

Omaha's Factories Produced \$345,446,385⁰⁰ in '22

From 1908 to 1923



From two ovens in 1908 to the mammoth 16-oven Snow-White Bakery at 13th street and Capitol Avenue—that's the way the Iten Biscuit Co. has grown in Omaha



Omaha's Greater 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.

This is the largest cracker and cookie bakery west of Chicago, being the third largest in the United States. There are more cracker products baked here than in any city of less than one million population.

There are 16 ovens, with a total capacity of 700 barrels of flour daily. There are between 500 and 600 employes.

Iten's Quality Products comprise over 150 varieties of crackers, cookies and little feed cakes, all of them most excellent eating. There is an Iten Quality Product for every occasion when food is served.

Fairy Soda Crackers have always been made to the highest standard of goodness, and they are recommended to those who want the best. They are made of the best materials by modern, sanitary methods, and are packed white still warm from the white tile ovens. Fairy Soda Crackers are baked with salted tops or with plain (unsalted) tops. They are packed in triple-sealed packages, in family and consumer tins, and in returnable cans. The returnable tin can (see illustration) is recommended as the most economical package in which to buy crackers for family use. Each can averages 7 pounds of crackers, and the light-fitting lid keeps them fine and fresh until the last one is used.

While full credit for the growth of the Iten Biscuit Co. is claimed for the policy of the company in baking only the kind of crackers and cookies folks like and want more of, it is fully realized that the Omaha location is a big asset in developing distribution in the middle western territory.

Iten's Graham Crackers are "made eating for everybody, morning, noon and night." The materials used in their baking are carefully selected and every process is watched with scrupulous care to assure that the crackers attain the highest degree of perfection. They must come from the oven just right. They are healthful, recommended for infants, growing children and invalids on account of their high degree of nourishment and ease of digestion, they are also good for adults in every walk of life. They are good eating just as they come from the grocer, or they are good with fruit, or with a loaf of milk, or half-and-half, or made into sandwiches with your favorite filling. Many folks use them as breakfast food, crunched in a loaf of milk. The returnable half-size can (see illustration) is recommended as the best container for family use. These half size cans contain an average of six pounds of crackers, and the light-fitting lid keeps them in salable condition until they are used. Iten's Graham's may also be had in triple-sealed packages, and in bulk.

Visitors are always welcome at the Snow White Bakeries. Come to the office entrance at 13th street and Capitol Avenue, Monday to Friday, 9 to 11 a. m., or 2 to 4 p. m., when all departments are in operation. (We close at 12:30 on Saturdays.) A competent guide will take you through every department, so you can see how we put the quality in.

ALL GOOD GROCERS SELL ITEN'S QUALITY PRODUCTS
Iten Biscuit Co. Snow-White Bakeries
OMAHA (Reg. U.S. Pat. Office)

OMAHA HIGH SPOTS

Population 191,601.
First in butter production.
First in pig lead production.
First in per capita automobile ownership.
Second in per capita telephone users.
Third live stock market.
Center of thirteen national and interstate highways.
Commission form of government.
Fourth railroad center.
Terminus of New York-Omaha aerial mail.
Third in per capita park area.

Ten trunk lines of railroad—22 branches.
Home of the largest building and loan association.
The gateway to an immense wealthy inland empire.
Half-way station on New York-San Francisco airway.
No slums or tenements.
Fourth in home ownership.
Leading retail center between Chicago and Denver.
Seventeenth in bank clearings—thirty-fourth in population.



The Best in "VICTOR" HOSIERY



"Lady Anne" and "Miss Victoria"

Two Exceptional Stockings In All Colors

AT YOUR DEALERS



Manufacturing Wholesalers

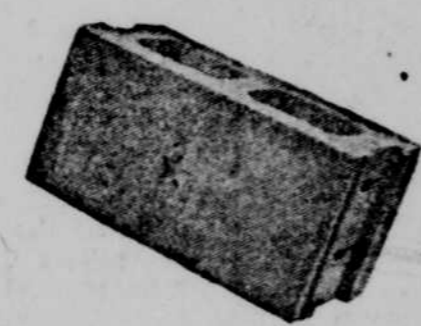
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A Cordial Invitation is Extended to All Merchants Visiting Omaha

Byrne & Hammer Dry Goods Co. OMAHA

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THE "IDEAL" WILL MAKE THEM



Our 19 year experience in the Concrete Block business have been devoted to improving the quality and utility of a product, requiring numerous costly changes in machinery in a factory facilities.

This constant striving to improve our product and our service has gained us the confidence, good-will and patronage of steadily increasing number of builders and home owners.

