

### Jazz Craze Fails To Sweep Omaha Into Shimmy Orgy

Music Lovers Here Stick to Classical and Love Song Records, Say Phonograph Dealers.

Jazz music has failed to establish a strangle hold on Omaha. Other cities may fall for the shimmy syncope of the present day, but Omaha listens not.

Omaha shows a greater proportionate demand for the so-called classical music than any other city in the country, according to local dealers. An average of 50 per cent of the records sold in Omaha are of high class music, while the call for grand opera selections and the heart songs has run at times as high as 62 per cent of all records sold.

"I ordered a close day by day check kept on the sale of records at some of our shops here," said George Mickel of the Mickel Bros., wholesale and retail dealers in Victorrolas. "I found that the demand for our standard music ran 45, 50 and sometimes as high as 62 per cent of our total sale."

**Omaha a Leader.**

"I learned from the national offices that Omaha just about leads the United States in the proportion of classical records which are sold."

Local dealers report great increases in sales of phonographs and records. During the last four years the output of the factories of a certain make phonograph has increased 400 per cent, according to a local dealer. Records for which 2,000 was considered a big sale now show four and five times that amount. Hundreds of thousands of records are sold in Omaha each year, dealers say.

Italians, Scandinavian peoples and Bohemians share honors among nationalities residing here as music lovers. The sale of records in the Italian tongue far surpasses that of those in any other foreign tongue, but this is largely because the majority of the grand opera selections are in Italian.

**Newsboys Big Buyers.**

"Italian newsboys here buy the highest-priced and choicest classical music we have," declared J. B. Morse of the Shultz Bros., new Edison agency here. "The poorest Italian family is thoroughly conversant with the best music. Music is bread and water to them. They are raised on it."

"The Bohemians and Scandinavian peoples are also great music lovers and select the best music. There is a big demand for records in these languages."

"Ordinarily the heaviest call for records in foreign tongues would be for German selections, but this demand has fallen off appreciably since the war. Many Germans buy records, but will not get them in German."

"About half of the records we sell are of popular music. The other half are of classical selections. Of the classical pieces about half are the heart songs."

Records in 20 odd languages are sold in Omaha.

"We have a demand for Mexican, Hebrew, Italian, Norwegian, Swedish, Bohemian, Russian, Turkish, Syrian, Lithuanian, etc.," said E. H. Pretz of Mickel Music House.

**Dance Music Records.**

"We recently took an order for six Arabian songs from an Arab living in Sioux City, Ia. The Victorrola people put out records in all languages, but we carry only a certain proportion of these."

"Dance music records are among our best sellers. The demand for our Red Seal records runs to about 50 per cent of our total sales."

"We sell many records of the popular songs of the day, of course, but there is always a steady demand for the heart songs and operatic music. Right now, with Caruso coming here next month we have a big call for his songs and we are selling all sorts of his records, some that there had never been any demand for before."

The appeal of the heart song continues today as it has through the years past, despite all the jazz and lively melodies of the present day, according to all dealers. "My Old Kentucky Home," "Carry Me Back to Old Virginia," "The Mocking Bird," "Take Me Home Again," "Kathleen," and all the other old favorites have a steady sale, month in and month out, year in and year out.

### Running a Boarding House

By JAMES J. MONTAGUE.

We've gone out of the boarding house business. Maybe it's a good business when you know how to run it. But we didn't. We ran it not wisely, but too well.

We never had any complaints, but on the other hand, we never took in any money. And in these days when butchers and grocers and vegetable men aren't exactly giving provisions away, it's difficult to make a profit in the boarding house business with everything going out and nothing coming in.

We didn't intend to embark on

aroma of baking cake filled one's nostrils as he entered the house. It never came to the table though. It all went to cement friendships in the kitchen.

Then the jam began to disappear. Gladys hadn't had any hand in putting up the jam. The mistress of the house did that. But Gladys evened things up by helping to dispose of it. When the kids came home from school they wanted jam for luncheon. In a month or two they couldn't have any.

But that was soon mended. Gladys ordered jam from the grocer. It



this enterprise, anyway. We got into it by accident. And we never knew just how far into it we were.

Sometimes we were feeding only three or four besides the family. Sometimes we have more than half a dozen boarders. All in the pink of condition as far as their appetites were concerned.

If that had been all we might still be catering to part of the neighborhood. But it wasn't all. When the lady who conducted the boarding house branch of our establishment blushing plighted her troth with one of the boarders and began filling a hope chest with our potatoes and sugar and coffee and other edibles we made an investigation.

