

City's Industrial Importance Strikingly Shown on Streets



SCOTT TENT & AWNING COMPANY.

This float portrayed a camp scene with no omissions. A large tent was erected and there was a lake for fishing and there were dolls with fishing hooks and lines enjoying an outing. The shores of the lake were covered with small trees to complete the picture. That this float did not receive the first prize was surprising to many.



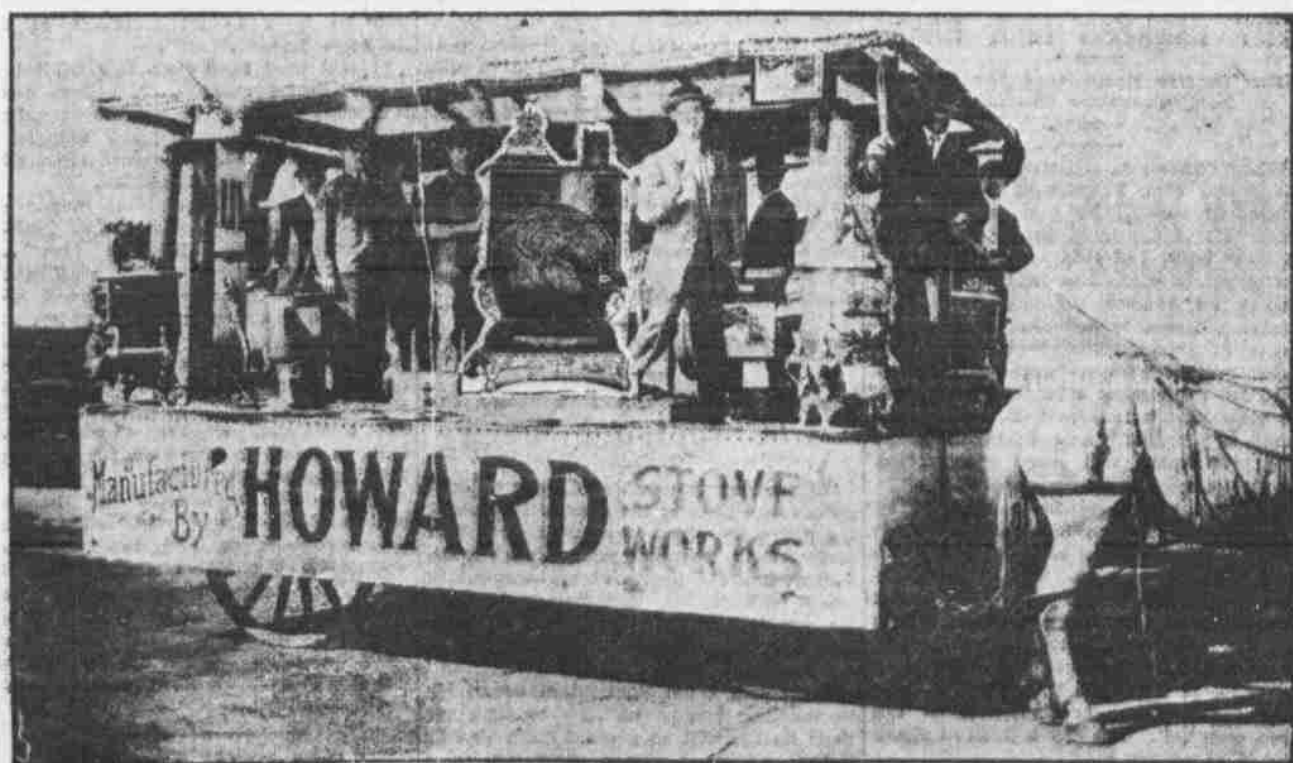
THE GOODRICH DRUG COMPANY

The float of the Goodrich Drug Co. was devoted exclusively to advertising their well known Velvina toilet specialties. From a point of artistic beauty this float was pleasing to the eye, and well deserves the liberal applause accorded it. Six pretty misses engaged in making up packages of Velvina specialties threw them to the crowd. The women spectators were eager to secure these packages, thereby showing their approval of the merit of Velvina.



WESTERN UMBRELLA CO.

This beautiful float was made right in the factory of the Western Umbrella Co. This company has the distinction of having the only umbrella factory in Omaha and with the exception of a firm in Kansas City, in the entire west. They make a high grade stock of parasols, umbrellas and everything in the novelties along this line, and beat their eastern competitors by a saving on the freight. The firm is composed of hustling and enterprising young men and Omaha is proud to number them among the leading manufacturers of the city.



