

# Substantial Basis for Omaha's Thankfulness

Institutions that Are Making the City Great.



GURDON W. WATTLES, President Omaha Grain Exchange.

Organized effort has been one of the great factors in the development of Omaha's material interests. Some of the chief factors in the growth of the city are here enumerated.

OMAHA, the Market Town, is the slogan of the Omaha Commercial club, an organization which is constantly on the watch for the city's interests. Each member feels he ought to do all he can to make Omaha a city of 200,000 by 1910, and the organization works to that end.

A year ago, in answer to the importunities of the club, the railroads promised to place Omaha on a parity with St. Paul in the matter of merchandise rates to South Dakota—to make rates which would not exceed the sum of the locals to and from Sioux City. This promise has been partly carried out by a tariff which went into effect August 28 of this year. The club claims to be partly responsible for securing improved passenger train service on the Washburn and Missouri Rivers, and a new service on the Rock Island which puts Omaha mail into northern Kansas and southern and southwestern Nebraska and Colorado twelve hours earlier than formerly. The club is now working with every road running into Omaha for the improvement of the freight service.

The club won last summer before the western classification committee in its fight against the mixed carload rating proposed by large eastern houses on goods to this part of the country.

It has brought a number of manufacturing and jobbing industries to Omaha, and is now about to organize a promotion corporation to bring more here. Believing local jobbers were taxed high enough on their stocks, the organization was largely instrumental in preventing an advance in assessment two or three years ago.

It is assisting the Grain exchange in its fight against the Rock Island road for making grain rates discriminating against Omaha. At present a campaign is being waged for stop-over privileges for all persons passing through Omaha.

The club makes three trade excursions each year, boosting Omaha by letting the people of the tributary territory know that there is on the Missouri river a real live town, with five people in it.

Omaha is advertised to the world on every possible chance, and Commissioner Guild says a still more strenuous policy of advertisement is to be pursued in future.

From a small beginning Ak-Sar-Ben has grown until it has come to be welded with

1906, of 11,940 cattle, 106,751 hogs and 140,559 sheep.

To the South Omaha Live Stock exchange, organized in 1889, when the city boasted of but two packing houses, and when receipts had not begun to reach the enormous proportions they have now attained, is due a great deal of credit for the advance of the Meigs City. The exchange, well organized and well regulated as it is, permits of shipment of live stock without the owner accompanying it, and makes possible satisfactory business transactions at long range. The interests of the shippers are always protected by the rigid rules of the organization. Loose and unquestionable methods are practically an impossibility, for in case of an infraction or an evasion of the rules the penalty falls swiftly and surely. With the exchange as a foundation, the South Omaha market stands today to the entire live stock trade as a monument to business intelligence, integrity and progression.

The exchange has 200 members, mostly commission men, with a few traders, bankers and lawyers. They believe that Omaha, being near the base of production, will become the center of the packing industry of the country.

The story of the Omaha Grain exchange is told thus by President G. W. Wattles: "The Omaha Grain exchange was organized in 1893 and commenced its corporate existence on February 1, 1901, with the purpose on the part of the organizers to make it the basis for the creation at Omaha of a great grain receiving, storing and shipping business.

We have succeeded in this purpose far beyond our most sanguine expectations at the time. When we first formed the exchange the rates that were made in 1901 from Omaha to Chicago and Mississippi river points we had in mind to create the ability to reap from Omaha the grain produced in Nebraska, the ordinary disposition of which was the markets on the Mississippi river, Chicago and at the Atlantic seaboard. The immediate result was the construction at Omaha of the following storage elevators:

Independent Elevator	1,500,000
Uplike Grain Co.	500,000
Transmississippi Grain Co.	500,000
Merrill & Holmquist Co.	150,000
Nebraska-Iowa Grain Co.	125,000
Crowell Lumber and Grain Co.	125,000
M. C. Peters Mill Co.	200,000
Covers-Von Dorn Elevator Co.	50,000
Nebraska Hay and Grain Co.	25,000
Add to these the elevators then in operation:	
Omaha Elevator Co.	1,500,000
Merrill & Holmquist Co., "A"	500,000
J. F. Twombly, Son & Co.	50,000
And the two now being erected:	
Nye-Schneider-Powder Co.	1,000,000
Grain City, Mill Co.	500,000
and on January 1, 1907, the storage capacity of the exchange is	

Embodied in the success of this movement, the exchange in 1903 launched out in the fight for the terminal tax of rail-

road property, working hand in hand before the legislature with Edward Rosewater, who was the pioneer of the movement. C. F. Harrison, Fred D. Wead and W. G. Pres. members of the taxation committee of the exchange, and Attorney J. H. McIntosh, engaged by the exchange, worked in person at Lincoln in support of a house bill which embodied the principle of terminal taxation of railroad properties for city and village purposes. The three members of the committee also spent much of their time in the towns of the state, making addresses and distributing circulars, in order to educate the people on the subject and induce them to influence their representatives in the legislature to vote for the measure. The bill failed of passage, but the principle was more widely advertised than it had ever been, and the belief became more fixed in the minds of its supporters that it would some time be adopted.

The exchange meets once a week to discuss matters of civic welfare in addition to the routine of the realty business. Visitors in the city are invited to these meetings, and what they hear and see often makes them able disseminators of the gospel of a Greater Omaha.

At present the exchange is preparing a booklet descriptive of the city, and this will be distributed all over the country. All the material has been gathered and the exchange has taken up the solution of the financial question involved in its publication.

