

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, JULY 16, 1899.

SINGLE COPY FIVE CENTS.

GREATEST CLEARING SALE ON RECORD

EVERYBODY TAKE NOTICE—Now is the time when we are reducing prices on all summer goods. Now is the time for you to take advantage of all it means to you. There is not a piece or yard of anything for summer wear in our entire stock that we have not cut way down in price. There's not a single article of summer goods to be carried over. The way we are price cutting hot weather goods, is almost incredible, but we've started in to get rid of it—and we will do so at all hazards. Tomorrow's a golden opportunity for late buyers.

Grand Clearing Sale of CLOTHING. Boys' and Men's summer suits almost given away.

BOSTON OMAHA STORE I.L. BRANDEIS & SONS 61 DOUGLAS

Great Sale of Shoes. Ladies' sample shoes, nearly a thousand pairs, made to retail for \$2, \$3, \$4 and \$5—go at—pair 98c

CLEARING SALE OF SILKS \$3 Ladies' Wash Waists at 98c

100,000 yards of new imported silks—being all the sample dress lengths and waist lengths and odd pieces which we bought FROM A NEW YORK SILK IMPORTING HOUSE at an enormous sacrifice, \$1.50 High Class Silks for 59c yard

Elegant imported dress silks, fancy waist silks, evening silks, rich brocaded satins and corded bengalines, French poplins, ranging in length from 5 to 15 yards, all go at, yard..... 59c

\$2.50 Imported Silks at 75c yard. And \$2.00 black and imported grenadines, 46-inch wide, in the very latest styles, satin stripes and barred grenadines, elegant floral effects printed on plain sewing silk grenadines, large and small dots, also big old elaborate French Mousseline de Soie and embroidered Crepe de Chine, worth \$2.50, go at, yard..... 75c

\$3.00 Highest Grade Silks at 98c yard. And \$2.50 high class silks for entire gowns, fancy waists and separate skirts, heavy brocades in evening silks, black brocades, black peau de soie, black and colored satin de Lyons, black and colored armure Raye, black and colored crystal bengalines, the finest lot of silks ever shown in this city, go at, yard..... 98c

75c Silks at 39c—75c quality, yard wide, 39c black China Silks, genuine Lyons dye..... 39c

GRAND CLEARING SALE DRESS GOODS

In Monday's offering we include hundreds of values that will appeal most strongly to every economical dress goods buyer. Nowhere is price making on so boldly low a scale.

75c Imported Challis, 25c. Imported silk and wool French Challis in handsome Persian and floral designs, absolutely fast colors. This is unquestionably the greatest bargain shown this season; they are worth 75c yard. We place the entire line on front bargain square at 25c yard..... 25c

Monday the first showing of two strictly high class lots, far below regular value, including camel's hair plaid, homespun plaid, English covert, granit, bengaline tailor suitings and steam finished chevriots in every color and correct shades. Absolutely the best dress goods value in Omaha. On special sale Monday in two lots at 69c and 98c yard.... 69c and 98c

200 pieces black dress goods in plain and fancy weaves, Mohair Jacquards, Armures, Mohair Brilliantines, Matelasses, Satin Berber, Serges, English Reps and Henriettes—this peerless selection go on sale Monday in black goods department at, yd..... 49c



We close out 400 dozen of the highest grade of Waists from one of the finest manufacturers in New York City. These include White Lawn Waists and embroidery and insertion trimmed, with tucked yoke—also Colored Madras, Percale Chambray and Pique Waists—all cut after the latest models. These are the waists you want to get—no choicer goods were ever offered..... 98c

Great Clearing Sale of Millinery Our Sailor Sale—You would seek in vain for sailor hat offers approaching those now open to you on our second floor—hats that were made to sell at from \$2.50 to \$4.00 are now offered in any color band for..... 50c



Sailor Hats that were made to sell for 75c or \$1.00—any color band—are now..... 9c

SUPERB TRIMMED HATS—ENGLISH WALKING HATS—Here's a surplus also that will melt away before our clearing sale prices—Hats that were \$2.50 to \$5.00 are now \$3.50 to \$5.00 and..... 98c

