

RALSTON OFFERS CHANCES

Growth During Last Few Years Shows Town's Worth.

NEW INDUSTRIES COME FAST

Omaha Commercial Club Members Find Suburb Full of Spirit and Taking Giant Strides Forward in Manufacturing.

When more than 30 members of the Omaha Commercial club visited Ralston Thursday afternoon to inspect the industrial plants and the Country club of that little town, they formed the largest home-trade excursion that Omaha has ever had. They also were surprised at the wonderful progress Ralston has made and were deeply impressed with Ralston's prospects for the future.

Every wheel in the striving little suburb is rushing at high speed, so the trade excursionists found, and every inhabitant of the little town is imbued with the thought that Ralston is going to be a big manufacturing town within a short time. But the Ralston people are not the only ones who have this idea now, for the Omaha Commercial club members are also of the same opinion. The belief that this town furnishes an ideal site for all industrial plants, and they are among the most enthusiastic boosters for Ralston.

With the growth of Ralston comes a greater growth for Omaha. Ralston is but a suburb of Omaha, and though not of the same corporation, it is still one of the supports of this city. As the more manufacturers place plants in Ralston, greater gains will be made by Omaha. Increasing wealth in Ralston means increasing wealth in Omaha. People who live in this suburb must come to Omaha to do a large share of their buying. The industrial plants of that town must get many of their necessary supplies from this city. There is no way in which the growth of Ralston will not aid Omaha, so all the people of this metropolis are interested in the development of Ralston, and they are aiding materially in every way that they can.

Ralston's many natural advantages make it an ideal manufacturing town. It has excellent railroad service, two big systems have through lines and much terminal trackage there. The proximity of Ralston to Omaha gives it all the advantages that come from a large city. Indeed it is just an ideal site for industrial plants.

The Omaha Commercial club and manufacturers have begun a movement to acquaint every Omaha citizen with the value of manufacturing industry to a community. The recent "Know Omaha Better" week was only one of the ways through which this movement is being carried on. Information about Ralston is to be given out in much the same way.

The men at the head of Omaha's progressive movements know that industrial plants aid the prosperity of a community in many ways. Manufacturing establishments give employment to hundreds of people, who, necessarily, must spend large sums in the community. The merchants profit through these concerns, for money must be spent for clothing, foods and luxuries. Property finds a market. Homes have to be built in order to accommodate the growing population. The way in which industries benefit a community are very plain to all, and Ralston's condition is no exception.

So Ralston grows Omaha merchants and Omaha capital will receive the benefits. A boost for Ralston is a boost for Omaha. It is to the vital interest of Omahans to see that Ralston is made to progress. Co-operation with the citizens of Ralston—with the Ralston business men—by the Omaha manufacturers and commercial club will undoubtedly bring grand results both to Omaha and Ralston.

It should be remembered that five years ago Ralston was not yet come into being. Within the last four years this town has come right into the front, with new factories and new business houses. The Howard Stove Works, the Brown Truck Manufacturing company and the Rogers Motor Car company were among the first to select Ralston as sites for their factories.

Then last month the Omaha Furniture Manufacturing company decided to locate a factory in this suburb. This company is one of the largest west of Chicago. Work on its new plant has been started and the structure soon will loom up as another of the great institutions of this city.

Another industry known as the Gate City Manufacturing company, manufacturing automatic patent gates, poles, graders, separators, etc., has just bought property and decided to locate a plant in Ralston.

The Howard Stove Works employs more than 100 men in manufacturing every part of the stoves turned out at this plant, even to the patterns. It also has a plating department and does all its own plating. In 1911 this company used 165 cars of raw material—pig iron, sheet iron, coke, etc. All this material was shipped into Ralston. In this same period the firm shipped out of Ralston 135 cars of stoves, this product going into every state west of the Mississippi. Between fifty and sixty of the cars were sent to the Pacific coast states. This company is one of the best in the west and is rapidly increasing its trade.

Prosperity for All.

The Rogers Motor Car company manufactures motors for light, rapid cars, and also turns out a substantial, popular-priced car. It is one of the growing concerns of the state and is rapidly getting into the field of its strong competitors, who have been doing business here for a much longer time.

Few concerns in the west can boast of greater prosperity than that which attends the Brown Motor Truck Manufacturing company, a firm that is now doing an immense business and that is growing so fast that it will soon have to enlarge its plant. This company makes trucks for the Union Pacific railroad, the Wells-Fargo Express company, the Omaha Union station, the various packing plants at South Omaha, wholesalers, retailers and other concerns throughout the west.

The Omaha Furniture Manufacturing company has a three-acre site for its building plant. Work on this factory is now in progress. The factory will have a floor space of 40,000 feet and will employ a large force. The new company will manufacture couches, davenport, tables, rockers, kitchen cabinets and various other pieces of furniture. A specialty will be made of kitchen cabinets. This new firm is a reorganization of the Tulse Lounge company, which has been operating a plant in St. Joseph for several years. The officers of this company are: President, M. C. Powell; vice president, J. Emerson Dodds; treasurer, D. C. Dodds; secretary, Dwight Powell; director and attorney, E. H. Westfield; director, D. D. Miller.

