



Greater Omaha

How to Advertise Omaha

The business or individual corporation that succeeds nowadays to the fullest extent is the one that advertises and this truth applies to municipal corporations as well as to business concerns. The experiment has been tried with most satisfactory results. In the last year, St. Paul, Kansas City, Denver, Louisville, Portland, Boston, Seattle and other cities have carried on a systematic advertising campaign with the most gratifying results. St. Paul, so well satisfied with its first efforts, has raised a fund of \$50,000 for a continuation of the campaign.

Kansas City, has within five months, acquired more than forty factories and a number of business concerns by the expenditure of \$20,000 in advertising. Concerning this movement, the New York Times says:

More than 70 per cent of the amount was spent in advertising in the newspapers of the country. Referring to this feature of

the campaign, George H. Tefft, chairman of the publicity committee, said:

"Kansas City has a great press of its own and Kansas City believes in the newspapers when we want to reach the factory executive in his own town and in his own field without industrial maps and facts and figures—divorced of special pleading and positively official and authentic. We attribute much of the success of our great movement to the use of the newspaper space in the splendid list of newspapers selected."

The newspapers used by the Kansas committee are the New York Times, the New York World, Brooklyn Eagle, St. Louis Globe-Democrat, Chicago Tribune, Cincinnati Enquirer, Pittsburgh Gazette-Times, Boston Herald, New Haven Register, Providence Journal, Detroit Free Press, Kansas City Star, Omaha Bee, Cleveland Plain Dealer, The Milwaukee Sentinel and Indianapolis News.

The field is richer in Omaha than in other cities in the country. The days of bonuses are largely over. Cities seek industries just as they seek settlers, on the merits of what they have to offer. Omaha has enough cold, convincing facts, showing persistence and consistent progress, to make this city better known than any other city in the west and to draw more investments and industries here than to any other city.

The way to advertise is to advertise.

TOM S. KELLY
Manager Life and Accident Departments for State of Nebraska.
The Travelers Insurance Company
Hartford, Conn.
229 Bee Bldg. Omaha, Neb.

HARTMAN
Feather your nest
1214-16 15 DOUGLAS ST.

If you desire goods of high quality, low prices and easy terms, it behooves you to trade at
THE PEOPLES STORE
16th and FARNAM STS.

PIANOS.
HIGH CLASS PIANOS
Reasonable Terms
Large selected stock of Weber, Meltin, Henry and S. & G. Lindeman, Foster & Co. Schiller.
MATTHEWS PIANO CO.
CITY and Dealers
1513-15 Farnam, Omaha

Everything in Art and Music
A. HOSPE CO.
1513 Douglas St., Omaha

PIANOS.
J. S. CAMERON
Manufacturers' State Agent
GRAND and UPRIGHT PIANOS
106-8 No. 15th St., Omaha, Neb.
Tel. Red 2644.

PIANOS.
SCHMUELLER & MUELLER PIANO CO.
Manufacturers and Dealers in High Grade Pianos
1311-1313 Farnam St. Omaha, Neb.

MUSIC BY MAIL.
A PUNISH
Write the sum—Eleven Thousand Eleven Hundred and Eleven in plain figures with proper punctuation. Send the correct answer and receive a \$5.00 due bill "free" to apply on a music course—Address the Farfield Musical Bureau, No. 1611 Farnam St.

PHONOGRAPHS AND RECORDS.
Columbia Phonograph Co.
Gold Moulded Records at 25c
Orders to fill any Cylinder made—Address the Farfield Musical Bureau, No. 1611 Farnam St.

CIGARS, RUBBER GOODS & DRUGS
Prescription Accuracy Guaranteed.
Syringes, Rubber Goods by Mail, out prices. Send for free catalogue. Send us your mail orders for drugs. Freight paid on 110 lots.
Cigars at cut prices, 100 cigars, 5c. Express 1000 cigars, 5c. PAINTS, DRUGS, 1416 Farnam.

