

300,000

Household Goods

OMAHA

Miller, Stewart & Beaton

Furniture, Carpets, Draperies, Rugs, Mattings, Linoleums and Oil Cloth, Uphoistery Goods and Window Shades

413-415-417 South Sixteenth Street

"OMAHA"

"The Market Town"

Wholesale and Retail

FOR EQUIPPING THE HOME

Omaha Offers Unexcelled Advantages for Buying Household Goods.

CATER TO OUT-OF-TOWN BUYERS

Gate City Excels as a Place for Country Merchants to Replenish Their Stocks, as Well as for Shoppers.

Considering the home, the nerve center of the nation, as it were, of national stability, Omaha again comes into prominence as supplying the needs of the homes of an immense territory. In fact, a good sized colony of households is equipped entirely with goods which bear, visibly or invisibly, the Omaha mark. This logically makes Omaha the nerve center for this territory of homes.

Shoppers, therefore, look to Omaha as headquarters and it is to Omaha the shoppers come for supplies, that is, some few, comparatively, for the great multitude of Omaha's dependents are supplied through their home merchants, who seek supplies in Omaha.

Only the trade excursionists really appreciate the scope of this field into which Omaha household goods are sent. Each jobber and manufacturer realizes, of course, to some extent, because he knows the demand for his particular goods, but he doesn't know, exactly, the demand for his competitor's wares and not at all does he realize the demand for wares outside his own line.

The individual shopper knows, from observation, that the women of the nearby towns of Nebraska and Iowa—and in many instances nearby means quite a distance in miles, the interest overcoming the drawbacks of travel—like to shop in Omaha. She has seen them. She has talked to them. She has seen the goods they bought and she shows her friends. Shopping jaunts to Omaha are part of the regular program for a number of the women in the surrounding territory, but it is not of this trade one thinks when declaring that Omaha is the household center.

Buying Opening Stock.

While it is true that the young householder and his wife, who have just fled the minister and pronounced the wedding vows to his satisfaction, like to come to Omaha and visit the household departments of the stores here, it isn't in this way that the great bulk of household goods is done. The visitor likes the sensation of going to Omaha, of seeing the splendid assortment of floor coverings. He likes to watch the new Mrs. Newsway's face and see her admiration pictured there. He likes, you see, to realize anew

the superlative good taste of his wife. Sometimes even he steals a glance at the salesman to see whether or not that hardened individual appreciates just how excellent is this taste. And so the bridegroom and the bride come to Omaha and joyfully inspect Omaha's array of fine carpets. All sorts of rugs are spread for their inspection and there is little question but that at length they will find the ones which just meet both necessary conditions—will please and fit the pocketbook. As in other household furnishings Omaha's supply of carpets is selected to meet a wide demand, ranging from the intrinsic to the choicest Persian rug. The supply includes the latest, finest Japanese grass matting and the cool rugs made of jute, just as it includes all grades and varieties of carpets.

The same story is true of the other departments which are of absorbing interest to the house furnisher—linens, dishes, furniture in most satisfying array please the visiting purchaser. You'll find the out-of-town shopper in all departments of all the retail shops, buying with a true appreciation of the wares Omaha offers.

Big Jobbing Trade.

This retail side of the story, however, is small in importance, as stated above, compared to the jobbers' and manufacturers' tale of the part Omaha plays in furnishing the homes of the surrounding territory. It is only worthy of mention in that it indicates the personal attitude of the people toward Omaha wares and indicates the reason why the merchants of the territory do their shopping of Omaha jobbers.

The story of the dealers' shopping runs into large figures. Its size is indicated, in some degree, to the outsider by a trip through the wholesale district, a visit to the wholesale establishments and a glimpse at the quantities of wares handled there. Possibly figures, of which the statistician is so fond and which mean so much from the bookkeeper's point of view, will give a more tangible idea to the general public, as well, of the part Omaha plays in equipping these homes.

To take hardware as typical, since hardware deals so largely with the home's necessities and does not include the trivials and fads, seems logical. The figures for the hardware jobbers in the year 1909 are \$2,200,000. These represent a conservative, unexaggerated estimate of the amount of hardware sold through local houses. Tinware, and this is a large business locally, is not included in this estimate.

