

Greater Omaha

INVESTMENT OPPORTUNITIES IN OMAHA

Unquestionably Omaha offer opportunities for investors, in more varied lines and with a stronger assurance of profit than any other city in the country. Reasons for this are many and obvious. When eastern capital was withdrawn from western investments, during the money stringency and crop shortage era, local men were thrown upon their own resources. They have learned the lesson of caution in the school of adversity and every step taken in the last fifteen years has been along the line of conservative advancement, utterly devoid of the speculative and wildcat methods that characterized too many enterprises in the west in the "boom days."

As a result, Omaha's business and industrial interests have prospered beyond those of other western cities. The jobbing trade has been trebled, the manufacturing industries increased many fold and all, or very nearly all of the improvement has been made with Omaha money, earned here and reinvested by Omaha men. There has been no over-crowding, no cut and slash competition that inevitably follows a production beyond demands.

This steady growth, on a sound, substantial basis, has placed Omaha business men and investors in a most enviable position, and leaves abundant opportunity for others to share the prosperity they are now enjoying. In no line of trade or industry, according to the opinion of those most familiar with the situation, is business overdone. There is room in every line for additions and these would be welcomed. The increasing population of the city and the development of all its varied interests warrants the invitation to investors to place their money in Omaha.

In house building, for instance, an unusual opportunity is offered. Real estate men have practically

no vacant houses on their lists, the sign "No Houses to Rent," being displayed prominently in several of the larger rental agency offices. At the same time, every hotel and boarding house in the city is filled with newcomers, anxious to secure cottages, houses, apartments or other places of residence for which they are willing to pay rentals that guarantee a liberal return upon investments.

In real estate, while there has been a steady advance in the last few years, prices are still below the normal and much less than for corresponding property in other cities of Omaha's size.

In the jobbing lines, practically every interest is represented, but new comers would be welcomed by those already in the jobbing trade. Omaha is a dominant factor in the jobbing trade between the Missouri river and the Pacific Coast and within the last few years has pushed its trade in successful competition with Chicago and St. Louis. Tributary to Omaha the great western states, are developing more rapidly than any other section and the opportunity offered for enlarging and increasing the wholesale trade from this city is unequalled.

Every one of the hundreds of manufacturing enterprises in Omaha is working to full capacity, the only complaint being inability to secure sufficient help to turn out orders promptly. There is room for more manufacturers and the success of those already established here is sufficient assurance of a prosperous career for those that may follow.

The field is particularly attractive for working men. Wages are good and steady employment guaranteed. Rents are reasonable and opportunities for securing homes at moderate prices better than offered in any other city.

Omaha is growing in every line of activity. Opportunities are born every hour. Now is the time to come to Omaha.

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