CANDY.
Craftsman's Guild Confections
Sold by GEORGE ROGERS, 1506 Farnam

BREWERS.
Always Ask for
Metz Bros. Brewing Co.
FAMOUS KEG AND BOTTLE BEER
...OMAHA...

WATER FILTERS.
DRINK PURE, SPARKLING WATER BY USING MISOURI WATER FILTERS.
C. H. KUBER, Mfr.
1301 Farnam St., Omaha

IN OMAHA
18117 Subscribers
NEBRASKA TELEPHONE CO.

PHOTO SUPPLIES.
JOBBER AND SHIPPERS OF PHOTO SUPPLIES
LARGEST HOUSE IN THE WEST.
The Robert Dempster Co.
1014 FARNAM ST. OMAHA.

SHOE REPAIRING.
Standard Shoe Repair Co.
1606 FARNAM
We do the work right, phone Doug. 1767 and we will call for your work. We sell polish, laces and shoe specialties.

CLEANING AND DYEING.
We are headquarters for all cleaning, dyeing, pressing and repairing of ladies and gentlemen's clothing.
YOUR TRADE SOLICITED
THE WARDROBE
2016 Farnam—Branch Office, 1723 Leavenworth—Telephone Doug. 1749.

LAUNDRIES.
THE NEW WAY
We don't iron shirts at all. We press them. This gives an attractive finish without wearing out the linen.
EVAH'S STEAM LAUNDRY
Est. 1876.
Adm. E. Washburn, Mgr.
511 S. 11th St. Tel. Douglas 254.

TRUNKS AND LEATHER GOODS.
TRUNKS
Quality
Suit Cases, Bags and Fine Pocket Books
FEELING & STINKE
Tel. Doug. 4295, 1602 Farnam

HOME FURNISHINGS.
ORCHARD & WILHELM
You buy here with perfect confidence, both in the price and in the quality.

SURETY BONDS.
Lion Bonding & Surety Co.
A Home Company with Assets in Nebraska.
314-315 NEW YORK LIFE BUILDING.
Telephone Douglas 552.

MINES AND MINING.
For information concerning legitimate mining in British Columbia, address
F. H. KNIGHT
Rooms 41-43 Columbia Bldg. SPOKANE, WASHINGTON.

MONUMENTS
Largest Stock in the West
J. F. BLOOM & CO.
1515 Farnam St. Omaha

BANKS.
FIRST NATIONAL BANK OMAHA
Capital and Surplus, \$1,100,000.00

BANKS.
United States National Bank OF OMAHA, NEB.
United States Depository
16th and Farnam Sts.

BANKS.
OMAHA NATIONAL BANK
...OMAHA...
Capital \$1,000,000

BANKS.
J. L. BRANDEIS & SONS BANKERS
PAY 4% INTEREST ON DEPOSITS

SAVINGS BANKS.
4% Interest on Deposits
CITY SAVINGS BANK
16th and Douglas Sts. Omaha

OFFICE FURNITURE.
Best Selection
DESKS
OMAHA PRINTING CO.
16th and Farnam Sts.

INCORPORATORS.
LET EXPERTS Incorporate Your Company.
Money to Promote Good Propositions.
THE MERCANTILE INCORPORATING CO.
314-315 NEW YORK LIFE BUILDING.

EMPLOYER'S REFERENCE AGENCY
IN THIS DAY OF SPECIALISTS you waste time and money selecting your help.
WE ARE SPECIALISTS.
The best ability in the city is listed with us. Give us your needs—let us assist you—no charge to employers.
QUALIFIED REF. & SURETY CO.
Phone Red. 6444. 632-4 Brandeis Bldg.

REFERENCE AGENTS.
HIGH GRADE POSITIONS
Keystone Surety and Reference Agt.
E. S. CLOVER, Gen. Mgr.
Sult 404 Bee Building.

REFERENCE AGENTS.
HOW WOULD YOU LIKE EXPERTS to secure your help, saving you time and money. Competent Clerical, Sales and Technical Help furnished employers, without charge.
QUALIFIED REF. & SURETY CO.
Phone Red. 6444. 632-4 Brandeis Bldg.