For the wherewithal to equip the beds of the home, Omaha jobbers and manufacturers are also regarded, and bedding mattresses are turned out in fine shape for the critical trade. The extent of the manufacturing side of the business is generally indicated by the figures for last year, which reached \$1,000,000.

Our Own Ministers.

"Miss Wolkah, would the difference 'tween you an' me?" "I hope there is a great deal of difference, George, but I'll let you tell it. What is the difference between me and you?" "De difference, Miss Wolkah, is dat I'm polite 'nuff to say 'you an' me,' and 'you ain't.'" "Ladies and gentlemen, the silver voiced tenor, Prof. Jeehaught, will now sing the popular ballad entitled, 'Please Be Careful, Dear, Where You Stick Your Wedge of Gum.'" —Chicago Tribune.

The A. F. Smith Co.
Wholesale Jewelers

American Watches
DIAMONDS
Silverwear, Clocks
JEWELRY

4th Floor City Nat. Bank
16th and Harney
Omaha, - - Neb.

We Carry the Largest Stock in the West

SOL. BERGMAN JEWELRY CO.
...WHOLESALE...

DIAMONDS, WATCHES, JEWELRY,
CLOCKS, SILVERWARE, CUT GLASS,
TOOLS, MATERIALS, OPTICAL GOODS.

409 South 15th Street
RANGE BLOCK

OMAHA, NEB.

"300,000 OMAHA"
means also that we shall sell that many dollars worth of
Rugs in Omaha in 1910

F. H. ORCUTT & SON CO.
Wholesale Only. 11th and Farnam Sts.

Young Women's Christian Association

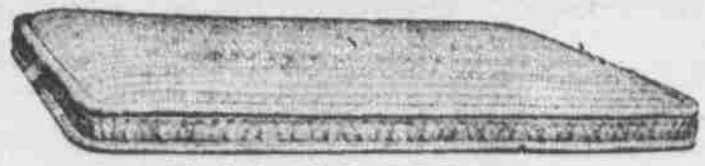
Young Women coming to Omaha as strangers are invited to visit the Young Women's Christian Association building at St. Mary's Avenue and Seventeenth Street, where they will be directed to suitable boarding places or otherwise assisted; look for our traveler's aid at Union station.

The Sign of Reliability



Wholesale Hardware
Lee Glass Andreesen Hardware Co.
Omaha.

L. G. DOUP CO.
Largest Manufacturers of
Mattresses and Bedding
IN THE WEST.



Slumberland Cotton Felt Mattress.
Goods sold to dealers only.
CAPACITY—900 MATTRESSES PER DAY.

L. G. DOUP CO.
1301 to 1311 NICHOLAS STREET, OMAHA, NEB.

Special No. 1
This Elegant Mattress only—
\$5.25 to \$6.00
(Price governed by quality of ticking used.)



It's a COLUMBIAN BRAND GRADE—COMBINATION MATTRESS. It contains MOORE FELT, WHITE FELT and BETTER FELT than any other Combination Mattress on the market. Made in attractive art or plain ticking and guaranteed to be complete and perfect in every detail. Thousands of these mattresses are sold annually in Omaha and the West with splendid results. Insist upon a COLUMBIAN—a mattress of real quality and actually guaranteed by the manufacturers.

Special No. 2
A Real FELT and PURE CANADIAN SEA MOSS MATTRESS for Only \$7.50. In the Richest Design. GUARANTEED. GENUINE COLUMBIAN FELT AND SEA MOSS COMBINATION. If you have seven fifty to invest in a mattress, do not purchase until you have seen this one. If comfortable and good quality, the price, this mattress would surely sell at not less than double the money we ask for it. PURE CANADIAN SEA MOSS (we are importers) is similar to curled hair as a mattress material, but it is purer, sweeter and is two-thirds less in cost. Just think of it: a real Sea Moss Mattress (not the dusty, breakable sort), made exactly the same as a No. 1 Felt Mattress, for only \$7.50 delivered to your door. Buy one and give it a thorough test, then if you care to give it up, all right, we will call for it and refund your money. You are under no obligation whatever. These mattresses are for sale by nearly every furniture dealer in OMAHA, SOUTH OMAHA and the West. BUY FROM STORES ONLY. WE DO NOT RETAIL.

