in of optimism as to the future was very apparent among both manufacturers and jobbers. A Nebraska jobber, now located in of optimism as to the future was very apparent among both manufacturers and jobbers. A Nebraska jobber, now located in optimism as to the future was very apparent among both manufacturers and jobbers. A Nebraska jobber, now located in optimism as to the future was very apparent among both manufacturers and jobbers. A Nebraska jobber, now located in optimism as to the future was very apparent among both manufacturers and jobbers. A Nebraska jobber, now located in optimism as to the future was very apparent among both manufacturers and jobbers. A Nebraska jobber, now located in optimism as to the future was very apparent among both manufacturers and jobbers. A Nebraska jobber, now located in optimism as to the future was very apparent among both manufacturers and jobbers. A Nebraska jobber and in the selection optimism as to the future was very apparent among both manufacture

Wave of Heavier Buying Sweeping All Nebraska.

ness men throughout the country, are preparing for that new prosperity that is dawning for both city and in the form of advertising appropriations and expanded selling organiza-

is the slogan of those who are now laying their plans to go out and get their share of that better business.

MADE STRONG

Vital Strength and Rugged Health that has been sapped and wasted through sickness, or by overwork or dissipation, can now be rebuilt and restored to normal by the Lewis Combined Treatment. This method administers 100% Test Gland Substance in two distinct ways. Wonderful results in Prostate Gland troubles. Send for the free demonstration treatment. Print your name and address plainly. Learn about this wonderful new form of treatment that is pleasant to use and quick in results.

quite sensible, dence in the business outlook. as we are liv-

ing in an age when a youthful ap- four has been a very satisfactory pearance is of the greatest advantage. year for this institution." says Ben Nowadays, though, we don't have Warren, general manager of the Mcthe troublesome task of gathering the Cord-Brady company. "Our institusage and the mussy mixing at home. tion has shown an increase of 10 per All drug stores sell the ready-to-use cent over last year without the addiproduct, improved by the addition of tion of any new territory. Nebraska. other ingredients, called "Wyeth's South Dakota, western Iowa and Sage and Sulphur Compound." It is Wyoming look so good to us that we very popular because nobody can dis- are making no plans other than concover it has been applied. Simply centrating more of our efforts on this moisten your comb or a soft brush home market. We are employing with it and draw this through your more salesmen now than we did three hair, taking one small strand at a years ago in the same territory. Our time; by morning the gray hair disapcoffee business has shown particular pears, but what delights the ladles strength and a tremendous increase with Wyeth's Sage and Sulphur Compound, is that, besides beautifully Wyoming."

darkening the hair after a few applications, it also produces that soft luster and appearance of abundance which is so attractive. ADVERTISEMENT. chasing power of western people we ing January 1.

Mill company states that his mill is shipping 20 per cent more tonnage now now than for several years. This represents considerably more than 20 per cent increase in money. Many new salesmen are being employed and their principal efforts are being spent in Iowa and Nebraska.

tial increases in every territory. The Iowa Daily Press association, the Nebraska Daily Newspaper association Unless you ask for "Phillips," you and the Kansas Daily Newspaper Ad may not get the original Milk of Mag- vertising association, representing nesia prescribed by physicans for 50 every daily newspaper of any conse-Protect your doctor and yourself by spending thousands of dollars adveravoiding imitations of the genuine tising the agricultural belt in large

> concerns relative to this market. mail order business throughout the merchandise are moving off the deal new year. United States and some export busi- ers' shelves in bigger quantities than Hospe Looks for Improvement. ness, are receiving more inquiries for has been the case for several sea-Nebraska-gown shrubs and seeds song," said Mr. Buchanan further. company, said: 'Prior to our recent than in all their previous history. An "This cannot help but mean more sale, the outlook had been extremely Qmaha branch has been opened dur- business for manufacturers and dis- bad for months. We put on the sale in

Agency Business Anticipates to care for them maintains an office ha trade territory are far beyond H. Dearmont, president of the Warin London. This fact alone is proof what they have been in former years. field Advertising company, says: of the importance of Omaha and the This particularly applies to Omaha trade territory in the plans Bros., manufacturers of Crystal White and schemes of national and inter- and Creme Oil soap; Jones Dairy Farm Sausage, American Beauty The manager of the Omaha offices Macaroni Products, Tinker Toys, Sunof business conditions in this section Bell Lumber company and Coleman

