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Orders for Wyoming, Colorado, Idaho, North and South Dakota, Montana, Oregon and Washington must call for 5 gallons or more to be prepaid. To customers desiring quantities of this Whiskey, by the barrel or half-barrel, we will make special prices.

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South Omaha Justifies by Results Its Full Right to Be Called the Magic City

South Omaha is a city of 30,000 people, of which only one-tenth are American born. It is what is termed a packing town, and its population is largely of the laboring class, and largely of a foreign-born element. The government of the town is largely representative of the population. To a great extent it is in the hands of the native born Americans, who are making the fight to mold the total population into the thrifty, progressive, thoroughly American town.

The task is not an easy one, for here you have many nationalities represented as the most cosmopolitan city in the world. It used to be in America that New York, San Francisco, Boston, New Orleans and Baltimore were accounted the cosmopolitan cities per excellence. Later Chicago attracted the wave of foreign immigrants, and from Chicago came the initial foundations of the foreign colonies which today occupy a large part of South Omaha. Here within the radius of a few hundred acres one can find members of every tribe and nationality under the sky. Living in neighborhood colonies, these foreigners, to a great extent, seek to maintain their individuality and the manners of their native lands.

Here you will find the races of the north of Europe, which quickly intermarry and amalgamate with the native-born. Here also you will find the immigrants from the south of Europe, difficult to handle and for generations maintaining their national traits and individualities as against the prevalent influences of American education.

Lines of Racial Cleavage.
You will find, for example, the Japanese living in a colony by himself in the west of the packing center. You will find the Greeks and the Roumanians, the Serbs, the Albanians and the Austrians, each all maintaining the lines of the old world nationalities. You will find the Ruses, the Bohemian, the Poles, the Lithuanian, the Belgian, the Italian, the Irish, the English and the German all represented in South Omaha. You will find the Turk and the Chinese. Only now and again will you come across the Frenchman, but you will find him. To the native born of the city has fallen the lot of welding this mass into such shape that it may easily be amalgamated into American citizenship. Not easily successful is the effort, because of the great preponderance of foreign-born, but slowly and by steady, persistent steps the great school system of South Omaha is meeting the problems of cosmopolitanism that threaten or encourage, as you look at the matter.

The government of South Omaha is representative of the laboring town that it is. To a large extent the present officials are American by birth. Mayor Thomas Hector is the son of an Irish father and a German mother. It is possible his heritage that has made him able to see and meet the questions that confront him daily in the administration of a cosmopolitan city.

School and Church Influence.
South Omaha and its officials have used the great lever of the school and churches to bring about a better order of things. Slowly the change comes, but it does come at last. Immigrants of a few years back today own and occupy neat American homes, bought and paid for out of the meager earnings as packing house employes.

On the other hand, your oriental and immigrants from the Levant prove the stumbling block in the progress of the city. Seldom property owners have become a menace to the more thrifty working classes of the town. Working for lesser wages than American workmen and the better class of foreigners demand, the orientals and the immigrants from the Levant have acquired a foothold in South Omaha which has done much to keep the city from reaching its fabled growth. Where a Bohemian or a German or an Irish immigrant will build a home and establish his family as American in a generation, orientals and near orientals will work for less money, live in equal and send hundreds of thousands of dollars out of the city.

And yet despite all this South Omaha has grown to be the suburb most desirable to Omaha, from which it is now separated by a political line only. In thirty years South Omaha has acquired business and property valued at many millions of dollars. It has a packing center that is the second largest in the world. It has five banks, whose weekly clearings place it among the first cities of the United States. It enjoys the same lighting system, the same water system and the same street car service as Omaha. It has more than thirty-five miles of paved streets and alleys and is now occupied in putting in more paving. It has a city hall and jail building which, while not large, is modern in every respect. The north end of South Omaha, is populated by American-born residents almost exclusively. Here some of the prettiest homes in the two Omahas are to be found.

Growth for the Better.
A few years ago the city was centered about what is now Twenty-sixth and Twenty-seventh and N streets. Today the business of the city is transacted at Twenty-fourth and N streets. There is much room for improvement to be sure, but things grow better as time goes along and the South Omaha of today is

Some Features of Life in South Omaha in Days Gone By and Now

South Omaha is cosmopolitan, and therefore interesting. Its story is as varied as the lives of those who come and go. Within its gates you may find the salt of the earth, and some who may have lost their savor. On the surface it is not unlike the typical western town. You have the residential section with its tidy American homes and well kept lawns. You have the churches and the schools, and the fresh baked brick of its building blocks. Step across a street, go around a corner and you are in the midst of an alien land, thousands of miles away from America.

