## 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 33 per cent in November, 1915, over No-Nember, 1914. This improved condition of business is revealed by the second annual merchandising research report of the Associated Advertising Clubs of the World,

which has just been received here. Clothing store and hardware cery sales made a gain of 13 per cent. cent, but the jewelry sales showed a gain related to his." of 25 per cent. The increase in jewelry sales is regarded as particularly significant and indicative of prosperous business conditions, as people generally buy was selected by the research committee Street Cars Battle luxuries only when prosperous. Omaha as one of the marketing centers of the country, and information obtained from local merchants is embraced in this comprehensive report.

Consumer demand in 1915, as indicated by retail sales throughout the United States, increased approximately 16 per cent over 1914, and collections improved materially, according to the second anmual report of the merchandising regearch committee of the Associated Advertising Clubs of the World, which has just been received here in the January number of Associated Advertising, the monthly magazine published by the Associated Advertising clubs. In compiling the report, November was taken as an index month of business conditions.

The investigation touched nearly 200 leading market centers in every part of best we can. the United States and in a number of Canadian cities, covering stores selling lines open, but we have had great diffilewelers, department store owners, hardware dealers, clothiers and druggists. representing the six lines of business inrestizated, willingly opened their books melting the snow by friction, simply conto the hundreds of investigators who in- verts it into solid ice. The next car terviewed them.

One Thousand Investigators. Encouraging increases in sales in all get off the car and chop this ice away. lines investigated were reported prac- The brooms of the sweepers will retically everywhere in the United States, move the snow, but they will not touch and the average increase over 1914 in the ice. Then, again, the snow gets ness in all the thousands of stores down in the flanges along the sides ... that participated was shown to have been the rails and soon become solid ice, ra a-25.32 per cent. Business conditions in lng the wheels until they are without 1915, as compared with those of 1914 fol- any friction contact. lowing the outbreak of the European war, were decidedly improved.

less than 1,000 investigators called opinion that most of our trouble will be ipon and interviewed merchants in the over, as there has not been enough leading marketing centers, in each city snowfall yet to interfere with the moveat least three representative merchants in each of the six lines investigated were interviewed. Assurance was given that names of individuals or firms would not appear in the report, the object being to resent only figures showing percentages of increase or decrease.

The investigations were made by comnercial club secretaries and members of cal advertising clubs, under the general tion of Mac Martin of Minneapolis. Increase in Advertising.

des, local advertising collections and amount of stocks carried by merchants in November, 1915, were compared with those of November, 1914, and Novemher, 1913, to get the facts for the re-search report. Business experts concede that "as is November, so is the year's siness in retailing," and November is service bureau of the B'nai B'rith order, ecognized 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 ranged for the day. In the morning there reased sales and increased advertising go hand in hand—is an interesting feature of the report. An average increase of 25 Joint meeting of the two lodges in the per cent in local advertising throughout afternoon at Modern Woodman hall. At country is disclosed. Retailers increased the stocks they are carrying 4.31 dates ever initiated in this city will

Consumers Buying Luxuries. Satisfactory increases in jewelry sales tere reported in practically every city, there will me a meeting at Temple the average jewelry sales for the country Israel at 8 o'clock. Dr. Coffee will be being 18.9 per cent higher that those in the speaker and will be introduced by certain indication of good business, for will address the Council Bluffs lodge, well for you. necessities naturally come first and lux- which holds a similar celebration that

An interesting fact which the report divulges is that while the jewelers' sales lodge and Indor Rees of McKinley lodge. increased more, proportionately, than those of the grocer, the grocer, as a rule, ets what is due him with much greater case than any other kind of mer-

Collections Above Normal. In addition to the fact that consume demand-retail sales-showed a healthy Lander, increase, collections also were better, the average for the whole country being 5.6 Inman points above normal as compared with Alliano The point system of scoring collec- Long Pine. tions, as used in the report, consists of sasigning forty points for a report of oor collections, sixty points for a report of normal collections and eighty points For a report of good coleiotions. The reports of the retailers are thus given nunerical value for the purpose of tabulation and averages.