"Star Brand" Cement Blocks Are Better Steam-Cured and Waterproof Cost No More

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Uncle Sam Health Food



UNCLE SAM Health Food is a nutritious pure food product, made from toasted whole wheat flakes, toasted and crushed flaxseed, celery and salt.

It differs from the many other health-giving foods in that it not only builds and sustains the body, but acts as a positive and un-failing laxative. While in no sense a medicine, if eaten regularly once or twice each day it will relieve the most obstinate case of constipation. Because of this fact it has been widely recommended by physicians.

It is nourishing as well as laxative. With sugar and cream or with fruit, it is a meal in itself for those who desire only a light breakfast. It may be eaten daily the year 'round without pulling on the appetite or causing undesirable results.

UNCLE SAM HEALTH FOOD has the delicious flavor of toasted nuts. It is fully cooked and ready to serve. Most people prefer it as a breakfast food, with sugar and cream or with fruit. However, many find it just as delightful in muffins, griddle cakes, puddings, etc.

A Mild, Natural Pure Food Laxative

"A DISH EVERY DAY KEEPS CONSTIPATION AWAY!"
Uncle Sam Breakfast Food Co. Omaha

OMAHA SCHOOLS

Omaha has 56 public schools and 46,483 children of school age. There are four high schools, with 6,600 students enrolled, and a fifth high school is in course of construction. The Technical High School, costing more than \$3,000,000, is to be opened in September, 1923. There are 1,150 teachers. The value of public schools and real property is appraised at \$14,000,000.

The Medical College of the State University, one of the university's largest departments, is situated in Omaha. Other institutions of higher learning are Creighton University and the University of Omaha.

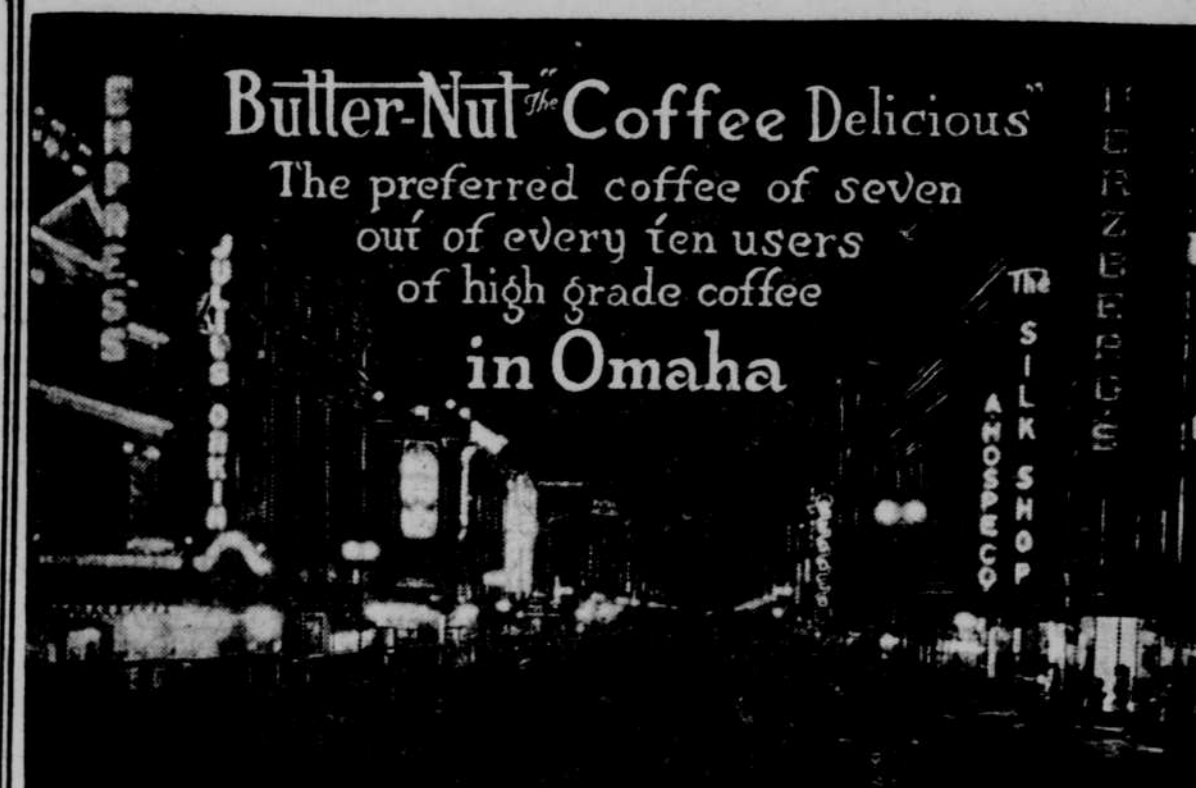
There are 28 parochial grade schools, with 139 teachers and 5,963 pupils; five parochial high schools, with 26 teachers and 283 pupils, and four academies and colleges, with 59 teachers and 468 pupils. There are four business colleges, with a total of 2,000 students and 40 teachers.