HOWARD STOVE CO.

Another very attractive one that created much interest was the Howard Stove company's float, showing their various models in course of construction. The men looked to be a hustling lot and well deserved the applause accorded them all along the line.

MANUFACTURERS IN PARADE

Magnificent Pageant is Well Received by Thousands.

OMAHA PRODUCTS DISPLAYED

Local Firms Add Another Most Interesting Feature to the Big Fall Festival Presented by Ah-Sar-Ben.

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one of the best in the state and is leading all others a merry race. The business of the firm has grown very, very fast, until today it has registered a very high mark for every week. This company is placing tents and equipment at the big Coliseum for the wonderful Land show that is to be held there October 16 to 28. The order for tents and other material at the Land show is large and the Scott Tent and Awning company is filling it in a short time. A good float which represented this firm in the manufacturers' parade Tuesday was judged the most artistic and would have taken first prize had the designers complied with the requirements of a live mechanical float. On the wagon was a large tent and a lake where dolls were fishing. The scheme of decoration was excellent.

What is the matter with that syrup you have been spreading over your pancakes these cool mornings? It does not taste just right. You cannot blame the sales; your wife is fine, and don't try to lay any blame upon her head. You have been buying a cheap syrup, that's the trouble. You have been trying to get something you thought was good. "Made in Canada" is on the label. You have turned down the brand with the name of an Omaha firm on it. You thought it must be poor stuff. But if you had taken the syrup produced by Farrell & Co., you would have been delighted with your cakes. This Omaha firm produces syrup that makes your cakes delicious. Have you tried any of it? You have not. Well it's next time you buy, buy Farrell's. The Farrell float has given third prize.

Good Ice Machinery.

It is getting cold enough to remind one of ice, but Mr. Consumer is not now worrying about the price of ice, yet he will certainly be interested to learn that the Baker Ice Machine company is one of the largest of its kind and that it makes the best machinery for freezing water that is turned out anywhere in the world. The visitors who watched the ice machines and demonstrations on the float of this firm learned that the Omaha concern leads all the others in this line of manufacture. The Baker float was one that received favorable mention.

All who witnessed the parade know of course, that the float decorated by the Bijou Sheet Metal works won first prize. This firm had a float constructed of sheet iron, and on it placed cutting and bending machines and soldering machine. The scheme of arrangement was artistic. This firm is one of the leading of its kind in the west. The metal cans, which were made on the float, made a big hit, and some of them will be kept by their owners for years and years.

The woman who is always on the alert for something to make her look more beautiful than Lillian Russell may be surprised to know that the Goodrich Drug company makes some of the best toilet articles that are prepared anywhere in this country. Yes, they are made right here in Omaha. The famous Velvina brand is the one of which we speak. The Velvina rouge cream lotion and talcum powder are among the best made and are in great demand. This success of the Goodrich Drug company shows that Omaha is rapidly becoming a strong center for the manufacture of toilet articles. There is no longer to buy only those toilet articles which are imported; you can get just as good among those made at home.

This company, composed of former retail druggists of Nebraska, started in business seven years ago. It is now doing business in twenty-three states and is supplying the leading druggists in more than 3,000 towns.

It is the largest employer of lady saleswomen in the country, and each traveler is required to take a professional course in beauty culture and salesmanship before going on the road.

Stands Up in Front.

If there is one line of manufacturing in which Omaha stands far up to the front it is in that of millwork. The Adams & Kelly Co. is a leader in this line. It supplies a vast territory to the west of Omaha, and is now known as one of the largest concerns of its kind in this section of the country. People of Nebraska need not send east or south or north for such screens, stair work, etc. This Omaha firm can give them the best there is made. Adams & Kelly Co. had a mill represented in miniature on its float in the big parade.