Clearing Sale of Skirts 1,000 ladies' well made Crash Skirts 98c

1,100 ladies' fine tailored Summer Wash Skirts, in all linen crash, corded plaques, ducks and denims and plain white skirts, made plain and fancy braided, with two and three rows of insertion—worth up to seven dollars—retail bound..... 75c, 98c, \$1.25, \$1.50 \$1.98

800 very newest style navy blue and light blue ladies' Covert Cloth Skirts—all full tailor made—go at..... 98c \$1.25

800 Faded Mohair Ladies' Skirts—good full width—worth a dollar and a half..... 49c

600 black brocaded Ladies' Wool Skirts—percaline lined—45 yards sweep—retail bound..... \$1.98

500 fine homespun pure linen tailored skirts—5 different designs—trimmed with white or linen colored insertion—also combination braids—worth \$4.50, go at..... \$1.75

Grand Clearing Sale of 500 Bolts high grade Lace and Embroidery

Thousands of yards of narrow Torchon and Valenciennes Lace and Insertion, in very neat and dainty patterns, worth up to 20c, go at..... 3 1/2 and 5c yd

Immense lots of Net Top Oriental, Normandy Valenciennes and many other fine wash laces, and silk lace, worth as high as 35c all go at..... 10c yd

Grand lot of fine Embroidery and Insertion, including Swiss, Jaconet and Nainsook, worth regular 50c, go at..... 7 1/2c, 10c, 15c yd

Clearing sale of all of the high class Tucking, All Over Lace and Embroidery, Black and Cream Silk Tucking, Corded All Over, go in lots at..... 59c, 75c, 98c, \$1.50

GRAND SPECIAL CLEARING BARGAINS MONDAY in LINEN DEPARTMENT

Such offerings as we make for to morrow are bound to create rapid selling, we would suggest an early call as the best are sure to go first.

We will sell 100 pieces German soft finish, silver bleached table linen, regular 50c grade, at..... 19c Yd

One lot 72-inch all pure linen, bleached German table damask, and claim it equal to anything sold at 70c, for..... 39c Yd

2-yard wide, extra heavy, all linen, German silver bleached damask, beautiful patterns, worth 98c, for..... 59c Yd

Full bleached Barnsley extra heavy double satin damask, pure linen 72 inch wide, worth \$2.00, but cheap at \$1.25—patterns to select from, at..... 85c Yd

50 dozen, 24-inch fine double satin damask napkins, some slightly soiled, others were to match damask, but the damask has been all sold—worth \$4.00—go at..... \$1.98 A DOZEN

Large size bleached damask napkins, regular \$1.00 quality, for tomorrow, only..... 59c doz

8-4 and 10-4 silver bleached table pattern cloths, hemstitched and worth \$2.50, go at..... 125 Each

One lot 10-4 silver bleached pattern cloths, hemstitched—worth \$3.00 each, go at..... \$1.59

All the 25c and 50c knotted fringe damask towels, all go tomorrow at 15c each. This is an immense bargain..... 15c

50c quality 2 1/2-yard all ready made roller towels, go at, each..... 15c

Glass cloth towels, hemmed and ready for use—each..... 2 1/2c

Immense lot of all kinds of remnants of toweling from 14 to 30 yards long, all go at—each..... 10c

One big lot of hemstitched muslin pillow shams, go at—each..... 5c

One big lot of twilled roller toweling..... 2 1/2c yd

Extra Special Clearing Bargains—Monday IN THE Basement

10,000 yards of cotton challis, go at—yard..... 1c

One big table all kinds unbleached muslin..... 3 1/2c Yd

One big lot all kinds 46-inch bleached muslin, all the well known brands, go at..... 5c

Remnants of best grade Bicycle suiting & covert cloth..... 7 1/2c

Full standard prints, full pieces no remnants..... 2c Yd

Narrow striped chambray ging-ham, worth 12 1/2c, at..... 6 1/2c Yd

Very fine corded lawn, worth 7 1/2c..... 3 1/2c Yd

Fancy dimity lawn, regular 15c quality..... 5c Yd

Handkerchiefs Immense quantity of all kinds of Handkerchiefs including ladies' and gent's plain white and fancy bordered, all go at, each..... 2 1/2c

Bargain tables piled high with fine imported pure linen HANDKERCHIEFS— all widths of hemstitching, worth regularly 35c—each, all go at..... 10c

GERMANY AS A TRADE RIVAL

Dishonest Methods Pursued to Overcome American Prestige.

