

TRADE LOOKS BRIGHT

Ninety Per Cent of Nebraskans Expect Larger Business This Year.

FIGURE ON MAKING BIG GAINS

Same Bright Outlook is Reflected in Other States of the West Despite Recent Stress and Campaign.

Ninety per cent of the retailers in Nebraska who were asked by the Dry Goodsman and General Merchant (St. Louis), which paper issued a "prosperity edition" about the business outlook, replied that they expected to do as much or more business for fall than they did last year, while only from 10 to 15 per cent of the merchants in other states gave as good assurances.

Table with 3 columns: State, Number, Percentage. Lists states like Nebraska, Mississippi, Indiana, etc.

From the 137 replies received from Nebraska retailers the 90 per cent say they will need as many goods as last year; while only 10 per cent believe they will need 25 per cent less. The replies indicate that 65 per cent of the Nebraska merchants will buy lighter on fancy goods, cuttings, blouses, clothing, shoes and general lines; 45 per cent have not carried over as large an amount of goods as usual; 55 per cent have carried over some extra in underwear, cuttings, clothing, cloaks, shoes, rubbers and general lines; 65 per cent have placed advanced orders on underwear, clothing, shoes and cloaks; 35 per cent have not placed any so far; 10 per cent expect advance orders to be 10 per cent less; 60 per cent report advance orders same date as last year; 40 per cent report advance orders from 10 to 20 per cent later; 25 per cent will come to market; 15 per cent will stay at home.

M. E. Smith writes. Writing of the conditions in Nebraska and the trade territory of Omaha, M. E. Smith & Co. of Omaha have made the following statement to the St. Louis paper for its prosperity number:

"In the United States there are 35,000,000 people who use dry goods and the various other lines we manufacture and job. The population, consequently, the demand, is growing yearly, so far then as consumption is concerned, the future is secure. What of the present?"

"The farms are the basis of our prosperity. In 1907 the value of the farm products was \$1,400,000,000, or nearly 10 per capita. We can only judge the future by the past in many things, but we know that the wealth of the farms has increased annually.

"There is about \$1,222,880,141 deposited in national banks, and \$3,495,410,637 in savings banks, a total of \$4,718,290,778. There is \$5,772,948,425 in circulation. This will say we are not a prosperous people, with money enough at hand to meet all demands?"

"The slight reaction last fall has caused a readjustment of values, bringing them to a reasonable basis and checking an upward tendency which threatened to permit of inflation that would check consumption. For this we should rejoice.

Increasing Demand for Future. "Summing up, we find an assured and ever increasing demand for the present and future; a farm production in the past which has made us the richest country in the world, and which may reasonably be expected to continue; no money stringency and values at a sensible level. What better situation could jobber or manufacturer wish? We think he would be unreasonable who would ask more, except, possibly a trifle more reasonable weather and a little more confidence on the part of the public at large."

The "prosperity number" of the Dry Goodsman is full of optimistic and businesslike statements, several pages being devoted to "Prosperity in our cities as reported by the managing editor of leading metropolitan dailies." Under this heading Medill McCormick of the Chicago Tribune; J. R. McLean of the Minneapolis Journal; A. W. Lawrence of the Nebraska and other states close to Omaha. The factories and shops of the city are running full time, and the jobbers report steady trade in all lines. The impending political campaign is not disturbing business to any great extent, and new undertakings, such as the establishment of great wool warehouses for the accommodation of the wool growers of the west and northwest, are being pushed forward steadily. This section of the country is prosperous in all that the word means."

The Bee Speaks for Omaha Papers. The only Omaha newspaper represented is The Bee, T. W. McCullough, managing editor, writing as follows:

"So many indications of continued prosperity for the country immediately surrounding Omaha exist that I hesitate at beginning to catalogue them. I say continued prosperity, for our prosperity was so slightly affected by the depression noted elsewhere that we only knew of it by communications from abroad. This section is essentially an agricultural and stock raising region. Crop yields for the last ten years have been bounteous, and prices have been uniformly high, so that the farmers have enjoyed unremitting profit as the result of their activity. The same is true of the live stock industry. The prospects at present are for another bountiful yield from the fields of Nebraska and other states close to Omaha. The factories and shops of the city are running full time, and the jobbers report steady trade in all lines. The impending political campaign is not disturbing business to any great extent, and new undertakings, such as the establishment of great wool warehouses for the accommodation of the wool growers of the west and northwest, are being pushed forward steadily. This section of the country is prosperous in all that the word means."

