Jazz Craze Fails To Sweep Omaha Into Shimmy Orgy

8—A

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 We didn't intend to embark on ordered jam from the syncopation of the present day, but Omaha listeneth not.

Omaha shows a greater propor-tionate 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 Vic-tor-Victrolas. "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 in- this enterprise, anyway. We got into wasn't as good as ours, as we got ust how far into it we were, made no complaint-to us that is, at Pacific and Montgomery streets. Sometimes we were feeding only They consumed vast quantities of it, The police say he was under the inrecords. During the last four years just how far into it we were. tain make phonograph has increased 400 per cent, according to a local dealer. Records for which 2,000 was considered a big sale now show the output of the factories of a cer-

Italian tongue far surpasses that of ing a hope chest with our potatoes those in any other foreign tongue, and sugar and coffee and other edibut this is largely because the ma- bles we made an investigation. jority of the grand opera selections are in Italian

Newsboys Big Buyers.

Italian newsboys here buy the highest-priced and choicest classical came in the guise of a cook. The music we have," declared I B first few meals convinced us that declared J. B. music have," Morse of the Shultz Bros., new Editab family is thoroughly conversant with the best music. Music is bread and water to them. They are raised son agency here. "The poorest Italon it.

"The Bohemians and Scandinavian peoples are also great music lov- quaintances. She had a marvellous ers and select the best music. There faculty of making acquaintances. is a big demand for records in these She must have had what is called languages.

records in foreign tongues would be was in our presence. for German selections, but this demand has fallen off appreciably ripened into friendships. And what since the war. Many Gearmans buy can friendship do that is more fitrecords, but will not get them in ting than to feed those upon whom

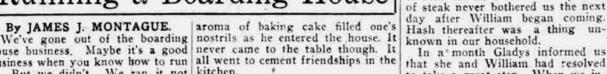
German. "About half of the records we sell half are of classical selections. Of the glassical selections. Of the glassical selections of the particular time. Cream was half are of classical selections. Of the glassical selections of the particular time. Cream was

men write much about in the house-Running a Boarding House hold magazines. He disposed of all of them for us. Two or three pounds

ouse business. Maybe it's a good never came to the table though. It But we didn't. We ran it not kitchen.

risely, but too well. We never had any complaints, but, Gladys hadn't had any hand in putvisions away, it's difficult to make a home from school they wanted jam profit in the boarding house busi- for luncheon. In a month or two

We didn't intend to embark on ordered jam from the grocer. It



to take a great step. When we in-Then the jam began to disappear. quired when the date of the great We never had any complaints, but, on the other hand, we never took in any money. And in these days the house did that. But Gladys job. He didn't want to get married when butchers and grocers and vege-table men aren't exactly giving pro-pose of it. When the kids came to which she had been accustomed. It was after that she began filling

dozen sheets and a pair of blankets. hour. We discovered the hope chest hidden away in the attic one day when we were looking for a trunk. It was ing their first year was 89 deaths per then that we decided to get rid of the 1,000 births, in cities of Omaha's boarding house business.

Gladys departed the next day. She ing 1919 was 81 per 1,000, which is said she could get twice as much considerably better than the average money three doors down the street. for cities of this class. Omaha did Possibly she can. But if the people not have the lowest average for the there are wise enough to keep out of the boarding house business she won't be doing nearly as well as she baby's native heath.

was at our house. Copyright, 1920, by the Bell Syndicate, Inc.

90-Day Jail Term Solves

main there for three months.

Winter Housing Problem were 1 year old. Of those deaths 37 were infants born outside of Omaha. San Francisco, Sept. 25 .- Manuel Costa, better known in the city as Pogey," who has been an occupant

age that year was 90.5.

creases in sales of phonographs and it by accident. And we never knew very little of it. But our guests with tearing up the street pavement to bring the infant mortality rate be- last year, as compared with 1917. low 100 per 1,000 and most cities meant that nearly 20,000 less babies have succeeded in that endeavor, died before the end of their first

sions for maternity cases where and inspected." The Visiting Nurse association of home conditions are inadequate. Omaha is a powerful agency in local One of the notable features of the infant welfare work. These nurses Hash thereafter was a thing un-known in our household. In a t month Gladys informed us that she and William had resolved to take a great step. When we informed us to take a great step. When we informed us that the the take a great step. When we informed us that the take a great step. When we informed us that the take a great step. When we informed us that the take a great step. When we informed us that the take a great step. When we informed us that the take a great step. When we informed us that the take a great step. When we informed us that the take a great step. When we informed us that the take a great step. When we informed us that the take a great step. When we informed us that the take a great step. When we informed us that the take a great step. When we informed us that the take a great step. When we informed us that the take a great step. When we informed us the take a great step. When we informed us that the take a great step. When we informed us the take a great step. The take mortality rate for infants in the larg- portant factor in giving the babies a er cities has been materially reduced. fighting chance.

The Visiting Nurse association maintains "baby stations," where Majority Below Average. Another interesting feature is that mothers may obtain information for

Omaha will have will include provi- natal care, Are all midwives licensed

deaths. This shows, according to tion went below the 100 average. It is estimated that 2.500,000 babies the health commissioner, that nearly Cities between 50,000 and 100,000 are born in the United States every year.

last year were due to prenatal causes. 91 per thousand last year, 35 being The American Child Hygienic as-below the 100 mark, as against 22 in of the best places in the country for a baby to begin its young life.