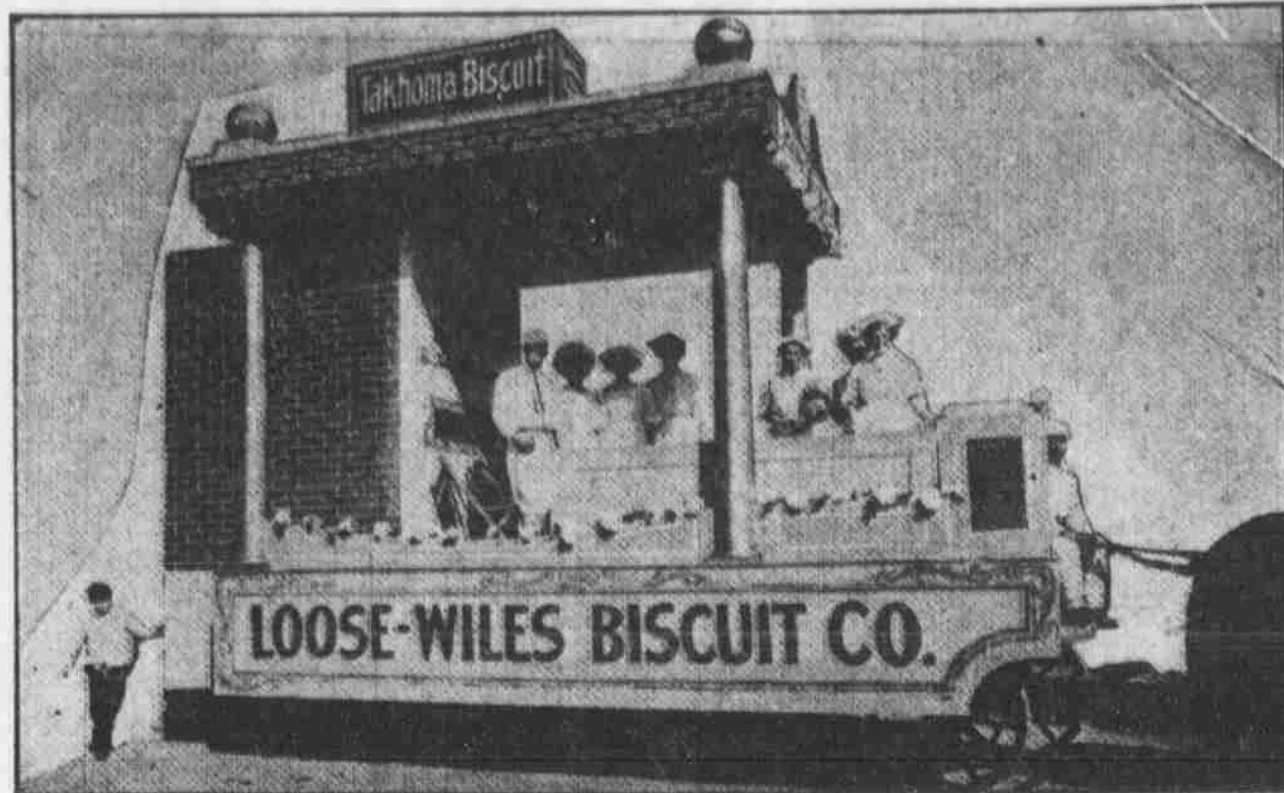
It is probable that the Bemis Omaha Bag company is as well known throughout the west as any other manufacturing firm on the Missouri river. This company has long been among the top-notchers in the manufacture of burlap, cotton and paper bags and blankets. If you ever have an order for bags send it to the Bemis company and they will show you how an Omaha firm lives up to the reputation that the manufacturers of this city have acquired. They will give you more satisfaction than you can get if you order from a St. Louis, Kansas City or Chicago firm. The Bemis float was attractively decorated with materials used in the manufacturing of bags.

The Famous Cleanser.

Where is there a Nebraskan or a westerner who has not heard of Old Dutch Cleanser? It is famous the world over, and is a cleanser that cleans. When you buy, you buy this product, and you know that it is made in Omaha—made here by the Omaha Packing company, a firm that has spread the fame of Omaha all over the land. The Old Dutch Cleanser firm was one of the most admired of all in the big parade. The process involved in the making of the cleanser were shown on the float as it marched through the streets.