CHANGES AT FIRST NATIONAL

L. L. Kountze Becomes Second Vice President/And Tom Davis is Cashier.

T. L. Davis, for a number of years assistant cashier of the First National bank, has been elected cashier of the institution to succeed Luther L. Kountze, who has been elected second vice president.

Irving Allison, who was elected an assistant cashier at the annual meeting of the board of directors in January, succeeds to the assistance held by Mr. Davis, while George T. Zimmerman becomes an assistant cashier.

This makes the official staff of the First National bank as follows: President, C. C. Kountze; first vice president, F. H. Davis; second vice president, L. L. Kountze; cashier, T. L. Davis; assistant cashiers, Irving Allison and George T. Zimmerman.

L. L. Kountze denied that his acceptance of a vice presidency meant that he would retire from active work in connection with the institution, which has been well rumored in banking circles.

"It simply means that I will be more active than ever and in a stronger set of harness," he said. "The routine work of the cashier has been taken off my shoulders which will give me an opportunity to do more effective work than ever."

BRANDELS BOSTON STORE & SONS

Tuesday Extra Specials In Our Great Semi-Annual Clearing Sale

Every dollar's worth of new and up-to-date merchandise will be sacrificed at once, absolutely regardless of former price or value. We will not carry over any stock. Everything must go now. Here are Tuesdays' specials:

10,000 Yards of Fine Embroideries, 2 1/2 Yd. A gigantic bargain in embroideries, in medium widths up to 7 inches—new open eyelet and blind designs, have been much admired in our window—worth up to 10c a yard, at, 2 1/2c

Wide Embroideries at 10c Yard. 18-inch corset cover effects, skirtings and flouncings, also bands and galloons of nainsook, cambric and Swiss—open eyelet, Japanese and shadow effects—10c

25c Hosiery at 10c Pair. Women's and children's all over lace and lace boot hosiery in all sizes—women's and men's plain tan and black fashioned hosiery—also split sole hose and new embroidery effects, worth up to 25c 10c

Clearing Sale of Our 50c Silks, 15c Yd. Thousands of yards of all silk dress and lining taffetas, Louisines, Foulards, Pongee Silks, Glace Taffetas, etc., which have been selling at 50c 15c. Our 75c and \$1.00 Silks for 35c a Yard—Fancy silk suitings, representing well assorted lines of this season's most wanted dress silks, worth to \$1 yd., at, 35c

Silk Kimonos Children's Dresses. Women's silk novelty kimonos and dressing saques, worth up to \$5.00, 98c. Children's \$1.00 quality colored dresses—our clearing sale price 49c

Clearance Women's Fine Tailored Skirts. All our samples and exclusive separate skirts of the highest character—worth \$15 to \$25 each, at just 1/2 price.

Specials in the Basement. Summer lawns, batistes and organdies—in new effects, worth up to 12 1/2c 3 1/2c. Plain and fancy dress voiles—made to sell at 19c yd. in waist and dress lengths, at, yd., 7 1/2c

This store will close every evening at 5 p. m., except Saturdays at 10 p. m., during July and August.

BRANDELS BOSTON STORE & SONS

Before going away on your vacation trip

Make an appointment with us to discuss—at your convenience—plans for your next advertising campaign.

While you are fishing, sailing, resting, let us sweat over plans for your consideration upon your return.

Our service in advertising embraces more than the preparation of copy. It starts with a close analysis of your business and the conditions surrounding it; it works upon a definite plan; it ties together the "publicity" end and the sales end of your business, making them ONE; it counts big for results because every dollar spent in it is spent with a definite aim.

We should like to show YOU in what our "Special Service" consists. The best way to show you is to outline a campaign for YOUR business. May we talk it over with you?

ADVERTISING DEPARTMENT, THE OMAHA DAILY BEE.

have no thought of retiring, taking a long trip to the mountains, a vacation on the continent of Europe or breaking bronchies for my health on a ranch. I am going to stay right in Omaha and right in the bank for work, simply changing my line of work a little."

OPENING OF PLAYGROUNDS

Juvenile City, the public playgrounds at Nineteenth street and St. Mary's avenue, will be formally opened Tuesday evening with a celebration on the part of the children and the public will be welcome.

A Fierce Attack of malaria, liver derangement and kidney trouble, is easily cured by Electric Bitters, the guaranteed remedy. See For sale by Beaton Drug Co. Use Bee want ads to boost your business.

Beginning today this store will close every Tuesday at 1 o'clock during July and August. Open other days until 6 o'clock as usual. Encourage the holiday movement and do your shopping in the cool of the morning Tuesday.

