

## Omaha--Gate City of the West

### THE NEBRASKA METROPOLIS

A Few Facts and Figures Which Prove Omaha the Best City of Its Size in the World

It is a pleasure to give the many readers of this special stockmen's edition of The Herald a glimpse of Omaha, Nebraska's metropolis. A study of the growth of Omaha is doubly interesting because it reveals the development of the tributary territory, as well as of the city.

A considerable portion of the territory tributary to Omaha did not develop as early as did the country farther south, which is tributary to Kansas City, hence the former city fell behind the latter in population; but the great northwest country is undergoing a development, remarkable for permanency if not for rapidity. This means a steady and substantial growth of the cities of this territory, at the head of which Omaha stands.

Interesting statistics regarding Omaha can be obtained free by addressing the Bureau of Publicity, Commercial Club of Omaha. An extract from these statistics for the year 1914 is given below.

Omaha, which has the largest per capita manufacturing output of any city its size in the world, maintained its remarkable record in 1914. Where most cities showed a loss, Omaha showed a decisive gain of \$2,926,866. The total factory output for 1914 amounted to \$196,312,537.

The bank clearings reached the sum of \$887,580,782 in 1914. Omaha is the forty-first city in population of the United States. It is the SIXTEENTH city in volume of business, based on its bank clearings. Its clearings amounted to \$887,580,782 the largest per capita clearings of any city, save three. Omaha maintained its normal business in 1914. Omaha, the gateway to the great middle west, is the jobbing center of this remarkable agricultural and stock raising country. Its gigantic business reflects the stability of the section. Wholesaling last year amounted to \$159,990,467.

From twenty-six states, South Omaha received live stock shipments, which rank it the third live stock center of the world. It is also the second sheep market, the first feeder sheep market, and the first range horse market of the United States. Grain receipts in 1914 were 66,583,800 bushels. Omaha is the fourth primary grain market of the world and the second primary corn market.

Despite the general slack of business, Omaha maintained its record of the preceding year and increased in the number of new buildings erected. Permits were issued for 1,295 buildings, costing \$4,610,456, an increase over 1913 of 59 buildings and \$431,723 in value.



Kountze Park Scene

#### Other Interesting Items

Omaha has a commission form of government.

Omaha owns and operates its waterworks system—value \$7,500,000.

Omaha has thirty-four ward schools and a central high school, the latter costing \$1,250,000.

The annual budget of Omaha amounts to \$1,300,000. The operating expense of Omaha's public schools is \$835,000. Omaha's population in 1915 is 177,642.

The Omaha postoffice serves 218,413 individuals. The assessed valuation of Omaha property is \$181,566,890.

The rate of taxation for city is \$1.17 per hundred. Omaha has 101 churches of various denominations.

Omaha has ten parochial schools, seven intermediate parochial schools and two universities.

Omaha has thirteen parks—947 acres—and twenty-eight miles of boulevard drives. A park can be reached in fifteen minutes' walk from any part of the city.

Omaha has four progressive country clubs.

Omaha has 24.5 square miles within its boundaries.

Omaha has no slums or tenements.

Omaha has twenty-two distinct lines of railroad to all parts of the world.

### COMMENTED ON CLUB REPORT

Omaha Trade Exhibit and Lincoln Trade Review Give Good Writings of Alliance Club Report

The Omaha Trade Exhibit had the following to say about the annual report of the Alliance Commercial Club:

"The Alliance, Nebr., Commercial Club is to be congratulated on the recent issue of the 'Messenger', which is a yearly report of the work of the club, from March '14 to March '15. The Messenger is a 16-page magazine, with many good cuts, that is a piece of real booster literature for this enterprising city. Secretary Fisher is certainly to be commended for the showing he has been able to make for his club."

The Lincoln Trade Review commented as follows:

"The annual meeting and banquet of the Alliance Commercial Club was held Monday evening of this week at the Phelan opera house, nearly 175 members being present. The Alliance band furnished some good music and many club songs were sung by the club members. J. W. Guthrie, president of the Alliance club, was toastmaster. He also made a report as president of the club, and Secretary Fisher submitted his report. The report of Mr. Fisher was a sixteen page printed report, showing in detail the financial collections and disbursements of the year, a complete report of the club's activities along many lines, and a roster of the club membership, the club now having 284 members, as against 74 one year ago. No club in the state has a greater record of things accomplished in a twelve months than has the Alliance club, and Secretary Fisher has made good for the Alliance club in an emphatic way."

#### North Platte Has Gas Plant

North Platte, Nebr., March 3—Gas from the new plant just completed by the North Platte Electric and Power Company will be ready by Thursday of this week. All the connections have been made and the service will be ready as soon as the weather will permit the workmen to make a few final arrangements. Willis Todd, of Omaha, president of the company, arrived here this week to be here when the new service is started. Many stoves have been put in here both for heating and cooking, and the gas promises to be popular with the people of North Platte.

#### Paving at Norfolk

Norfolk, Nebr., March 3—Nearly six miles of new paving will be laid in Norfolk streets this summer. Petitions calling for this amount of paving have already been completed and filed with the city council and quick action is promised by that body.

This represents one of the biggest single jobs of paving that has ever been done in a Nebraska city. The Norfolk Commercial Club took hold of the big petition at the last moment and helped push the signatures over the goal.

Col. Roosevelt continues to be interesting without being convincing.