The result of the investigation opened our eyes. And we quit. It was one month ago that the boarding house manager came to us. She came in the guise of a cook. The first few meals convinced us that she was not a good cook.

But she was always a good provider. We can say that for her without fear of even attempted contradiction.

After she had been in town a couple of days she began making acquaintances. She had a marvellous faculty of making acquaintances. She must have had what is called personal magnetism, although she never revealed any of it when she was in our presence.

Her acquaintanceship presently ripened into friendships. And what can friendship do that is more fitting than to feed those upon whom it is lavished?

Well, she fed them. She began by feeding them tea. Tea was high at that particular time. Cream was bringing around 35 cents for a half pint. Sugar was not only high, but unless you had friends in the wholesale business you couldn't get any of it at all.

But that didn't make any difference to Gladys. Nothing was too good for our guests. They were hers nominally, but our claim on them is based on the fact that we did the actual providing.

It wasn't any use to tell the milkman not to bring cream. Gladys got up earlier than we did, and had the last word with him. And he always did what she told him to.

None of us drink tea, but the grocery man brought it, and it went on the bill. As for sugar—well, Gladys the first day she came advised us to get a couple of hundred pounds of it so as to have some in the house in case of a shortage or a rise in price.

We know now why she did it.

Guests became more at home as friendships progressed. Gladys' friendships progressed very rapidly. The young ladies that were at first contented with tea soon began to pine for cake.

Every afternoon the pleasant

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### Babies Born in Omaha Have Fine Chance to Live

Only 81 Out of Every Thousand Born in Omaha Last Year Died Under 1 Year of Age—Figures Show Big Slump in Mortality Rate.

A baby that is born in Omaha has a better chance to live than the average fighting chance to live to observe its first birthday anniversary. The figures prove it. And a baby born in Omaha during 1920 has a better chance than the baby born in 1919.

"Better babies" is the slogan of the hour.

During last year the general average of mortality among infants during their first year was 89 deaths per 1,000 births, in cities of Omaha's class. The average in Omaha during 1919 was 81 per 1,000, which is considerably better than the average for cities of this class. Omaha did not have the lowest average for the year, but its average indicated that this is a desirable time for any baby's native home.

Health Commissioner J. F. Edwards reported that there were 3,748 births in Omaha last year and that 319 infants died before they were 1 year old. Of those deaths 37 were infants born outside of Omaha. During 1918 the total births here was 4,046, and the deaths of infants under one year were 366. The average that year was 90.5.

**Causes of Early Death.**

Ten years ago it was the aim of health commissioners of this country to bring the infant mortality rate below 100 per 1,000 and most cities have succeeded in that endeavor. Omaha has kept pace with the advance made in infant welfare and the health commissioner is confident that further improvements will be made.

An analysis of the causes of infant deaths in Omaha last year shows that 74 died from the effects of premature births, 56 deaths were caused by respiratory diseases, such as pneumonia and bronchitis; 43 died from congenital debility and 23 from congenital malformation. Digestive

disturbances caused 35 deaths and acute infectious diseases caused 25 deaths. This shows, according to the health commissioner, that nearly half of the infant deaths in Omaha last year were due to prenatal causes.

The American Child Hygiene association, of which Dr. Philip Van Ingen of New York City is president, has compiled a preliminary 1919 "baby crop" report in which cities are classified according to population. Of all the incorporated cities of the country Brookline, Mass., had the lowest infant mortality rate of 40 and El Paso, Texas, was the highest, with 245, these being the two extremes of the cities included in the report. This report would indicate that a baby had six times the chance of living to be one year of age in Brookline, that it would have in El Paso.

**1919 Best Year.**

As against Omaha's average of 81 last year, Kansas City reported 103 infant deaths for every 1,000 births. Columbus, O., was 89; Cleveland, 91; Denver, 87; Lincoln, Neb., 66; Minneapolis, 61.

Dr. Van Ingen notes that 1919 was the best year in the history of the United States for babies. The decrease in the infant mortality rate last year, as compared with 1917, meant that nearly 20,000 less babies died before the end of their first year. The report states that 50 per cent of these infant deaths are unnecessary. In the case of last year's infant deaths in Omaha, the health commissioner notes that 140 were caused by disabilities originating before birth. He believes this situation emphasizes the importance of beginning infant welfare work before the babies are born, by giving prospective mothers advice and care. The new municipal hospital which

Omaha will have will include provisions for maternity cases where home conditions are inadequate.