Omaha is rapidly becoming a great coffee manufacturing center.

Butter-Nut Coffee

is the best known and big seller of these Middle Western States.

Butter-Nut Coffee Delicious
The preferred coffee of seven out of every ten users of high grade coffee in Omaha



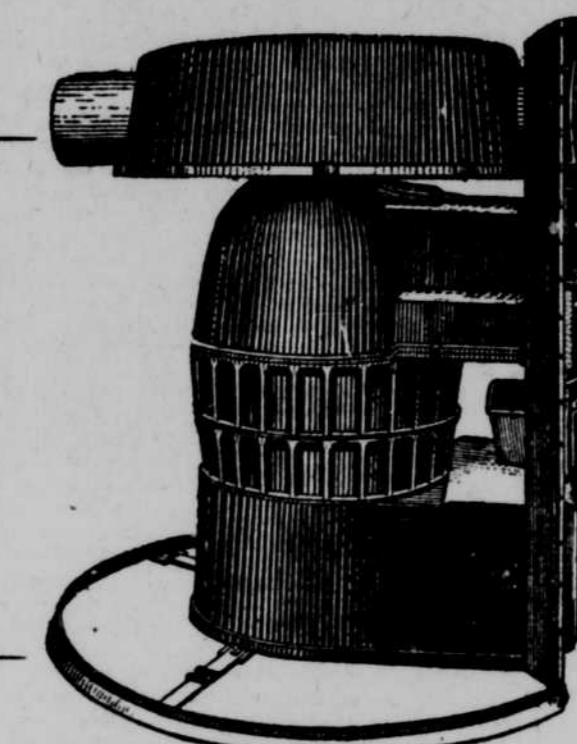
Douglas Street, Omaha

There is roasted in Omaha

By Paxton & Gallagher Co. daily enough coffee to supply the breakfast cup for over five cities the size of Omaha.

Overdraft Furnaces Heaters and Ranges

More Heat for Less Coal



All Cast Overdraft Furnace

The Overdraft Is Not

JUST A FURNACE

But Is

A Furnace of Real Merit

One that will live up to every statement made for it. Sold direct from our factory to residents of Greater Omaha and installed by our own skilled mechanics.

Our Products Are Sold All Over the Country During 25 years we have built up a flourishing industry, due largely to the quality of our product and the Overdraft principle built into our stoves and furnaces.

Have one of our heating engineers call and give you full details regarding this wonderful furnace and show you why it is to your advantage to buy it.

Howard Stove & Furnace Co.

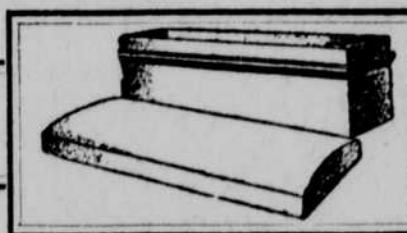
Ralston, Neb.

15 Minutes West of South Omaha

OMAHA, THE GATEWAY TO THE EAST AND THE WEST

The Automatic Sealing Concrete BURIAL VAULT

No Wood To Decay No Steel No Rust



Water-Proofed --- Reinforced --- Everlasting

The AUTOMATIC SEALING VAULT is the only vault manufactured featuring an absolute water-proof joint, the lid fitting down over the walls of the vault (see cut), forming an air-tight seal; water cannot enter the vault against the air pressure from within.

For sale by all undertakers. Insist upon the "Automatic Seal"

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The DOUP Never Stretch mattress ALWAYS FITS THE BED
Manufacturers of UPHOLSTERED FURNITURE, MATTRESSES and FEATHER PILLOWS

Ortman's

Housewives who are particular that every article in their daily menu be the best obtainable insist on our

Coffee Cakes Cinnamon Rolls Pecan Nut Butter Rolls

EVERY BITE A REAL DELIGHT

They are temptingly delicious in flavor and are entirely satisfying in wholesomeness. Try them and you will always buy them.

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Suppliers to PRINTERS and PUBLISHERS

The Best in

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30th and Farnam 29th and Leavenworth
38th Ave. and Farnam 24th and Willis Ave.
24th and H. So. Side 12th and Harney
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Conveniently located—where you may be assured of courteous treatment, prompt service, quality products.

With all honor and thanks to our thousands of friends and customers, we are in a position to say:

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