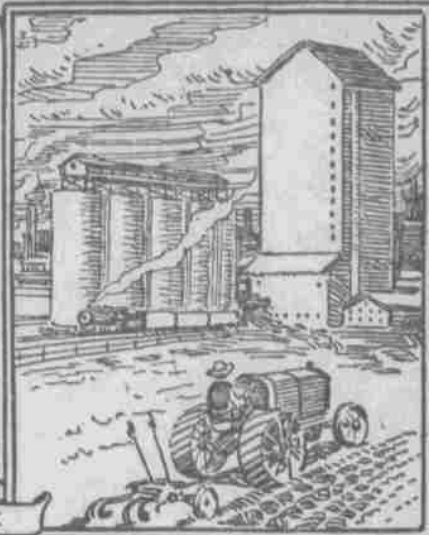
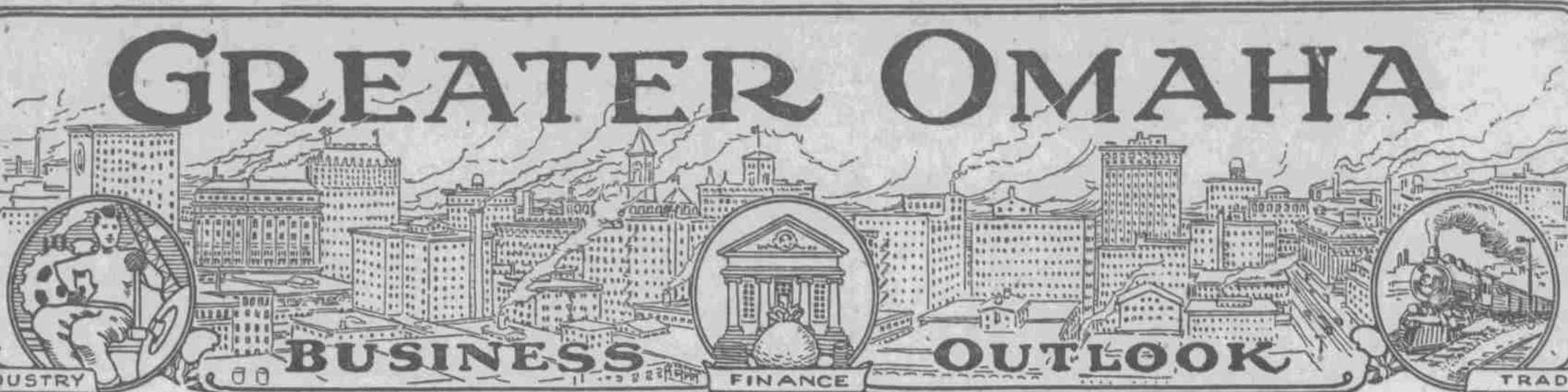


# GREATER OMAHA



INDUSTRY

FINANCE

TRADE

## BUSINESS OUTLOOK

### OMAHA, The Second Live Stock Market of The World.

It has the most Modern Stock Yards in the World today—no expense has been spared to make it so.

It is situated in the center of a territory producing more food products than any in the World—hence the largest demand for feeder sheep and for this reason OMAHA is the LARGEST FEEDER SHEEP MARKET IN THE WORLD.

Railroad facilities are unequalled, being the only Missouri River market located on the main lines of all the western railroads, the shrink, therefore, on shipments to this market is less than to others.

**Union Stock Yards Company of Omaha (Ltd)**  
Omaha, Nebraska

### PAYNE INVESTMENT COMPANY

Omaha National Bank Building  
OMAHA  
FARM LANDS  
FARM MORTGAGES

**Benson & Myers Co.**  
Investment Securities  
Farm Mortgages  
Omaha, U. S. A.

**OCCIDENTAL BUILDING AND LOAN ASSOCIATION**  
Cor. 18th and Harney Sts.  
Doug. 3326 Omaha, Neb.

### United States Rubber Co.

Omaha Branch  
 Everything in Rubber  
Omaha, Nebraska

Incorporated 1883  
**Omaha Loan and Building Association**  
Assets, \$11,350,000  
A mutual savings and loan association  
Wm. R. Adair, Sec. and Treas.  
OMAHA, NEBRASKA

**BAKER ICE MACHINE CO.**  
Manufacturers  
Ice Making and Refrigerating Machinery  
Omaha, Neb.

**Commonwealth Life INSURANCE COMPANY**  
Omaha, Nebraska

### 100,000 Baby Chicks For Sale

We will hatch 100,000 baby chicks or more this spring. Eggs carefully selected from the best producing flocks.

