

Benson, a Thriving Business Center and a City of Beautiful Homes



MAIN STREET, BENSON, LOOKING EAST FROM FIFTY-NINTH STREET.

MAIN STREET, BENSON, LOOKING WEST FROM FIFTY-NINTH STREET.

BENSON A GROWING SUBURB

In Five Years the Population of this Bright Neighborhood Increases 500 Per Cent.

ESSENTIALLY CITY OF HOMES

A most attractive suburb of Omaha is the village of Benson. Situated on the high land northwest of and adjoining Omaha, it has advantages which make it especially desirable as a place of residence, as is witnessed by the fact that the population has increased over 500 per cent in five years, which is greater than the percentage of increase of any city in the United States during the same period. Every convenience possessed by Omaha is easily to be secured in Benson. None of the advantages are lacking. The streets are paved, the walks are permanent. Gas and electric lights are connected with almost every house in the town, and the water works which serve the community is owned and operated by the town. The water is clear and cool, and is secured from deep wells, which give a never failing supply. Besides furnishing the city with good water, the water works also brings in a substantial income, which assists in defraying the municipal expenses.

Has Own Fire Department. Benson does not depend, as so many suburbs and small towns do, on volunteer firemen. It has its own paid department, and the efficiency of the men and equipment is well known all over this district. The equipment is up to date and the men are well trained.

Benson has several churches, representing as many denominations, and the attendance is greater than is ordinarily secured in suburbs. Open air meetings have grown quite popular, and many people assemble on the lawns surrounding the various churches when these meetings are held.

The schools of Benson are not second to any schools in the state, and, inasmuch as Nebraska is given credit for having schools equal to any, and the superior of most, in the country, Benson's children receive training far above the average. More than 1,300 students are enrolled in the public schools of the town, and parochial schools enroll about 100 more. The public schools occupy three large, modern buildings.

A City of Homes. Benson is essentially a city of homes. Were it not for the homelike of the town, there would be a Benson far less in importance than the one now adjoining Omaha. Block after block of attractive homes with beautiful lawns, attractive gardens and happy children, border every street. No crowded streets, bordered by tenements, are there. No unhealthy

conditions exist, whereby growing children are injured or held back. Lots of good, clear air, and plenty of sunlight is always available, and the happy, healthy faces of the youngsters of the town bear witness to the fact that the advantages they possess are taken advantage of. No slums, no segregated districts, no unsightly spots, are within the city limits. No section where crime is rampant is there.

Brisk Business Town. Although adjoining Omaha, and easily accessible to the big stores in the bigger city, Benson has created a business district, which is the peer of any in any town of its size in the state. Blocks of stores border the streets, and many attractive business houses are making rapid growth in this thriving suburb. As a good example, a new drug firm, Schiller & Seattle, took over a small store which had been somewhat run down, and with the ability so often shown in the business world of Benson, they shook things up and proceeded to do things. They manufacture their own ice cream and candy. They attend most carefully to every want of every customer, and now, after a few months in their new location, they have increased their business a hundred-fold, and are planning still bigger things.

It proves that Benson business houses are successful when the Bank of Benson is the biggest bank in Douglas county, outside of Omaha. C. C. Johnson, who has lived all of his life in Benson, has an attractive hardware store as could be seen in a long journey. His stock is neat, and his service is hard to equal, and his motto, "A modern store in every respect," is not more than equal to the facts of the case. John P. Wichert, who manufactures harness and saddles, and Conrad Swanson, whose forte is painting and paper hanging, both have good, up-to-date businesses. E. H. Olson, contractor and builder, has constructed some most attractive buildings, and has done a great deal for the welfare of Benson. Emil Carlson, who sells Benzonites their heating and plumbing fixtures, has created a nice business out of one that was much smaller when it was originated.

It seems that everything one sees in Benson has made some sort of a phenomenal growth, whether it be the happy children playing on the grass, or the Benson Cigar one sees so well advertised. Tindell's Newsstand, which sells cigars and confectionery as well as newspapers and magazines, is a real Benson asset, and the children who come to the door in almost a constant stream, would probably object vociferously if, for some reason, it was removed.

