

OMAHA BUSINESS SHOWS INCREASE

Retail Sales for November, 1915, Thirteen Per Cent Greater Than for 1914.

RESEARCH IS COUNTRY-WIDE

Retail sales by leading merchants in Omaha in six representative lines of business showed an average increase of 23 per cent in November, 1915, over November, 1914.

Clothing store and hardware sales made a gain of 10 per cent each, and grocery sales made a gain of 12 per cent.

Consumer demand in 1915, as indicated by retail sales throughout the United States, increased approximately 16 per cent over 1914, and collections improved materially.

The investigation touched nearly 200 leading market centers in every part of the United States and in a number of Canadian cities, covering stores selling both luxuries and necessities.

Encouraging increases in sales in all lines investigated were reported practically everywhere in the United States.

No less than 1,000 investigators called upon and interviewed merchants in all leading marketing centers.

The investigations were made by commercial club secretaries and members of local advertising clubs.

Sales, local advertising collections and the amount of stocks carried by merchants in November, 1915, were compared with those of November, 1914, and November, 1913, to get the facts for the research report.

Business experts concede that "as in November, so in the year's business in retailing," and November is recognized as an index month in the business world.

The frequency with which the investigation showed that sales rise as advertising is increased in a community—that increased sales and increased advertising go hand in hand—is an interesting feature of the report.

An interesting fact which the report divulges is that while the jewellers' sales decreased more, proportionately, than those of the grocer, the grocer, as a rule, collects what is due him with much greater ease than any other kind of merchant.

Collections Above Normal. In addition to the fact that consumer demand-retail sales showed a healthy increase, collections also were better.

The following table shows average percentages of increase in sales and advertising in the United States in the six lines of business investigated.

Department stores... 18.4
Grocery stores... 12.1
Hardware stores... 10.3

How Purchases Increased. The following table shows to what extent the average customer increased his purchases in the different sections of the United States in the several lines of business investigated.

Purpose of Research Report. One of the chief purposes of the report is to enable sales managers, advertising managers, credit men, bankers and retailers to plan their business campaigns for 1916 more effectively.

Omaha Discovers It Has a Distant Relative of Robert Burns Living Here

A distant relative of "Bobby" Burns, beloved poet of Bonnie Scotland and the world, lives in Omaha.

Mr. Burns has been Bobby Burns' home. "It's only a bit and ben in the wee cot," he says. Being translated this means that the little cottage consists of only a kitchen and a living room.

It's astonishing how the British have possession of this collector of customs' office. C. W. McCune, the collector, is of dear old Ireland.

Street Cars Battle Hard Against Ice Freezing to Rails. Not in years has the street railway company had as hard a storm to fight as the present one, the assertion of General Manager Smith, who said:

"Not since the lines were electrified have we had a storm that compared with this one in the matter of giving us trouble. Of course, the blizzard of twenty-eight years ago was more severe, but those days we were running horse cars, and when the storm became too bad, we simply unhooked and turned in. Now we have got to keep moving the best we can."

"We have been working every sweeper since late Tuesday night keeping the lines open, but we have had great difficulty in maintaining a schedule. The trouble has not been on account of the amount of snow, but because of the cold. A car passing over the rails, instead of melting the snow by friction, simply converts it into solid ice.

"We are doing our best, and as soon as the snow stops drifting I am of the opinion that most of our trouble will be over, as there has not been enough snowfall yet to interfere with the movement of cars."

Jewish Community to Celebrate B'nai B'rith Day Sunday. B'nai B'rith day will be observed by the local Jewish community Sunday, under the auspices of the two Omaha lodges, Nebraska lodge and William McKinley lodge, assisted by the ladies' auxiliary.

Some Cold Spots. Bismarck, N. D., 40; Platteville, Wis., 35; Rapid City, S. D., 32; Lincoln, Neb., 28; Billings, Mont., 22.

NEBRASKA TEMPERATURES. Omaha... 34; Lincoln... 30; Kearney... 26; Grand Island... 22; Hastings... 18; Norfolk... 14; Fremont... 10; Hastings... 6; Kearney... 2; Grand Island... -2; Omaha... -6.

WYOMING TEMPERATURES. Sheridan... 44; Lander... 40; Hardin... 36; Cheyenne... 32; Crook... 28; Albany... 24; Park... 20; Teton... 16; Yellowstone... 12; Fremont... 8; Lincoln... 4; Casper... 0; Cheyenne... -4; Laramie... -8; Rawlins... -12; Torrington... -16; Rock Springs... -20; Casper... -24; Cheyenne... -28; Laramie... -32; Rawlins... -36; Torrington... -40; Rock Springs... -44; Casper... -48; Cheyenne... -52; Laramie... -56; Rawlins... -60; Torrington... -64; Rock Springs... -68; Casper... -72; Cheyenne... -76; Laramie... -80; Rawlins... -84; Torrington... -88; Rock Springs... -92; Casper... -96; Cheyenne... -100.

ROSENBLATT CUT COAL CO. SPECIAL OFFER FOR A SHORT TIME. We Are Overstocked on SPADRA LUMP COAL. For Furnaces and Hot Water Plants. OUR REGULAR \$9.00 \$8.00 PER TON. COAL NOW.

"HEALTH" THE WATCHWORD. This Really Means, PERFECT DIGESTION AND ASSIMILATION OF FOOD. LIVER ACTIVITY. BOWEL REGULARITY. RICH, RED BLOOD.

TRY HOSTETTER'S Stomach Bitters. when weakness is manifested in the Stomach, Liver or Bowels.