OFFICE SUPPLIES.
Office Supplies
Everything from a Pin to a FILING Cabinet
OMAHA PRINTING CO.
16th and Farnam Sts.

OFFICE SUPPLIES.
LOWE'S LEAF DEVICES
Filing Cabinets, Files and Ledgers, Office Fixtures and Supplies of All Kinds.
Anchor Publishing Co.
308 S. 16th St. Tel. Doug. 5552.

TYPEWRITERS.
We will rent you a Typewriter as low as \$2.00 a month.
Central Typewriter Exchange
1607 Farnam Phone Doug. 808

AUTOMOBILES AND SAFES.
J. J. DERIGHT & CO.
Wholesale and Retail Safes and Automobiles
1814-1818 FARNAM STREET

Mail Order, Jewelry and Prem. Goods
WESTERN SPECIALTY CO.
BOOKERS AND DISTRIBUTORS
Wholesale Dealers in NOVELTIES, FURNITURE GOODS
Mail Order Supplies of All Kinds
First Class Agents Wanted
OMAHA, NEB.

JEWELERS AND WATCHMAKERS
R. STILING, Diamond Expert
Watch, Clock and Jewelry Repairing.
Special attention to complicated and intricate repairing. All work guaranteed.
Room 2 Paxton Block.

JEWELERS AND WATCHMAKERS
Gustafson & Erickson
Successors to P. E. FLODMAN & CO.
Jewelers & Watchmakers
Hotel Loyal Bldg., 16th and Capitol Ave.

PHOTOGRAPHERS.
Rinehart Photographers
NEW LOCATION—WEAD BLDG.
16th and Farnam

PHOTOGRAPHERS.
Sandberg's Studio
107 SOUTH 16th STREET

MILLINERY.
RILEY SISTERS
Exclusive Millinery
317 SOUTH 16th STREET OMAHA

DENTISTRY.
MATTHEWS
ORIGINAL PATENTERS DENTIST
Largest and Finest Dental Office West of Chicago
Sult & Bushman Bldg., 16th and Doug.

HAIR STORE.
SEE MONHEIT'S
EXCLUSIVE HAIR STORE
For Everything in Hair Goods.
Hair Work, Hair Dressing, Switches, Wigs and Toppers.
1411 FARNAM ST. OMAHA, NEB.
Telephone Douglas 2332.

OPTICIANS.
The H. J. Penfold Co.
WE LEAD, OTHERS FOLLOW
SCIENTIFIC OPTICIAN
See Our New York Lenses
1408 Farnam St. Omaha, Neb.

ENGINEER AND MFG. MECHANIC.
Imported Olive Oil Direct From Italy
\$2.25 per gallon. Special prices to dealers. Agents for Huyler's Fine candies, Fresh Fruit.
Agents for White Rock Mineral Water and Mountain Valley Water.
WYMER-DIXON DRUG CO.
16th and Farnam.

MANUFACTURING AND REPAIRING OF ALL KINDS OF MACHINERY
P. MELCHIOR'S MACHINE WORKS
Breasting and Consulting Engineers
N. E. Cor. 13th and Howard St., Omaha

WAGON BUILDERS.
ANDREW MURPHY & SON WAGON BUILDERS
OMAHA, NEBRASKA

WILSON STEAM BOILER CO.
Mfrs. of Tubular Fire and Hot Water Boilers, Oil and Water Tanks, Stacks and Broaching Machines.
See Our New Boilers Bought and Sold
Factory 18th and Pierce Sts., Omaha

MACHINERY SUPPLIES.
JOSEPH R. LEHMER
Headquarters for Everything Electrical—Sawdust, Blows and Mill Supplies.—Prompt Equipment and Satisfaction Guaranteed.
1216 FARNAM STREET

ELEVATORS, SUPPLIES, ETC.
J. R. KENNEDY
Passenger and Freight Elevators
SUPPLIES and REPAIRING
Phone Douglas 2977. 104 N. 15th St.