Omaha Firms in Field. In order to keep up the pace that has been set in Benson to make the citizens glad they are alive, the Benson Ice and Coal company have inaugurated a delivery system whereby every home in the

city is served daily by their big ice wagons, and no one need say that they didn't get their ice because the wagon didn't come around. Benson's business field has been entered by Omaha firms who are anxious to enter good fields in the vicinity, and Hastings & Heyden have the control of Benson Gardens, a most delightful section. The Brodegaard Jewelry store is popularly known as "the jewelry store of Benson," and well deserves the title. F. E. Trullinger has done a great deal for Benson by building his "well built Benson homes," many of which he has sold to prosperous and happy residents of Omaha's biggest suburb. W. A. Haberstroh, who sells furnaces and does general tin work, has built up a lively business, as has G. H. Tuttle in the furniture line. Mr. Tuttle's store is stocked with a very attractive line of furniture, and he has also an undertaking business.

Cherrycroft Nearby. John W. Welch has a country home just out of Benson, and around it is one of the finest as well as the largest poultry farms in Nebraska, from which go fresh eggs and really edible chickens to the Welch restaurants in Omaha. Mr. Welch calls this place Cherrycroft, and visitors are always welcome. Big vegetable gardens, as well as chickens, are there, and the sight is a very attractive one.

Altogether Benson is hard to beat, and

its citizens are proud of their town. Everybody is welcome, and the satisfied citizens are happiest when they are trying to convert some tired city dweller into a Benzonite. It is Benson's desire that you take a street car ride to their town, or that you ride over their paved streets in your auto. Benzonites are boosters, and no one has a better right to boost than one who boosts for Benson.

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Location very best, east front, one-half block from car, corner lot, on a street of new and attractive homes in a neighborhood of home owners. You will find this an exceptional proposition. Read my complete and accurate description, then see the house; you will agree with me. The front porch is large, 8x14, with enclosed sided railing (boxed porch). The front door oak with six bevel plates, a pretty design. Living room large with massive crownmold opening with built-in bookcase in the pedestal, opening to pretty dining room with built-in window seat, with linen storage under seat. Big kitchen, large pantry, nice back porch. Full basement; walls go clear down (not a sheer basement); guaranteed furnace, floor drain and hot and cold water in basement. Two fine large bed rooms with closet for each, front bed room finished in oak, back bed room finished in white enamel with two-panel oak doors; linen closet with clothes chute to basement. Living room and dining room finished in select red oak with polished oak floors. Bath room has tile floor and Keene cement tile walls. Living room decorated in a rich, warm tan oatmeal paper; dining room done in brown and tan; kitchen oil finished (not alabaster) in tan with enamel border. Bath in varnished tile paper above the tile wall, pretty bed room papers. This attractive bungalow is well built, roof rafters are 2x8 (you do not find many 2x8 roof rafters), lower joints 2x8, solid 8x8 girder, double floors, tar felt between walls. It's all complete, ready to move into. Front yard partly seeded, back yard just graded. Will sell for \$150.00 cash and \$27.75 per month. Price \$2,150. Now, then I want you to see it. You cannot rent a house like this for less than \$25 per month. The monthly payments I am asking are only \$27.75 and that includes interest too. See me today early, for this will sell quickly. Take Benson car, get off at 51st street, come south one-half block to No. 2505. Phone Benson 122.
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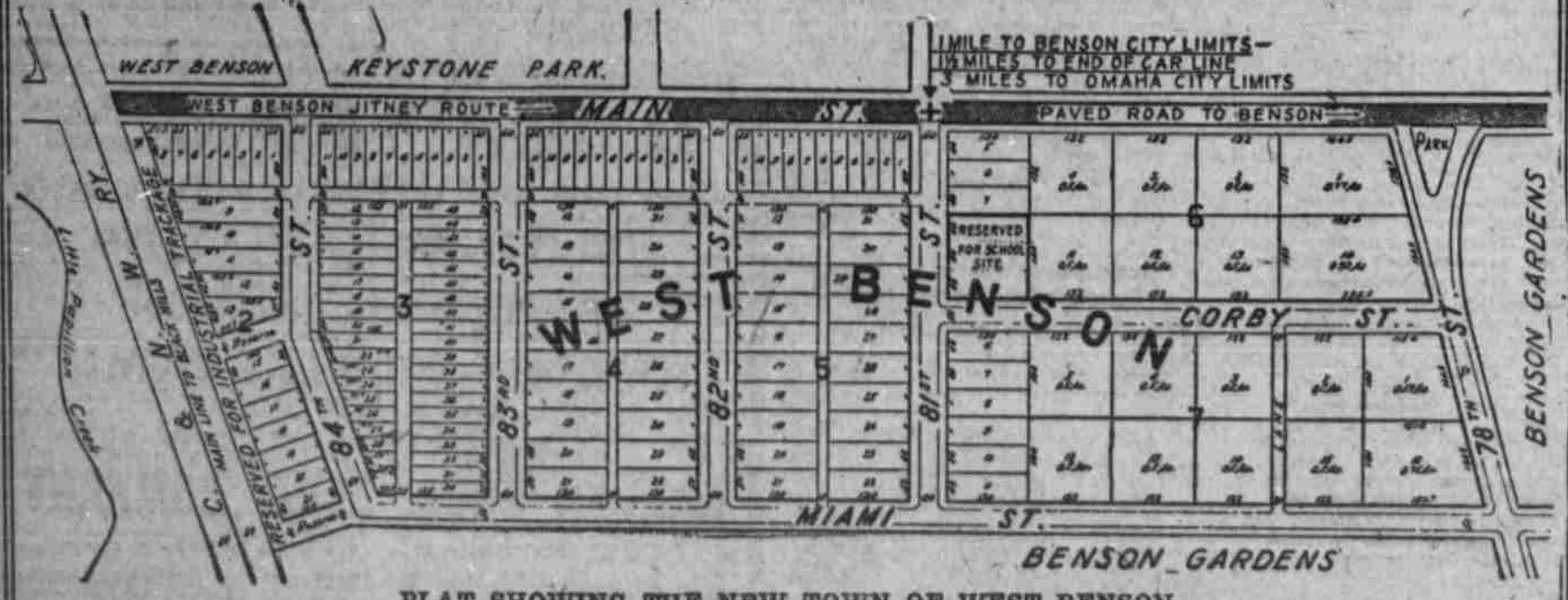
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A New Town -- WEST BENSON