### NEBRASKA STOCK GROWERS ASS'N

Financial Benefit to Ranchmen of Membership Many Times the Amount of Annual Dues

As this issue of The Alliance Herald will go to many ranchmen who are not members of the Nebraska Stock Growers Association, we wish to mention some of the benefits derived from membership. The officers and members of the N. S. G. A. desire to increase the membership for two reasons: First, because there are some matters in regard to which all Nebraska stockmen should co-operate, and it is much easier to secure co-operation thru organization than without it. In the second place, the cost of running the association, including brand inspection which is the principal item of expense, will be less per member with a large membership than with a small membership.

Every cattle man in Nebraska who needs to use a brand will do two things, when he properly understands the law of the state relating to brands and the benefits to be derived from membership in the Nebraska Stock Growers Association: He will have his brand recorded in the office of the secretary of state, as provided for by law, and join the association, in order to have the protection that it is impossible to fully secure otherwise.

The brands on all cattle shipped to South Omaha and other open markets, from Nebraska and some neighboring states, are carefully inspected by experts employed for that purpose. Cattle bearing the brand of any member of the association, but found in shipments of persons not owning the brand according to the records in the secretary of state's office, are cut out and sold separately, the proceeds being returned to the rightful owner. Such cattle are called "strays," altho the process of returning the money to the owner is the same in case the cattle were stolen. In fact, the brand inspection provided for by the association for the benefit of its members has done much to stop cattle stealing in the state. If all cattle men in the state were members of the association, it would be practically impossible for cattle to be stolen in Nebraska and shipped to an open market without the proceeds being returned to the lawful owner.

The money returned to members of the association each year from "strays" amounts to many times the cost of brand inspection and other expenses. Here are a few figures: The total annual expense of the association is about \$5,400. The money returned to members of the association thru brand inspection for the fiscal year ending in the spring of 1914, was \$84,371.89; for the fiscal year ending 1913, it was \$319,423.48; for year ending 1912, \$80,899.52; for 1911, \$98,398.28; for 1910, \$101,375.05.

In other words, for every dollar of expense in running the association for the fiscal year ending 1914, an average of more than fifteen dollars was returned to members of the association from strays, caught thru the brand inspection provided for by

the association, and which they would not have secured had they not been members. For the year ending 1913, fifty-nine dollars was returned to members for every dollar of expense; for 1912, nearly fifteen dollars; for 1911, eighteen dollars; for 1910, more than eighteen dollars. The average for the five years ending 1914 was twenty-five dollars returned on strays for every dollar expense.

A copy of the last annual report of the brand inspectors for the Nebraska Stock Growers Association, printed in pamphlet form, will be sent free to any one applying to the secretary of the association, Chas. C. Jameson, Ellsworth, Nebr., or to The Alliance Herald, the official paper of the association. It contains information that would require several columns to print in this paper, besides a blank application for membership.

#### Annual Stockholders' Meeting

W. E. Spencer, secretary of the Box Butte County Fair Association, announces that the adjourned annual meeting of the association will be held at the city hall in Alliance Friday evening, March 12, beginning at 7:30 o'clock. A board of fifteen directors will be elected and other important business will be transacted.

Prof. Taft's advice not to marry a serub indicates that he is a subtle foe to matrimony.

### AUTO BUSINESS BIG IN 1915

Revival of Business in Nebraska Indicated by Large Sales of High Class Automobiles

There is a general expectation among automobile dealers of Omaha and other Nebraska cities that there will be a big business during the year 1915. In fact, the year's business is well under way. The sales are not confined to cheap machines, but include large numbers of the higher class automobiles, as will be seen by reading an article on the subject in the Omaha Bee of last Sunday. In this connection The Herald wishes to call attention to the advertisement of the Jeffery Chesterfield Six, inserted by the Jeffery Omaha Co., of which George G. McVicker, mentioned in the Bee's article, is manager. Following is the article referred to:

The month of March, which may well be considered to mark the opening of the spring selling season among automobile manufacturers, sees the Thomas B. Jeffery company with over 50 per cent of its total production for the 1915 season sold and delivered. Inasmuch as most manufacturers depend upon selling from 60 to 70 per cent of their output between March and the latter part of June, the Jeffery organization seems to be in a particularly enviable position.

According to George G. McVicker, local manager for the Thomas B. Jeffery company, the cry of business depression has not come from manufacturers, who have been steadily building a reputable product and marketing it along sane business lines.

In commenting on the big sales made by his company during the winter months, Mr. McVicker said: "All through the year we have experienced a normal, healthy demand for Jeffery cars, which has at no time fallen below the mark, which we consider to be highly favorable and highly indicative of prosperity. Our larger models are practically all subject to orders now and from the present indication the Chesterfield Six and the Light Four will also be sold out at least a month before the time we normally set as the end of the spring selling campaign."

#### First Alarm in Months

The first fire alarm in several months called out the auto truck and the volunteer firemen at 5:35 o'clock Friday evening, to the home of H. C. Dodmore, in the J. G. Beck residence at 316 East 3rd street. The blaze was put out before the firemen arrived, with little damage.

#### Will Elect Officers

The election of officers for the coming year for Post M. T. P. A., will be held Saturday afternoon, March 13, at the Burlington Hotel, at 2:30 o'clock. Delegates to the state convention will also be elected.



Woodmen of the World Building



New Hotel Fontenelle