Ralston

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It's a Beautiful Residence Suburb

affording all of the advantages of the city with the freedom of the country—having electricity for lighting, telephone service, car service, shady avenues, a new two-story pressed brick school building and has a mile of paved boulevard. The Seymour Lake Country Club is completing a beautiful new club house on its recently acquired 70-acre tract bordering on Seymour Lake.

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A pleasant car ride or come in your automobile. Good roads all the way. A warm welcome when you get there.

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General Offices: 309 South 17th Street, Omaha, Nebraska

Free Factory Sites for Trackage

Ralston now has 3 factories in operation, a new one is being built, and another is under contract to build.

The location is ideal for a factory—power is convenient and land for employes' houses is reasonably low.

The Way to Make Omaha Grow "Bring Factories to Ralston."

Own a Beautiful Country Home Come Out and See

Ralston Acres

This tract of land is adjacent to Ralston and overlooks the grounds of The Seymour Lake Country Club; 2½-acre blocks—just right for a country home, or for poultry or fruit raising.

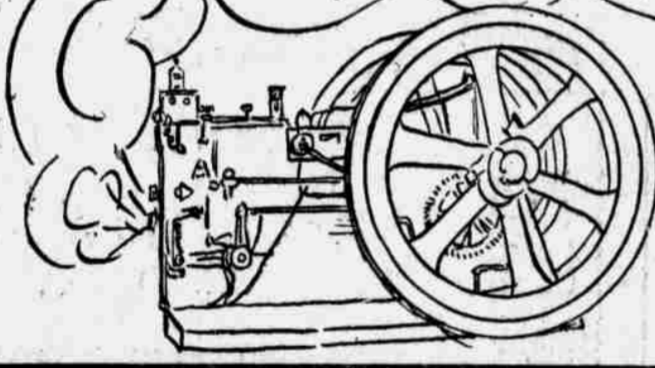
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Omaha's Interurban Line to Ralston Traverses Beautiful Country

A Land Where the Future Omahan Will Have His Country Home

AFTER a day of mopping brow and declarations against the temperature, hundreds of Omaha people find comfort, peace of mind and coolness in rides from Omaha to Papillion on the cars of the Nebraska Traction and Power company, which operates the fifteen-mile trip of interurban line that traverses the pretty country between Omaha and Papillion, running through the enterprising town of Ralston, skirting the beautiful Seymour lake and then jumping into some of the most beautiful wood stretches in this section of the state. It is an excellent ride. The cars of the company make few stops and are kept going at a brisk rate of speed, just the rate at which people like to ride. Exhilarating breezes sweep through the car, cooling brows and spurring the blood to action. Everybody likes this delightful little trip, and Omahans and visitors are com-

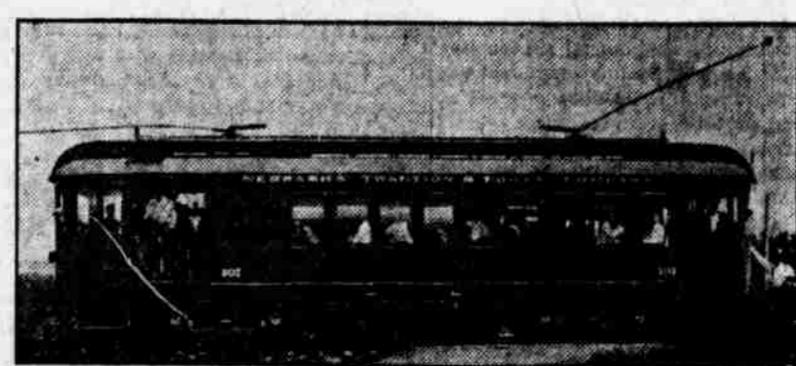
ing to make it a more frequent part of their pleasure tour. Visitors to Omaha find it one of the most satisfactory of all the pleasure and sight-seeing ajunts that they can take.

This well equipped line of the Nebraska Traction and Power company is the only interurban line that runs out of Omaha. It deserves the support of the people of Omaha and

vicinity and it is receiving it more and more. It is doing a great deal to build up Ralston, and in building up Ralston it is doing much for Omaha, for as Ralston profits so does Omaha benefit. The little line furnishes rapid transportation between this city and Ralston, and brings into the hands of the residents of both places the profits that accrue through

a good interurban line. The service given by this company is all that Omaha needs. Cars bound for Papillion and Ralston leave the postoffice in Omaha on the even hours; that is, at 8 a. m., 10 a. m., 12 noon, 2 p. m., 4 p. m. and 8:15 p. m., and then, skipping one hour, at 11 p. m. The regular schedule would have the last car leave the postoffice at 10 o'clock at night, but the company delays the trip one hour in order that theater patrons may see the plays and then go home on the last car. Service from Papillion to Omaha is just as excellent as that between Omaha and Papillion. The service between Ralston and South Omaha is even better, for some people who work in Ralston live in South Omaha and they must have better schedules than otherwise would be necessary. The service between the packing center and the suburb gives people of either place an opportunity to get one from

one city to the other at very frequent intervals. On Sundays and special days the service between Omaha and Ralston and Papillion is much better than on any other days, in order to accommodate the large crowds. More cars are placed on the runs and the trips are much more frequent.



A BODY OF COMMERCIAL CLUB MEMBERS READY TO START START HOME.



THE LINE TRAVERSES BEAUTIFUL COUNTRY.