

GROWTH OF JOBBING TRADE

Omaha Wholesalers Experience Unprecedented Expansion in Business.

NEW CUSTOMERS AND NEW TERRITORY

Year Now Drawing to a Close Has Been the Best on Record and Outlook is Bright for Further Growth.

Omaha jobbers have never seen two more prosperous months than those of September and October of this year, and the year of November so far, while not fully keeping up the percentage of gain made by the two preceding months, are almost certain to pass the record of any November since the first jobbing house was opened in this city.

People have been so much accustomed to seeing in the weekly market reports that each week passed the last and was ahead of the corresponding week of last year that they do not stop to realize what this means, but the jobber and the man who watches the work from day to day knows that the last three years have demonstrated the fact that Omaha is one of the best jobbing towns in the United States; that based upon the capital invested, the wholesale dealers of the city in the aggregate are probably doing more business than the jobbers of any other city, and that the trade is a constantly growing one.

Troubles in Transportation.

The prime factor in wholesale trade is transportation. Freight rates are most important, and then comes service. For many years Omaha has not had the best rates nor the best service and that, as much as any other thing, was the reason for the small business transacted. In the last five or six years there has been some improvement in this direction, but some things remain to be done. As an illustration of this may be cited conditions on the Rock Island and Milwaukee roads which still exist, but which are soon to be corrected. The through business of these roads between the Missouri river and Chicago has been of more importance than the local business between Omaha and the stations in Iowa. When a carload of goods destined to points in Iowa would be received from Omaha jobbers it would generally be attached to a through train and carried east to the first division point east of the destination of the most distant consignee. The car would then be detached from the train and sent west on a local freight carrying shipments from Chicago and other eastern points to towns along the route and Omaha goods would be delivered from the east along with these shipments. The result of this was that points close to Omaha could receive goods from Chicago as soon as from Omaha, and the closer to the city along the lines mentioned the later did the goods arrive. This condition existed on all of the eastern roads, but the two mentioned are the only ones so far known retaining the plan. Complaint has been made and both roads promise to handle the local business on east-bound trains as soon as they can make the necessary arrangements. This is but an illustration of what the Omaha jobber has had to contend with in the past, but in spite of it all the trade grew, but very slowly until 1900. That year the oldest houses in the city, in all lines, were surprised at the extent of their business. With no increase, at first, in the number of traveling salesmen the orders began to come in so large and numerous that stocks which were believed to be sufficient for the trade were depleted. Salesmen could not cover their usual territory and few, if any, of the houses were there which did not have to put on additional men to cover the same territory.

Extending the Territory.

With the increased orders and a few changes in freight rates, dealers began to push into new places. It has been realized by some of the dealers for several years that west of the Rocky mountains there was a certain class of business which might be brought to this city and a few houses had men in the territory selling specialties. The business conditions of the mountains were not very different from those of 1890, but that year the revival came along all lines and the Omaha jobber profited thereby. In the dry goods lines, manufactured goods, such as shirts, overalls, skirts and similar goods, were pushed, and men who had carried these lines only before that time were now working in places and similar light goods, while staple lines in some instances were introduced. In the grocery lines the few traveling men selling specialties, such as teas and coffees, were reinforced and the lines were extended over wider ranges, some staples even being introduced. The heavier goods, such as hardware and building iron, did not profit to so great an extent in the more distant territory, as the freight rates to Denver on these goods have always been against the sale of them by Omaha houses west of that point, but a few years ago one of the Omaha houses opened a Denver branch, which practically con-

trains the trade in that territory in structural and heavy iron. On millinery and trimming, rates are not so important as service, and the service to the west has always been favorable to Omaha, so that the Rocky mountain country is tributary to this city. In the furniture lines the growth has been, if anything, equal to that in the grocery and dry goods trade, one house reporting an increase of 34 per cent over the business of last year, taking the months of August, September and October as a basis. The first two months mentioned showed a higher increase, the latter a much lower one, as the trade of October, 1901, was phenomenal. Other lines of trade have shown equal growth in the more distant territory.

Improvement Nearer Home.

It is not in the outlying territory that the most satisfactory results have been found, although a number of Omaha houses have salesmen and branch offices as far west as San Francisco, and work the coast states almost as closely as they do those nearer home, but the greatest satisfaction is found in the states of Nebraska, Iowa, Kansas, South Dakota, Wyoming and eastern Colorado, with Nebraska heading the list. One may travel over the broad expanse of the state and from the car window see signs of improvement almost unequalled. The towns bear an evident air of prosperity and the farms are well kept, the people satisfied, but a trip over the state would hardly bring home to the observer the great improvement made in the last few years in such a striking manner as a visit to the wholesale district of Omaha, especially to one who had visited it in former years.

