

300,000

Food Products

OMAHA

SEASONS LINGER
IN COLD STORAGEFood Products Preserved Throughout
the Year by Means of Modern
Methods.

OMAHA TABLES NEVER GO BARE

People Can Have Anything at Any
Season of the Year.Products Stored in Time of Plenty
Eaten When Scarce.

EXTENT OF THE LOCAL INDUSTRY

Many Thousands of Dollars Invested
in Up-to-Date Refrigerating
Plants Devoted to the
Preservation of Food.

The cold storage business, in which Omaha is supreme among the cities of the Transmississippi region, is one which in the last few months, has come in for more than its share of abuse in connection with the various investigations which have been made in an attempt to discover the cause of the increased cost of living. Many of the utterances of the public press and of public speakers have fixed the blame for this condition upon the cold storage concerns and the matter has even gone so far that there is today a great deal of agitation looking to the passage of legislation placing a limit on the storage periods and in other ways curtailing the storage business.

Cold storage has been misjudged. It is a necessity if we would preserve the perishable products in the time when they are plentiful for use when the supply is small. The cold storage warehouse acts as a balance. Before its facilities first became available, during the time of plentiful production prices were extremely low and, conversely, during the season of scarcity, prices rose rapidly and remained exceedingly high. But the storage business has stepped in and has materially lessened the extremes between the former minimum and maximum selling prices, an advantage of no small value to both producer and consumer.

And there are other advantages. The produce which is stored is of the very best quality for otherwise it would not pay to pack it and in addition it receives the most careful treatment in packing and while in storage. All through the storage period the most cleanly conditions prevail and the rooms are kept perfectly dry and sweet.

Storage Even the Market.
What is true of eggs is true of other perishable products. When it comes to the storage system the markets would be glutted in the early season and the public would

have cheap eggs for a few months. Then there would follow a scarcity, the annual crop having been consumed or gone to waste and the inevitable law of supply and demand would bring about such a rise in price as to make eggs prohibited food. Now eggs can be carried in storage for eight or nine months with perfect safety and by placing them on the market in the fall and winter, when the natural supply is small, prices throughout the year are equalized.

According to the government statistics the annual crop of eggs amounts to almost 60,000,000 cases, of which less than 8 per cent is stored, and the balance, over 92 per cent, goes direct to the consumer. This fact should effectively discount the arguments which have been advanced tending to prove the existence of a cold storage trust. Even a smaller per cent of the meat which is produced is stored, figures from government sources showing that over 97 per cent of this product goes direct to the consumer.

One other effect which the cold storage business has in addition to its work as a leveler of prices is that since it was instituted the American people have been eating better food than they did previously. The reason for this undoubtedly lies in the fact that, as conditions are today they can be supplied with a particular article of food at almost any time they desire it, and in the additional fact that the competition with stored products has raised the standard of nonstored products.

Government in Control.
Over the whole storage business the government exercises a most strict espionage. Especially has this been since the recent agitation began. Inspectors are at hand to see that the food stored is only of the best, that no forbidden preservatives are used and to see to the enforcement of the law demands. As a result it would be practically impossible for the storage men to impose upon the public did they wish to do so.

Locally cold storage has made the produce market. In the years before cold storage was established in Omaha the city was of little consequence as a poultry, egg and butter market, but since its institution making possible the storing of these products Omaha has rapidly assumed a prominent position in the middle west as a produce market.

In Omaha it is generally true that the firms which operate the cold storage plants which are open to public use also operate a large private business which occupies a considerable part of their available space. Several of the companies also do a large creamery and ice business in connection. All of these concerns, however, which devote much of their energy to their private business also do a public storage business, but this does not amount to nearly the figures in Omaha as in some cities because, strictly speaking, Omaha has no commission merchants. Those who deal in perishable products do a straight buying and selling business and there is practically no commission dealing.

These cold storage houses will store anything perishable, including fruit. Of course, the greatest business lies in the storage of eggs and butter, but beer and several other articles will run the leaders a close

race during the heated season. Like every other business, cold storage has its seasons. The greatest amount of business is, of course, handled during the summer and spring when the articles are cheap in the market and in the fall these begin to be taken out of storage, but the apples and other fruit which begin to come in for storage about that time keep the business up until well into the winter when comes the slack period.

