

NEBRASKA'S FIRST PAPER

It was Published in Omaha Nearly Forty-One Years Ago.

A MOST CREDITABLE PUBLICATION.

Interesting Description of its Make-Up, Contents, Object and Editor—The First Editorial Ever Written on Nebraska Soil.

Forty-one years ago the 25th day of next July the first newspaper ever born on Nebraska soil opened its eyes on the gateway of an empire that was to be. Its birthplace was the gnarled stump of an ancient oak and its swaddling clothes the caressing winds of the prairie...

It was an offspring to be proud of and to be proud of it was created to boom the newly laid out site of Omaha City, Nebraska Territory. It was the most creditable progenitor of the great metropolitan journals of which our city is so proud...

It had an editor, a compositor and a devil, the latter, by the way, was the only one, except the editor, of the entire force of three persons who were engaged in the printing of Omaha's first newspaper...

Was monarch of all he surveyed. He was lord of the fowl and the brute. From the land all around to the sea. His right there was one to dispute...

Society events were neither numerous nor brilliant, except in color, terra cotta and Indian red being the prevailing shades. May day bonnets were made up of one or two feathers, according to the rank of the wearer...

The editor was a Mr. J. E. Johnson, who is described by those who knew him as a tall, well-proportioned man with a high forehead, eyes, genial, popular among his townsmen...

He was a ready writer and could write editorials and bustle for advertisements with equal success, but being of a restless spirit the year following the advent of this paper he departed for Utah, where he died some years later...

The first newspaper of Omaha had for its immediate competitors "The Western Bugle," mentioned above, and "The Frontier Guardian," also published at Bluffs City, and edited by Oren Hyde...

The name of this first newspaper ever published in Omaha or Nebraska was the Omaha Arrow, and its buoyant flight proved that it had been shot from the bow of a skillful archer...

In the left hand upper corner of the front page was the announcement that the "Omaha Arrow" would be published every Friday morning, at Omaha City, Nebraska Territory...

The names of the editors and proprietors were given as J. E. Johnson and J. W. Patterson and in addition to the above this card contained the following prices of subscription and terms of payment of the same:

1 copy one year.....\$ 2.00
3 copies one year..... 5.00
12 copies one year..... 18.00

It was stated that payment for the "Arrow" must be made invariably in advance in order to secure attention, and also that letters and business must be prepaid on the right side of the caption was the advertising rate card. The prices for space in the "Arrow" were about the same as quoted in the average country weekly of today...

The largest advertisements were those of putting houses, located in St. Louis, Chicago, Dubuque, Ia., and other points. The greater number of the announcements was for Council Bluffs firms. Among these were bonds for advertising in the Arrow...

M. & R. M. ROGERS. Wholesale and Retail Dealers in COOKING STOVES HEATING STOVES AND MANUFACTURERS OF Tin, Sheet Iron, Copper and Brass Work...

Another well known name that graced the columns of the Arrow was that of G. E. Lewis...

had agent. Tootle & Jackson advertised spring importations at the Eppanet store. Some startling head lines appeared over advertiser's announcements. The following are specimens: HE-HO— THE ELEPHANT STILL SURVIVES. LOOK OUT! LOOK OUT! For the Sign of the Keg at the Corner—

This was over the announcement of a general store, and not a saloon, as one would naturally think it ought to be. Another was "Ahead of the Hounds."

The motto of another firm was declared to be: "Examine, try, then buy." The patent medicine men were quite conspicuous among the advertising patrons. Vegetable pills, Panacea, Brown's Jamaica Ginger and Perry Davis' Pain Killer made this department of the paper seem almost modern.

Lawyer's cards were unusually plentiful. No less than fifteen of them appeared in the first issue of the paper. There were the announcements of almost all kinds of trades people, merchants and professional men except doctors, but as it was stated that the health of this entire region was exceptionally good at this time perhaps the doctors considered that advertising for patients under the circumstances would be "love's labor lost."

The real estate advertisements were fully up to the mark. They were in the hotels kept pace with the best advertisers. The "Arrow" had no jealousy in its make-up, as it contained a half column advertisement for the "Western Politician," a newspaper which was soon to be started at that point.

Most of the advertisements were time contracts and quite a number were marked off. Examination of subsequent issues disclosed the fact that the liberal advertising patronage accorded the first issue of the "Arrow" not only continued but was materially increased in future issues.