It has only been in the last three or four years that Nebraska has been undepressed Omaha territory. Previous to that time the retail dealers of the state bought more goods in Chicago than they did in Omaha, and Kansas City and St. Joseph divided trade almost equally with this city, while goods from St. Paul were not unknown to the Nebraska trade and Sioux City sold goods to an appreciable extent right at Omaha's door. A systematic campaign was inaugurated for the Nebraska trade. Arguments and expostulations were used. These had their effect, but the greatest factor was improved transportation facilities and the improvement in the lines of goods carried in this city. First came inquiries, then visits, then trade, until today the Omaha jobbers are supplying the Nebraska retail dealers with the larger part of their goods. There is still a little territory in which St. Joseph, Kansas City and Sioux City make a fight for trade, but this territory is constantly decreasing in size. The state has gained inhabitants and the people are using more and better goods than they did a few years ago. The number of salesmen has not only been increased, but the average sales are much larger than they were. This has had a great effect upon the work in the houses.

Results of Growth.

One grocery house whose office a few years ago was confined to one corner of the first floor has been compelled to take from the floor its display room and with the coming fall season this winter expects to devote the entire floor to offices. Where three desks were used a few years ago there are now eight and still not enough to handle the business as it should be conducted. One dry goods house has been compelled to extend its salesrooms and devote one-half of its former room to offices. Another which started more recently now occupies a building 66x132 feet, five stories high, with its manufacturing plant, which has been established less than two years, and its capacity does not exceed its trade. These are but typical incidents of the development of the wholesale business of the city during the past three years. The year 1900 was the first record breaking year for the trade, attracted attention, and it was looked upon as phenomenal. When the trade of last year began no one was willing to prophesy a year equal to that then closed, but the first three months showed up better than the first three months of the preceding year and jobs began to hope. The second three months were yet better than those of the former year and the last six months proved no decrease. Then it was thought that the limit had been reached for some time, but this year has been as much better than 1901 as that year was better than 1900 and it is now considered that the changed condition is permanent and dealers are making their estimates upon this basis.

New Lines of Railroad.

Several reasons aside from the present condition of trade warrant this course. Two new lines of railroad will be in business next season and will add much to the possibilities of this city as a jobbing center. Probably the most important of these is the completion of the Elkhorn railroad through Boyd county, the effect of which is now being felt. This road passes through one of the most productive sections of the state, but before its construction most of the trade of that territory went to Chicago and Sioux City. The nearest railroad was the Milwaukee, which touched Running Water, S. D., on the Missouri river. Its line ran down the east side of the river, touching at Sioux City and giving that road the advantage of the long haul on the Chicago business. Goods received at the Missouri river were freighted in wagons across the country, and the grain and stock were delivered at the river. Today the tendency is to deflect shipments, both of produce and merchandise, to the Elkhorn, which gives a more direct route, and that means that the trade comes to Omaha. It will require some time to break the business connection of the other towns completely, but that will be the result.

The completion of the Chicago Great Western to Omaha will open a territory in northern central Iowa which may in time be of greater value than that in northern Nebraska on account of the larger population, but it will always be a desirable ground. At the present time the Illinois Central gives a direct line to Fort Dodge and the Great Western to that point will give but

A LUKING DANGER!

DANGER lurks in every ache of the back. Don't be deceived by backache. Don't mistake it's meaning. Don't fail to realize the serious side of a "bad back."

The pains and aches of a "bad back" are many and varied—sharp stitches—severe twitches—acute twings of pain—slow exhaustive aches. The back is tired, is lame and weak.

The "danger in it" comes from the kidneys, for most backache pains are but kidney ills. Backache tells of a kidney blockade. The delicate little kidney filters are clogged and warn you through the back. Go to the assistance of the kidneys when they "cry for help." Don't experiment—take

DOAN'S KIDNEY PILLS

DANGER is near at hand when the kidneys are sick. The urinary discharges tell the kidneys' condition. "A brickdust" like deposit in the urine, or when too highly colored, too frequent in passage, irregular in any way, neglect is serious.

Disorders of the kidneys and bladder call for prompt attention. The early symptoms are but fore-runners of dangerous diabetes, hard to shake off—dropsy, which makes an invalid of the most vigorous constitution—Bright's disease, dread destroyer, incurable in advanced stages.

Doan's Kidney Pills act quickly—cure quickly. Don't wait until too late.