BOGUS AMERICAN GOODS EVERYWHERE

Vigorous Hustle of the Kaiser's Nation for Supremacy in the Markets of the World—Views of Prominent Exporters.

"Germany is today the most dangerous trade rival of the United States and the competitor from whom we have most to fear," said Mr. Ulysses D. Eddy, president of the firm of Flint, Eddy & Co., one of the largest exporting houses in the country, in answer to an inquiry on this subject.

"During the past decade German manufacturers and exporters have made determined efforts to capture a large share of the world's trade, especially in markets that were newly opening. In these efforts they have been heartily aided by the German government and they have certainly made great progress.

"They have pushed their goods in every way possible; by means of an army of trained salesmen, by a careful study of the demands of foreign markets and by special trade concessions obtained through the influence of their government. In all such markets as South America, Africa and the Orient the American exporter finds the German a vigorous and formidable rival. Americans have been disposed to let their goods make a way for themselves in foreign markets and it must be admitted that they have done this successfully. But if the manufacturers and exporters of the United States cherish an ambition to secure first place in the competition for the world's markets it will be necessary to bestir themselves vigorously. The contest which is to decide this question has begun and the next few years will go far toward deciding it. It will not do to leave the Germans out of calculation in this struggle. They are the most patient, aggressive, pushing seekers after new markets in the world at the present time."

The view of the case which regards Germany as our most dangerous trade rival no doubt will surprise those who have been contemplating themselves on the fact that we are selling locomotives and steel rails and clocks and lawnmowers to England. It is true, however, that Germany has been doing exactly the same thing. German cutlery and American cutlery have met edge to edge in the English market. German machinery has run opposition to American machinery in Russia, South Africa and Australia. German print cloths and boots and shoes have shared with American products in the same task of clothing the South Americans. In every new field in which the American exporter has gone he has found the German making his way.

This does not remove England as a factor in the situation. England exports today about the same amount that she did twenty years ago. The increase in the world's trade during this period has been shared by other nations, chiefly by Germany and the United States.

The following table, showing, in round numbers, the exports of each of these countries for 1880, 1890 and 1898, brings this fact clearly to view:

Table with 3 columns: Year, Germany, United States. Rows for 1880, 1890, 1898. Values in millions of dollars.

The surprising total of American exports for 1898, however, was affected by our vast shipments of raw materials, including breadstuffs. Taking into account manufactured articles alone, our exports amounted to \$340,000,000. The ratio of increase in manufactured exports has not been so high for Germany because she was already exporting several times as many manufactured articles as the United States, but her actual growth has been great. The race for trade supremacy has been nip and tuck between these two for the past decade, and the end is not yet.

For new markets, and they have been doing it in characteristic ways. "The Americans have tried to turn out a superior quality of goods and have relied on their goods to make their own way. The Germans, on the other hand, have given careful study to the demands of different commercial countries and have tried to meet these demands in the cheapest way. Their salesmen have gone everywhere drumming up trade. If they found American goods in a particular line selling well they set to work to imitate these in a cheaper quality. If a firm in Timbuctoo wanted to give an order for a dozen papers of pins, some German would be on hand to suggest a cheaper pin than the American one. But the time will come when they will have to make up the pins in the particular style that the Timbuctoo merchant wanted.

Home and Foreign Demand. "Americans are apt to refuse such small business. They are disposed to look upon foreign trade as secondary to the home market and to have a 'take it or leave it' attitude toward the foreign buyer.