The reading matter which graced its columns was of much better character than one would expect to find in a frontier journal forty years ago. The variety was surprising, considering the limited facilities for drawing the stationary channel of the Missouri river with lightning speed hurrying on to the Atlantic seaboard. The first issue of the Council Bluffs & Galveston railroad came thundering close by us with a whirlwind which brought us to our feet, knife in hand. We rubbed our eyes, looked into the darkness to see the flying train, but it had vanished and the shrill neigh of our startled horses gave indications of danger near at hand.

The hum of business in and around the city had also vanished and the same rude camp fires were before us. We slept again and daylight stole upon us refreshed and ready for another day's labor.

Such is an imperfect sketch of the first newspaper ever published in Omaha or Nebraska and although it is not a masterpiece in either appearance or make-up, yet I fancy that it filled its place as well and served its purpose to as good advantage as any of its successors. It is neither a material accommodation, telegraph service or perfecting press and yet it furnished the news, such as there was to be had, to its constituents and consequently filled the minds of Omaha's people with the thought of the pioneer newspaper of Omaha.

By MRS. CHARLES B. THOMPSON. A BROWN PAPER PARCEL. ARMER BROWN was out in his garden angling as to his cat's paws. It was a pleasant sight in the early April morning, for the sturdy young plants had started out with every prospect of success; the tender buds on the fruit trees had been softly opening in the warm rays of the sun, and now a brisk wind was trying a little severity to hurry up their lazier sisters.

At the rear of the farm house in snowy whiteness, there blossomed upon the line the usual Monday washing. Mother Brown's unfailing cry. On one end of the line there hung a vast array of long, spindly black legs, dancing, whirling and kicking in the breeze with an abandon which would make the fortune of a modern danseuse.

Farmer Brown gazed on his promising garden with a heavy heart. "What are buds and blossoms of promise to a poor dyspeptic! And one sad little biscuit in which soda had been scattered, 'Not wisely, but too well,' had sent the farmer from the breakfast table with such a pessimistic view of life that his fields looked like dreary wastes, and his pretty home the abode of woe!

His three children passed him on their way to the village school, but it was not until he saw how pale and thin they looked. As he paused to shut the gate after them, a brown object in the middle of the road caught his eye. It was small and round, and tied up in heavy brown paper. He picked it up and started toward the house, when suddenly a queer thought struck him. What if that innocent-looking parcel should contain dynamite! He had read strange accounts of those deadly infernal machines, and in his strangely nervous state, he fancied dangers lurking in every corner.

"Hut, hut, hut," Seth Perkins swore to be even with him after that last horse trade, although, goodness knows, it was not his fault that the pecked old horse had died the week after Perkins took him? The Police Gazette was responsible for some of the awful visions of vengeance which flitted through his mind. "What a notion! Cause for the gingerly manner in which he carried that bundle to the kitchen door for a consultation with his wife.

"See here, Sarah," he said to a busy individual who was preparing, apparently, every known vegetable under the sun to go in a ham, "I've got a 'balled' idea. 'What do you suppose this is? Do you think it could be dynamite?' 'Shake it and see,' cried Johnnie, who loved excitement. 'Lend a Goshen, child! Do you want to be sent to the middle of next week?' said his mother, clutching him wildly.

"Just take a little peep," said Maria, like all girls, full of curiosity. "No," said the farmer, "it may be harmless, but I think I'll take it out and bury it. That's the safest plan."

But fate had decreed differently for the brown paper parcel. Naughty little Dick, a country-bred dog, who knew nothing of modern machinations of evil, seized a propitious moment when the farmer had gone for a spade. In the twinkling of an eye, to the horror of all beholders, this rash dog had torn the paper from the package and rolled over and over in his joy. And he still lived. They all drew near and gazed at the contents with wide eyes. They caught Maria's eye and she cried out eagerly, "Why, it's baking powder! Don't you remember what Cousin Sarah said they used in that flour when she went to Boston? A cooking school?"

"Well," said Mrs. Brown, relieved from her fears, "but feeling this was the ridiculous following the subject of a 'cooking school' no cooking school, it's all nonsense, and, if it isn't dynamite, it's pizen."

"O, my, please let me try it once," urged Maria, who was fond of experiments. "Yes," said her father, "seems a pity to waste it, and you're cooking don't turn out well, the pigs can have it."

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In the support of the national democratic party, the advocacy of the Pacific railroad up the only feasible route up the Platte valley, the progress of Nebraska and the interests of the people at home we live always count the Arrow strong, hitting and cutting.

