

# Breweries of Omaha that Furnish Beer for Millions

## FIVE BREWERIES IN OMAHA

Trade Extends as Far West as the Pacific Coast.

## OUTPUT IS GROWING LARGER

Total for the Year Will Reach Four Million Barrels if the Increase Continues at the Present Rate.

The breweries of Omaha play an important part in its industrial and economic life, because of their size and their country wide commercial relations. Their annual business runs into millions of dollars and their annual pay rolls into seven figures. In the distribution and dissemination of wealth the brewing interests rank among the heads of the community.

Five companies brew beer in Omaha and South Omaha—Storck, Metz, Krug, Jetter and Willow Springs are the five. Together the above five industries employ the year round over 1,000 men and in an indirect way afford employment and livelihood to many thousand more.

The capacity of the largest Omaha brewery is practically 100,000 barrels of beer a year and the total output of the entire five for this year will total more than 4,000,000 barrels. The value of this output at the wholesale price is considerably over \$4,000,000, a considerable factor in the total of Omaha's manufactures.

The distribution of beer from Omaha is largely to the west, so far as territory outside of Omaha is concerned. Western Iowa is, of course, tributary, but to the west competition is keener and the growth of the brewing industry has been, as in other businesses, along the lines of least resistance.

Just as other manufacturers, brewers have found that increased freight tariffs decrease their business in localities farther removed and, if there is local competition, the outside breweries' business is light. But for all of high freight tariffs, Omaha beer is sold in large quantities as far west as the Pacific coast.

The brewing industry is commercially of interest to a good many business men and to the agricultural interests. Large quantities of Nebraska raised barley is used by Omaha breweries, although some comes from Minnesota and some from Wisconsin. Hops are practically all imported because of the scarcity and poorer quality of that raised here.

The local breweries have withstood keen competition in Omaha for many years and they will stand much keener competition. Omaha beer is of superior quality and, although many larger breweries of other cities that have a surplus of money to spend in an endeavor to invade the Omaha field, have hurt the bottle trade to some extent, the local breweries have hardly felt the competition.

## UNION PACIFIC TO HAVE MUSIC ON ITS FAST TRAINS

Although the traveling public has long since proclaimed that the Union Pacific's

Overland Limited train is equipped with every imaginable convenience and luxury, the railroad is seriously considering the expediency of introducing music to the patrons of the extra-fare train.

On several special trains that have gone through Omaha on the Northwestern and Union Pacific, Victrolas have been installed and the Edks last year had a piano on their train which carried them to the Portland, Ore., convention.

Nothing definite has been decided, but several local officials are of the opinion that the innovation will be attempted on Nos. 1 and 2 before the winter traffic to California begins. A piano will probably be the instrument that will be installed and it is possible a musician will be employed to play during dinner hours.

## OUR MATERNAL GOVERNMENT

Instead of Uncle Sam One Should Say Aunt Sam in This Case.

Any mother understanding English who wishes to be told in simple language what every mother ought to know in preparation for the birth of her child can have the information by simply writing and mailing a letter, as follows:

Chief of Children's Bureau, United States Department of Labor, Washington, D. C.

Dear Madam: Please send me a copy of the monograph on "Prenatal Care of Children Series No. 1, Bureau Publication No. 4. Very truly yours, and signing her name, with address. This pamphlet, prepared by Mrs. Max West, under the direction of Miss Julia C. Lathrop, chief of the bureau, alone is enough to justify the law passed a little over a year ago establishing in the federal government a children's bureau. If it is circulated and read as it ought to be, an uncountable number of children who would otherwise die will live, and an uncountable number of children who would otherwise be unhappy and unfitted for life because sickly or diseased will be healthy, happy and vigorous. In this pamphlet the government has made a beginning of doing for the children of the country what it has done superbly for the country's crops and herds.

Through the Department of Agriculture the government has acted as a volunteer expert farm counselor or consulting farmer. Through the children's bureau the government is now undertaking to act as a sort of expert home counsel or consulting mother. And, whatever one may think of paternalism in government, no one can examine this pamphlet without welcoming most heartily this form of governmental maternalism.

The wide circulation of this pamphlet can also serve a useful purpose in giving the American people a definite idea, at least in part, of what the children's bureau really is, and how intimately this new arm of the government concerns the lives of the people themselves. During the period when the bill creating the bureau was under debate one eminent official high in the federal government persisted in calling it the child labor bureau, as if it was to be devoted to the consideration solely of children in fac-

tories. Important as that aspect in the life of children in America is, it is fortunately only one aspect. The bureau has to do with all the children of America. That the children need the help that such a bureau can give is evidenced from some of the facts stated in the preface of this pamphlet—that "slightly more than 42 per cent of the infants dying under 1 year of age in the registration area in 1911 did not live to

complete the first month of life, and that of this 42 per cent almost seven-tenths died as a result of conditions existing before they were born or of injury and accident at birth."—New York Outlook.

**The Heavy Boss.**  
John Mitchell, the labor leader, was talking about an assertion that Mark Hanna was the best friend organized labor ever had, because he steadily opposed an eight-hour law.  
"That assertion sounds like a joke,"

said Mr. Mitchell. "It reminds me of John Rich's claim to be a friend of labor."  
"John Rich, the mill owner," said a man, "is a fine boss for his hands, a fine easy, indulgent boss."  
"Yes, how so?" some one inquired.  
"Why," said the man, "he allows them sixteen hours to do a day's work in."

**His Yearn.**  
"Well, Claude," inquired the county clerk, addressing a young man who had percolated into the office and stood nerv-

ously flapping his hat in both hands, "what can I do for you?"  
"Why—why, sah, I want—dat is, if yo' 'specially please, sah, wants to git a— a license to practice mat'mony, sah."

**One Was Enough.**  
Robert Bridges, the new poet laureate, is a fastidious critic, and hence sees little to admire in the commonplace verse of Alfred Noyes.  
Noyes once brought to Mr. Bridges two

very long odes that he proposed to submit to the English Review.  
"I'll read them both aloud," the young man said, "and afterwards you will tell me which is in your opinion the more likely to be accepted by the English Review."

Four Mr. Bridges sighed and settled himself in his chair, and Noyes, in his loud, harsh voice, read the first ode. It was very long, and at its conclusion Mr. Bridges leaped to his feet and said, briskly:  
"Now, my young friend, I can advise you. Send the other ode to the Review."

*Genuine Old German Double Beer*

# OLD AGE

## Knights of Ak-Sar-Ben and Visitors to the Carnival Festivities

will enjoy themselves to the fullest extent by calling for "OLD AGE" at luncheon, dinner or when in social intercourse with friends. In amber bottles to protect it from the light and to preserve its rich goodness, and because of its purity there's no other beer like it.

Family trade supplied by: South Omaha—WM. JETTER, 2502 N Street, Tel. South 863. Omaha—HUGO F. BILZ, 1324 Douglas Street, Phone D. 3040. Council Bluffs—OLD AGE BAR, 1512 South 6th Street; Phone 3623.

*Jetter Brewing Company*  
SOUTH OMAHA, NEB.



# Fit for a King or Any of His Subjects



# Luxus

REGISTERED U.S. PAT. OFF.

## THE BEER YOU LIKE

Luxus has a rich, creamy mellowness and a delicate but distinctive flavor; once tasted its delightful tang never can be forgotten. The ideal beer for home use. Always have a case at hand.

Brewed and Bottled by FRED KRUG BREWING COMPANY  
CONSUMERS' DISTRIBUTORS  
**LUXUS MERCANTILE COMPANY**  
109-11 North Sixteenth Street. Telephone Douglas 1889