The cold storage business as it is today has been made possible largely by the introduction of the machine cooling apparatus. In the good, old days when ice cooling was used, it was almost impossible to put the temperature low enough to do a great deal of good, but since the machine refrigerating plants have come into common use, this problem has been solved and the well appointed storage house nowadays has rooms for the various products which can be lowered to a temperature several degrees below freezing, or only a few degrees below the temperature of the outside world.

Excluding the great amount of private storage which is done in Omaha, which it is next to impossible to estimate, the total storage receipts for the city, including South Omaha, in a year will amount to close to \$4,000,000 for the storage of butter and eggs alone. Adding to this immense amount received for storing other articles and considering the larger firms of the city keep in private storage, the magnitude of the cold storage industry in Omaha begins to be realized.

SWEETS MADE FOR THE SWEET

Sugar and Nuts and Other Ingredients
Used by the Trainload in
Omaha Factories.

Confectionery manufactured in Omaha in 1909 was valued at \$1,000,000, and if business for the present year continues in the same ratio it has set during this spring and summer, with the heavy winter and holiday trade when the middle west leans on Omaha to fill the stockings of the season, this amount will be materially eclipsed. Omaha has seven thriving candy factories which supply a large amount of the sweet-meats for the people of the middle west.

A trainload of sugar is used by the candy manufacturers alone in Omaha in producing their products, while nearly half that amount of glucose is utilized. Peanuts by the carload and hundreds of bushels of nuts of every variety are purchased by Omaha factories and shipped here to be used in making candies which are sold over a dozen states.

The candy business in this city has grown wonderfully within the last ten years, during which time it has risen from a number of small factories to several of the best equipped houses in the west. The men at the head of the concerns have succeeded in pushing their interests to a point that during the last decade the output and profits of the Omaha companies have increased threefold and larger and better equipment is daily being found necessary.

The D. J. O'Brien Candy company of this city is the largest concern of the kind west of the Missouri river and is growing with rapid strides. Three hundred thousand dollars of the confectionery business passes through this concern, which was established but ten years ago.

In the manufacture of their candies forty cars of sugar, eighteen cars of glucose, fifteen cars of chocolate, eight cars of peanuts and two cars of various other nuts are yearly consumed. Six tons of candy is produced on an average each day, which aggregates for the year approximately 2,130 tons from this one factory alone.

The company was first organized by Mr. O'Brien on South Thirteenth street and later moved to 1204 Howard street, where the factory has been located until press of room made the erection of the present building at Douglas and Eighth streets necessary. The first years the O'Brien Candy company produced \$25,000 worth of confectionery, which has since practically tripled in volume. At the new factory, which has a floor space of 60,000 square feet, all heat is produced by manufactured gas, and one of the cleanest kitchens in the country is maintained. One hundred and eighty men and women are employed in the factory and fourteen salesmen are kept on the road, covering Iowa, Nebraska, Kansas, South Dakota, Wyoming and other states. The marvelous growth accredited to this concern is also true of other representatives in the city. Each concern has shared alike in prosperity and has constantly been making and selling a greater amount of the goods over a continually larger territory. The great holiday rush, the time of the year when candy makers are busy from early dawn until late at night, makes it necessary for every Omaha factory to engage extra men and women and work their factories to their capacity. Not only must the surrounding country be served with the best available staple goods, but the fancy novelties are also in great demand. The consumption in Omaha alone is not inconsiderable and it is the local market which uses fully 10 per cent of the total output of Omaha factories.

AK-SAR-BEN MAKES GOOD

Great Organization Grows Stronger
Every Year.

HELPS OMAHA AND NEBRASKA

Body Has 1,365 Members Now, with
More in Sight—Will Have Red
Letter Day When Roosevelt
Comes to Town.

Reverend the name Nebraska, throw in a couple of typhoons and be generous with capitals, and you have the name of an organization, or, better yet, an institution, which for sixteen years has had as its sole aim the building up of the state of Nebraska—Ak-Sar-Ben.

It was organized in 1895 by a group of Omaha business men as a public enterprise, a means by which the city of Omaha and the state of Nebraska could better be brought into the limelight. Its aim was, and is today, to stir up sluggish trade and bring about a better spirit among Omaha business houses.

Its aim has been well lived up to—a little fuller extent each year of its existence. First, it has brought the business men of Omaha together in a way no other organization has been able to do. At its meetings they have learned what business friendship really means.

