

Prosperity "Sun" Already Up; Time to Get to Work

Country Still in Morning Hours of Business Revival, But Industry Gaining Impetus.

By J. M. GILLAN.
(Manager of C. of C. Industrial Bureau.)
Anyone who has ever been out in the open, on the western plains, for instance, in the early morning long before sunrise, where he could see the marvelous motion picture that Mother Nature throws upon her matchless screen of ethereal blue, will remember the wonderful introduction to the birth of a new day.

You will remember the first faint and almost imperceptible traces of white light that crept into the eastern sky, and the gradual fading away of the darkness along the rim of the eastern horizon. You will remember the great semi-circular glow that came pushing upward from behind the hills and spreading wider and wider until the whole eastern landscape became lighted up from the monstrous but hidden source of light below the rim of the earth. You will remember distinctly the first "streakings of the morning light" that shot up from the great orb of day, and you probably felt like shouting with the exultation of Shakespeare's character: "Awake, arise, for morn, in russet mantle clad, now stalks o'er yonder hill."

Dawn of New Day.

We have been hopefully and eagerly watching the dawn of a new industrial and commercial day here in the middle west. We have listened through the long, dreary night of commercial, industrial, agricultural depression, but now, thank goodness, it is the lark, and not the nightingale, that fills the air with song. The new day of prosperity has dawned. It is here.

Much time must yet elapse before we enter upon the full blaze and glory of broad daylight, for we are still in the morning hours of this business revival, but the sun is up and it is high time that we get the chores all done and start for the fields if we expect to get in a full day's work.

As proof of the fact that these are not idle words, I wish to present the results of about 50 personal interviews which I have had during the last three or four days with prominent merchant and manufacturers of Omaha.

Our Factories Are Busy.

The big packing houses on the South Side are all enjoying a steady and satisfactory kill of hogs, cattle and sheep, and many of these plants could use more skilled workmen than they are now getting. Some of them could use more good common labor. This is also true at the American Smelting and Refining works.

The flouring and cereal mills of Omaha are running on full time. The Kirkendall Shoe factory, employing

300 workmen, is running overtime and at full capacity.

The wooden and paper box factories have experienced an increase in business and are now running on about 70 per cent full capacity.

Our three large rubber tire and tube factories are running on full time, and two of them, the Nebraska and the Overland, are running night and day with three shifts. These three factories are now producing about 1,800 tires and 1,500 tubes every 24 hours. The combined payroll of these three factories is about \$15,000 per week.

Factories Doing Well.

Our big candy factories are doing well, considering the season. Mid-summer is usually the lightest buying season of the year for candy.

Our structural steel plants are running at about 70 per cent capacity, with good prospects ahead.

The printing establishments of Omaha report a very satisfactory business. Many of them are working at full capacity and the prospects ahead are encouraging. The Bemis-Omaha bag factory is running on about 70 per cent capacity, with good business ahead. Most of the chemical and serum factories are running strong.

The big bakeries and biscuit companies are in the main running full capacity, with increasing demands from the surrounding country. Stroud & Co., manufacturers of farm and road machinery, report an increasing business, and the farm implement houses find that while the orders from the country are small, they are extremely numerous and in many instances much better than had been anticipated.

Steady Improvement.

Retail trade in most lines does not show any phenomenal improvement, but it is steady, and while the volume of cash does not mount up as it did two or three years ago, because prices are lower, the volume of merchandise handled is very satisfactory. The retail hardware business in Omaha is exceptionally good at the present time, owing to the large number of homes that are being built.

Practically all skilled mechanics in the city are busy and common laborers, with the exception of those following railroad building, have but little difficulty in finding employment.

If the crops now growing mature under favorable weather, conditions and fair prices prevail for agricultural products and live stock, the coming fall and winter will bring prosperity to Omaha and all the vast agricultural region round about.

Existence of "New" Islands Known Over Century Ago

Washington, July 1.—The existence of the islands in the Pacific reported to have been discovered by an American pleasure craft recently, and which are said by the navy hydrographic office to be Washington and Palmyra islands, was known more than a century ago according to the National Geographic society headquarters here.

Palmyra island, which has no inhabitants, was discovered 120 years ago by the American ship Palmyra, while Washington island, where slightly more than 100 persons reside, was found in 1798, the society asserts.

seek the man it may find his wife.—Detroit Journal.

Everybody This Year 'Going Away' on His Vacation

This Fact Taken as Unmistakable Sign That Financial and Business Depression Over.

Everybody is "going away" on his vacation this year.

And this fact is taken into consideration as just another one of those unmistakable signs of the times that the financial and business depression of post war days is all over and that the much-looked for era of prosperity has returned.

The "light summer fiction" has given way to gayly covered and profusely illustrated "Where to Vacation" booklets and these pamphlets are being pored over nightly by "the great American household" in anticipation of a glorious trip away from the scene of daily tasks and hard labor to the land of sunshine, fresh air, fishing, riding, hunting, bathing, canoeing, dancing and carefree relaxation.

Annual Migration.

Passenger agents of all the big railroad systems which have terminals in Omaha, of all the eastern, northern, southern and western railroads which have offices in Omaha, will testify to the preparations of Omahans and Nebraskans for the annual migrations to "the different places."

Colorado calls to many—the lure of the mountains, the seductiveness of Colorado Springs, the Garden of the Gods, Manitou, Pike's Peak, the warm, sunshiny days and the cool, refreshing nights.

Minnesota and the northland beckon to others—Minnesota, the "land of the 10,000 lakes," where fishing is the chief lure, where canoeing and dancing offer diversion from the every-day life.

All Hold Charm.

Lake Okoboji, Spirit Lake, Clear Lake, Blue Lake—all hold charm for another group of travelers, while the Black Hills of the Dakotas, in which nestles Hot Springs and other resorts, hold certain attractions.

