



THE skyline of Omaha is broken again and a beautiful building is soon to be dedicated to the Omaha Athletic Club, an Omaha institution from planning to completion. The idea was incepted here by Omaha men, the plans were drawn by an Omaha architect, the building was erected by an Omaha concern, and all the little details that enter into its completion were carried out by Omaha people. This is the only Club of its kind ever brought to success without the aid of a professional promoter. This Metropolitan Mid-West City should be proud of this new and beautiful acquisition to its social life.

STARTING with a remarkable resident membership of Omaha people, and with a non-resident membership that extends from New York to San Francisco, the Omaha Athletic Club exerts an influence from coast to coast, at the same time centering its active membership right in Omaha. Its broad administrative policy admits the wives and daughters of the members to active membership, an innovation in a Club of this character. We desire at this time to extend to this new Omaha institution the sincere congratulations of another institution that stands as a monument in this city, wishing it unqualified success in its own chosen field,

**J. L. Brandeis & Sons**