HOLDUP TACKLES WRONG MAN IN HARRY EASTON

Harry Easton, 317 South Sixteenth street, was accosted by a holdup in front of his home Tuesday evening, but all the latter received was a good beating.

Advertiser and customer profit by the "Classified Ad" habit. OMAHA ROTARIANS TO GO TO DISTRICT MEETING.

The Omaha Rotary club is planning to send a large delegation from this city to the district convention which will be held in Waterloo, Ia., January 24.

Indigestion and Stomach Misery Just Vanishes. The moment "Pape's Diapepsin" reaches the stomach all distress goes.

Instantly stops any sourness, gases, heartburn, acidity, dyspepsia. "Really does" put bad stomach in order—"really does" overcome indigestion, dyspepsia, gas, heartburn and sourness in five minutes—that's just that—makes Pape's Diapepsin the largest selling stomach regulator in the world.

LION BONDING COMPANY HAS ELECTION OF OFFICERS. Stockholders' meeting of the Lion Bonding and Surety company have elected the following officers: Henry Haubens, president; E. H. Lusk, vice president; C. W. Shaffer, secretary; E. A. McGlasson, assistant secretary.

Don't Have a Winter Cough. Take Dr. King's New Discovery and you won't catch cold. It kills the cold germs, keeps you well. All drug-gists, advertisements.

PORTER CHARLTON LEAVES FOR HOME NEXT WEDNESDAY. PORTER CHARLTON LEAVES FOR HOME NEXT WEDNESDAY. ROME, Jan. 10.—(Delayed.)—Porter Charlton, the American who was recently released from prison after serving a brief term for killing his wife, will leave Naples for New York on Wednesday aboard the steamer America.

Can't Do the Work. A bad back makes hard work harder. All day the dull throbs and the sharp, darting pains make you miserable, and there's no rest at night. Maybe it's your daily work that hurts the kidneys, for jarring, jolting, lifting, reaching, a m p a e s and many other strains do weaken them. Cure the kidneys. Use Doan's Kidney Pills. They have helped thousands and should do as well for you.

An Omaha Example. B. F. Barker, retired locomotive engineer, 208 N. 23d St., says: "My back hurt continually day and night and at times it was so bad I thought I would never be rid of it. The kidney secretions contained a brick-dust like sediment. For days at a time, I couldn't do a bit of work. I finally got Doan's Kidney Pills at Schmidt's Drug-Store and after seven boxes I felt like a different man."

DOAN'S KIDNEY PILLS. 50¢ at all Drug Stores. Foster-Milburn Co., Proprs. Buffalo, N.Y. SAM KATZ, Suite M771, 2909 Indiana Ave., Chicago, Ill.

SPADRA LUMP COAL. For Furnaces and Hot Water Plants. OUR REGULAR \$9.00 \$8.00 PER TON. COAL NOW. ROSENBLATT CUT COAL CO. TELEPHONE DOUGLAS 530.

Most Modern and Sanitary Brewery in the West. Family Trade supplied by WM. JETTER, Distributor, 2502 N St. Telephone Douglas 4231. South 863 or 868.

THE SAME HIGH QUALITY OF MERCHANDISE AS ALWAYS BUT AT JANUARY SALE PRICES WHICH MAKE EACH ITEM A REAL BARGAIN

Only a Few of the Many Thursday Specials Here Listed.

Manufacturer's Stock of Blouses. On Sale Thursday. Two Big Special Lots.

Over 2,000 Beautiful Blouses at About Half Worth. \$3 and \$4 Blouses, \$1.95. Big assortment for selection, at choice; come in Laees, Crepe de Chines, Tub Silks, etc., in bevy of beautiful designs.

MORE MIDWINTER TAILORED SUITS—Several hundred new ones just received from our N. Y. buyer. Fur trimmed Poplins, Whipcords, etc., in choicest styles and colors; great bargains Thursday, at \$14.85.

ELEGANT NEW DRESSES—An advance showing of the most captivating style ideas for spring, 1916; Special at \$15, \$19.50, \$25.

WOMEN'S LONG KIMONAS—In Flannellettes and Crepes, garments that sold at \$3.00 and \$4.00; Thursday at, choice \$1.45.

NEARLY 1,000 NEW COATS—Both Women and Misses'—on sale Thursday in Two Big Lots—COATS—Made to sell up to \$20.00; your choice \$7.50. COATS—Made to sell at \$25.00, \$9.75.

FUR SETS, MUFFS and SCARFS on sale at HALF and Less Than Half Regular prices.

A Great January Lace Sale. Thursday begins Our Annual January Clearance Sale on fine Laces. This will include all the different lines—Hand Made Cluny Laces, for underwear and fancy work.

Novelty Flouncings for Evening Gowns, Party Dresses, Reception and Ball Gowns. Point De Paris, French Vals, Point Esperit, Fillet and B. B. Laces for Lingerie and infants' wear.

Cotton Cluny for fancy work and curtains. Fine Val Laces, Oriental Laces, Chiffon Laces, Allover Laces, Silk Chantilly Laces, Real Princess Laces, Irish Crochet and Flat Venice Laces.

Silk Nets, Crepe Chiffons and Georgettes. A wonderful opportunity, insuring you a saving of 25, 33 1/2, and 50 per cent, during this clearing sale.

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HUNDREDS OF OTHER SPLENDID BARGAINS IN OTHER STOCKS. See windows.

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Read the Big Grocery Special for Thursday. Quality Goods, Freshest Stock and a Saving of 25 per cent to 50 per cent, on the Cost of Living.

TRY HAYDEN'S FIRST. The Gulf Coast. Mobile is the headquarters—the starting point—from which the tourist may quickly and conveniently reach all the delightful winter resorts of Florida.