Many are planning on taking the long trip to California, the land of the setting sun, San Francisco, Los Angeles, San Diego, Santa Barbara and next door neighbor to Tijuana and southern California.

Up in the northwest, Mount Ranier rears his white head, nodding in estatic content toward Lake Washington and delights of Seattle and Portland.

Lure of South.

To the east, Atlantic City and Montreal are points toward which numerous vacationers cast longing glances, while toward the south lie the Ozarks, the home of John Neihardt, the poet laureate of Nebraska, and Rose O'Neill, mother of the kewpies. There lies the White River country, the springs, the mountain fastnesses, not so high nor strenuous as the Rockies, but with the same

lure for those who love the great outdoors.

Travel has increased overwhelmingly according to these Omaha passenger agents, who rejoice at the return of prosperity along with manufacturers, retailers and workers.

Capacity Taxed.

Already the vacation exodus has placed a strain on the giant railroad systems, they say, for reservations for Pullman accommodations have revealed a need for more Pullman cars, not enough rolling stock of this nature being available to handle the great throng of travelers who are hitting the trail.

But every effort is being made by these captains of transportation to secure the necessary equipment and their roads are bidding for earliest deliveries of Pullman cars, observation coaches, to insure Omahans and Nebraskans of the greatest comfort as they "go away" on their vacations.

Nebraska Rich in Limestone

Deposits Will Be Used as Fertilizer, Declare Owners of Tracts.

Nebraska is rich in deposits of Bethany limestone.

The natural lime of the soil of the earth is being gradually leached out as the world grows older and the top surface is washed away.

Progressive farmers, seeing this condition, are counteracting it by beginning to use ground limestone in large quantities as a substitute.

Nebraska limestone will be used some day to replenish Nebraska soil in the way of fertilizer, say owners of the larger deposits of the precious mineral.

Give the Nebraska farmer good roads, built with honest material, high prices for hogs and ground limestone to replenish the soil and he will grow the meal ticket of the world," someone has said.

In protesting that limestone has not had a chance in Douglas county's big 1922 program of paving, leaders in the industry declare that until Nebraska limestone dealers get together and force recognition, the present sand and gravel interests will have it all their own way.

Nebraska Bethany limestone has demonstrated by the crushing strength and French company efficiency test its permanence in highway and municipal paving, according to one of the industry leaders, and is more permanent than the fine gravel now being used in Douglas county, in the opinion of contractors.

Blue Spring, Weeping Water and Louisville are the three centers of limestone production on a commercial scale.

Nebraska's largest limestone producers are said to be the Updike and Myers quarries at Weeping Water, the Murphy company and the National Stone company at Louisville, and G. H. Davis at Blue Springs.

The test will come when the police try to tune the radio with parts unknown.—Detroit News.

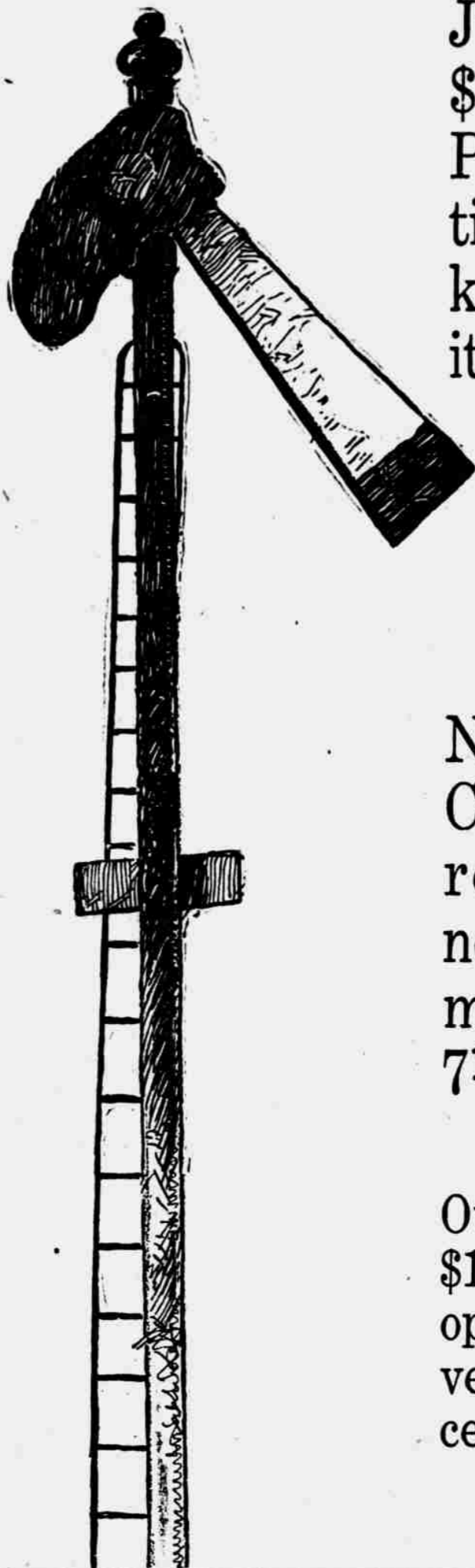
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How Good Paving Improves a Location



Twentieth and Dodge streets before and after. What an improvement is made by good paving is convincingly shown in the above photographs. This paving was laid in 38 days by the American Paving corporation. It cost \$25,000 less than it would have cost a year ago. It is vitrified brick block, which the contractor explains means permanent paving in every respect. It is pointed out that brick laid on Dodge street west of the Poony farm 26 years ago is still standing up. The vitrified brick made now days is a much superior product to the brick made a quarter of a century ago, too.

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