

ADVERTISING OMAHA

THE Bureau of Publicity presents herewith the first 20 of a series of 34 advertisements of Omaha which will appear during 1919 in the daily newspapers of Omaha's trade territory.

In addition to the advertising which is being inserted in mediums of national circulation the Bureau of Publicity believes that Omaha should be advertised to its citizens and neighbors.

The campaign is believed to be unique in the annals of municipal advertising. A similar campaign will be instituted later in the weekly and monthly periodicals of the territory.

Omaha

Second Live Stock Market



BECAUSE of its size and proximity, the Omaha market is the logical market for live stock from this territory. By shipping to Omaha you get your stock on the market quicker, you save freight and shrinkage, you come nearer calling the turn of the market, you get your money sooner, your net profit is greater. The biggest buyers in the world have representatives here.


The following table of 1917 live stock receipts shows Omaha's comparative position with the other leading markets.

No. Head	Value
Chicago	14,566,351
Omaha	7,533,049
Kansas City	6,677,799
St. Louis	5,360,246

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

A Grain Market



OMAHA became a grain market in 1904. In less than fifteen years it has grown from nothing to the first primary grain market of the United States. By this we mean that Omaha gets more grain direct from the country than any other market in the country. The four other markets with larger receipts get much of their grain from each other.

The following shows the remarkable growth of grain receipts in Omaha:

Year	Bushels
1904	10,433,000
1909	43,469,000
1915	53,555,000
1917	66,462,000

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

A Hay Market



SINCE Nebraska is the leading hay-producing state of the nation, it is not surprising that Omaha is one of the leading hay markets of the country.

The Omaha Hay Exchange is an up-to-date organized market, affording ample protection to shipper, dealer and buyer.

All hay shipped to this market is graded and inspected by an inspector approved by the National Hay Association.

A great deal of the alfalfa hay shipped to Omaha is used by the big alfalfa feed mills located here.

Omaha is destined to become the world's greatest hay market. The day will be hastened by the co-operation of the growers in this territory.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Mediums to Be Used

NEBRASKA

Beatrice Sun
Beatrice Express
Columbus News
Falls City Journal
Fremont Tribune
Grand Island Independent
Hastings Tribune
Kearney Hub
Lincoln Star
Lincoln Journal

Omaha Bee
Omaha News
Omaha World Herald
Omaha Journal Stock-map
Nebraska City Press
Nebraska City News
Norfolk News
North Platte Telegraph
Plattsmouth Journal
York News Times
Wymore Arbor State

IOWA

Atlantic News Telegraph
Council Bluffs Nonpareil
Creston Gazette
Creston Plain Dealer

Missouri Valley Times
Sioux City Journal
Sioux City Live Stock Record
Sioux City Tribune

SOUTH DAKOTA

Deadwood Pioneer Times
Deadwood Telegram

Lead Call
Rapid City Journal
Winner Journal

WYOMING

Casper Press
Casper Tribune
Cheyenne Leader

Cheyenne Tribune
Laramie Boomerang
Laramie Republican
Sheridan Enterprise

COLORADO

Denver Post

Omaha

As a Wool Market



OMAHA will become a great wool market because a great wool-producing area is at its door.

The amount of wool consigned to Omaha concerns with government licenses is constantly increasing.

The wool growers of the West realize the advantages of having a market with which they can keep in close touch.

The short freight ships to Omaha enables them to collect the proceeds of the sale of their product much quicker than on wool shipped to distant markets. The banks of Omaha are equipped to finance wool growing operations.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

Live Stock Exchange



THE Omaha Live Stock Exchange is the governing body which controls all trading on the Omaha live stock market. It is not conducted for gain or profit, but to promote uniformity and equity in trade, to inspire confidence in its members, and to protect its patrons.


The shipper sends his consignment to a member of the Exchange for sale. The latter remits the proceeds in cash on day of sale.

All transactions are made by word of mouth, yet out of almost one-half million separate trades in 1917 only twelve had to be referred to the arbitration committee.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

A Banking Center



OMAHA is one of the wealthiest cities in the United States in proportion to population. Although there are thirty-three larger cities, there are only eleven with larger bank clearings.

Omaha was sixteenth in bank clearings in 1916, fourteenth in 1917, and twelfth in 1918.


The average bank deposits for every family in Omaha is \$2,500.

Omaha's position in world finance enables the city to be of great banking service to the people of a wealthy agricultural empire of which it is the natural gateway.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

Helps Nebraska Milk Producers



WHAT does it mean to the farmers of Nebraska that Omaha is the leading butter manufacturing center of the United States?

It means the farmer can leave his milk at the roadside in the morning; get clean, sterilized cans back; have creamery butter left in his mailbox (saving hard work for the farmer's wife); and the next day in the same mailbox is a check for the milk sold the day before.

This gives the farmer a steady cash income and furnishes the big butter factories in Omaha are helping to put the milk production business on a profitable basis.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

A Poultry and Egg Market



OMAHA buys millions of dollars' worth of poultry and eggs each year from the producers of Nebraska and surrounding states. The number of egg-buying stations in rural districts is constantly increasing. They will be extended in communities producing a sufficient number of eggs. At these points it is no longer necessary for the farmer to "trade in" his eggs. He stops at the egg-buying station when in town, and goes home with the cash.

Omaha, the big-brother city of a large wealthy territory, is helping to put the poultry and egg-production business on a profitable basis.

Millions of people in the East look to Omaha to supply them with their poultry and eggs.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

Will Help You Solve the Farm Labor Problem



OMAHA distributes into this territory over \$18,000,000 worth of farm implements and tractors annually.