Incubators now being filled. Visitors always welcome.

RED FEATHER POULTRY AND HATCHERY

Owned and Operated by the  
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Omaha, Neb.  
Doug. 961.  
421-27 Grain Ex. Bldg.

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Architect,  
Phone Red 1937  
Rooms 516-517 Paxton Block,  
Omaha, Neb.

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Assets Over \$1,500,000

Architects and Builders  
Omaha—Offices—Chicago

Pays Greater Dividends Than Any Company of Equal Resources.  
**The Bankers Reserve Life Company**  
Home Office, Omaha, Neb.  
ASSETS, \$8,205,029.30  
Net Legal Reserve, \$6,397,281.00  
Insurance in Force, Over \$45,000,000.00  
AGENTS WANTED—GOOD TERRITORY  
ROBERT L. ROBINSON, Pres.  
WALTER G. PRESTON, V-P.  
JOHN R. FORNEY, V-P.  
RAY C. WAGNER, Sec.-Treas.

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Omaha, Neb.

**NEBRASKA TENT AND AWNING CO.**  
Tents, Awnings, Flags  
H. S. McDonald, Mgr., Omaha.  
Phones Doug. 3329-3330.

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D. 1293. 401 Keeline Bldg.

**John H. Harte,**  
General Contractor  
Office, 1609 Webster St.  
Doug. 1054.

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4301-03 No. 28th St.,  
Tel. Colfax 31  
Omaha, Neb.

**Concrete Engineering Co.,**  
1116 Omaha Nat. Bank Bldg.,  
Omaha, Neb.  
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Have them installed on your windows and doors or in the spring clean-up—keeps out dirt, wind, rain, stops rattles.  
**ALL-METAL WINDOW SCREENS**  
A metal frame with solid brass wire cloth is so different.  
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J. P. CONDON, Mgr.,  
208 Bee Bldg., Omaha, Neb., Phone D. 2070.

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(Incorporated)  
Roofing and Paving Contractors  
Established in 1875  
Douglas 551. Omaha.

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With Automobile to Sell Our Reliable Line Direct to Consumer.  
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Omaha

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PENN POWER MOTOR OIL  
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**Drake, Williams, Mount Co.**  
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Phone Douglas 1043.  
Branch  
20th, Center and C. B. & Q.  
Phone Douglas 1141.  
Oxy-Acetylene Welding  
STANDPIPES TANKS

**Carbon Coal & Supply Co.,**  
Wholesale Dealers in Coal and Building Material.  
Grain Exchange Building,  
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Haynes Auto Service and Repair Parts.  
General Overhauling of Automobiles, Magnets and Starting Systems.  
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Wholesale Dealers in Iron and Steel Scrap  
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Manufacturers and Agents for Electric, Hydraulic and Hand Power Elevators. Cables for Every Purpose. Special Elevator Oils, Supplies and Repairs.  
Omaha is the Best Market West of Chicago.  
Try Us and We Will Do the Rest.  
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Doug. 1463 City Nat. Bk. Bldg.

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General Contractors,  
Electric Bldg.,  
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**THE HENRY R. GERING COMPANY,**  
1114-1116 Farnam St.

**COVER YOUR SHINGLE ROOFS**  
With Our Fireproof Asphalt Roofing  
All Kinds of Roofs Repaired.  
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FARM POWER SCALES  
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**Potash Reduction Co.,**  
820 World-Herald Bldg.,  
Omaha, Neb.

**Kirschbraun & Sons, Inc.,**  
Creamery, Eggs and Cold Storage  
Ninth and Dodge Sts.,  
Omaha, U. S. A.

**WELLS-ABBOTT-NIEMAN CO.**  
Manufacturers of Puritan Flour Millers and Grain Dealers,  
E. E. Richardson, Mgr.,  
500-501 Grain Exchange,  
Omaha, Neb.

**Henry M. Johannsen Glass and Paint Company**  
Glazing  
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**Schneider Electrical Works**  
Electrical Engineering  
Electrical Machinists  
Motor and Dynamo Repairing  
Doug. 2455. 1108 Farnam St.  
Omaha, Neb.

**Carl B. Kraus Company,**  
Designing Engineers  
Fireproof Building Material  
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**CHAS. E. FANNING PAVING CO.**  
Omaha, Neb.