"This is well enough in the presence of such a large home demand as the good times have brought at present. But the time will come when they will want a foreign outlet again, and we shall find it closed to us if we refuse foreign orders now. The patient, persistent work of the Germans is telling all the time. What the American exporter must do, and do at once, if he wants this country to hold first place in the competition for foreign trade, is to study the foreign markets and methods of doing business more carefully, to send out expert salesmen to drum up orders, and to turn out goods made after the patterns to which foreign buyers have become accustomed."

In the newer markets of South America, Africa and the Orient the competition between the Germans and Americans is keenest. American exporters have many stories to tell of the devices by which the Germans have attempted to capture trade in these markets. One means is by the imitation of American goods. Our exporters say that to hold first place in the competition for foreign trade, the German dealers put out an imitation which is much the same in appearance, but of a decidedly poorer quality.

For example, a few years ago American plate glass began to sell extensively in Africa and the Orient. While not able to drive it out by glass of the same grade, the Germans found a way to do so by taking advantage of the customs laws. In most of the South American countries the tariffs are in the form of specific duties, computed on the weight of the article. The German manufacturers put into this market

a variety of glass that had the same finish as the American kind, but was of a poorer quality and only about half as heavy. They made a saving, therefore, both in the cost price and in the customs duties they were forced to pay. They were able to undersell their American competitors, and took a share of the trade away from the latter, although with an inferior quality of goods.

Poor Imitations. American scientific and mechanical instruments have been introduced into the Latin American countries to a considerable extent. In nearly every instance the Germans have made special efforts to capture the trade. The Americans send out carpenter's compasses which sell for \$1 a pair. Immediately the Germans put on the market a poorer compass made in the same form, but selling for 60 cents a pair. An American workman would refuse to use them, but the native mechanic in most of these countries takes the cheapest he can get without regard to quality.

The Germans found, a few years ago, that American plows were being sold in Russia. They promptly put into the market a lighter and therefore a cheaper and less durable plow. It would not have answered for the rough work required of a plow by the American farmer, but they seemed to satisfy the Russian. At any rate, they have taken possession of the market.

The same process has been repeated in many lines of trade and in many places. No factor that can help him to return to his native land is overlooked by the German exporter. An example of this was shown by the fact that German manufacturers of print cloths sent out agents to learn the colors most in favor with the natives of various tropical countries and have since been making up these colors for use in this class of trade. They appreciate the fact that with the native of Africa or the Philippines a gaudy color is a greater inducement to buy than is a durable quality of the material.

Mr. William Harper of the Philadelphia Commercial museum, who recently returned from a tour of commercial observation that carried him around the world, said on this point: "The American exporter has made a good beginning in almost every market of any importance that I visited. But everywhere I found the Germans pressing him closely. In some places they have gained the advantage over Americans purely on account of ignorance or indifference on the part of the latter. All the little advantages in the style and method of preparation of their goods the Germans have mastered thor-

oughly. Where competition is close these matters of detail sometimes turn the scale. "For instance, German goods have gained a headway over American products in Venezuela in several lines. In shipping cloths and similar goods into Venezuela, the United States exporters pack them in big wooden cases, as they do for the home market. As the tariff duty is levied on the gross weight of articles the American product must pay duty on twenty or thirty pounds of wooden packing case.

Hustling Germans. "The German, on the other hand, wraps his cloths in coarse blankets, which are fit for sale after they have served as wrappings. The whole is encased in light canvas. The difference between these two modes of packing is enough to leave a margin of profit for the German.

"This is only one illustration out of dozens that could be noted bearing on the same point. Whenever I went I encountered the German salesman speaking the language of the country and urging the merits of his wares. It was a rare thing to meet the representative of an American house. Our exporters rely apparently upon their catalogues or on the foreign buyers' visits to the United States to effect sales.

"The Germans will work for years to get control of even the least important market. They will modify the patterns of their goods, offer inducements, change little details of form or appearance—anything to get a start. In dealing with foreign trade that is a wise course, but the Americans haven't had the patience for it, or haven't understood that it was necessary.