The American Child Hygiene assodent, has compiled a preliminary ciation, in its report, states: "Do you 1919 "baby crop" report in which know where your city stands? Do Auto mechanics in Yonkers, N. Y., know where your city stands? Do are waging a vigorous campaign to you know why? Are all births reg- organize every worker in this line of ulation. Of all the incorporated istered? Can all mothers obtain pre- work.



class. The average in Omaha dur-

cities of the country Brookline, Mass., had the lowest infant mortal-ity 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

Babies Born in Omaha

Have Fine Chance to Live

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

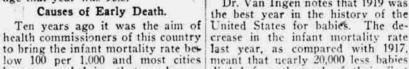
last year, Kansas City reported 103 were infants born outside of Omaha. During 1918 the total births here was 4,046, and the deaths of infants under one year were 366. The aver-age that year was 90.5

Dr. Van Ingen notes that 1919 was the best year in the history of the

sociation, of which Dr. Philip Van 1917.

Ingen of New York City is presi-

cities are classified according to pop-



was considered a big sale now show four and five times that amount. Hundreds of thousands of records are sold in Omaha cach year, dealers y. Italians, Scandinavian peoples and Bohemians share honors among na-biose branch of our establishment Bohemians share honors among na-biose branch of our establishment biose of biose of

tionalities residing here as music blushingly plighted her troth with He taught us how to dispose of be ready to go north. Judge Mc-lovers. The sale of records in the one of the boarders and began fill-leave-overs—a thing that bright wo-Atee compromised on three months.

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

she was not a good cook. But she was always a good pro

ple of days she began making acpersonal magnetism, although she

Her acquaintanceship presently

But that didn't make any differ-

ence to Gladys Nothing was too

good for our guests. They were

hers nominally, but our claim on

It wasn't any use to tell the milk

them is based on the fact that we

After she had been in town a cou-

"Ordinarily the heaviest call for never revealed any of it when she

bringing around 35 cents for

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that makes a wise choice certain

NE 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.

Year Died Under 1 Year of Age-Figures Show Big Slump in Mortality Rate. A baby that is born in Omaha has, disturbances caused 35 deaths and last year 76 per cent of cities having the wellbeing of themselves and babetter than the average fighting acute infectious diseases caused 25 between 100,000 and 250,000 popula-

chance to live to observe its first the hope chest. All sorts of things they couldn't have any. But that was soon mended. Gladys ordered jam from the grocer. It ages of tea, potatoes, canned peaches

and pears, an alarm clock, half a "Better babies" is the slogan of the

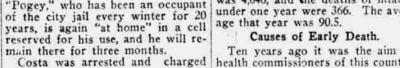
THE OMAHA SUNDAY BEE: SEPTEMBER 26, 1920.

During last year the general aver-

Health Commissioner J. F. Edwards reported that there were

3,748 births in Omaha last year and As against Omaha's average of 81

Causes of Early Death.



he classical pieces about half are pint. Sugar was not only high, but the heart songs Records in 20 odd languages are unless you had friends in the wholesale business you couldn't get any

sold in Omaha. "We have a demand for Mexican, of it at all. Hebrew, Italian, Norwegian, Swed-ish, Bohemian, Russian, Turkish, Syrian, Lithuanian, etc." said E. H. Pretz of Mickel Music House.

Dance Music Records.

did the actual providing. We recently took an order for six Arabian songs from an Arab livman not to bring cream. Gladys ing in Sioux City, Ia. The Victorgot up earlier than we did, and had the last word with him. And he al-ways did what she told him to. victrola people put out records in all languages, but we carry only a certain proportion of these.

None of us drink tea, but the gro-"Dance music records are among cery man brought it, and it went on our best sellers. The demand for the bill. As for sugar-well, Gladys our Red Seal records runs to about the first day she came advised us to 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 be-

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, Vertices," od all the other old fa Kathleen," and all the other old favorites have a steady sale, month in and month out, year in and year out.

get a couple of hundred pounds of it so as to have some in the house it case of a shortage or a rise in price. We know now why she did it. Guests became more at home as friendships progress, Gladys' friend ships 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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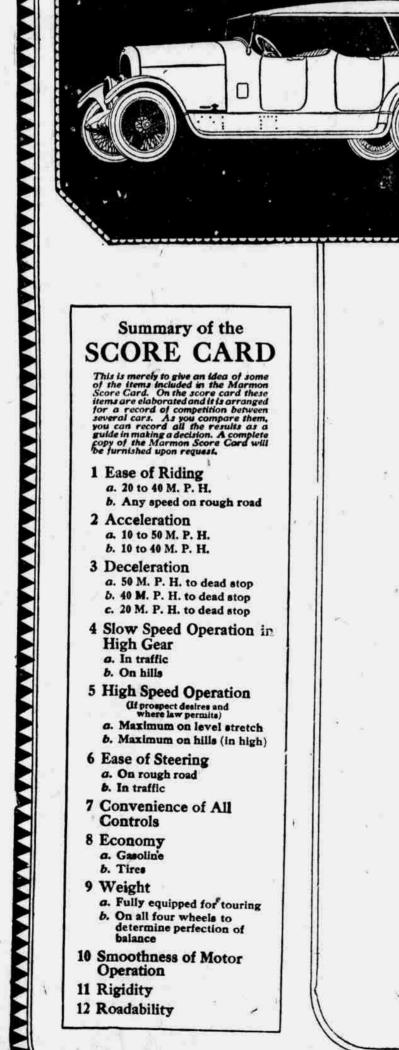
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