

# VISION AND ENERGY

## From 1908 to 1924



1908—12th and Jones Sts.

*From two ovens in 1908 to sixteen ovens in 1924--that's the way the Iten Biscuit Company has grown in Omaha. Fine quality, fine values and square dealing did it.*



CAPITOL AVENUE, TWELFTH TO THIRTEENTH STREETS

### Omaha's Snow White Bakery

First Snow White Bakery (center of above picture) completed in January, 1911. West addition (left of picture) completed January, 1914. North addition (right of picture) completed in fall of 1920.

When You Ask Your Grocer for

- |                        |                       |
|------------------------|-----------------------|
| Iten's Fairy Crackers  | Iten's Alpine Creams  |
| Iten's Graham Crackers | Iten's Cheese Wafers  |
| Iten's Zweibach (new)  | Iten's Society Flakes |

Or Anything Else in the Line of

### ITEN QUALITY PRODUCTS

You Get the Finest Quality and the Best Value for Your Money

Ask for Iten's Crackers, Cakes and Cookies by name and get the genuine, fully guaranteed, by



**ITEN BISCUIT Co. U.S.A.**  
SNOW WHITE BAKERIES

Visitors are always welcome. Come and see how we put the Quality in and keep the Quality up.



#### MANUFACTURING

Omaha is located in the heart of the greatest food producing region in this country—a region that produces corn, wheat, oats, alfalfa, sugar beets, vegetables, fruits, cattle, horses, hogs, sheep, poultry, and practically everything necessary for human subsistence in great and overwhelming abundance. Omaha has, logically and naturally, become one of the great food producing cities of this country and the world.

Omaha is the second largest livestock market of the world—being surpassed by Chicago only. More than 8,500,000 head of cattle, hogs and sheep were marketed at the Union Stock Yards of Omaha during the year 1923, and the half dozen great packing houses of the South Side manufactured and sold to the world, meats and by-products during the year worth \$215,500,000.

Omaha is the greatest butter producing city in the world. The output of butter from Omaha's great creameries amounted in 1920 to \$25,623,530. Flour and cereal mill products worth \$17,671,940, and bakery products worth \$10,765,700 were produced by the mills and bakeries of Omaha last year.

Other large and important manufacturing lines are smelting and refining, rubber tires and tubes—three large factories—alfalfa products, macaroni, bags, structural steel, printing and publishing and implements and machinery.

The manufacturing establishments of Omaha employ about 23,000 people and the total pay roll of all the factories amounts to about \$25,000,000 annually.



### Have You Any Building Plans Under Consideration?

LET US ASSIST YOU

We can refer you to reliable contractors and aid you in many other ways.

**“It's Our Business to Serve You”**

Now is the time to store your fuel for next winter. We believe the prices are at the lowest point.

There is an advantage in having deliveries made from the cars, and the service will be more satisfactory.

**UPDIKE LUMBER & COAL CO.**

4500 Dodge St. WA-0300

**BEAGON**  
BETTY PRINT DIE  
1210 HOW

# Omaha Factories Produce Over



The Home of

## Ideal Butter



**Kirschbraun & Sons, Inc.**

OMAHA, NEBRASKA

1861

George A.  
**HOAGLAND**

& Company

Sixty-three successful years in

Wholesale and Retail

**LUMBER**

428 Keeline Building

1924

The Best in “Victor” Hosiery

“Lady Anne” and  
“Miss Victoria”

Two Exceptional Stockings in All Colors

AT YOUR DEALERS

**Manufacturing Wholesalers**

Dry Goods, Notions, Ladies' Ready-to-Wear,  
Men's Work Clothing, Hosiery and Underwear

A Cordial Invitation Is Extended to All Merchants  
Visiting Omaha

**Byrne & Hammer Dry Goods Co.**

OMAHA