Omaha Bedding Co.,
Manufacturers Columbian Gold Label Elastic Felt Mattresses.

MILLIONS OF STORAGE SPACE
Omaha is Well Equipped with Plants that are Fireproof, as Well as Slow Burning Buildings.

Twenty years ago, to be exact, in 1891, there was no storage business in Omaha worthy the name; today the industry is among the city's largest enterprises. Omaha's first storage house was established by Oliver Maggard at the corner of Sixteenth and Leavenworth streets in 1892, and consisted of nothing more pretentious than a good sized barn. Mr. Maggard, however, soon tired of the business and disposed of his interests to the Omaha Van and Storage company, which is, therefore, the pioneer in the local field. Since then, however, the business has increased to many times its volume at that time and the present business is divided among almost a dozen companies strong and well equipped for the work.

Until the last few months the storage business has been somewhat handicapped by the high rates of insurance which the companies demanded, because the warehouses were not fireproof in their construction. But this condition has been largely alleviated within the last year, two of the larger companies having made provision for fireproof warehouse space. The Omaha Van and Storage company has just recently completed a fine new building at 24th South Sixteenth street, and the Expressmen's Delivery company has one nearly completed at Eleventh and Davenport streets.

The storage business, as is the case with other lines of business, runs by seasons. From May 1 until the latter part of June is the season of the year when goods pour into the storage houses, while from the latter date until about the first of September there is little moving of goods either in or out of the warehouses, the withdrawal season lasting through the early fall. Just at the present time, then, the warehouses are accommodating about the largest amount which they will hold during the year and the Omaha houses are uniformly reported as well filled.

The local companies, in most cases, combine with the storage features of their business a general hauling, packing and shipping business and handle, between them, the bulk of the business in those lines. The stage which the specializing process has reached, even in the storage business, may be noted from the fact that one of the largest companies is advertising that its new warehouse is to contain private trunk rooms, heated piano rooms and other features which appeal with equal strength to the fancy of the well-to-do.

Probably the bulk of the Omaha storage business is done in merchandise; the companies taking the goods from the merchant who happens to be temporarily over-supplied and holding them until he is able to give them space. Several of the companies, however, handle household goods, among them the Omaha Van and Storage company and the Expressmen's Delivery company. In addition to the strictly storage items, many of the implement firms do a considerable amount of storage and forwarding business. None of the strictly storage firms have a department devoted to cold storage.

All of the storage men of the city are confident as to the future of their business and well they may be when the remarkable development which has attended the business in the past is remembered.

The total space devoted to storage purposes in Omaha will amount to in the neighborhood of 2,000,000 cubic feet, about 1,200,000 of which is fireproof storage. These figures are not inclusive of the amount of space which the implement companies devote to storage purposes. It is next to impossible to place an estimate on the amount or value of goods stored in a year, for the reason that the periods for which the goods are stored vary so, as does the value of the different articles which occupy an equal amount of space.

The local exclusive storage companies are: William Bushman company, 1015 Leavenworth street; Counsman-VanBorgh company, 1247 North Sixteenth street; Expressmen's Delivery company, 308 North Sixteenth street; Merchants storage company, 1307 Jones street; Omaha Van and Storage company, 28 South Seventeenth street; Omaha Warehouse company, 1309 Jones street; Omaha Wool and Storage company, Twenty-eighth and Gold streets, and Pacific Storage and Warehouse company, 1307 Jones street.

Two Hot Weather Necessities

A Gas Range

A Gas Water Heater

By cooking with Gas you can save the price of a Gas Range in a few months.
Heat your water with a Gas Water Heater—enjoy real comfort.

Our representative will gladly bring you one of our 1910 Catalogues, or we will mail you one on request

Omaha Gas Company