The following table shows average per-centages of increase in sales and advertising in the United States in the six SOUTH DAKTOTA TEMPERATURES lines of business investigated: the figures under collections indicate the number of points collections are above normal, as reported by the merchants:

How Purchases Increased.

Furchases in the different sections of the ness investigated, the figures showing sercentages of increase over 1914;

New England states.
Middle Atlantic states.
South Atlantic states.
Fast-South Central states.
Fast-South Central states.
West-North Central states.
West-South Central states.
Mountain states
Pacific states

One of the chief purposes of the report is to enable sales managers, advertising managers, credit men, bankers and retations to plan their business compolens for 1816 more effectively. It is pointed out that retailers, by comparing the figcollections and stocks, will be able to deand to compare their own sales, in-ercases advertising increases and collec-streams advertising increases and collec-stomach, Liver or Bowels. of the sections of the

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

A distant relative of "Bobby" Burns, a bra' bright mosalicht nicht the nicht! beloved poet of bonnie Scotland and the Just exactly to suit, him. No matter if world, lives in Omaha.

Hoot, mon, did ye no know it? place which, he says, you can't pronounce only a kitchen and a living room. The siness showed an average increase of correctly unless you're a German. Other- place where Tam O'Shanter took his like a "k," which is not correct.

Burness,' " says the Omaha Burness. "Bobby thought the name was hard to pronounce and so he changed it to Burns, made a gain of 10 per cent each, and gro- world knows him. He tells about it some- of dear old ireland. where, and ma nilther used to tell, back Jewelry store advertising increased 11 per in Ochtomuchty, just how our family was Welsh and English. And George R.

in his speech, and nobody can say "it's in western Nebraska.

Hard Against Ice

"Not since the lines were electrified

trouble. Of course, the blizzard

twenty-eight years ago was more severe,

but those days we were running horse

bad, we simply unhitched and turned

'We have been working every sweeper

culty 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

comes along and stalls on the ice and there is nothing to do but for the men to

"We are doing our best, and as soun

Jewish Community

to Celebrate B'nai

B'nai B'rith day will be observed by

will come on for the celebration are Dr.

Some Cold Spots

ismarck, N. D.—40 | Modena, Utah.— lagstaff, Aris.—12 | Rapid City, S.D.—48 | Sheridan, Wyo. luron, S. D.—28 | Valentine, Neb.— ander, Wyo.—15 | Billings, Mont.—

NEBRASKA TEMPERATURES.

WYOMING TEMPERATURES.

This Really Means, PERFECT DIGESTION AND ASSIMILATION OF FOOD

**BOWEL REGULARITY** 

RICH, RED BLOOD

LIVER ACTIVITY

Bayenna

Pender Walthill

ment of cars.'

this district.

enter the order.

evening.

Now we have got to keep moving the

eral Manager Smith, who said:

his head and declares, "No, 'ye canna' get it just richt."

Aye, his name is James Burness, chief Mr. Burness has seen Bobby Burne' deputy in the collector of customs' office. home. "It's only a butt and ben in the He's a Scotchman from Scotland. He wee cot," he says, Being translated this was born in Ochtomuchty, Scotland, a means that the little cottage consists of wise you'll probably pronounce the "ch" famous ride on his old grey mare is OMAHA ROTARIANS TO GO road on which, says Mr. Burness, anyon-"Bobby Burns' name was originally on a moonlicht nicht would be sure to see spooks.

