



Exploiting Omaha's Advantages

Business men and officials in nearly all of the cities of the country, particularly those in the west, are becoming aroused to the importance of making the advantages of their cities better known to prospective investors and settlers. Reference has already been made to the action of Kansas City, St. Paul, Seattle, Tacoma, Los Angeles and other western cities along this line. In the last week, Baltimore and Minneapolis have joined the procession, each with a new idea as to the best method to be followed.

Baltimore proposes to raise a fund, to be placed in the hands of the mayor, for the employment of traveling press agents who shall go out and place the city's advantages before the people, just as salesmen go out from wholesale houses to sell goods. It is proposed to have statistics prepared and circulated in this way upon all the features of Baltimore's business, professional and social life.

In Minneapolis a general clearing house for advertising is proposed. This organization is to be composed and have the co-operation of all the commercial and civic organizations, thus avoiding duplicates and conflicts in the work of heralding the city's advantages to the home-seeking and investment world. Omaha has the material for an advertising campaign more widespread and effective than any other city in the west. Its entire record is one of progress. Its jobbing business has grown steadily each year. Its manufacturing output has increased by nearly fifty per cent in five years. Its financial and commercial institutions are the strongest in the country, as shown by the impartial and unsentimental reports of Bradstreet's and Dun's commercial agencies. Its building operations have been but slightly checked by a depression that has suspended similar operations in most parts of the country. Its bank clearings have increased from week to week, while those in other cities have been reduced as much as fifty per cent by the depression. Its banks hold more deposits than ever before in their history and ample funds are available for the enlargement of existing or the establishment of new enterprises. Back of this—and responsible largely for the city's enviable position—is the most fertile and prosperous section of the continent. The farmers have money in reserve and great crops in prospect. The live stock interests are in a most prosperous condition and all the elements that conspire to the upbuilding of a great and prosperous city are found at full tide. It would be an act of selfishness out of keeping with the western character for Omaha to fail to let the rest of the nation know about its opportunities and advantages.

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