PLUMBING.
Lynch Bros.
705 So. 16th St.
Tel. Doug. 1477

SANITARY PLUMBING.
T. F. BALFE
PLUMBING, HOT WATER AND STEAM HEATING
Gas and Electric Fixtures
Repair Work a Specialty
Tel. Doug. 743. 1607 Howard St.

CLEANING AND PLEATING.
Pleating—All Kinds
...DYEING AND CLEANING...
RUCHINGS, BUTTONS, ETC.
Send for price list and samples
IDEAL FINISHING CO.
701 Douglas Block, Omaha, Neb.

CORNICE WORKS.
Cornices Est. 1892. Steel Ceilings
SHEET METAL WORKS
Finales, Metal Roofing, Tanks, Skylights, Sheet Metal, Fire Proof Windows, Large Stock of Metal Ceiling
1715-20-13-24 St. 2479 Avenue
Tel. Doug. 602. Omaha.

ELECTRIC SIGNS.
SEE US FOR
ELECTRIC SIGNS
Omaha Electric Light & Power Co.
TEL. DOUGLAS 1052.

FIXTURES, ELECTRIC AND GAS.
Gas and Electric Fixtures
Wholesale and Retail
BURGESS-GRANDEN CO.
Tel. Doug. 681 212 S. 16th St.

GAS WATER HEATERS.
Why heat up your coal range just to heat water when a Gas Water Heater will give you enough hot water for a bath in a few minutes.
We sell them.
OMAHA GAS CO.

STEEL ENGRAVING, PRINTING, ETC.
KOTERA & COMPANY
Steel and Copper Plate Engraving, Embossing and Printing
1895 Jackson St., Omaha, Neb.

ENGRAVING.
BAKER BROS ARTISTS ENGRAVERS
HALF-TONE & ZINC ETCHERS

ENGRAVING.
BRAMBLETT ENG. CO. DESIGNERS
1311 HOWARD STREET

ANIMAL FEED.
A. W. WAGNER
Wholesale and Retail Dealer in
FEED FOR ANIMALS
Tel. Douglas 1142
801-3-5-7-9-11 N. 16th St., Omaha

FEED FOR ANIMALS.
M. ROSENBLATT
Wholesale Dry, Bran, Oats, Feed
BEST QUALITY OF COALS
Office, Coal Yard and Grain Elevator
Tel. 1411. 1223 Nicholas St.

WHOLESALE SHOES.
Hayward Bros. Shoe Co.'s STANDARD FOOTWEAR
HAS PROVEN BEST BY TEST.
OMAHA, NEBRASKA

MOVING AND STORAGE.
OMAHA VAN AND STORAGE CO.
Boxes, Packs and Storeroom Household Goods.
Phone Douglas 1259 1407 Farnam

RESTAURANTS.
FISH RESTAURANT
Opposite Union Station

DESIGNERS.
Let us DRAW you a DRAWING that WILL DRAW you trade.
H. O. BURELL & CO.
Commercial Artists
222 N. Y. Life Douglas 5149

BUILDERS.
The Western Home Builders
Will Build Your Home for You and Let You Pay for it Like Rent
21-30 W. NATIONAL BANK BLDG.
Phone Doug. 4553

WHOLESALE AND RETAIL PAINT
We are sole agents for
Lowe Bros. High Standard Paints and S. & M. Jay's, P. & S. Enkates and a complete line of Varnish, Colors or write for color card.
WYOMING DRUG CO.
DRUGS: 16th and Farnam. PAINTS: 1416 Farnam.

SIGN PAINTING.
S. H. COLE SIGN COMPANY SIGNS
of Every Description
1902 Douglas St. Tel. Doug. 8018

FURNACES.
AMERICAN FURNACE
BUILT LIKE A BOILER
CLEAN, DURABLE, ECONOMICAL
W. S. HEATON
1218 No. 24th St. Phone Web. 308.

COAL.
Central Coal & Coke Co. OF OMAHA
15th and Harney

PRINTING.
Good Printing
No job too small.
No job too large—
And the same careful attention to details.
OMAHA PRINTING CO.
16th and Farnam Sts.

