



A Tribute to Service

219 North Eleventh street, under the name of The Gordon Fireproof Warehouse and Van Co. Since that time the rapid growth of the company has made it necessary to erect two additional buildings, occupying more than three-quarters of a city block, with an investment totaling approximately \$700,000.

"There has been much progress in the warehouse, storage and van business in the last twenty years," according to Mr. W. W. Koller, Vice President and General Manager, who has been connected with the company for more than thirty years, "and the demands of a growing city like Omaha, together with the increasing demands for additional service through new needs and environment, have taken us a long way from the primitive 'trunk hauling' days of 1887. Today we find our organization serving as storage 'middlemen' for the great factories and manufacturers; our furniture storage business alone demands an entire building, and during the year nearly everything used in industry or home may be found stored under our care."

The Gordon Fireproof Warehouse and Van Co. operates much the same as a bank. The responsibility of safe storage of merchandise, furniture and other commodities is just as tangible as money. It must be guarded with the utmost care---and available at a moment's notice for delivery anywhere. All buildings of the company are fireproof and further protected by Sprinkler equipment. The Gordon company holds membership in three National Warehouse and Storage Associations and have connections everywhere in United States and Canada.

It will be worth anyone's time to go through the Gordon Warehouse and Storage Company. The company invites you to visit their plant at any time.

IF you had hailed an expressman in Omaha to haul a trunk in the year 1887, the chances are good that the man who would have handled the job would have been none other than Mr. W. A. Gordon, president of the Gordon Van and Storage Co.

In recalling the early days which marked the beginning of the Gordon Van and Storage Co., Mr. Gordon says: "My equipment in 1887 consisted of one horse and a wagon and a world of confidence in Omaha's future growth. The horse and wagon meant a lot to me because it was my entire capital, earned through employment on The Omaha Bee."

However the Expressmen's Delivery Co., as Mr. Gordon's enterprise was known in those early days, soon outgrew the horse and wagon and in the year 1910 the first building was erected at the company's present site,

The Above Illustration

The sketch reproduced above was drawn from life and shows the buildings of the Gordon Fireproof Warehouse and Storage as it looks today.

In these buildings will be found every facility known to modern warehouse and storage methods. Every building is fireproof and is further protected by sprinkler equipment.

GORDON FIREPROOF WAREHOUSE & VAN CO.

