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Opportunities for Omaha's Development

Commercial organizations in Omaha and the business men generally should take full advantage of the opportunities offered by the enforcement of certain national laws, the effective operation of which will greatly benefit Omaha and the territory tributary, if the opportunities offered are properly and promptly grasped. The new federal rate law puts an end to future rebates and freight discriminations. It will prevent favored shippers from securing special rates by which they have been enabled to haul Nebraska products to the east and return them in manufactured form, making a profit by both transactions, a double profit that came out of the pockets of the Omaha and western consumer. With the enforcement of fair and uniform freight rates, no excuse can longer exist for shipping Nebraska wheat and corn to Buffalo or Niagara Falls and having it returned in the shape of breakfast foods and other manufactured articles. The double freight tolls involved in such process leaves a margin of profit that should prove sufficient inducement to the establishment of cereal and other foodstuff mills in Omaha or vicinity sufficiently large to take care of all the cereals grown in the Omaha territory. What is true of cereals applies with equal force to the leather market and its industries. Under the present system, the hides of the beef supply of the nation are shipped from Omaha to Massachusetts and returned in the form of shoes and other leather products on which western citizens pay the double profit. The consumption demand for shoes and like leather products in the territory tributary to Omaha is sufficient to justify the establishment in Omaha of the largest shoe manufacturing in the world. The same facts exist and the same arguments may be applied to all of the vast amount of raw materials produced in the west. Two objections naturally offer to the plan. One is "power" and the other is "money." These objections were for a long time considered insurmountable, but they no longer obtain. The Omaha Commercial club has given its unqualified endorsement to a power proposition, after a year's careful study and investigation, which promises, when adopted and developed, to put Omaha on an equality in this respect with the factory cities of the east where cheap water power is the chief source of their success. The developments incident to the recent financial flurry in Wall street and the east answer the money question. Omaha leads the country in the point of stability of its financial institutions. It is certain that under the rulings of the Treasury department and the determination of the bankers of the country—whether or not currency legislation is adopted by the present congress—that hereafter the surplus resources of the interior banks will be more largely retained in the interior cities. The east understands this and eastern capital is looking for western investment, where returns are assured and freedom guaranteed from the methods that have been employed in Wall street, to the disturbance of the financial condition of the entire country. There is to be no lack of funds for legitimate enterprises and business investments in the west and Omaha should lose no time in making its advantages known. Let the east know about Omaha, The Market Town.

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