Second, it has more than emphasized the necessity of unified effort on the part of every business man if the city is to grow. Through friendships begun at the den of members of Ak-Sar-Ben have come together for effective and harmonious work in the arena of business. Petty difficulties have been overlooked in concerted labor for the good of the city as a whole.

Membership Growing.
Memberships, purchased at the rate of \$10 each, are renewed each year. In the past the roll has ranged from 1,000 to 1,500, on one time going as high as 2,500. Formerly members were secured through the solicitation of a committee, but now voluntary application is depended upon entirely. The increasing popularity of the organization promises a banner year for 1910, and in anticipation of this a limit of 2,000 has been placed upon the membership.

Only one requirement must be met by an applicant for membership. He must be a reputable business man of Omaha or its suburbs. Any stranger will be taken if he has only the recommendation of a business man.

The two prominent features of the organization consist of an initiation season and a fall festival. The initiation season extends from the first Monday in June to the opening of the fall festival in the latter part of September.

Monday nights are given over to initiation ceremonies. Whenever it is possible, and it nearly always is, some prominent speaker from outside the city is invited to the den. Members may invite out-of-town friends to Monday evening sessions. Whenever it so happens that a convention is in session in Omaha, the delegates are invited to the den and a speaker from outside the city is invited to the den. Members may invite out-of-town friends to Monday evening sessions. Whenever it so happens that a convention is in session in Omaha, the delegates are invited to the den and a speaker from outside the city is invited to the den.

Citizens from other cities are frequently invited to Omaha for an Ak-Sar-Ben evening and they are thus given an opportunity to see what Omaha is doing and to get acquainted with the business men of Omaha. This results in closer relation between Omaha and the citizens of Nebraska, both in friendship and in business.

The fall festival is the big time of the year. Commencing the last week in September, this year it is September 28 to October 8, Omaha blossoms forth in gala attire and ten days of unalloyed fun and pleasure is served out to all comers. The festival annually attracts to the city thousands of thousands of visitors, from out in Nebraska and from other states, and the city profits immeasurably from the advertising it receives.

Board of Governors.
The controlling power of the organization is in the hands of a board of governors consisting of twelve men chosen from the year classes of the last three years. The present members of the board are: Gould Dietz, W. L. Yetter, C. H. Picken, H. J. Penfold, A. C. Smith, Emil Brandels, C. D. Beaton, C. R. Courtney, I. C. Root, E. Buckingham, C. E. Black and Joseph Thacker.

Secretary Penfold has an up-to-date office in the new Brandels Theater building. Four assistants are required to handle the business and correspondence which must be transacted daily. Thousands of letters are being continually sent out to all parts of Nebraska and to all parts of the country, spreading far and wide information concerning the city of Omaha.

Trouble takes wings and flies away when the knights of Ak-Sar-Ben get together. Following the Monday evening initiatory ceremonies a theatrical production embracing every known phase of the dramatic art is given by the Ak-Sar-Ben troupe. Every actor is a show by himself.

Speaking or special features of entertainment, the serious part of the program, follow the show. If there chances to be a speaker among the guests he seldom gets out without making a talk. One good thing about the speeches, for the speaker, at least, is that they are limited to four minutes.

As the present season moves forward and the end comes in sight it can readily be seen that last year's record has been far outdone. The total membership for 1909 was 1,319. Already this year it has reached over 1,365, and a total of 2,000 is confidently looked forward to.

Last year from memberships alone \$13,190 was paid into the treasury. This year the memberships have brought in \$12,650, or thereabouts, with more yet to come.

Expenses this year will be heavier than for many years; probably the heaviest in the history of the organization. For the big military tournament about 5,000 United States troops will be in the city, the largest body of soldiers which has ever appeared here in a similar production. To bring them to Omaha, as many come from far away, a great expense in transportation will be incurred, which Ak-Sar-Ben has agreed to pay.

The first red letter day of the fall season will be September 2, when the den will be turned over for the evening to Theodore Roosevelt. On September 28 the

fall festival opens, lasting until October 8. From September 3 to October 8 will be the army maneuvers, in which the soldiers will go through all the various drills and movements known to their profession.

CRACKER OUTPUT ENORMOUS

Two Companies Manufacture Approximately Six Carloads Each
day of the Week.

