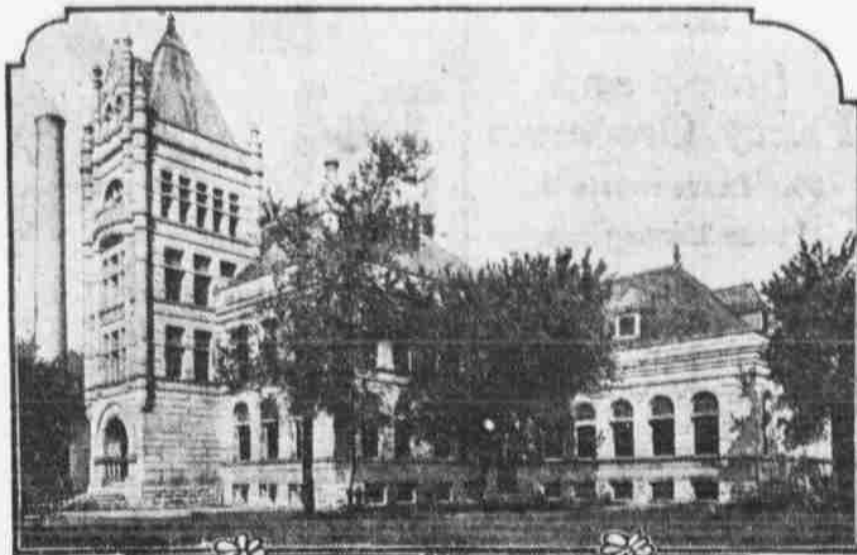




MAIN STREET, FLORENCE, NEB., LOOKING NORTH FROM JEFFERSON STREET.

MAIN STREET, FLORENCE, NEB., LOOKING NORTH FROM JEFFERSON STREET.

One of Florence's Beauty Spots



"MINNE-LUSA"

(Clear Water), the Pumping Station of the Omaha Metropolitan Water District.

FLORENCE, the pretty, busy little city that lies just north of Omaha, has wakened from a nap of years, and taken on life and activity such as makes it a place of importance. Before ever Omaha was, Florence had an existence, and was the center of bustling life. Here Brigham Young established that historic "Winter Camp," that was to be the final starting point for the pilgrimage of the devoted Mormons on their way across the plains of the west to the promised land spied out for them in Utah. After the passage of the Mormons, Florence still kept life and vigor, for it was located at a most convenient crossing on the Missouri river, and with this for a foundation, it built up a considerable trade among the early settlers in both Nebraska and Iowa. It had newspapers, banks, mercantile establishments, and other evidences of commercial and industrial importance.

But the railroad played a part in the life of Florence, as it did in the life of many another promising pioneer metropolis, and the railroad made Omaha its starting point. This meant commerce and decay for Florence, while the more favored town was growing into the large city it has become. In time Florence, too, was reached by a railroad, and later, with the growth of Omaha, came the union of the two places by a trolley line, and then the beauties and advantages of life in Florence became apparent to many who had their business in the city. Florence began to wake up again, for homes were being built out there, beautiful suburban residences, and men and women found the place most attractive.

With this new impulse, Florence folks began to think of greater things, and a spirit of civic pride stirred among them, and from that second beginning the impetus has never slackened. Streets were graded and pavements laid, new business blocks went up to match the homes of the newcomers, and the social life of the place found its outlet in equally important ways. Lodges were formed of well known societies, and these erected halls for meeting places and public functions, the parks were improved, the schools were housed in a most imposing and impressive building, and Florence now puts on a "front" that would astonish anyone of the pioneers who knew it in the days of the later 60's, when it was thought to be something of a bustling and permanent metropolis.