The following extract from an article entitled "Nichols in Our Sanctum" will be interesting, as it shows that the editor had a very correct estimate of the future of Omaha:

"It might seem to me in the most comfortable manner in the world as we lay on our buffalo robes with old Mother Earth for a pillow and our eyes, looking into the darkness, the busy hum from factories and the varied branches of mechanism from Omaha City reached our ears. The rattle of lumbering street cars, the clatter of the street tram of 19,000 of our animated, enterprising population, the hoarse orders from the crowd of steamers upon the levee, loaded with only cooking stoves, and the clatter of the fruits, spices and products of other climes and soils greeted our ears.

"Far away toward the setting sun came telegraphic dispatches of improvements, progress and moral advancement upon the Pacific coast. Our feet fringed with teak, silk, etc., from thence and passing across the stationary channel of the Missouri river with lightning speed hurrying on to the Atlantic seaboard. The first issue of the Council Bluffs & Galveston railroad came thundering close by us with a whirlwind which brought us to our feet, knife in hand.

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1855. ESTABLISHED 1855. 1895. MILTON ROGERS & SONS.



Mantel, Tile, Fireplaces, Stoves, Ranges, Furnaces.

AGENTS— Garland Stoves and Ranges, Monitor and Majestic Steel Ranges, New Process Gas and Gasoline Stoves, Leonard Cleanable Refrigerators, Carlton Hot Air Furnaces. HISTORICAL.

This business was established in Omaha by Milton Rogers in June, 1855, and was first located on the north side of Farnam street between 9th and 10th streets in a one-story cottonwood store building. In the reproduction of Omaha's first newspaper, the "Omaha Arrow," may be seen our advertisement as it appeared at that time.

During the continuous successful business career of 40 years we have maintained a reputation for liberal and fair dealing and as selling out the best grade of goods at the lowest prices consistent with good quality, and are now recognized as the largest and leading establishment in our line in this country.

MILTON ROGERS & SONS, Nos. 1321 and 1323 Farnam St., Cor. 14th St.

LOOK FOR THE BRAND Some People Will be Foolish P. CENTEMERI & CO. THE BEST IN THE WORLD!



BEWARE OF IMITATIONS. And of unprincipled parties advertising Centemeri Gloves. We are sole agents in this city.

The Latest New Spring Millinery, The Newest Spring Suitings, New Novelties in Dress Goods. Get the New Idea Paper Patterns here—only 10c.

W. R. BENNETT CO., DRY GOODS DEPARTMENT. 13th and Douglas Sts.

OMAHA SAVINGS BANK. The Old Savings Bank, 13th and Douglas Sts. 4 per cent interest, compounded semi-annually, paid on savings deposits.

For fresh flower seed and bulbs, plants and cut flowers, call at Hess & Swoboda's, Florists, 1411 Farnam, Paxton hotel.

Did you see that New Store Building on 20th and Lake? That is—

JOHNSON & GOODLETT'S NEW CASH STORE.

This elegant stone building erected by these gentlemen for the special accommodation of their business is a compliment to their trade and a testimony to the sterling honor and courteous fairness that has always characterized their house.

Having recognized on the STRICTLY CASH system, prices will be as low as the lowest in the city.

Persons living on the North Side will now have no occasion to go "down town" for the latest and best in their line or to "save a nickel." They expect to open about May 10th and are preparing a list of bargains which will appeal to every resident of their vicinity to patronize "home industry" and enterprise.

Advertisement for The Curl Wom T Brushout, featuring an illustration of a woman's hair and text describing the product's benefits for hair care.

M. H. BLISS, IMPORTER. Crockery, China and Glassware LAMPS.

UNION SOAP. Made in Nebraska by W. A. Page Soap Co.

A. A. PARKER, M.D. Room 5, Creighton Block. Telephone: 264 p.m.

J. C. DENISE, M.D. Practice limited to diseases of Eye, Ear, Nose and Throat. OFFICE, No. 209 Karbach Block.

The HENDERSON Family Hotel and Restaurant. Entirely New and First-Class. Gas, Steam Heat and Modern Conveniences.

The 24th St. Bakery. Fresh Bread, Pies and Cakes of all kinds. Orders Promptly Filled.

H. L. BURKET UNDERTAKER. 23d and Cuming. For First-Class Work and Reasonable Prices, Call on Madame De Steele.

GEORGE J. FOX, RENTS and FIRE INSURANCE. 1218 Harney St. Can Give the Best of References.

Wolfe Electrical Co., Electric Supplies, Etc. 1614 Capital Ave., Omaha. Phone 1214.