BENNETT'S Great Semi-Annual JULY SALES

The Semi-Annual Clearing Sale brings out great crowds. The big Bennett store is truly the Mecca of the thousands of prudent shoppers in search of the best bargains. Every department is clearing the shelves of summer stocks at tremendous sacrifices. You owe it to yourself to come here if you have money saving at heart.

Tuesday's Extra Special in the Suit Clearance

High quality taffeta silk suits, in black and leading colors. Handsomely tailored in newest prevailing modes. We put on sale fifty stunning models. Tuesday every one selling regularly at \$25.00 to \$29.50. This is a one day extra special in big July clearance, choice. 95c

Phenomenal price reductions all through the garment stock. Everything positively must be closed out. \$5.00 Panama and fancy mixed Skirts, at, \$2.95. \$6.50 Panama and fancy mixed Skirts, at, \$3.95. \$8.50 Panama and fancy mixed Skirts, at, \$5.95. \$10.00 Panama and fancy mixed Skirts, at, \$6.95. \$15.00 Panama, Silk and Voile Skirts, at, \$9.75. Odd lots Tailored Suits, every good style and color—Any \$25.00 Suit in line, \$10.00. Any \$35.00 Suit in line, \$19.50. Any \$45.00 Suit in line, \$23.75. These include all Silk Jumper, Silk Dresses and Wool Dresses.

White Muslin Petticoats in a Great Tuesday Sale

Twenty-five dozen very attractive skirts, with wide embroidery flounces, some with hemstitching. All have cluster tucks, also many dainty lace trimmed effects, values \$1.50 and over, Tuesday, 98c

Season's Greatest Sacrifice in White Waists

A table stacked high with lingerie waists, white and some colored effects, all are well made and tastefully trimmed, none worth less than \$1.50. They have lost their newness by being tumbled and tossed in Friday's sale. Will close them out Tuesday at, 39c

Bennett's Big Grocery

- Bennett's Capitol Coffee, pound package, 20c and 20 Green Stamps. Tea, assorted, pound, 20c and 20 Green Stamps. Bennett's Capitol Baking Powder, pound can, 24c and 20 Green Stamps. Japan Tea Siftings, pound, 15c and 10 Green Stamps. Batavia Fancy Salmon, can, 28c and 10 Green Stamps. Bennett's Capitol Sweet Wrinkled Peas, 4 cans, 50c and 50 Green Stamps. Snider's Pork and Beans, large can, 20c and 10 Green Stamps. French Cut Loaf Sugar, pkg., 25c and 10 Green Stamps. Blue Horn Starch, pkg., 10c and 10 Green Stamps. Cooking Siftings, pound, 12 1/2c and 20 Green Stamps. Dr. Price's Breakfast Food, 3 pkgs., 25c and 20 Green Stamps. Velvet Table Salt, two sacks, 10c and 10 Green Stamps. Smoked Sardines, can, 10c and 10 Green Stamps. Boston Brown Bread Flour, pkg., 15c and 10 Green Stamps. Bennett's Capitol Sweet Wrinkled Peas, 2 cans, 25c and 20 Green Stamps. Advona Jams, assorted, two tins, 30c and 10 Green Stamps. Oyster Shells, for chickens, lb., 10c. Chicken Feed, pound, 3c. Bone Meal, for chickens, lb., 2 1/2c. Scourall, for cleaning, six cakes, 25c.

Electricity drives large and small machines anywhere, any place, or at any time; simply turn the switch. Ask us about it. Omaha Electric Light & Power Company. Y. M. C. A. BUILDING. Phone Douglas 1022, Ind. A-1278

Vacation Time. Before you go see that your watch, your glasses, your fountain pen are in good condition. If not let us put them in order for you. Look for the name S. W. LINDSAY, Jeweler 1516 DOUGLAS STREET

YOUR PERSONALITY. THE DREXEL QUALITY. Combined with the Drexel Exclusive Styles make our Misses and Children's Shoes so desirable. Mothers' who want wear, comfort and neatness are our best friends. This Summer we have made a special effort to please with our Misses and Children's shoes, and do not hesitate to ask our customers to make their selections here. No matter what the price you may want to pay—we have it, and in the most satisfactory way for you. It will pay you to look at these shoes before you decide to buy.

Taft's Dental Rooms 1517 DOUGLAS ST.

ASSOCIATED ADVERTISING CLUBS OF AMERICA CONVENTION KANSAS CITY AVG. 26, 27, 28 1908

D. C. SCOTT, D. V. S. (Successor to Dr. H. L. Ramacciotti.) ASSISTANT STATE VETERINARIAN. Office and Hospital, 2510 Mason Street. Calls Promptly Answered at All Hours. Phone—Office Harney 597. Res. Douglas 4223. Omaha, Neb.