Florence is especially proud of its public school system. The grade and high schools are housed in one very substantial and completely modern building, in which are seventeen rooms, where fifteen teachers are continually employed. The high school is well equipped, and is so planned that its course of study matches perfectly with that of the great Omaha Central High school, thus affording perfect facilities to the children of families moving from one to the other place.

from its sediment and impurities, it is forced by other and even greater pumps into the system of mains that distribute it to all parts of the metropolitan district, including Florence, Omaha, South Omaha, Dundee and East Omaha. Minne-Lusa is one of the most beautiful spots around Omaha anywhere and well pays for a visit.

Some of the leading firms of the town are represented on this page today. The Florence Lumber and Coal company has built up a business that is remarkable for the length of time it has existed. Its yards are of the most modern design, and it handles all kinds of building material and fuel.

The Harrington Mercantile company is one of the leading firms of Florence, handling a line of general merchandise after the manner of a big city department store, but giving personal attention to the wants of each customer, so that everybody gets a square deal every time. Dr. C. A. Sorensen is equipped by education and experience for the practice of dentistry, with a laboratory outfit of the latest devices and appointments, is well fitted for the most modern methods of his profession.

The Florence Drug company is prepared at all times to give the service of a big city drug store, having always on hand a complete line of drugs and proprietary remedies, together with the stock of staple and fancy articles that completes the list of a first-class drug store's equipment. Experts give personal attention to the compounding of prescriptions.

John H. Price is a hardware man of established experience, and is always ready to serve his customers with the best of all grades of hardware of every sort, tools, implements and the like. C. E. Wall is the direct representative of the Brodegaard Stores, Inc., and handles a distinctive line of jewelry and gold and silverware of the highest grades and most artistic patterns.

John F. Nicholson has a recreation park that has become locally famous as a place to rest and enjoy oneself. He handles a standard line of the best wines and liquors known to the trade. H. L. Helfrich has a grocery store that is as modern and complete in its line as any to be found. His stock is fresh and clean, and in it will be found everything in the way of staple and fancy goods. He knows how to take care of his steadily growing trade.

F. E. Klever's confectionery store is one of the standard places of the town, because here can always be found the best and most wholesome of candies, fruits and nuts, with the fancy goods on the line in beautiful display, and always dependable.

William Menck has a grocery store to be proud of. It is well arranged and well conducted, with a carefully selected line of the best grades of food products, staple and fancy groceries, and everything up to the minute, while personal attention assures satisfaction to each customer. Charles Clure has a harness shop that is well known to the farmers and other users of horses, because of the excellent quality of the goods he sells. He makes harness from the highest quality of oak-tanned leather, and handles only the best goods.

F. D. Leach handles coal and feed to the satisfaction of a large and steadily growing trade. His goods are of the best, and his customers get the best of prompt attention at all times and under all conditions.

C. L. Nethaway is one of the live wires of Florence, his business being that of real estate and loans. His knowledge of local conditions is extensive and intimate, and this makes him most serviceable to his clients.

The Farmers State bank is a solid financial institution, giving excellent service to the public in general and to the local dealers in particular. It is conservatively conducted and has made a splendid record.

The Bank of Florence is one of the oldest of Nebraska's financial institutions. It was a factor in the business of the territory in the early days, and while it lapsed for several years, it was re-established, and now occupies the same building it was founded in away back in 1856. It is a solid concern, carefully managed and gives the advantages of a strong bank to its customers and patrons.

H. W. Lowe's cannery factory is one of the industrial institutions of Florence that is adding to the commercial prosperity and material wealth of the town. Having a large area to draw from, it affords a fine market for the produce of the fields about the town, and furnishes the choicest of Nebraska-grown products to the dealers of the state.

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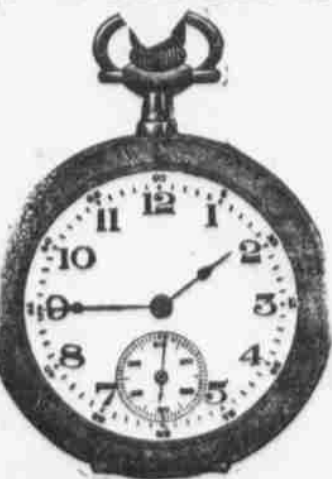
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