Prospects for railroad business are many of the largest institutions doing very promising, too, according to Chicago Great Western railroad officials. In addition to the Potts-Turnbull and A. G. Noyes, general passenger

Concrete Engineering company, jobtory, and all report better business bers and fabricators of steel products, outlook for 1925 and enthusiasm upon with general offices in Omaha and in Chicago, Kansas City, Dallas, Des Moines, Detroit, Milwaukee, Minneapolis and St. Paul, doing business in the reinforced concrete construction of all building work from Ohio West to the Rockies, and from the gulf to the Great lakes, and this year opened the two latter named offices, Minne apolis and St. Louis. Next year they are putting a warehouse at Peoria to ising agencies are the same, plans are take care of the increase in business noving forward to take advantage of and also to expand the territory of the better business that is expected the steel and wire division. A substantial increase of the volume of at the inception. When basic con-The Max Geisler Bird company, the manufacturers, who are the principal their goals far ahead of the peak largest importers of canaries and national advertisers, do very little ad-

business unusually brisk. All Making Plans for 1925. Other concerns that are making be approached. plans for a record-breaking business next year among the Potts-Turnbull clients are: A. B. Bass & Co., Rock edge. And Omaha manufacturers Creamery company, Sioux Falls, S.

have decided that this business shall D.: Clear Lake (Ia.) Commercial club; Ideal Button and Pleating company Every factor necessary for sus- Omaha; Minnehaha Candy company, ained prosperity is present. With Sloux Falls, S. D.; O. J. Moore Gro cer company, Sioux City, Ia.; Omaha pable of constructive plan and pur- Cold Storage company; Omaha Steel with hungry markets waiting. Works; Scott Manufacturing comwith foreign governments reshaping pany, Omaha, and Sioux City Serum

The Defiance Starch company of Omaha, which recently joined the ranks of Potts-Turnbull clients, are optimistic. Wallace Shepard, jr., gen-Agricultural prices are steady and eral manager, and Frank Judson, every indication points to continued president, state that although they strength in grain and livestock mar- have just purchased the company, the prospects for business seem It is safe to say that every farmer, brighter than they at first anticiin fact, every resident of the great pated. They are already shipping territory known as the Omaha mar- starch, Omaha made, in carload lots He began then to enlarge his ket is in need of many things, rang- into Denver and several other terri-The old-time mixture of Sage Tea ing from sewing machines to tractors. torics. Several salesmen have just is his been added and their new factory at

Above all, the spirit of optimism seems to be everywhere. Advertising recipe, and \$386,000,000, has a pocketbook of schedules are being increased by largest custom leather tannery in the most manufacturers. Sales plans are world has under way its most are world way its way its most are world way its most are world way its way its most are world way it folks are again using it to keep crease of \$100,000,000 over 1923 fig. most manufacturers. Sales plans are using it to keep crease of \$100,000,000 over 1923 fig. being prepared for 1925. Merchandistensive advertising plans. President improved business conditions.

Bloodhart-Soat company, tells the

same story: we are closely associated," says Mr.

agree that the time is here when a more vigorous effort to familiarize their products

lieve that practically every adverber of years previously."

ING COMPANY.

Advertising company.

"EAT AND GET WELL" ing the last year, specializing on tributors during the coming year, order to start something, and the landscaping and its business has been "One of our clients returning from sequel shows that we put on the sale "One of our clients returning from sequel shows that we put on the pale a pimple remover. It is harmless

upward Advertising comble in the com-

DARLOW ADVERTISING CO.

ng company, Earl Allen said: ditions do not indicate good times, prosperity of war times, it will be extensive additions to its New York and newspapers today. Huge affairs



result. Months ago, for instance, George H. Lee of Omaha, who has a nation-wide poultry and livestock supply business, read the unmistakable signs.

months' trip to the orient.

"A similar feeling, that prosperity

J. B. Haynes, president of the Haynes Advertising company, discussing business conditions, said: "An advertising agency is a very true barometer of the state of business.

