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Quick Service



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"Wright" and "Occidental" Sewing Machines,
Shelf and Builder's Hardware, Sporting Goods,
Silverware and Holiday Hardware.



Omaha--The Market Town

**GROWTH OF THE
JOBGING TRADE**

Five Years' Increase Amounts to
Many Millions in Actual
Business.

AL LINES SHOW AN UPLIFT

Figures that Prove Importance of
Omaha's Commerce.

MANUFACTURES ALSO IN LIST

Output of Local Institutions is
Getting Bigger.

SOME FACTS FOR THE BOOSTER

Increase in Five Years of from 43 to
67 Per Cent in Volume of
Business Done by Omaha
Houses.

JOBGING BUSINESS OF OMAHA.

Total Jobbing	1905.	1909.
sales	\$ 66,017,280	\$115,408,750
Agricultural imple-		
ments, sales	7,110,000	12,125,000
Dry goods, sales	5,710,000	11,156,000
Groceries, sales	15,000,000	16,615,000
Hardware, sales	3,650,000	6,625,000

NUMBER OF JOBGING HOUSES.
(Agencies and ordinary distributors not
counted.)

Number	1905.	1909.
Factories	181	205
Warehouses	43	51
Total manu-		
factories	\$189,469,000	\$232,515,205
Fishing		
houses	107,000,000	143,185,000
Drammeries	3,900,000	4,850,000
Men's clothing	3,200,000	3,245,700
Alcoholic		
liquors	4,100,000	5,350,000
All other lines	42,869,000	11,538,455
Number of	1905.	1909.
factories	181	205

Commercial and industrial Omaha is
growing by leaps and bounds. That is to
say, comparisons of the total sales by
wholesalers and the total output of manu-
facturers with the figures of only a short
time ago shows a growth that is stagger-
ingly large. In five years Jobbing sales
have leaped from \$66,017,280 to \$115,408,750 and
manufactures have bounded from \$129,469,000
to \$232,515,205.

The phrase "by leaps and bounds" must
be taken advisedly, however. This hand-
some increase is a natural one, the result
of a smoother, steadier process than these
words indicate. For the growth is not a
boom result, but the increment of increased
activity and energy combined with fore-
sight and sagacity.

Take a pencil for a minute and calculate
the per cent of increase. It will show you
that manufacturers have had a percentage
of increase of 47 in half a decade and job-
bing of 67. This in the five years from
January 1, 1905, to the end of the year now
nearing its close. Of the increase the cur-
rent year will show almost more than what
would ordinarily have been its fair share.
The year 1908 was not an easy one. The
panic of the fall of 1907 had its spectacular
showing in November of 1907, but the busi-
ness lethargy which followed, though not
so showy and exciting, had greater length
of duration.

Bust of Bishop Potter.

A marble bust of Bishop Potter has been
made from photographs by Leopold Bra-
cony, an Italian sculptor. It is considered
by the friends of the bishop as a good like-
ness and an admirable work of art. It is
now at the Diocesan house, in Lafayette
street and will be placed in Synod hall of
the cathedral of St. John the Divine be-
fore the meeting of the diocesan conven-
tion on November 19.

Nineteen hundred and eight was a year,
however, not without its business blessings.
Business men set about putting their houses
in order. Stocks too long carried were
cleaned up, buying was more carefully con-
sidered and on a better basis. Less ex-
tensive credit was asked and given and
men ceased somewhat to mortgage future
profits. Business was conducted on a safer,
surer and surer basis.

Omaha did gain in both manufacturing
and jobbing during this year of house clean-
ing, but the actual gains in volume of
business in 1908 meant much more than
ordinarily. They mean that when the per-
iod of lethargy had ended these business
houses were in the very best position pos-
sible to grow rapidly and to keep pace with
their own growth. In other words they
were ready in every way for the harvest
time.

Came the harvest. It is still coming, too.
Twenty, 25 and 35 per cent greater sales are
being made this year than last and this is
not true of one line, or a few lines, but all
of them.

Nor will there be any rebound, any
swinging backward of the pendulum. It
is agreed that the panic of 1907 was
caused the country over because men had
been making money too fast. The depre-
ciation of gold may have had something
to do with it, but the general cause was
the fact that the business horse had taken
the bit in his teeth and was running away
alike with wild and conservative drivers.
Men doing business in the prevailing at-
mosphere caught the pace whether they
would or not, and while the more cautious
were of course in better position when
trouble came, yet practically all had been
going too swift a clip, had been carrying
too big stocks for their capital, had bought
for a nip when the commercial pincers
began to close.

These conditions were as true of Omaha
as of the rest of the country so far as
1907 is concerned, but not many cities got
into so good position as did Gate City
business men during 1908. Consequently
not all have profited so much this year,
profiting both as respect the actual re-
turns of the year and also as to business
health and virility for the future.

It should be noticed that growth in
manufactures is not far behind that in
jobbing and there is cause for rejoicing
in the fact. It is not good for jobbers to
live alone, nor manufacturers nor retail-
ers. It is easy to see that business is an
organism with its parts organically re-
lated. Jobbers could not, of course, depend
on the retailers of their city to take all
their wares, nor manufacturers on the
wholesalers to take all of theirs; but it

all helps, and helps a good deal, when
sales are made in the immediate vicinity.
Deeper than this consideration lies the
fact that the city which prospers in all
aspects of its business life is the one
which will stand like a tower when the
weaker towns, depending chiefly on man-
ufactures alone, or either other branch
alone—when these are winnowed like
chaff by the financial storm.

Omaha, in which the popular mind some-
times takes too deep an impression from
the admittedly impressive wholesale dis-
trict, with its great warehouses massed
in monumental rank, while the more scat-
tered factories are overlooked. All of
this, it may be added, applies with equal
force to the retailers of the city.

Further to emphasize the point that the

It is well to keep this in mind here in

(Continued on Ninth Page.)

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