CONDITION OF OMAHA'S TRADE

Business Continues Steadily on Its Upward Course.

COUNTRY COLLECTIONS ARE VERY GOOD

Bank Clearings Prove the Reported Gain in Volume of Business Doing to Be Real, and Not Imaginary.

The general business situation in Omaha and tributary territory does not experience any material alteration during the past six days, they being twelve. The change, if any, is upward in volume of merchandise and records of business being less sensitive than the same time reported one and a half years ago. Local laborers and manufacturers have received a steady income of monthly stipends which has tided many houses over their money. The revival of the consuming demand in the country has made retail merchants, who had allowed their stocks to become very much depleted, extremely tender in for merchandise, in all kinds and practically every branch of the jobbers trade, as well as the various manufacturing industries having a home in the city, have felt the effects. It has been a long time since there was so much to be thankful for in the general trade situation, and so little to find fault with.

The heavy increase in the clearings of the local banks demonstrates beyond a doubt that the reported improvement in business is not imaginary or due to any desire on the part of merchants to stimulate trade, but that it is a substantial reality. Another fact is demonstrated by the bank clearings and that is that Omaha is keeping well up with the procession of cities in the matter of returning business prosperity.

TALK OF BETTER BUSINESS.

The local retail trade in certain departments is still rather quiet, but even among the retail merchants there is talk of better business for the present and most encouraging prospects for the future.

There is no doubt that in most localities there has been an enormous increase in the purchasing power of consumers. Many thousands of men who were without work a few months ago have secured employment in the harvesting of crops, and other thousands have been given work by the transportation companies that are almost swamped by the quantities of freight which they have been called upon to transport from west to east and east to west. The improvement in the manufacturing situation has also given employment to many, and all those who have found work to do within the past few weeks are free buyers of all kinds of merchandise and are likely to continue to be from now on. To meet this enlarged consuming demand jobbers have laid in larger stocks than usual, and the retailers who come into closest contact with the consumer are buying with great freedom.

The advance in grain, which has received full attention in the daily press dispatches from the leading markets, is another feature of the situation that is of the greatest importance to business men. Not only have the grain markets advanced, but cattle are selling at South Omaha at very remunerative prices, and hogs during the past six days have gone above the $4 mark, which, to say the least, is most gratifying to all interests.

From whatever point of view may be taken, the local business situation is most gratifying, while the prospects for the future are full of promise.

CONSIDERING THE TOPICS OF TRADE

Facts Gleaned in Omaha's Jobbing and Manufacturing District.

The Western Tinware company sold a large opening stock the past week to Florence & Lillibridge of Wilber.

The Mercer Chemical company has received an order for a bill of goods from Hartlepool, Sommerset, England.

S. F. Gillman has placed an order for a stake wagon, to be used in the delivery of flour, with a local carriage house.

In five of the great fruit-growing counties of southwest Missouri J. E. Lockwood, general passenger agent of the Memphis road, estimates a peach crop of 412,500 bushels. Many think this too low.

With the improvement in trade sellers of carriages and wagons, in a wholesale way, find it no easy matter to supply their customers as rapidly as they would like, in fact it is a constant struggle to get the wagons most in demand. During the past three or four years a very large percentage of the carriages and wagons sold in United States failed or went out of business, while those that stayed in allowed stocks to run way down. Now that there is a demand springing up all over the country they are flooded with business and generally behind with their orders.

David Cole & Co. have put on the street four new delivery wagons, made by the Brummond Carriage company, which will dispel all doubts, if there are any as to the ability of Omaha wagon makers to turn out the finest work in the country. Mr. Cole goes on the theory that a business man who is dependent upon consumers should do all in his power to encourage home industries employed in the city, who in turn will become buyers of the goods which he may have to sell. For that reason he is having everything possible made here instead of sending away for it.

The building of a large addition to the cold storage house of the A. Booth Packing company is certainly a source of much gratification to all concerned. The company's business in this city has grown to such proportions that it was found necessary to ship carloads of perishable goods to Sioux City or Chicago to be stored and eventually to ship them back again at a great outlay of money for freight and under such conditions it has become impossible to develop the business as to full extent in some lines, such as fruit and produce, but with increased storage capacity it is possible to build up a much larger business.

Considerable oregon fruit is arriving in the market and that state promises to be a big one for the trade. Not in years past has California been the source of supply for pretty fair quality and to packed in California style. The shippers, however, have not mastered the art of packing, and while the packages strongly resemble those California pears are wanting in some particulars. For example the specimens of which we have seen are not wrapped or packed down smoothly and does not fair as well all of which detracts from the general appearance of the package and fruit sells very largely upon the way it strikes the eye of the buyer.

The cherry crop is now practically secure and it is to be a crop such as has never been seen in the west. Advices received by the trade from all parts of Oregon go to show that the cherries will be there for the buyers in their luscious. A considerable proportion of the crop will run as high as fifteen tons per acre. Eastern buyers will be on to secure a full carload lot from some of the state so far as Bonney says, per acre is concerned, but there will be smaller lots from other of Oregon's sections. The demand for cherries will be large this year, and prices will be proportionately low, as it is a fruit which can be marketed at a profit at low figures. Transportation rates are fixed on this basis and it is believed that this state can be made the source of supply for a great part of the season.

Mr. Dietz remarks that the way lumber is moving off the docks is astonishing. It is not better to buy lumber than to sell, as the prospects would seem to favor still higher prices in the near future. The wave of prosperity in the lumber business is swelling first the west side of the Mississippi river and especially the Pacific southwest. The reason for this is found in the crop result, and the measure of increase in prices for the staples that is being realized. The rise of demand is coming from the agricultural districts, and not from the towns and cities. Later the urban requirements will be heard from for, all returning prosperity will be felt in the cities, and there will arise more business for the cities, and eventually more building and manufacturing.

The general tendency of the dry goods market as well as the markets for a good many other classes of merchandise appears to be upward. The jobbers of these goods are selling with a good deal of caution in most departments. A year ago, then, such a course would have been a mistake, but now it is the reverse. Prices have been cutting away down, but now men preferring to run with the market, and with improved demand and a higher market ruling, they are buying very long in a manner that they will have very little to increase on that basis. In the woolen business there are two factors to be considered, namely, the increased price for the raw material, the duty and the tariff. Both of these are factors of the new law which is to take effect before winter.

Wholesale hardware dealers report that in selling goods to their customers they are selling everything to their customers, from the smallest to the largest, at a good profit. This situation is caused by the fact that the manufacturers have generally formed into combinations, the purpose of which is to sell goods at a profit. Prices have been cut so long and so low that the manufacturers have come to the conclusion that it is better to sell goods at a profit than to continue the practice of selling at a loss. The result is that the jobbers are selling goods at a good profit, and the retailers are following the example of the jobbers. The consumer will have to pay the freight.

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