WRITE IF YOU USE OR WANT COAL. READ THE BEST PAPER. The Omaha Evening Bee.

Rousing Bargain Offerings Tuesday 2nd Day of Great July Clearance

HAYDEN'S THE RELIABLE STORE. Greatest Bargain Sale of the Season now on. Don't Miss One Day.

Extra Specials for Tuesday

- From 9 to 10 a. m.—One case of 10c bleached Muslin, 10 yards limit, at 4c. From 10 to 11 a. m.—One case 10c lawn, fast colors, from the piece, 12 yards limit, at 2c. From 1:30 to 2:30—One case of extra heavy unbleached muslin, regular 8 1/2c grade, 10 yards limit at, a 3c. From 2:30 to 3:30—One case of 15c bath Towels, four towels limit, at, each, 5c. FOR ALL DAY: 7c Apron Checks, 3 1/2c. 10c White Goods, 5c. 12 1/2c White Goods, 7 1/2c. 19c Wash Goods, 10c. 25c Scotch Gingham, 10c. Toile du Nord Gingham, 5c. 10c India Linon, 5c. 19c Persian Linens, 7 1/2c. 15c English Long Cloth, 7 1/2c. 10 other specials.

Waists, Skirts and Cravenettes Tuesday—Just Half—Tuesday

Absolutely no exceptions—any White Wash Waist, any Skirt and Cravenette Coat at 50 per cent discount from regular price. \$1.00 Waists, 50c. \$3.00 Waists, 1.50c. \$5.00 Waists, 2.50c. \$10.00 Waists, 5.00c. \$15.00 Waists, 7.50c. \$7.50 Cravenettes, 3.75c. \$10.00 Cravenettes, 5.00c. \$10.00 Skirts, 5.00c. \$15.00 Skirts, 7.50c. These and many other remarkable bargain offerings for Tuesday will surpass not only the expectations of our customers, but the offerings elsewhere.

Infant's and Children's Wear CLEARANCE SALE OFFERINGS ON MAIN FLOOR

Children's Rompers and Play Suits—50c values, made of good quality chambrays, tape finished, on sale, at, each, 25c. Boys' Shirts and Shirt Waists—Great assortment of colors and patterns, worth to \$1.00, at 50c and 30c. Infant's Sacques, Booties and Pinafore Blanks—Values to 50c. at 15c. Infant's 15c mercerized Hose, pinks, blues and white, on sale, at, pair, 5c. Children's Dresses, all sizes 0 to 6 years, light of dark colors—values to \$1.00—on sale in two lots at, 25c-30c.

Just the Time to do Canning

Fancy California Clymer Plums, beautiful, luscious fruit—four basket crates, at, crate, 75c. Grocery, Fresh Fruit and Vegetable Prices advertised Sunday for Monday will continue Tuesday.

TRY HAYDEN'S FIRST

Electric Lighted Trains TO COLORADO. EQUIPPED WITH Buffet Observation Sleeping Car, Pullman Palace Sleeping Cars, Free Reclining Chair Cars, Dynamo Baggage Car, Dining Car, (Meals a la Carte). ALL ELECTRIC LIGHTED. Leaves Omaha 12:10 A. M., Arrives Denver 3:00 P. M. EVERY DAY. \$17.50 ROUND TRIP VIA UNION PACIFIC. Also another First-class Train. Leaves Omaha 3:50 P. M., arrives Denver 7:50 A. M. INQUIRE AT CITY TICKET OFFICE 1324 FARNAM ST., PHONE DOUG. 1022 and IND. A-3231.

DR. BRADBURY, Dentist. 1506 Farnam. 17 Years Same Office, Phone, Douglas 1756. Extractions, 25c up. Crowns, \$2.50 up. Plates, \$2.00 up. Bridge Work \$2.50 up. Porcelain Fillings—up from, \$1.50. Alveolar Dentistry a specialty. Loose teeth made solid. Nervous removed without pain. Work guaranteed ten years.

HOTEL VICTORIA

Broadway, Fifth Avenue and 27th St., NEW YORK.



In the Centre of the Shopping District. A Modern, First Class Hotel. Complete in all appointments. Furnishings and decorations unique and beautiful. Popular with business men because it is centrally located. In Walking Distance of Shops and Theaters. No cash here required. 500 rooms, 300 rooms with bath. Hot and cold water and telephone in every room. Cuisine unexcelled. ABSOLUTELY FIREPROOF. Rooms \$1.50 per day and upward. GEORGE W. SWEENEY, PROPRIETOR. Angus Gordon, Late Manager of King Edward Hotel, Toronto, Canada.