Omaha is rapidly becoming one of the important cracker centers of the west, and approximately six carloads of the product are produced each day. A large percentage of this is consumed in Omaha, while thirty-four salesmen distribute trainloads of it over the entire middle west, including the state of Iowa, northern Missouri, northern Kansas, Wyoming, South Dakota and the Black Hills country. In short the cracker factories of Omaha give employment to 350 people, produce about 1,500 cars of crackers and cakes a year, which bear more than 500 different labels, and is sent to supply the demand of the thousands of families in the west who are in the market for first-class goods.

Omaha boasts two cracker factories, the Loose-Wiles Biscuit company and the Iteu Biscuit company. Loose-Wiles' Omaha factory is reputed to be the most modern equipped institution of the kind in the world, and only the latest and most improved ovens and machinery have been installed. The company has been located in Omaha for over two years, but only since July 27 has it been situated in its new factory, at the corner of Twelfth and Davenport streets, and engaged in the manufacturing of crackers.

The cracker business in this city during the last two years has grown with wonderful bounds, and the receipts during nearly every month has so far shown an increase of approximately 25 per cent over that of the previous year.

While the cracker industry in Omaha is but in its infancy as regards age, neither of the present factories having been located here for more than two years, it is far from being an infant in regard to the volume of business done. Probably as wide advertisement comes to Omaha through its cracker companies as through any one industry. After the showing which has been made in the past it is easy to deduct that before many years Omaha will be one of the prime factors in this great industry, and that the factories will be doubling their capacities and shipping out hundreds of additional carloads of their product.

Omaha is especially suited for the cracker industry, being in close proximity with the wheat fields, and within an easy haul of the sugar refineries in Colorado. Shipments are made from here to the best possible advantage, and fresh, crisp crackers and cakes may be sent to the customers upon short notice, and received by them without delay and in the best of condition.

The Iteu Biscuit of Omaha has made a large growth during the time it has been in business in this city. Its factory is being run to its full capacity at present, which is inadequate to supply the demands of the trade. A new five-story building is being erected by it at Twelfth and Capitol avenue, in which the company intends to install modern machinery and establish a factory which will have a materially large output than the present concern. The factory help will be increased fully a third, and ten additional salesmen given territory.

The company in this way expects to extend its business over a wider area than it has in the past, and maintain one of the best factories in this section of the country. The products of the cracker industry which Omaha places before the merchants of the middle west are such that it has reason to be just proud. The quality is equal to that made by any factory in the United States, and the fact that the western business is to a great extent coming to this city only goes to prove that as in every other enterprise Omaha stands among the foremost in the manufacture of crackers.

Something Happened.

A train on one of the transcontinental lines that run through Kansas City and is usually late, was reported on time a few days ago.

The young man who writes the particulars concerning the train at that station, put down his statistics about this train: "No. 65—from the west on time."

Then he wrote underneath: "Cause unknown."—Saturday Evening Post.

Omaha Bottling Works

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Mineral Waters

DEALERS AND JOBBERS IN

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Operating a General Creamery, Ice
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Omaha, Nebraska

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DAVID COLE CREAMERY COMPANY, Omaha



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2. Therefore, scientific medical treatment is necessary.
3. In case of sickness, none but the best should be accepted.
4. Our treatment is known the world over and has proven its merits in over 350,000 cases.
5. We give value received, and that is the reason we are at the head in our specialty.
6. The only Keeley Institute in the State of Nebraska is located in Omaha. Correspondence confidential.

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SYRUPS "WE MAKE OUR OWN CANS" OMAHA

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HENRY G. WINDHEIM, Manager.

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OMAHA, NEBRASKA

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Cheese Wafers
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Frou Frou
Peanut Wafers
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Colonial Tea
Fig Bar
Luncheon Toast
Arrowroot
Gate City Ginger Snaps
Ginger Wafers

Fairmont's Products

1910 Output

Creamery Butter, 700 Cars Poultry, - - - 250 Cars

"Diadem" "Jersey" "Better Butter" "Plymouth" Fowls "Puritan" Chickens

Eggs, - - - 400 Cars

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In the above food products we have concentrated 27 years of
Study, Skill and Experience.
The Highest of Quality and the Best of Service is our aim.
Our oldest customers are our Best.

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