PLAT SHOWING THE NEW TOWN OF WEST BENSON

The New Town is Part of the Post Farm, along the Northwestern railroad, which runs through the western part of the farm. It lies on a beautiful west slope, close to the Little Pappio creek. On the north is the paved roadway leading north from Benson. West Benson is one and one-half miles from the center of Benson; only one mile from the city limits of Benson. To the west and north is a large farming territory, but no trading posts, with the exception of Irvington, about two miles to the north, but is farther away from Benson.

The busy little city of Benson, which now has a population of about 5,000, was only a struggling village for several years after it was laid out. Many predicted its total collapse. It was a long distance from Omaha, no paved road, no means of transportation for a time, then a horse car line that connected with Omaha at Walnut Hill. There was no transportation or railroad, and to this day all freight must be hauled from Omaha; but it is different with West Benson, a railroad is already there, and has many more advantages than Benson had at the time it was laid out. What will West Benson be five or ten years from now?

The country between Omaha and Benson has been filling up until it is now a continuous city. Car service is adequate and Benson is now practically a part of Omaha, the same as West Benson will be in the near future, as sure as Omaha continues to grow.

Ground has been reserved for Railroad facilities, sidings, elevator, coal and lumber yard sites. There has been frequent talk of bringing power into Omaha from the Platte or Loup rivers. In such an event, and it is bound to come, what more natural than the making of a factory town of West Benson? The railroad would be in hearty sympathy with such a move. Land can be had at low cost and the surrounding acres would offer grand opportunities for comfortable homes for factory workers. The possibilities are unlimited and the idea very practical.

The Paved Road passing the property is a natural artery for farmers to the western part of Douglas county. The richest farms in the county lie just to the west of West Benson, and Keystone Park, with many houses adjoining on the northeast. The natural market, eliminating the long haul, will be in the new town. In fact the farmers have long been clamoring for better railroad facilities. They want to get their grain and produce and their milk to market, but it is a long haul into the center of Omaha. Dairymen would get a big boost if there was a milk station at West Benson.

Only One and One-Half Miles Away From West Benson is the terminus of the Omaha Street Car Line. The line can and no doubt will be extended; the growth of West Benson will make it necessary. A Trolley Service is now maintained from the end of the car line to West Benson, summer and winter, half hour mornings and evenings, hourly during the day. Trolley service into rural districts is being urged in all parts of the country, and it is safe to assume that an extension will be made through West Benson into the fertile country beyond.

Grading has already started. The plat was filed last week. A number of buyers are already making selections of business and half acre lots. Opening sale will be announced later.

HASTINGS & HEYDEN, 1614 Harney Street

When in Benson, visit CHERRYCROFT, the Country Home of John W. Welch
Welch's