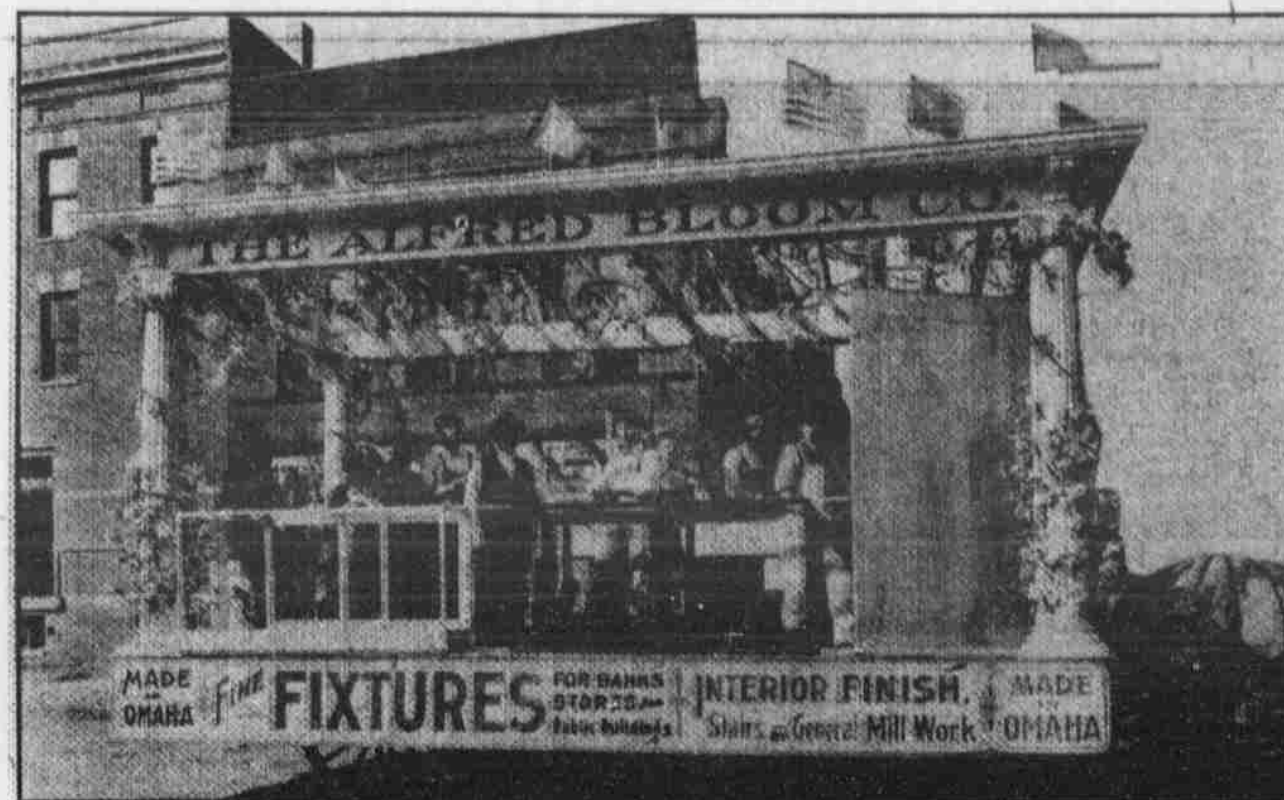
"Oh, how good are these soups and crackers!" You want some more, don't you? Did you ever stop to think where they are made? You have been eating "Krispy Crackers," "Tahoma Biscuits" and "Sunshine Crackers." They are manufactured here in Omaha by the Loose-Wiles Biscuit company and they taste just as fine as any you ever ate, now don't they? Well, they are a sample of the good things that are made in Omaha—made to be eaten by people all over the west. The

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THE LOOSE-WILES BISCUIT CO.

"Tahoma Biscuit"—familiar in every household in all the territory tributary to Omaha, as well as Nebraska's metropolis itself—was the chief feature of the Loose-Wiles Co. float. Artistically gotten up, and with a group of pretty girls throwing fresh, crisp, biscuits to the spectators, this float won the admiration and prolonged applause of all who viewed it. The sides of the float were formed of huge boxes of "Tahoma Biscuit" and other well known products of this company.



THE ALFRED BLOOM CO.

The float of the Alfred Bloom Co. attracted its share of attention from the thousands of spectators who generously applauded the miniature workshop on wheels. This float carried a draftsman, a woodcarver, three cabinet makers and three finishers, all at work, giving the watchers an idea of the work they do as well as the way it is done. The float was decorated in an artistic manner and all the details considered reflects great credit on the firm's enterprise.



THE BEMIS BAG COMPANY

A group of pretty girls manufacturing paper bags occupied the float of the Bemis Omaha Bag Co. A few of the young ladies occupying the float were engaged in making horse blankets, which product is one of the Bemis company's chief manufactures. Souvenir bags and blankets were showered on the crowd as fast as they were produced.



OMAHA BOX COMPANY.

Another very pretty float was that of the Omaha Box company. This company has the largest and best equipped box factory in the west. It was established twenty-two years ago and has had a steady growth ever since. They specialize in Bottle Boxes, Lock Corner Boxes, Apple Boxes and High grade Packing Boxes. Omaha is proud of this large and enterprising firm located in East Omaha.