It's astonishing how the British have which is the name by which the whole office. C. W. McCune, the collector, is to the district convention which will be

Porer, deputy and clerk, is of Scotch James Burness has the full Scotch burn parentage although he was born out here

#### Fire in the Rear of Dresher's Blocks Freezing to Rails Street Car Line

Fire destroyed five bales of paper in a company had as hard a storm to fight as vacated building at the real of Dresher Bros.' dry cleaning plant at 7:15 yesterday the present one, is the assertion of Genmorning. The building is not a part of the Dresher plant, but is an old buildhave we had a storm that compared with ing formerly used by the company, but now abandoned and given over to the this one in the matter of giving us storing of waste paper and other scraps. The fire did not reach the cleaning plant as it was soon extinguished by the fire department. cars, and when the storm became too

This early morning fire on Farnam street, calling out the fire department and causing hose to be strung across service, which was already in bad shape on account of the blizzard.

#### LION BONDING COMPANY HAS ELECTION OF OFFICERS

Stockholders' meeting of the Lion Bondfollowing officers: Henry Haubens, presassistant secretary.

Henry Keating, Henry Rohlff, J. M. Hays, L. P. Larson, W. T. Auld, E. H.

The year's operations show the surplus to be increased \$100,000. Premiums written for the year 1915, \$248,000.

as the snow stops drifting I am of the germs, keeps you well, 50c. All druggists .- Advertisement.

> Read The Bee Want Ads. It pays! PORTER CHARLTON LEAVES

B'rith Day Sunday FOR HOME NEXT WEDNESDAY ROME, Jan. 10. - (Delayed.) - Porter Charlton, the American who was recently the local Jewish community Sunday, unreleased from prison after serving a brief der the ausicesp of the two Omaha term for killing his wife, will lodges, Nebraska lodge and William Mc-Naples for New York on Wednesday Kinley lodge, assisted by the ladies'

## auxiliary. The principal speakers who



All day the dull night.

Maybe it's your dampness and many other strains
do weaken them.
Cure the kid-

This shows that people everywhere Rabbi Frederick Cohn, with Henry Mon- neys. Use Doan's Kidney Pills. They are buying luxuries, which is taken as a sky presiding as charman. Mr. Frankel have helped thousands and should do as I AM FEEE - YOU CAN BE FREE

> An Omaha Example. Emil Ganz is president of Nebraska

B. F. Barker, retired locomotive engineer, 2008 N. 22d 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."

AN'S KIDNEY 50¢ at all Drug Stores Foster-Milburn Co. Props. Buffalo, N.Y.

### HOLDUP TACKLES WRONG MAN IN HARRY EASTON

Harry Easton, 1417 South Sixteenth street, was accosted by a holdup ip front of his home Tuesday evening, but all the latter received was a good beat Easton appeared at headquarters you say it exactly like he does he shakes to see if any suspects had been arrested. Would you know him if you saw him again?" asked the officer. "I ought to the "victim.

> Advertiser and customer profit by the "Classified Ad" habit.

## TO DISTRICT MEETING

possession of this collector of customs, to send a large delegation from this city held in Waterloo, In., January 24. J. C. Thomas, deputy and inspector, is is planned to have special accommodations for the Gmaha crowd, leaving here in the evening, January 23, and arriving in Waterloo about midnight. eturn will be after the convention closes he following night.

## 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 the street, still further confused the car tion, dyspepsia, gas, heartburn and sourness in five minutes-that-just thatmakes Pape's Dispepsin the largest selling stomach regulator in the world. If what you eat ferments into stubborn lumps, you beich gas and eructate sour. undigested food and acid; head is digry and aches; breath foul; tongue coated; your insides filled with bile and inding and Surety company have elected the gestible waste, remember the moment 'Pape's Diapepsin' comes in contact with ident; E. H. Luikart, vice president; C. the stomach all such distress vanishes. W. Shaffer, secretary; E. A. McGlasson, It's truly astonishing-almost marvelous. Directors elected are: Henry Haubens, A large fifty-cent case of Pape's Dia-

pepsin will give you a hundred dollars worth of satisfaction or your druggist hands you your money back.

It's worth its weight in gold to men and women who can't get their stomachs regulated. It belongs in your homeshould always be kept handy in case of Don't Have a Winter Cough. a sick, sour, upset stomach during the Take Dr. King's New Discovery and day or night. It's the quickest, surest you won't catch cold. It kills the cold and most harmless stomach regulator in the world.