This is due to the fact that business and tissues to a strong, healthy condition. It creates a vigorous circulation of blood, thus removing congestion, which is the real cause of most discusses. the public with This is due to the fact that business will be justi- is a great motor for increasing the fied. One of volume of business and with the advent of better times, progressive business on trial with the underthese, a leading furnace manufacturer in Iowa, has observed a decided improvement in the buying situation and is making enlarged plans for the coming year. This is true of many others.

"Consequently, these manufacturers are making plans to increase their advertising investments all the way from 10 per cent to 50 per cent. We have sufficient faith in the improvement faith in the improvement in the buying situation and is making enlarged plans to increase their advertising appropriations for the new year. The new schedules will be made during December. Without a single exception, they report increasing business and appliance on trial with the understanding that we will not charge you a cent if it fails to give satisfactory results. This offer is open to any person who has been different fails of the lines of fair weather. Our business has gradually increased since the middle of September, and our clients are proposing to increase their advertising appropriations for the new year. The new schedules will be made during December. Without a single exception, they will not charge you a cent if it fails to give satisfactory results. This offer is open to any person who has been different fails to give satisfactory results. This offer is open to any person who has been different fails of the under standing that we will not charge you a cent if it fails to give satisfactory results. This offer is open to any person who has been different fails of the under standing that we will not charge you a cent if it fails to give satisfactory results. This offer is open to any person who has been different fails to give satisfactory results. This offer is open to any person who has been different fails to give satisfactory results. This offer is open to any person who has been different fails to give satisfactory results. This offer is open to any person who has been different fails to give satisfactory results. This offer is open to any person who has been different fails to give satisfactory results. We have sufficient faith in the im- they report increasing business and proved outlook at this time to be- bright prospects for the new year.

"Robert Walsh, general manager of tiser is warranted in 'stepping out' the Howard Stove and Furnace comnow as he has not done for a num- pany, tells us that his business shows a large increase over last year and BUCHANAN-THOMAS ADVERTIS- that nearly every department of his big plant is running to capacity, cape "When factories have to work cially the furnace department, upon nights on orders for future delivery, which Omaha people have made very there is no question about business heavy demands during the season. being better in 1925," this is the way Mr. Walsh says that his company is the situation is expressed by C. C. planning enlargements of the plant eastern newspapers and they report Buchanan of the Buchanan-Thomas in order to meet increased business in the wide territory in which the "Several of our clients are working company sells stoves and furnacea The Sonderegger Nurseries and overtime now and reports from their He says also that the company will Seed House of Beatrice, who do a salesmen indicate that all lines of put on more traveling men for the

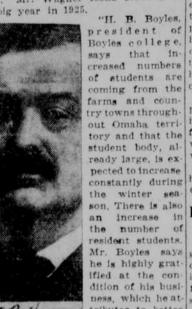
"Anton Hospe, head of A. Hospe

upward trend that makes for profit-"P. K. Walsh, chairman of the ad vertising committee of the Associa tion of Omaha Insurance companies company, says that the newspaper campaign to apprise the people of cidedly larger in the merits of the home insurance companies of this city is already felt in improved business, originating in this city. Quoting the reports from The increased his field men in Omaha territory, Mr. Walsh says that there is ground for optimism. Business is coming in larger volume and is easy to get. "Insure at Home" Successful.

"W. R. Adair, president of the amount of ad-Omaha Loan and Building associavertising the tion, says that local conditions are Warfield Adver- improving as compared with last year. The association is opening new placed this year, accounts and the total amount of "We have never feit optimism to savings of members of the associabe so well founded as it is at pres. tion is running up to very large figures. Omaha is bound to attract new enterprises. Our city will make rapid progress during the next few David City schools, was an out-ofvears.

"R. C. Wagner, secretary-treasursurance company, said that the field district 40, planned the affair. men in Omaha territory, which is wery large, report improvement in JUNK MEN SEE business which is attributed very largely to the returning prosperity of the farmers and stock raisers. The company is doing a large prosperity of war times, it will be company is done offices, and its Omaha office reports they are, bulky with advertising, business and expects before the end which people said could never again of the year to increase the volume be approached.

