

300,000

Railroads

OMAHA

OMAHA OWES LOT TO STATE

Growth of City is Due to Bounteous Crops of Nebraska.

ONCE DESERT IS NOW FERTILE

Wealth Given Up by Soil of State is Greater Than that of Precious Metals Mined All Over Country.

While Omaha has shown marvelous growth during the last decade, it does not claim all the credit to itself, but gladly gives credit to the great state of Nebraska, whose bounteous crops in a large measure have been responsible for the wonderful increase in all sorts of industries and the general growth.

The story of the transition of the Great American desert from the home of the buffalo to the abiding place of beautiful cities and towns and prosperous farmers has been coincident with the history of Nebraska. Where once roamed the buffalo by the million now grows waving fields of grain. The transition had been of short duration, but it has been swift and sure. What was once thought to be practically worthless desert is now entirely cultivated and is producing some of the finest crops on earth.

Nebraska produces each year crops of a greater value than all the precious metals dug out of the ground in the entire country. The great difference in the two is that when once precious metals are taken from the ground they are gone, whereas when one of the great crops of Nebraska is taken from the soil, the country is not injured in the least, provided, of course, that common sense methods are employed in crops rotation and fertilization.

Farmers are yearly turning their attention to better methods of farming and as a consequence they are able to make more money. One of the chief revenues now is to buy grass-fed stuff from the South Omaha market and produce higher priced stock and feeding the grain which grows in Nebraska.

Nebraska's Prosperity.

Nebraska enjoyed in 1909 what was by far the most prosperous year in its history. Nebraska farmers produced from the soil more than \$400,000,000 in crops and live stock. There have been years when more wheat, corn, cattle, hogs and other products were raised, but never a year in which the money value of the output was so large.

The largest item in the list is corn, with a total value of \$129,983,400.

Next comes hay, with a total value of \$50,258,812.

Then comes wheat, with a total value of \$41,620,174.

The Nebraska dairy cow is responsible for \$26,745,000 of the year's total.

The Nebraska hog accounts for \$53,179,177 of the grand total.

The Nebraska horse represents a total value of \$21,512,530.

The oats crop is valued at \$23,861,291.

The alfalfa crop is next with a total value of \$25,961,149.

Cattle represent a total of \$38,375,812.

Hen Was Busy.
The Nebraska hen did her duty to the tune of \$18,732,436.

Minor crops, such as sugar beets, fruit, millet, forage and vegetables represent a total for the year of \$10,426,000.

The potato crop was worth \$5,096,658.

Barley, rye and cane make up a total of \$3,796,977.

The grand total value of agricultural products for 1909 was \$462,379,985. This is an increase of \$41,128,973 over 1908's record of \$391,451,012, and an increase of \$120,306,326 over 1907's total of \$328,272,725.

Nebraska agricultural production of 1909 was valued at approximately three times the value of the gold and silver production of the United States in that year, the total of the latter being \$122,610,600.

The total deposits in Nebraska banks in 1909 were \$192,544,888. This is an increase of \$24,628,408 over the total of \$167,916,480 in 1908, and an increase of \$14,284,141 over 1907's record of \$153,632,339.

Figures could be still further multiplied to show Nebraska's prosperity during 1909, but this seems unnecessary. Every Nebraska city and town can show tangible evidences of prosperity in the form of public improvements of all kinds, new buildings, both public and private, and increased trade with surrounding territory.

Other states than Nebraska also helped uphold Omaha the market town during the last year, for Omaha's trade territory is not bounded by state lines. The prosperity of all these states has been unexampled and there is every reason to expect greater expansion along all lines in this last year of the first decade of the twentieth century.

The Inside Facts.
Abou Ben Adhem awoke and was questioned by an angel.

"Write me," said Mr. Adhem, sticking his right hand inside the bosom of his night shirt and speaking with oratorical fervor, "write me as one who loves his fellow man."

"Come, come," says the angel, "I'm not a reporter. I'm here for the facts."

"Well, in that case, write me down as a candidate for office. I thought you wanted something for the morning paper."—Chicago Post.

WEST IS CLOTHED BY OMAHA

Gigantic Concerns of the Gate City Supply a Vast Territory.