Omaha Proof:

Douglas Street

Mrs. Kanude Thompson, 808 Douglas street, says: "It is nearly twenty years since I first had trouble with my back and kidneys, and in spite of all doctors and medicines could do I gradually grew worse. There are very few people in my neighborhood but what know how I suffered. Seeing Doan's Kidney Pills advertised I sent to Kuhn & Co.'s drug store for a box. After using it I found the pain in my back had passed away. I cannot use words strong enough to express my opinion of Doan's Kidney Pills after what they did for me when everything else failed."

So. 16th Street

Mr. H. J. Spragg of 1424 South Sixteenth street, upholsterer and cabinet maker by trade, says: "I had kidney and back trouble for four years, and during the latter part of that time suffered more than tongue can tell. Many a time my wife had to help me out of bed. Once on my feet I did not feel it so bad. In addition to this I had difficulty with the kidney secretions which greatly disturbed my rest at night. Procuring Doan's Kidney Pills at Kuhn & Co.'s drug store, corner of 15th and Douglas streets, I took a course of the treatment. It cured me and did it quickly. I cannot praise this remedy too highly."



A FREE TRIAL

We will mail free to any address a trial box of Doan's Kidney Pills.

Foster-Milburn Co., Buffalo, N. Y.

a competing line, but at the present time Omaha experiences difficulty in getting into the Great Western territory east of Fort Dodge. Goods for points along the Great Western are now shipped to Fort Dodge through the Illinois Central paying the local rate from Omaha to Fort Dodge and then there is added the local rate from that point to destination. The sum of these two locals is greater than the through rate will be over the Great Western between Omaha and points east of Fort Dodge, and when the shipments do not have to be transferred from one line to another they can be delivered sooner, both of which are important in extending trade.

Penetrating Rival's Territory.

One of the greatest benefits to Omaha in remote territory will be the construction of the line from Billings, Mont., to Great Falls in the same state. That is a long way from Omaha, but when the line is completed that territory will be as close to Omaha as now is St. Paul, and it is probable that the rates will be the same. At the present time the Montana territory is looked upon as the special field of Minneapolis and St. Paul, and other cities are at a disadvantage when they enter that part of the state at least, but when the new line is completed, taking into consideration the present ownership of the Burlington road, there is no reason why Omaha should not be upon as favorable a basis in that part of the country as the two cities mentioned. In fact, it is believed that shipments from Omaha can be delivered probably sooner than shipments of the same kind from the Minnesota cities, because of the character of country through

which the Burlington runs for a large part of the way.

Another important line for Omaha is the construction of the line from Salt Lake to Los Angeles. Omaha grocery jobbers are really looking ahead to that with more impatience than to some others which may promise more in the way of selling goods, for with this line they will come into closer contact with the base of some of their most important supplies. This road in has to be handled by wagons. This is developed in the territory through which the road runs and grazing land to be more fully occupied. The Santa Fe is now the closest line to the greater part of the territory, but it is remote, and the greater part of goods taken out or brought in has to be handled by wagons. This wagon freighting will pass away with the completion of the new road and the live stock which formerly was driven to Santa Fe stations and shipped to Kansas City and Chicago will to a great extent come to Omaha over the lines from Salt Lake, while Omaha jobbers in all lines will be several days nearer the consumers than the house which now supply the demand. This trade will of course be divided between Omaha and Salt Lake houses, but a few miles out of Salt Lake the local rates will more than equal the through rate from the Missouri river and Salt Lake competition will be

limited to the nearby points. At every point the Omaha jobber professes to see better times ahead than now exist, and the trade now is better than it ever has been.

EDUCATIONAL NOTES.

Wellington R. Burt, a wealthy resident of St. Louis, Mo., has offered \$50,000 to his city for the establishment of a manual training school. Loeb of Chicago will go to the University of California and take the new chair of physiology.

President Nicholas Murray Butler of Columbia university will make a tour of the middle west this month, and will make several speeches in the interest of American education.

George Foster Peabody has endowed a permanent scholarship in the Graduate school of Harvard university for the benefit of some graduate each year of the University of Georgia.

John D. Rockefeller gave \$50,000 to Teachers' college in New York, dependent upon the raising of \$40,000, and in less than a week from the time the offer was made \$40,000 were given for nearly the whole amount.

Former President Cleveland, in his recent address at Princeton upon the occasion of the inauguration of President Wilson, said that Princeton would continue its conservative course in the future. He said that the issue is not yet determined, but that the net result is likely to be indicated by the fact that the St. Helens Co-operative society lately expended \$20,000 for additional accommodations, finding its quarters too small for the business it is doing. This would look as if the "fight for life" was on the part of the private traders, rather than on the part of the society.