Railroad shipping records show unof business in force up to \$100,000. 000. Mr. Wagner looks forward to and iron to Omaha and other centers. a big year in 1925.



higher prices of grain and livestock. with the big show of the association

E WILLIAM SEARS

"The attitude of the business firms clients. We are placing orders now vertising agency says, "The ecoin Nebraska and Iowa with whom for extensive farm magazine adver- nomic strain, mostly due to lack of Alliance country for 30 years. "The decision seems to be unant- of a garden tool, and the Western throughout Nebraska and western

The newspapers, reports a splendid in Radium Is Restoring

freely.

"Almost without exception our clients ADVERTISING COMOUT out that the PANY.

"Almost without exception our clients PANY.

"Almost without exception our clients our clients PANY.

"Almost without the means of persons of wealth. Since the invention of Degner's RadioActive Solar Pad, any man or woman, poor or rich, can afford this treatment which offers so much relief from suffering and discourse.

lisease.

Degnen's Radio-Active Solar Pad is worn



belling how to stop this useless starving beyond expectations.

John Morrell & Co. of Ottumwa, Ia., the Automotive Equipment association convention in Chicago last week to any diabetic sufferer. Write Machine and Sioux Falls, S. D., manufacturers and Sioux Falls, S. D., manufacturers placed by jobbers for immediate de ward. This is true of our Onaha cream.

County School Head



was given a surprise Saturday eveping by 80 rural and village teachers. A dinner was served at 6:30 by er which a program of speeches and

Decorations were in orchid and anthemums in these colors. Anderson's daughter, Miss Marjorie, teacher of domestic science in the flown guest.

Mrs. Bernice Coonley, teacher in

especially of worn out threshing trac-"H. B. Boyles, tors, wheat separators, and steam Boyles college, lod following the war. These ma says that in chines in many instances have been thrown by the farmer on the junk of students are heap because of heavy operating coming from the costs.

R. Ferer, Omaha junk dealer, extry towns through. Plained Friday that the market has out Omaha terri- improved, and that material on hand tory and that the for the last two or three years student body, al- which has not been saleable, probably ready large, is ex. will be readily disposed of now. "It looks like an era of prosperity." constantly during he said, "and that's what we elected the winter sen. Coolidge for,"

son. There is also an increase in Boys' and Girls' Judging Teams Being Organized

resident students. Yankton, S. D., Nov. 22.-Boys and Mr. Boyles says girls' judging teams in poultry, he is highly grat- dairying and corn are being organized ified at the con- in every township in Yankton county dition of his busi- for the purpose of serving at the ness, which heat- shows of the Greater Northeast Dairy tions throughout cided to hold a corn show and boys to carry through and left on a three the middle west, resulting upon the and girls' club exhibit in connection

Celebrate Golden Wedding

Strong of Alliance celebrated their golden wedding anniversary Wednes E. William Sears of the Sears Ad. day with a family dinner and reun-

Bee Want Ads are the best business boosters. ADVERTISEMENT.

Municipal Building

discussed at the Commercial club meeting this week. A committee was appointed to confer with mem-

Municipal Building
Planned at Plainview
Plainview, Nov. 22.—Erection of a
municipal building for Plainview was
discussed at the Commercial club

Cotner College Notes.

was appointed to confer with members of the American Legion and a committee of local firemen to try to formulate a plan that would ultimately result in Plainview getting a municipal building.

Midland College Notes.

Midland College Notes.

Cotner College orchestra, directed by Robert Bramblette, gave two numbers at chaptel Wednesday, "Narcissus," by Nevin, and "Spanish Dance No. 2." by Moszwoski, Mr. Bramblette played on the willin, "Serenade," by Moszwoski; and "To a Wild Rose," by Moszwoski; and "To a Wild Rose," by Moszwoski; and "To a Wild Rose," by Moszwoski and "To a Wild Rose, "by Moszwoski and "To a Wild Rose," by Moszwoski and "To a Wild Rose, "by Moszwoski and "



stitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrups, prepared for Infants in arms and Children all ages.