PRINTING.
THE ACORN PRESS
Quality Printers
1216 Harney. Tel. Douglas 991

PRINTING.
"Have Root Print It"
210-1212 Howard St.
Omaha, Nebraska.
Telephone Douglas 1604

PRINTING.
Geo. E. Small Albert Elmner
SNELL PRINTING CO.
PARTICULAR FINESTERS
818 South 12th St., Omaha, Neb.
Telephone Douglas 5764

PRINTING.
Imitation Typewritten Letters.
Practical Printing, No Job Too Large or Too Small
WORK RIGHT PRICES RIGHT
ANCHOR PUBLISHING CO.
306 So. 14th St. Tel. Doug. 3959

PRINTING.
CENTRAL PAINT SHOP
ALL WORK AS GOOD AS THE BEST
Get our estimates and save money.
Telephone Douglas 4502. Room 21
U. S. Nat'l Bank Building,
OMAHA, NEBRASKA

PRINTING.
TYPEWRITTEN LETTERS
ARE THE BEST BOUGHTS FOR YOUR BUSINESS
WE MAKE THE PERFECT KIND
MANGUM & CO.
Telephone 580. 109 So. 15th St.

REAL ESTATE.
PAYNE INVESTMENT COMPANY.
The best bargains to be found anywhere in farm lands.
Main Floor N. Y. L. Bldg., Omaha.

REAL ESTATE.
ALFRED C. KENNEDY
REAL ESTATE, LOANS, INSURANCE, RENTALS
809 First National Bank Building,
Tel. Doug. 752. OMAHA, NEB.

REAL ESTATE.
New House—4116 Dodge Street
Modern house of 7 rooms and reception hall; finished in oak downstairs, hardwood floors and finished floors throughout. Price, \$14,750. Can make terms to good party.
JOHN W. ROBBINS
1802 Farnam Tel. Doug. 529

REAL ESTATE.
D. V. SHOLES CO.
Real Estate, Insurance
110 BOARD OF TRADE
Tel. Douglas 49. OMAHA.

REAL ESTATE.
Louis Berka Chas. Steiger
BERKA & CO.
REAL ESTATE
City Property, Farm Lands, Loans, Investments and Fire Insurance
Office: 228 N. Y. Life Bldg.
Tel. Douglas 7487.

REAL ESTATE.
CALL FOR OUR PLAT OF
WEST FARNAM LOTS
\$1,800 to \$1,500 Each
Harrison & Morton
813 N. Y. Life Tel. Doug. 514

REAL ESTATE.
MORTGAGE LOANS
\$2,000,000 TO LOAN on improved city property. If desired loans can be closed without delay.
W. H. THOMAS,
503 FIRST NATIONAL BANK BLDG.

REAL ESTATE.
ERNEST SWEET
617 New York Life Building,
Real Estate, Investments.

REAL ESTATE.
GEORGE & CO.
Real Estate Abstracts of Title
Investment Securities
1601 Farnam St., Omaha, Neb.

REAL ESTATE.
Peters Trust Co.
Main Floor, N. Y. Life Bldg.
MORTGAGE LOANS, REAL ESTATE, RENTALS, INSURANCE

REAL ESTATE.
GARVIN BROS.
Buy and sell Collect Rents.
REAL ESTATE. Rent Property.
Loan Money on Real Estate.
1004 FARNAM ST.

REAL ESTATE.
BIRKETT & TEBBENS
REAL ESTATE. SPECIAL ATTENTION TO CARE OF PROPERTIES.
INSURANCE, RENTALS AND INVESTMENTS
423 Bee Bldg. Phone Doug. 674.

REAL ESTATE.
Globe Land and Investment Co.
REAL ESTATE AND INVESTMENTS
Farm and Ranch Land for Sale or Trade.
308 S. 16th St. Tel. Doug. 5562

REAL ESTATE.
A Fine 8-Room Modern House
Near 25th and Farnam. \$6500
Will sell for \$6000
Hutchinson-Bollard Co.
1603 FARNAM. Tel. Doug. 419

REAL ESTATE.
IF YOU wish your property well rented and given proper attention, give us the agency
THE M'CAIG INVESTMENT CO.
1508 Dodge St. Tel. Doug. 415

REAL ESTATE.
6702 N. 24th St., New 7-Room House,
S. E. Front, Corner Lot, \$2,600;
\$500 Cash, \$25 Per Month.
J. W. RASP CO.,
639 Brandeis Bldg. Douglas 1853.