Co-Operative Trading

The expansion of co-operative trading in Great Britain is one of the most remarkable of modern instances of commercial development along lines created by changing social and economic conditions. The British trading societies, reports the New York Times, are both wholesale and retail. The former are usually federations of the retail distributive societies, and buy for them in so large a way as to secure all the advantages to be derived from a favorable social and unquestioned credit. One of the principal of these, the English Wholesale society, was founded in 1864 with fifty members and a capital of £293. It now has a membership representing more than a thousand co-operative societies, employs a capital of £2,000,000 and does a business of £15,000,000 per annum.

The retail co-operative associations have a capital of £25,000,000, and use in addition accumulations of dividends and interest, known as loan capital, to the amount of about £5,000,000. As a rule these societies have more capital than is needed for the purposes of their business, and one of the chief anxieties of their managers is to find safe and remunerative investments for their surplus. Such investments now amount to something like £3,000,000. The older and richer societies are always willing and even eager to invest their surplus in the shares of new societies, and are now employing about £4,000,000 in this way. Of retail societies there are now about 1,500 in Great Britain, and their sales last year exceeded in value £50,000,000. Their divisible

Remarkable Development in Great Britain.

net profits in 1901 were very nearly £3,000,000. The number of the co-operative stores very much exceeds the number of the societies, for the reason that many of the societies have several, and some a great many. A few days ago the Barnsley society opened its fiftieth grocery store. Others have done as well and grown as large. The Leeds Industrial, for example, has 45,000 members, and its annual sales exceed \$6,000,000. The Gateshead society has 1,200 members and annually sells more than \$2,000,000 in value. The Sunderland society has 12,500 members and its sales exceed \$1,500,000. That at Newcastle has 16,000 members, and its business exceeding \$2,000,000. That of Barnsley, in Yorkshire, which has the fifty groceries, has 18,000 members and does a business of about \$3,000,000. That at Bolton, in Lancashire, has 24,000 members and sales of nearly \$4,000,000 annually. These are representative trading societies, and a business exceeding \$6,000,000. The character of merchandise distribution in Great Britain.

The war of competition which began in the north of England, notably at St. Helens, is spreading in all directions and threatens in many localities, and ultimately it may be in all, the extinction of the small retailer. In St. Helens, a Private Traders' Defense Association has been organized and a boycott declared

MISS ELEANOR GRAY,

President of the Woman's Art Association of

ST. AUGUSTINE, FLORIDA.

43 King Street, St. Augustine, Fla., Feb. 5, 1902.

I have not enjoyed good health for the past five years, and were it not for Wine of Cardui I would still be a sufferer today. I was troubled with profuse menstruation, was very irregular and often menstruated every three weeks instead of at the proper periods. Each time I would have severe cramps and bearing down pains with backache unfitting me for office work, and compelling me to lie down for several hours each day and sometimes the entire day. I used various remedies and spent hundreds of dollars trying to get relief, but all of no avail. Fortunately, one of your Ladies' Bazaar Almanacs came into my hands and I became much interested, naturally hoping that it would cure me as it had cured others. I took my first dose that night and kept up the treatment religiously. My vitality, which had been well nigh spent by the heavy loss of blood, was gradually restored. I noticed a marked absence of pain at the next period, and a more natural flow. I kept up the treatment for four months and found to my joy that I was entirely well, and the functions of nature were performed naturally and easily. Wine of Cardui is certainly a grand medicine and gladly do I give it entire credit for my wonderful restoration to health.

Eleanor Gray

MISS GRAY took Wine of Cardui and stuck to it. That is what she means when she says she "kept up the treatment religiously." She is rid of her terrible suffering because she took this mild and simple remedy, because she did not put off the treatment. She did not take it a day or a week and then stop. She took Wine of Cardui and gave its curative qualities time to build up her weak parts, regulate her functions and cure the terrible pains in her back. And Wine of Cardui so used will never fail to benefit any case of female trouble and however serious it may be. Wine of Cardui cannot restore dead organs,

WINE of CARDUI

LADIES: My Monthly Regulator never fails. BOX FREE. Dr. F. M. Y. Bloomington, Ill. TWENTIETH CENTURY FARMER Best Agricultural Weekly.

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PILES quickly cured by using Remick's Eczema Cure. The first application gives instant relief.

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Cut out and sign this coupon, take it to any of the following druggists and they will give you fifty cents worth of Borozone—both for \$1.00. Borozone, the reliable antiseptic, germicide and disinfectant, is now used and endorsed by thousands of prominent people. Borozone, Old Sores, Sore Muscles, Eczema, Itch, Pimples, Itch, Bites, Cuts and Sore Throat. REMICK MEDICINE CO., 318 N. 34th St., ST. LOUIS, MO.

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