So with the men you meet there. The twang of the Yankee and the drawl of the southerner is there. The quick wit and the merry laugh of the Irishman is frequent. The jovial German and the musical children of Queen Carmen's land mingle with the discord of the northern tribes, and the strangeness of the oriental tongues. And with all the strangeness of the lingual discord is not more strange than the story of South Omaha, its ups and downs and the history of its early days.

Tales of Days Gone By.
The pioneers will tell you strange things of the early days in South Omaha. Politically for instance they'll tell you of the first mayor of South Omaha, Colonel E. P. Savage. Colonel Savage had a way of marshaling his forces not strictly in accord with "Robert's Rules of Order." It is said of him that he once convened a county convention vi et armis. When the convention grew restive the doughty colonel unlimbered a healthy pair of "forty-fives" and advised the convention delegates that it would be dangerous to leave the assembly. Nobody left.

Lu Gibson, who is now one of the leading real estate men of this section, was also a witness of some of the early doings in South Omaha. When Lu first came to South Omaha Daniel O'Connell was justice of the peace and incidentally held his court back of a saloon. In those days the saloons closed only to give the bar-keep a few minutes' nap. O'Connell once had a bad man up before him. He sentenced the man to thirty days in the county jail, holding a gun in the prisoner's face the while he imposed the sentence. The prisoner vilified the judge and dared him to increase the penalty. O'Connell made it sixty days, and under continued provocation raised the limit until he had imposed a sentence of one year. Still he kept his man covered. Then a lawyer came in and got the culprit released upon habeas corpus proceedings because the judge had exceeded the speed limit in imposing sentence.

One of John Briggs' Experiences.
In the early days the police were not always above suspicion. Chief Briggs tells a story of his early days in South Omaha. "I was on my way home one night," said Briggs, "when I heard someone following me. I did not carry a gun, but I stooped down to tie my shoe and so caught sight of two men. The star on one of them told me it was the police. They halted me and wanted to go through me. Then there was a fight. That night I did not go home, but walked around town hunting policemen. They were scarce after the two would-be holdups had been hauled into the police station.

"Another time I caught a policeman robbing a poor blind man near Twenty-fifth and U streets. I butted in and the cop called out the police force to trim me. I told them they could look me up if they wanted to but they could not beat me or the blind man up. I was not locked up."

Colonel Savage as an administrator was there all the time. Once he sent for the police and gave this order: "When I send you to arrest a man I expect you to bring him in. Bring him in alive if you can but—bring him in."

How Tom Hector Won.
Tom Hector can also tell some few years of South Omaha when he will. For instance Hector was once nominated for city clerk, his first office. He was "gunshy" so to speak. His opponent for the nomination an older man, was making the usual speech replete with promises of the millennium if he should happen to be elected. Hector was at the meeting and while his opponent was making his speech Hector thought of a funny story which told them they could not beat me or the blind man up. I was not locked up."

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were the pioneers of the newspaper world of the Magic City. MacMurphy and Glick are dead and Brigham, Erion and Root are gone, but the rest are respected citizens of South Omaha.

Henry Murphy, now city attorney, was once a newspaper publisher in South Omaha. The paper was made up in Omaha and then sent to South Omaha to be printed. Henry ran a republican paper which was not exactly popular in South Omaha. Subscribers were few and far between. When pay day came Henry was willing to write the checks for his workmen, but the latter developed a most persistent liking for coin of the realm. In such straits the paper had to suspend publication until such time as the editor could raise the funds. He finally disposed of the paper with the assistance of his copy boy.

Law Etter, now superintendent of mails in South Omaha, was a member of the early day builders. He ran a grocery store and later a cigar store. Law took up politics as offering the best chance for a scrap. He was a republican, to make assurance doubly sure. On election days his duty was to make the rounds of the polls where the roughest element congregated. In those days it took long and most delicate diplomatic work to assure safe conduct to the man who wanted to vote the republican ticket in South Omaha. Law was the diplomat. Later when the tide changed Law became the republican leader until he retired from politics.

But those days are gone in South Omaha. The packing houses and the stock yards have brought many men who have helped to make the city a better place to live in. The power of the lawless element has gradually dwindled until it is now a negligible quantity. The face of the city has changed too. What was once an impassable morass between N and J streets from Twenty-fourth and East has become the main thoroughfare of the city, covered with business blocks. Steadily the city has been moving forward and the spirit of the old adventurous times has passed before the modern way of doing things and the Magic City is coming into its own.

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