By bringing to your door a large stock of implements, it is making it easy for the farmers of this section to select and buy the modern machinery so necessary in the days of labor shortage.


Production is increased, more money is brought into the state, and everybody is benefited, all because Omaha is the third largest implement center of the country.

The Mid-West Implement Show held annually in Omaha brings all the leading models of the world together for your inspection. No long wait for repairs, because there are large stocks of implement parts in Omaha.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

World's Leading Feeder Market



OMAHA is where stock raiser and stock feeder meet. More feeder cattle and sheep are sold in Omaha than any other market.

In 1917, 1,719,822 cattle received in Omaha, 561,242 were shipped out as feeders.

In 1917, 3,015,631 sheep received, 1,301,720 were shipped out as feeders.

If you have feeder cattle and sheep to sell—ship to Omaha. If you wish to buy feeder cattle and sheep—come to Omaha.

The second largest live stock market of the world has all the facilities for the proper handling of the feeder business.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

A Grain-Distributing Center




OMAHA directly distributes grain to every part of the United States, as well as a large volume for export. Almost a quarter of the grain shipped into Omaha annually is sold to foreign countries.

This big market means much to the farmers of the surrounding territory. Transportation facilities into Omaha are such that grain reaches the market quickly and the cash returns to the shipper are quick. The turn-over is greater. All these items tend to put more dollars in the farmer's pocket than would be the case if there were not a leading grain market in Omaha.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

Heart of the Corn Belt



AL F of all of the corn raised in the United States is raised in the territory directly tributary to the Omaha market.

No wonder Omaha is the second corn market of the world.

When Omaha first became a grain market, less than fifteen years ago, there were three terminal elevators and one mill. Now, there are twenty elevators and six mills, and plans are being made for more.

Omaha has grown so rapidly as a grain market that even its own people can hardly keep pace with its development.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

The Service Station of the West



OMAHA supplies the goods which keep business engines of thousands of retailers running in the Central West. Omaha, your market town, is—

- More than a warehouse of complete stocks.
- More than a great aggregation of wholesale houses carrying practically every known kind of goods.
- A great service station, manned by more than four hundred wholesalers, each ready to "fill your tank" with goods drawn from every part of the known world.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

A Grain Market



THE Omaha Grain Exchange is the most modern exclusive grain exchange in the United States, and represents an investment of over a million dollars.

A trip to the visitors' gallery is of interest to all who have never seen a grain pit in action.

Omaha holds a unique position. It ships grain to all other markets, but receives no grain from any of them. It receives more grain direct from the country than any market. Omaha is, therefore, the first direct-ship or primary grain market of the United States.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

A Manufacturing Center



OMAHA converts the raw products of the farms of this territory into finished products for the markets of the world. Among a few of the many articles made in Omaha are:

Alfalfa products, Milk (condensed), Automobiles, Mill work, Bags, Packing House products, Boots and shoes, Poultry Foods, Boxes, Refrigeration Machinery, Bread, Serum, Smelter products, Soap, Cars, Coaches, Stock Food, Structural Steel, Fur, Furlishing Goods, Tanka, Tennis, Vinegar, Macaroni, Whips.


Omaha is your natural source of supply for every kind of merchandise. Omaha has more than 400 wholesale houses supplying the entire West. Every human need is cared for.

When in doubt where to go for any line of goods not carried in your own city (from auto seed to typophones), ask us. We know the Omaha wholesaler who carries what you want.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

A Wholesale Center



OMAHA wholesalers distribute more merchandise per capita than any other city in the United States. Omaha's average is \$1,180 per capita; the nation's average is \$500 per capita.

Omaha is the center of a territory owning more automobiles per capita than any other section of the world.


No automobile owner in this territory need wait long for repairs, because there is a big stock of parts of all makes of machines in Omaha.

Omaha is a big service station for automobiles for hundreds of miles around.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

An Auto Trade Center



EVERY important manufacturer of automobiles, tires and accessories has a branch or representative in Omaha.

Over \$50,000,000 worth of automobiles and accessories are distributed from Omaha annually.

Omaha is the center of a territory owning more automobiles per capita than any other section of the world.

No automobile owner in this territory need wait long for repairs, because there is a big stock of parts of all makes of machines in Omaha.

Omaha is a big service station for automobiles for hundreds of miles around.

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Omaha

Distributes Fruits and Vegetables



OMAHA gathers fruits and vegetables from all parts of the world and distributes them to your local grocer.

You have won many a person's good will by means of an enjoyable meal, and Omaha, unknown to you, has helped you do it.

Omaha is the big-brother city of an immense inland empire, working for your happiness and welfare in many ways of which you may be unconscious.

Get better acquainted with Omaha. Omaha wants to get better acquainted with you.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

A Convention City



OMAHA is ideally located as a point for holding conventions.

Nine trunk line railroads with twenty-two branches enter the city.

Omaha has direct railroad connections with more cities in Nebraska than any other point.


Its hotel and amusement facilities are unexcelled.

Convention secretaries should inquire about our helpful convention service.

For "A-B-C Book of Omaha," write Chamber of Commerce, Omaha

Omaha

And Its Night Schools



IT is possible for young men and women to work in Omaha and finish their education by attending night schools. There are night grade schools, high school, business colleges, vocational schools, and special classes at the Y. M. C. A. and Y. W. C. A.

These classes are in charge of experienced instructors. The courses cover all lines of general education, arts, sciences, business, law, etc.

Omaha employers are always glad to help employees who are trying to help themselves.

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