It has been in use for more than 30 years to safely relieve Wind Colic To Sweeten Stomach Flatulence Diarrhea

Regulate Bowels Aids in the assimilation of Food, promoting Cheerfulness, Rest and

Natural Sleep without Opiates To avoid imitations always look for the signature of hart tetchers

Proven directions on each package. Physicians everywhere recommend it ADVERTISEMENT. ADVERTISEMENT.



ADVERTISEMENT.

Health Questions Answered By DR. LEWIS BAKER An Advertisement

Telling How and When to Use Trustworthy Products and Reproducing Extracts of Patrons' Letters Relating to Cadomene, Balmwort, Sulpherb, Arbolone, Su-thol, Mentho-Laxene, Minyol, Hypo-Nuclane, Vilane, Etc. Mrs. C. T. B.
sks: "My famly of five seem
o he always
aving a cold

Mentho-Laxene Saive. Su-thel tablets

Sive relief in some cases of rheumatic
character.

T. Y. W. asks: "In the past year I have
saving a cold

gotten too fat and also I suffer with

Answer: This being the season when thousands are seeking relief from distinction and subborn coughs due to seek a cold in set quickly as soon as a "cold" is apparent.

To check a cold in its early stage, obtained the properties of experience, is to act quickly as soon as a "cold" is apparent.

To check a cold in its early stage, obtained the properties of experience, is to act quickly as soon as a "cold" is apparent.

Answer to Mrs. B: Cadomene tablets may be taken at the properties of experience, is to act quickly as soon as a "cold" is apparent.

Answer to Mrs. B: Cadomene tablets and Balmwort tablets may be taken at the properties of the properties

MILK OF MAGNESIA (17) * ANTACID CORRECTIVE LAXATIVE THE CHAS. H. PHILLIPS CHEMICAL CO

"Phillips."

- PHILLIPS -

contain directions-any drug store. TREATING

national advertisers. Crop Prices Aid Revival of the Potts Turnbull company is Ray Pancake Flour, Carey Salt Co., Merle Taylor. In making a survey Portland Cement association, Long-Business men in Omana and Ne. for the Potts-Turnbull company Mr. Lamp company. braska, in like manner as the bust Taylor interviewed the executives of

business here. state. They are preparing for it, too, company Omaha has six other adver- agent, reports that business through with plans for the expenditure of tising agencies, all of which are like the Omaha territory has been very hard cash. These expenditures are wise in close touch with the business satisfactory conditions of the Omaha trade terri-"Business is to be better in 1925," the part of their clients. These addistrict sales offices and warehouses vertising agencies are as follows:

Bloodhart-Soat Advertising com-

Warfield Advertising company. Buchanan-Thomas Advertising com-

Darlow Advertising company. Haynes Advertising company. E. William Sears. The reports from all Omaha adver-

Large manufacturers, jobbers and business is anticipated next year. prokers in this area have set reached during 1924. Unlike the birds in the United States, has made vertising. Notice the great magazines

cal foundation, Every concern interviewed agrees hat the commercial and agricultural west needs more goods. That Omaha and surrounding commercial centers an supply such goods adequately and dvantageously is common knowl- well City, Ia.; Bridgeman-Russell

ome to Omaha. majority government in power, cathemselves to the old and successful company, Sloux City, Ia. standards of peace years, there is not a single obstacle confronting sound

darkening gray, Every article needed is streaked and factured or distributed in Omaha. Nebraska, with a crop, exclusive of being enlarged. grandmother's livestock, totaling approximately recipe, and \$386,000,000, has a pocketbook of

their hair a ures.
good, even col- Institutions numbered among Potts or, which is Turnbull clients report their confi-

"Nineteen hundred and twenty

Mr. O. H. Barmettler, general manager of the Iten Biscuit company, "We are very optimistic concerning our business for 1925. Our 1924 business has been very satisfactory and with the increased pur-

look for a record-breaking year, start M. C. Peters of the M. C. Peters

"Gene" Eppley Sees Better Days. E. C. Eppley of the Eppley Hotels company, the largest independent hotel operator in the United States, has confidence enough in the prosperity of this territory that just this week he purchased two hotels, The West at Sioux City and The Lindell at Lincoln. "Our business is very good," The Gooch Milling and Elevator

company of Lincoln, who do a business throughout the entire west from their Lincoln offices, report substanquence in these three states, are 25-cent bottles, also 50-cent bottles, many inquiries from large eastern

the Potts-Turnbull company. This tory and reports business prospects of a 40 per cent increase over the money with which to buy. Our travel-