One of the notable features of the report is the showing made by New York City, with an average of 82; St. Louis, 75; Los Angeles, 67, and San Francisco, 65, indicating that the mortality rate for infants in the larger cities has been materially reduced.

**Majority Below Average.**

Another interesting feature is that last year 76 per cent of cities having between 100,000 and 250,000 population went below the 100 average. Cities between 50,000 and 100,000 population had a general average of 91 per thousand last year, 35 being below the 100 mark, as against 22 in 1917.

The American Child Hygiene association, in its report, states: "Do you know where your city stands? Do you know why? Are all births registered? Can all mothers obtain prenatal care. Are all midwives licensed and inspected?"

The Visiting Nurse association of Omaha is a powerful agency in local infant welfare work. These nurses are doing much to promote infant welfare. The Bee's ice and milk fund, administered every summer by the visiting nurses, is another important factor in giving the babies a fighting chance.

The Visiting Nurse association maintains "baby stations," where mothers may obtain information for the wellbeing of themselves and babies.

It is estimated that 2,500,000 babies are born in the United States every year.

And Omaha may say that it is one of the best places in the country for a baby to begin its young life.

Auto mechanics in Yonkers, N. Y., are waging a vigorous campaign to organize every worker in this line of work.



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# A Way to Compare Cars

that makes a wise choice certain

ONE of the great delusions that has often prevented a judicious choice of a motor car lies in the seeming simplicity of selection.

Nothing is more dangerous than an abstract comparison. And nothing more needless.

But strangely enough, in the midst of a giant industry noted for progressive ways, there has been no standardized method of demonstration.

To end this dead-lock and to introduce better ways of buying, we offer the Marmon Score Card, a summary of which appears in this advertisement.

For the first time, this affords every car buyer a universal guide for demonstrating every deciding factor. The greatest automotive engineers judge cars this way.

To simplify your choice

Primarily this score card is to challenge comparison between the Marmon 34 and others that seek to compete with it.

It is so simply prepared and so elemental that it can serve as the basis of a demonstration for all cars, so that any car can be compared to the Marmon 34.

It deals in every-day requirements. It puts a car on a serviceability basis. It avoids speedway records or spectacular stunts.

It proves, for instance, items hitherto mere talk. Comfort, for example, is now made comparative. And all by a few simple tests.

Merely saying a car is the utmost in comfort is the old way of selling. The Marmon Score Card shows how to

prove beyond doubt the comparative comfort of different cars.

**Be your own demonstrator**

Every Marmon Distributor is now selling the Marmon 34 on the basis of a demonstration. No high-falutin' nor super-heated atmosphere. No hearsay. No superficialities.

This is the inevitable basis of all motor-car selling in the future, and the Marmon 34 is designed and built to withstand every comparative test. We welcome comparisons, and we abide by the results of your record on a Marmon Score Card.

We invite requests to demonstrate the Marmon 34, and we ask you to fill out the Marmon Score Card, then put any other car to such tests and make your decision from the results.

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**Summary of the SCORE CARD**

*This is merely to give an idea of some of the items included in the Marmon Score Card. On the score card these items are elaborated and it is arranged for a record of comparison between several cars. As you compare them, you can record all the results as a guide in making a decision. A complete copy of the Marmon Score Card will be furnished upon request.*

- 1 Ease of Riding
  - a. 20 to 40 M. P. H.
  - b. Any speed on rough road
- 2 Acceleration
  - a. 10 to 50 M. P. H.
  - b. 10 to 40 M. P. H.
- 3 Deceleration
  - a. 50 M. P. H. to dead stop
  - b. 40 M. P. H. to dead stop
  - c. 20 M. P. H. to dead stop
- 4 Slow Speed Operation in High Gear
  - a. In traffic
  - b. On hills
- 5 High Speed Operation
 

(If prospect desires and where law permits)

  - a. Maximum on level stretch
  - b. Maximum on hills (in high)
- 6 Ease of Steering
  - a. On rough road
  - b. In traffic
- 7 Convenience of All Controls
- 8 Economy
  - a. Gasoline
  - b. Tires
- 9 Weight
  - a. Fully equipped for touring
  - b. On all four wheels to determine perfection of balance
- 10 Smoothness of Motor Operation
- 11 Rigidity
- 12 Roadability