



Opportunities Omaha Should Not Overlook

Practically all of the men who have made a study of financial and industrial conditions in the United States agree that the recent alleged panic will be far reaching in its results in many respects, the first of which will be to mark a decline in speculative activity and the loss to Wall Street of the financial dominance of the country. The exposure of the methods employed by "captains of industry" and "Napoleons of finance" in exploiting the wealth of the people and the investments in corporations for their personal benefit and gain have made it certain that for many years to come investors will seek legitimate enterprises for the investment of their savings, to the rejection of Wall Street's speculative allotments.

Omaha bankers and business men who have been investigating conditions in the east are unanimous in expressions of belief that the tide of surplus wealth which has been directed toward Wall street for many years will soon take a complete turn and drift toward the west, seeking investment in farm land, city property, building and manufacturing enterprises and in different lines of commercial and industrial activity. This is not the opinion of Omaha bankers alone, but is conceded to be true by many of those who have profited in the past by the fact that Wall street has been the goal of surplus investment funds.

Under the circumstances, it is to be regretted that Omaha has not in the past taken advantage of opportunities for making itself better known to prospective investors. Possessed of advantages unequalled by any other city in the west, Omaha has not been properly advertised in the east. It is late, but far from too late, to grasp the opportunities offered to attract the attention of investment seekers who are looking, or soon

will be, for fields for the lucrative employment of their earnings and savings, freed from the element of speculation.

The east should be told that Omaha is the best equipped city in the west, in the matter of railway facilities, jobbing advantages, manufacturing opportunities and certainty of future development.

The east should know that the value of the products of Nebraska's farms annually is greater than the gold production of the world.

The east should know that the packing plants of Omaha pay more for live stock each year than is produced in the gold mines of the United States.

The east should know that the jobbing business of Omaha has more than doubled in a decade and that the manufacturing output has nearly tripled since 1897.

The east should know that the death rate in Omaha is the smallest of any city of its size in the world.

The east should know that Omaha's educational advantages are not surpassed anywhere in the country. The east should know that every industry in Omaha is flourishing and that there is no overcrowding in any line of business.

The east should have a course of instruction on the advantages Omaha offers to investors and home-seekers. It is up to the business men and citizens of Omaha to furnish this instruction.

Every letter from an Omaha merchant to his eastern correspondent should contain some data concerning Omaha and its interests.

Every Omaha man who visits the east should be a walking encyclopedia of facts about Omaha's advantages and prospects.

There is no need of misrepresentation, no occasion for resort to "boom" methods. The facts are sufficient and they form a potent argument in behalf of Omaha. Let the east know about Omaha—The Market Town.

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