Prepared company, last year, stood eleventh in the matter of business handled. It maintains offices in New York, Chicago, Kansas sections of the country doing business here announce that their sales in New York, Chicago, Kansas sections of the country doing business here announce that their sales in New York, Chicago, Kansas sections of the country doing business here announce that their sales in New York, Chicago, Kansas sections of the country doing business here announce that their sales in New York, Chicago, Kansas sections of the country doing business here announce that their sales in New York, Chicago, Kansas i

we do not want. It is the steady "Business is decidedly on the able business. trend. The advertising appropriations of the clients served by the Warfield in 1924. business together with the new business developing, will douing year the

Speaking for the Darlow Advertis-

"National adpare far in advance. But they take no risks. No appropriation is authorized until conditions, as revealed by scientific surveys. show what is

sales activities, and so complete int prosperity that two weeks ago he used to be the stand business conditurned his plans over to his assistants

ing activities can be seen on every W. C. Kalash said that reports from throughout the country. These conhand. Business is good. It will be his 10,000 local agents convince him cerns being new, they connot compare friends present who witnessed the that more farmers will have their the volume of business now with that marriage ceremony in Lucas, Ia., 50 BLOODHART SOAT ADVERTISING heef and horse hides tanned into of former years. On the whole the years ago, Mr. and Mrs. James F. leather or into fur coats and auto outlook is highly gratifying." Raymond Soat, president of the robes this winter than ever before.

is here, obtains generally with our tising during the next six months for Soat, "is indicative of a stronger and the Earker Manufacturing company ical conditions, has lifted, and manumore assured effort to build business. of David City, Neb., manufacturers facturers, dealers and retailers mous that the coming year is to Land Roller company of Hastings, Iowa are reporting a steady and subbring easier and larger business developments than velopments than velopments than roller. The Gate City Hat company,

ADVERTISEMENT for many past advertising at the present time in

> accustomed feel- crease in sales. ing that the "The Union Pacific railroad agricountry is in a cultural department, foreseeing the buying slump is new prosperity, has resumed adverdisplaced with tising in newspapers for settlers to the conviction that the public seed houses have increased their apis buying more propriations, and raw fur dealers, for stance have in the past been only within

the skin on face, neck, arms or body is overcome quickly by apply-Aing Mentho-Sulphur. The pimples seem to dry

pimples seem to dry right up and go away, declares a attorn after voiding. If A asks: "I have bladder and kidney stinous seem and the skin special attorn after voiding. I have to get up from four to five times at night, and to take the place of sulphur as ever been found to take the place of sulphur as of the kidneys, take Rainwort tablets of sulphur as pensive. Just ask any drugation. If due to functional inactivity of the kidneys and overcome that a small jar of Rowles Menandary and use it like cold.

Answer to Mrs. E. R.: The pains of meaning for any sulphur and use it like cold.

Answer to Mrs. E. R.: The pains of meaning for any sulphur and use it like cold.

Answer to Mrs. E. R.: The pains of meaning for any sulphur and use it like cold.

Answer to Mrs. E. R.: The pains of meaning for a years before it started the medicines mentioned in a small jar of Rowles Menandary and use it like cold.

Answer to Mrs. E. R.: The pains of meaning for a year before it forms and any it is the greatest and can say it is the great guide book. "Health and is any it is the greatest and grand-beauty," will be made it have ever used for colds. Catarro.

LANCASTER PA.—Mrs. S. Vogel. 548

Marion St. written him expressions in the triple and can say it is the greatest and grand-beauty, will be made it any it is the greatest and grand-beauty, will be made it any it is the greatest and grand-beauty, will be made it any it is the great guide and can say it

ily of five seem to be always having a cold or a prolonged cough throughout she fall and winter. First one and then another is attacked. Can make the fall and another is attacked. Can make the fall another is attacked. Can make the fall and another is attacked. Can make the fall anot