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The Omaha Women's club has always been at the front in any movement for the uplift of mankind in general, for Omaha womanhood and childhood in particular, and for the interests of Omaha as a city. It has done real work to make Omaha a city beautiful and has been a strong influence in arousing a healthy interest in a good-looking city. Just to show how a model street should be, the club maintained a model block for a time, on which it kept the streets and sidewalks clean with a body of white wings employed by the club. As one outgrowth of this campaign for cleanliness one sees today on the street corners large boxes into which the citizens are supposed to throw their papers, cigar stubs and other rubbish. The club has always protested against obscene advertising on the billboards, and has sent committees to visit the council on this matter at various times.

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## Tersely Told Tales Both Grim and Gay

**Hurried Flight.**  
BACK in the '80s a Chelsea celebrity was "tight." Howe, always looking for a chance to perform deeds of valor, always boasting of his courage, and really having more sense than judgment.

With "tight" could always be found a semi-sporting element, knowing there would be "something doing." One night in passing a saloon where there was a great deal of noise, "tight" halted his admirers and said: "Boys, stay right here and I'll go in there and throw 'em all out, and one of you count 'em as they come." In he went. In a few minutes out came a man through the window, sash, glass and all, and one of the crowd yelled with all his might, "One."

From the gutter came "tight's" voice, saying: "Stop counting! Stop counting."

**Is Trouble to Himself.**  
General Sherman once had occasion to stop at a country home where a tin basin and a roller towel on the back porch sufficed for the family's ablutions.

For two mornings the small boy of the household watched in silence the visitor's efforts at making a toilet under the unfavorable auspices, but when on the third day the toothbrush, nail file, white soap, etc., had been duly used and returned to their places in the traveler's grip, he could suppress his curiosity no longer, so boldly put the question:

"Say, mister, air you always that much trouble to yo'self?"—Lippincott's Magazine.

**Will Stand the Test.**  
Dr. H. W. Wiley, the chief of the bureau of chemistry of the Department of Agriculture, was asked the other day by a reporter why he did not investigate rouage. "Rouage," the reporter said, "may be very harmful, very poisonous, sir. Don't you think that it requires investigation?" Dr. Wiley smiled. "No," he answered. "I can't say I do. If rouage were poisonous, unnumbered women would have died of it long ago. By the way, I'll tell you a queer thing about rouage. It is something that I come upon one day in a pharmacy, and I think it illustrates an odd phase of human nature. A young girl was buying a

New in Flavor  
It's Good

New in Substance  
It's Good for You

A new food  
in a new form—in  
the most delightful form—  
that's Toasted Corn Flakes.  
And it is the only Breakfast Food  
that always tastes new, no matter how  
long or how often you eat it. The  
delicate flavor of Toasted Corn Flakes  
cannot be described. You must taste  
it to know it—and knowing it is liking it.  
Ask your grocer. 10 cents a package.

Be Sure and Ask  
for  
Sanitas

**Battle Creek Toasted Corn  
Flake Co.**  
Battle Creek, Mich.

None Genuine  
without this signature  
*W. K. Kellogg*

TOASTED CORN FLAKES

**Shows His Collection.**  
John Burroughs, the famous naturalist and poet, author of that fine poem "My Own Shell Come to Me," loves to tell a story which has to do with a friend of his named Orr.

On one of his trips Mr. Burroughs happened to be in the town where Mr. Orr lives. Meeting him in the street, Mr. Burroughs insisted that his friend should accompany him to the hotel for luncheon. As they were sitting Mr. Burroughs inquired if his friend was not interested in any specialty.

"I think," said the naturalist, "every man ought to have a collection of some kind. It adds zest to life."

"Oh, yes," said his friend, "I have quite a collection; I am interested in flowers. Come home with me and I'll show them to you."

As they approached the Orr home, six fine healthy children, playing on the lawn, ran to meet their father.

"These," said Mr. Orr, with a twinkle in his eye, "form my collection of orchids. Are they not grand specimens?"

Mr. Burroughs agreed that the collection of Orr's kids was the finest he had ever seen.—People's Magazine.

**Has His Revenge.**  
Butcher Ludwig was continually being robbed of meat by a large black tom cat belonging to a next door neighbor. Finally he temped the best of him, and he poisoned the cat.

The cat's owner the next morning found the animal lying dead before his door. He knew at once who had done the killing, and with a low bitter oath he took the dead cat up by the tail and put indoors.

Butcher Ludwig had happened to advertise for the week a mark down sale on sausage. That night his shop was thronged with sausage buyers.

Suddenly, when the crowd was thickest, the outraged neighbor allowed his way through the people and threw upon the chopping block the dead body of the huge black cat.

"There you are, Mr. Ludwig," he said. "That makes thirty-five. I'll bring the

### Conscientious Doctors

# Gund's Peerless Beer

habitually prescribes a good barley beer for strengthening patients who are very delicate or convalescing. Hence in first class hospitals and convalescent homes and in the best hotels, Dr. Gund's Peerless Beer is the standard beverage.

Every one knows that malt beverages are tonic as well as slightly stimulant and of the highest advantage in cases of debility and wasting disease.

Peerless contains about 1% of alcohol, not enough to hurt anyone, yet sufficient to aid and promote the digestive process of solid foods. It has been brewed for more than 10 years from barley grain and the juice of imported hops, by the famous "Grand National Process." Will give relief at St. Louis Superior for highest excellence. Best at all hotels, cafes, restaurants and on dining cars. Bottled only at our brewery. Ask for it at any high class place and it will be given to you. It is a superior home beer. Try a case delivered. Speaking, wholesalers, bartenders, etc.

**JOHN GUND BREWING COMPANY, La Crosse, Wis.**  
W. C. HEYDEN, Mgr., 1325-22-24 Leavenworth St., La Crosse, Wis. Telephone Douglas 2844.  
BARNHART & KLEIN, Wholesale Distributors, 162 West Broadway, Council Bluffs, Iowa.