"Take the case of the Germans in China, for example. While the English and Americans have been fishing for big concessions and have obtained some, the Germans have been forming their way into the country inch by inch. They have enticed the native governors lavishly have made flattering promises to influential deputies. While they have seen to it that German goods shall get into the country, they have tried their utmost to shut other nations out. In fact, they have conducted their campaign as an army of trade occupation. They have secured valuable privileges that will enable them to secure a big part of the trade of the Yang-Tse-Kiang valley, the richest section of China. Our American traders have smiled at this penny-wise policy of their rivals, but it has accomplished results which they cannot afford to ignore.

ran the country with cheap goods made in imitation of American products. They have learned to pack their exports in small and broken lots. They have always on hand a lot of out-of-date goods which they are ready to throw upon any market that will receive them.

Trade Compared. The following table, showing the exports from the three countries to Chili, Mexico and Cape Colony, illustrates the enormous strides that Germany has made in securing the trade of countries supposed to be favorably situated for the convenience of the American exporters:

Table with 3 columns: Country, Germany, United States. Rows for Exports to Chili, Exports to Mexico, Exports to Cape Colony. Values in millions of dollars.

There was an instance of this in the open rejoicing over the recent announcement that the contract for Russia's supply of new rapid-firing guns would be awarded to American firms. Heretofore when Russia wanted guns Germany has made them. Germany expected to make them this time, but before awarding the contract Russia quickly inspected some American ordnance, with the result that the greater part of its enormous order will come to this side of the Atlantic.

Hardly a week passes without some case such as this, in which American producers get the better of their German rivals or vice versa. Now it is mining machinery, at another time electrical supplies and at others cotton cloth or agricultural implements. Whenever there is a big contract to be awarded the German and the Yankee are both reaching out for it. When the American wins a contract or a line of trade away from the German he feels like jumping up and clicking his heels together and when the German is successful he makes a face at his rival, figuratively speaking, before he goes home to fill the order. One curious phase of the German's all-absorbing search after information regarding American manufactures is reported by

a tourist company, which is engaged in conducting parties of Europeans through the United States. An officer of this company says: "There is a considerable increase in the number of Germans visiting the United States at the present time. The great majority of foreign visitors to this country are either English or Germans, and the latter form a greater proportion now than ever before. The Englishmen come for sightseeing, but the Germans are nearly all interested in studying some line of manufacturing or some particular concern. They will spend weeks in studying a single factory."

THE OLD-TIMERS.

Brice and Ransom Powers, twin brothers, are still at the age of 85 years actively engaged in farming in Delaware county, Indiana.

Today Mrs. Anna Anderson of Slatersville, R. I., celebrates her ninety-ninth birthday. She is a direct descendant of Roger Williams and her great-grandfather lived to be 102. When Roger was driven into the wilderness it wasn't supposed "the old man had so much blood in him."

Peggy Pendergrass of Anniston, Ala., who was baptized by immersion in the Oxnova Baptist church this week, is 105 years old and has been bedridden for some time. She is placed in a chair for the ceremony and humpered in that way. She stood it well and as yet shows no ill effects. George Wray, 105 years old, was divorced from his wife, aged 26, the other day. He lives in Indiana, but he was born in Ireland, coming to this country at an early age. He says he remembers the war of 1812 and the cholera ravages of 1815, but he doesn't remember anything quite so exciting as the experience he has had with the wife from whom he has just secured a legal separation. David A. Bullard of Schuylerville, N. Y., was 85 years old on Thursday. At a family reunion held at his home there were five brothers and one sister present, whose average age is 80 years. David H. Bullard of Gilets Falls, the eldest, will be 87 next November. John H. Bullard of Schuylerville, the youngest, will be 72 years old this month. One of the brothers, General Edward Fitch Bullard, lives in New York City. Count Orsi, who was intimately connected with the fortunes of Napoleon III, died recently at Fulham, England, at the age of 91. It was in 1840 that Louis Napoleon persuaded the count to join in the expedition from England to France. He was arrested and sentenced to five years' imprisonment, but when better times came for Napoleon the count was suitably rewarded and received a pension of \$250 until the death of Napoleon III.