



Miscellaneous



ACCOUNTANTS ARE VALUABLE

Many Omaha Experts Are Successful in Ferretting of Bookkeeping Errors in This City.

In the modern business world the man who comes in and takes up the company's books, looks them over, checks them up, and marks them either with the coveted

100 or entirely correct mark, or ferrets out the discrepancies and tracks down the errors is an exceedingly valuable person, is exceedingly important to the firm's well being.

These experts who make their headquarters in Omaha administer not only to Omaha's books, but pass judgment on the books of business houses of a large surrounding territory.

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 drawback of travel—like to shop in Omaha. She has seen them. She has noticed these women from other towns inspecting the bargains displayed by Omaha merchants. She knows that the retailers like this out-of-town trade, give most careful attention and expert assistance to the visitor and sometimes deputize one of their most skillful clerks to guide her through the store and show her the goods desired. 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.

While it is true that the young householder and his wife, who have just faced

the minister and pronounced the wedding lines 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 trade is done. The visitor likes the sensation, for instance, of visiting one of the large carpet departments, of seeing the splendid assortment of floor coverings. He likes to watch the new Mrs. Newlywed'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 condition—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 Ingrain 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 frivolous 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 regardful, and bedding mattresses are turned out in fine shape for the critical trade. The extent of the manu-

facturing side of the business is generally indicated by the figures for last year, which reached \$100,000.

Not Effective, However.
One of the briefest and no doubt one of the most sincere addresses ever delivered on the subject of capital punishment was made in Worcester County, Mass., more than two generations ago.

A notorious character by the name of Charley James, standing on the gallows with the noose properly adjusted, was asked before the cap was drawn over his face if he would like to say a few words.

"Ladies and gentlemen—beg pardon, gentlemen," he said, "standing where I do, I am unalterably opposed to capital punishment."—Everybody's Magazine.

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Though it is the greatest women's fraternal insurance organization in the world, any man who is a member of the Woodmen of the World, in good standing, may join this organization.
Most men estimate the strength of an institution by figures as well as the personnel of its official management.
The Woodmen Circle is officered entirely by women; it is incorporated under the laws of the State of Nebraska; it is licensed in 38 different states and has grown with such prodigious strides that it has been termed "The Little Giant of the Insurance World", with good cause, as the following figures will show:

SPLENDID SHOWING

MEMBERSHIP	December 31,	ASSETS
11,846	1901	\$2,204.86
16,614	1902	61,300.37
19,302	1903	132,561.51
24,939	1904	221,107.85
32,481	1905	329,486.10
39,271	1906	536,828.09
48,771	1907	724,925.12
60,451	1908	1,001,612.05
75,805	1909	1,370,648.63
90,500	1910	1,800,000.00

A Most Consistent and Systematic Growth Numerically and Financially Paid to Beneficiaries \$2,316,141.33

For Particulars, Address
MRS. EMMA B. MANCHESTER
Supreme Guardian
W. O. W. Building :: Omaha, Nebraska