

THE CITY OF OMAHA NEBRASKA

Omaha, the metropolis of Nebraska, is a city of 130,000 people, situated on the Missouri river at a point that makes it the natural gateway to the immense north-west country. It is the eastern terminus of the Union Pacific railroad, and the western terminus of several trunk lines that lead into it from the east. As a railroad center Omaha commands an important and strategic position, and as a result is one of the great wholesale centers of the United States. It is also a manufacturing center of rapidly growing importance.

Omaha's commercial and industrial growth have been marvelous. From a mere village of 5,000 forty years ago, with little other commerce than that of the men and women seeking new homes on the western prairies, it now does a wholesale business amounting to upwards of \$200,000,000, and her total of manufactured products exceeds \$150,000,000 a year. Omaha is today the largest butter market in the world, is the fifteenth city in point of volume of bank clearings, has the second largest smelting plant in the world. Practically every line of manufacturing industry is represented in Omaha. Boots and shoes, overalls and shirts, structural iron and steel, flour, alfalfa meal, stock food, printing and brick and tile are among the chief manufacturing industries. The packing plants at South Omaha—and the two cities are one save in name only—employ thousands of people and the value of the product each year is in excess of \$60,000,000.

It may surprise many seekers after manufacturing locations to learn that power is to be purchased in Omaha as cheaply as it is purchased in Buffalo, and cheaper than it may be purchased in Pittsburg, Fall River or Chicago. Omaha capitalists, jointly with foreign capitalists, have organized an immense power company, and already the first steps have been taken looking towards the completion of a power canal from the Loup river that will furnish 40,000 horsepower, with the power plant within twenty-five miles of Omaha. That this immense project will be carried to successful completion is assured, and when it is Omaha will become one of the largest manufacturing centers in the country.

The wholesale business of Omaha is immense, the growth during the past decade having been little short of marvelous. Groceries, dry goods, garments, drugs, hardware, paper and mill products are among the chief wholesale activities. More than 3,000 traveling men are on the road representing Omaha wholesale concerns.

Omaha offers especial inducements to

capital seeking investment. Golden opportunities are at hand for the erection of manufacturing establishments that will find the raw product ready to hand. There is no reason why Omaha should not be a great tanning center, and therefore a rival of Lynn and Brockton in the manufacture of shoes. Neither is there any reason why Omaha should not become a rival of Minneapolis and St. Paul as a milling center. It is the largest city in a wheat growing section that produces the finest hard wheat known to the milling business.

While building a vast commercial city, Omahans have not lost sight of the other phase of metropolitan life. They have a park and boulevard system second to none in any city of equal size. This chain of parks practically surrounds the city, and all are connected by a boulevard system that is one of the city's great social assets. The public school system is the especial pride of Omahans. The Omaha high school building cost more than half a million dollars. Creighton university and Creighton Medical College, both practically built and endowed by the late John A. Creighton, rank among the great universities and medical colleges of the country. St. Joseph's Hospital, another of the monuments to the liberality of John A. Creighton, is famous the world over. Orphanages, seminaries and denominational schools are numerous. Omaha is well supplied with handsome church edifices, and the religious activities of the city are constant.

Omaha's street railway system is wonderfully efficient. With three great cross-town lines north and south and three cross town lines east and west—with numerous branches reaching into every section—the citizens are given a service that is little short of the ideal. In addition to these is a car line to Council Bluffs. Two of the north and south lines connect with South Omaha, and thence on to Albright, several miles further south.

Omaha's city hall is a monument to the enterprise of the city. It cost upwards of half a million. The new Douglas county courthouse will rank among the great public edifices of the country. When completed it will represent an expenditure of upwards of a million and a half. In a few months Omaha will have acquired ownership of the water system, which will represent an investment of upwards of eight millions. On the north side of the city is Fort Omaha, long one of the important military posts of the government. It is now devoted to the work of the federal signal corps department. To the south is Fort Crook, one of the larg-

est, as it is one of the newest, of the nation's military posts.

Situated amidst the hills overlooking the Missouri river, Omaha presents many scenic features of rare beauty. It is essentially a city of beautiful and comfortable homes—without any tenement districts such as the older cities further east contain. The sweat shop is unknown, and the wage earners are always prosperous and happy.

Omaha is the headquarters of the Union Pacific Railway system, and this great corporation is just completing a new headquarters building, sixteen stories high and covering a half-block of ground. A thousand employes of the company will work in this building.

Omaha is also the headquarters of the Burlington lines west of the Missouri river. The Burlington, Chicago-Great Western, Northwestern, Wabash, Illinois Central, Milwaukee, Minneapolis & Omaha, Union Pacific, Rock Island and Missouri Pacific, all enter Omaha, lines radiating out in every direction to the Atlantic, the Pacific, the great lakes and the gulf.

With 250 miles of street railway, 400 miles of paved streets, a park and boulevard system that represents an investment of more than a quarter of a million, public buildings equalling in size and architectural beauty those in many cities double and quadruple the size of Omaha, the metropolis of Nebraska makes an instant impression upon the observant visitor, whether he be on pleasure bent or looking for a location in business.

The Omaha Commercial Club's membership is made up of the live, energetic business men of the city. Its organization is one of the most perfect pieces of business machinery in the country. J. M. Guild, the Commercial Club's efficient commissioner, will take pleasure in sending descriptive literature to all who may ask for it, and will answer promptly and carefully all inquiries from intending investors.

Measured by every standard, Omaha is a wonderful city. Its enterprise is prodigious; its opportunities for profitable investment are without number; her citizens are hospitable, and her commanding position in the commercial and industrial world are the result of well directed effort.

MODERN WOODMEN OF AMERICA.

The executive officer of the largest fraternal order in the world, The Modern Woodmen of America, lives in Lincoln, Head Consul A. R. Talbot. Here Mr. Talbot maintains his head office, and from here is directed all the immense activities of this great organization.