SHOE BUSINESS IS GROWING

Omaha's Contingent Trade Territory Extends All the Way to Pacific Coast States, Which Are Heavy Buyers.

Probably the first commercial industry of Omaha to enter the western wholesale field was clothing. This city holds its rank as the market town in the wholesale clothing business as well as in the scores of other industries, and by reason of the years in which that particular trade has been worked up is stronger in respect to wholesale clothing selling than in any other.

The trade for Omaha extends from the Mississippi river to the coast, in just the same extent as Omaha's other wholesale enterprises reach that field. All the big clothing houses of the city, which include concerns which handle dry goods and which manufacture them, are out in open and very stern competition with Chicago, St. Louis and the other great markets farther east. The factory output of clothing in Omaha amounted to \$2,375,000 last year.

The shoe industry, both the wholesale and manufacturing phases, is one of Omaha's half dozen mainstays. The financial magnitude of the business is indicated by the report last year that the manufactured output reached \$753,000 and the wholesale business amounted to \$2,300,000.

There are five big wholesale shoe concerns in the city, all putting up severe and healthful competition. The sternness of the strife for business has the effect, according to the various sales managers, of booming Omaha to the advantage of all. Salesmen are being sent from the local concerns through all the middle west and coast states, and the result is an ever growing inroad into the business of St. Louis. The Omaha market has easy access to its material from all over the country by reason of its central location, and has a territory at hand which justifies the carrying of enormous stocks, regardless of the demand from distant points.

Shoe and Shoe Business.

It is declared that the advent of wholesale boot and shoe houses in Omaha has had the greatest sort of an effect in bringing into being countless retail shoe stores throughout the west. It is to the Omaha market that the dealers throughout the west look for their catalogues and advertising matter. To this end the shoe concerns

of Omaha have become educated to a high degree in the production of shoe literature of the excellence found nowhere else in the land. The footwear industry is made to cover a large range of products under that general head in Omaha. It includes the product on and distribution of shoes, boots, rubbers and a variety of leather goods and incidentals. This scheme of handling a large variety of products without regard to specialization in no other place has become so distinctive of Omaha as in the shoe industry. It seems to be a proof that close specialization is not justified in the west, if, in fact, anywhere, and that a big business built upon trade in related articles will be more apt to succeed and will reach vastly greater volume than a business confining itself to a single article.

With eight large dry goods establishments in the city, Omaha is a colossus of dry goods importance. The city virtually stepped into its greatness in this respect without any remarkable effort. The location in a territory naturally tributary to the town for hundreds of miles, and the natural advantage over other cities located along the Missouri river, was always Omaha's advantage.

Of the enormous establishments dealing in

dry goods, most of the local concerns handle the rug, carpet and many other industries, besides the strict dry goods lines. The sales managers say that their business is bound to keep on growing, no matter what efforts they make, or fail to make, because of the rapid settling up of the western country. One big local house received an order for a \$10,000 bill of goods from a small town in Oregon, as a sample of its business in that section. It is declared the Omaha houses not only trade with consumers from the Mississippi river to the coast, but are almost exclusively the distributors for the coast states. The local dry goods authorities say that a vast territory lies close at hand, and that for this reason as large a supply is kept permanently on hand by their concerns as is to be had in Chicago. The coast buyers find it much easier to get shipments from Omaha than from the eastern concerns, owing to the less cost of transportation and get just as prompt service, owing to the practice of Omaha jobbers in keeping a ready supply of goods on hand.

The dry goods business of last year in Omaha reached a volume of \$9,500,000 in sales. This figure stands about third in the list of enormous annual statistics for the various local industries.

Safe Fireproof Storage

We take great pride in saying what we know to be an absolute fact, and that is that we have the **FINEST AND SAFEST MODERN FIRE PROOF** storage house in the west. When you store anything with us your worry and responsibility in regard to its safety ends. You are sure of careful handling, safe from **FIRE** or burglars and moderate in cost for your insurance.

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Are You Watching

The West— The Union Pacific Country

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In 1909 the business handled through Omaha's financial institutions amounted to more than a billion of dollars.

How Much Will It Be In 1910? It Depends On You

The richest, most resourceful and most attractive part of the west is that which lies on and tributary to

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