Pape's Diapepsin instantly neutralizes the acids in the stomach, stops food fermentation or souring, absorbs gases and starts the digestion. The relief is quick sure, wonderful-stomach sufferers have a pleasant surprise awaiting them -Ad

## STOPPED MY CATARRH SUFFERING OVER NIGHT Rudolph I, Coffee of Chicago, superin- Can't Do the Work | Gladly Tell How -- FREE

A bad back makes HEALS DAY AND NIGHT All day the dull

throb and the lutely different. No lotions, sprays or sharp, darting pains make you miser, or any apparatus of any kind. Nothing to smoke or tahale. No there's no rest at there's no rest at miser, or any apparatus of any kind. Nothing to smoke or tahale. No steaming or rubbing or injections. No slectifalty

Maybe it's your daily work that hurts the kidneys. for jarring jolting. iffting, reaching, dampness and ampness and ampness and payout a let of money.

My catarrh was filthy and lonthsome. It made me ill. It dulled my mind. It undermined my health and was weakening my will. The hawking coughing, spitting made me obnoxious to all, and my foul breath and disguisting hebits made even my leved once avoid me secretly. My delight in life was dulled and my faculties impaired. I knew that in time it would bring me to an untimely grave because every moment of the day and night it was slowly yet surely sapping my vitality. But I found a cure, and I am ready to tell you about it PRESE. Write me promptly. RISK JUST ONE CENT

SAM KATZ, Suite M771 2909 Indiana Ave.,

SPECIAL OFFER FOR A SHORT TIME We Are Overstocked on

SPADRA LUMP For Furnaces and Hot Water Plants OUR REGULAR \$9.00 \$8.00 PER TON

ROSENBLATT PRICE 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

of the Many Thursday Specials Here Listed.

Other Splendid Bargains in other stocks

# Manufacturer's Stock of Blouses



\$3 and \$4 Blouses, \$1.95 Big assortment for selection, at choice; come in Laces, 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 \$14.85

ELEGANT NEW DRESSES-An advance showing of the most captivating style ideas for spring, 1916; Special at-

\*15, \*19.50, \*25

\$5 and \$6 Blouses, \$2.95 Including many Dress Waists on sale.

Come in Laces, Combination Chif-

fon or Crepe, Silk Taffetas, Fancy Silks, etc. 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, \$975 WOMEN'S LONG KI-MONAS—In Flannellettes and Crepes, garments that sold at \$3.00 and \$4.00; \$1.45 Thursday at, choice

FUR SETS, MUFFS and SCARFS on sale at HALF and Less Than Half Regu-

# 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, 331/2 and 50 per cent, duringthis clearing sale.

# 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.

3 large bunches Fresh Shallots, Rad-ishes. Beets, Carrots or Turnips. 10c 

Hersbey's Breakfast Cocca, lb., 25c Good Fancy Table Butter, lb., 25c Funcy Head Lettuce, bead., 714c The Best Strictly Fresh Eggs, per Fresh Spinach, peck , 28c dozen , 30c W. O. C. or Krumbles, pkg ...... 90 The Best No. 1 Storage Eggs, doz. 230 100 HIEE HIGHLAND RAVEL

TRY HAYDEN'S FIRST

It's Summertime All Winter at MOBILE

Mobile is the headquarters—the starting point—from which the tourist may quickly and conveniently reach all the delightful winter resorts of

The Gulf Coast

with their alluring succession of outdoor sports: golf, tennis, bathing, boating, riding, driving, motoring, fishing, and hunting. Moreover, Mobile is the new gateway to

**FLORIDA** 

Write today and find out about our all-rail or mil-and-water trip to the Southern resorts. Let me tell you about our low-fare circle tour to Mobile, Tampa, Key West and New York. Free booklet and full information upon application to F. L. Harris, General Agent, Saint Louis