REAL ESTATE.
1609 Farnam St. Tel. Doug. 3307
Shimer & Chase Co.
REAL ESTATE, INVESTMENTS,
RENTALS, INSURANCE
BUILDERS OF MODERN HOUSES
Omaha, Nebraska.

REAL ESTATE.
J. H. DUMONT & SON
REAL ESTATE, STOCKS, BONDS
RENTALS, LOANS, FIRE INSURANCE
408 FARNAM STREET,
Tel. Douglas 680. OMAHA.

REAL ESTATE.
BENSON & MYERS
518 N. Y. Life Bldg., OMAHA
Special attention given to property for out-of-town clients.

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THOMAS BRENNAN
First Floor New York Life Bldg.
Makes a specialty of handling property owned by eastern parties, and has exclusive agency of every piece of property in this book.
Lester Henry at the Lowest Current Rate of Interest

REAL ESTATE.
BENSON & CARMICHAEL
Real Estate, Care of Properties,
Insurance, Loans
602 PAXTON BLOCK, OMAHA.

REAL ESTATE.
HIGH, SLIGHTLY LOTS
at 28th and Ames Ave. On car line, Only \$300 each.
WRIGHT & LASBURY
504 South 16th St. Tel. Douglas 128

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Cheapest House in Omaha
6-rooms, part modern, good location, large lot, nice home, and cheap, on easy payments, at \$1,300.
NATIONAL INVESTMENT CO.
582 Brandeis Bldg. Phone D. 0691

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HOME BUILDER
All work first-class, will draft your plans without extra expense, let us show you some of our buildings now under construction.
C. P. TRAVEL, Phone Red 4781, 485-25 N. Y. Life.

REAL ESTATE.
WEST OF CREGGTON
College, east front on boulevard, 8-rooms new all modern, \$2,000 cash will buy this, balance on monthly payments.
O'Keefe Real Estate Co.
1001 N. Y. L. Bldg. Phone 2152, Omaha

REAL ESTATE.
H. B. Payne, E. P. Bostwick, E. M. Slaton
PAYNE, BOSTWICK & COMPANY
REAL ESTATE, RENTALS
CITY LOANS, INSURANCE
Main Floor N. Y. Life Bldg.
Telephone Douglas 1016.

REAL ESTATE.
Russell & McKittrick Co.
422-43-34 Range Bldg., 15th & Harney
Choice building lot, 10th cash, 45 per month. Good cottage homes \$25 cash, 10 per month. Modern homes \$100 cash, \$20 per month.

REAL ESTATE.
W. Farnam Smith & Co.
Loans, Real Estate, Rentals and Fire Insurance
1280 FARNAM ST. OMAHA.

REAL ESTATE.
Investments, Real Estate, Rentals, Mortgage Loans
INSURANCE
M. J. KENNARD & CO.
509-510 Brown Block.

REAL ESTATE.
The Byron Reed Company
218 South 14th Street
Phone 807 OMAHA, NEB.

ABSTRACTORS.
S. M. SADLER & SON
Abstractors and Title Examiners
New Location 308 South 16th St.

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NEALE & NORTON
ABSTRACTS OF TITLE
Twenty Years Experience in Omaha.
210 South Seventeenth Street.
Bee Building.

ABSTRACTORS.
Midland Guarantee & Trust Co.
Incorporated 1885
Abstracts of Title, Title Insurance.
1714 Farnam St. Tel. Doug. 929

ABSTRACTORS.
REED ABSTRACT CO.
Oldest Abstract Office in Nebraska.
1710 Farnam Street, Omaha, Neb.

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BETTER BE SAFE THAN SORRY
Get a "KERR" Abstract
305 S. 17th Street.

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W. CATON
Publicity Designs