**Seeds That Grow Need Any?**  
See That They Come From  
**The Nebraska Seed Co.**  
Omaha, Neb.

**Omaha Printing Co.**  
Omaha, U. S. A.

Say to Your Grocer  
**ELKHORN MILK PLEASE**

**GREAT WESTERN TRACTOR CORPORATION**  
Has openings for 3 High Class Stock Salesmen. Call at Suite 1012 First National Bank Building, Omaha, Neb.

**Parsons Construction Co.,**  
General Contracting  
618 Keeline Building Tyler 2604  
Omaha, Neb.

**J. H. Krittenbrink & Son,**  
Brick Manufacturers,  
Telephone Tyler 1748  
13th and Frederick Sts.,  
Omaha, Neb.

**Johnson Hardware Co.**  
Fine Builders' Hardware  
Complete Line of Contractors' Supplies  
1217 Farnam St. Doug. 581.

**L. Wolff Manufacturing Co.**  
PLUMBING GOODS  
Omaha, Neb.

**Burroughs Adding Machine Company**  
World-Herald Building,  
15th and Farnam Sts.  
Tyler 380.

**OMAHA BODY CO.,**  
Builders of Truck Bodies to Fit All Makes of Trucks.  
1529-31-33 No. 16th St.  
Phone Webster 337

To Pave City Streets and Country Highways, Use  
**VITRIFIED PAVING BRICK.**  
Western Brick Manufacturers Association.  
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**Pioneer Glass & Paint Company**  
All Kinds  
Paints, Varnishes, Glass and Store Front Construction  
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**CALL TYLER 3**  
Trucks of All Kinds  
**Ford Transfer & Storage Co.**  
813-15-17 Douglas St.

**Nebraska and Iowa Steel Tank Co.**  
A. N. Eaton, Prop.  
1300 Willis St.  
Phone Webster 252.  
Everything in Sheet Metal Products.  
Oil Tanks and Supplies

**ABC BRAND BUTTER**  
**Best Butter Made**  
11th and Capitol Ave.  
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Hauling Problem Solved  
**DOUGLAS TRUCKS**  
Built in Omaha  
Strong—Durable—Dependable  
"BUDA Motor" Supplies Maximum Power at Minimum Cost. "Power Plus" Detail Specifications DOUGLAS 1 1/2-Ton Truck Tells the Story.  
**DOUGLAS EIGHT**  
Herschel-Spillman Motor Touring—Roadster—Speedster  
Correctness of Design and Finish  
Write for Catalog  
Douglas Motors Corporation

**REDWOOD STOCK AND SUPPLY TANKS**  
 **ATLAS REDWOOD TANKS**  
Outlasts Steel Tanks and Costs Less Money. California Redwood does not warp, shrink or rot. Therefore is better than any other material for tanks. We carry a full line of stock and supply tanks in Omaha. Write for price list.  
**ATLAS TANK MFG. CO.,**  
1103 W. O. W. Bldg. Omaha, Neb.

**Sunderland Machinery and Supply Co.**  
Machinists  
Engineers  
Contractors  
Equipment  
1006-8-10 Douglas St.,  
Omaha, Neb.

**Pittsburgh Plate Glass Company,**  
Successor to Midland Glass and Paint Co.  
**Glass—Mirrors—Paints**  
11th and Howard Sts.

## Omaha is Beginning to Stretch Itself; Will You, Too, Do Likewise?

The Great World is beginning to stretch itself. It has gone through the crucible, but out of its sorrow and bleeding it rises to—SERVICE.

In order to render service, a world must be kept busy.

Commerce is the life of trade—and trade is the life of people.

Omaha, like America, is waking to a new inspiration and a new dispensation.

Her territory is too big to confine her ideas.

Henceforth the whole world must be her playground.

Every live businessman realizes that.

The stability of the World's business has suffered—it is like a house that needs a new roof to be protected against the raging weather, storm and ice.

The roofing needed for the repair work has a name, a certain business brand and the brand spells R-E-A-D-J-U-S-T-M-E-N-T.

A few weeks ago the brains of America's commercial world were assembled in Omaha to compound the necessary mixture for the roof.

They tested the different parts of the house as to its strength and they found the defective spots and in order to identify each and every one of them they gave them names.

The support of a house rests on a gable and the gable of America spells—A-M-E-R-I-C-A-N-I-Z-A-T-I-O-N.

Not only the social, but also the business life of America has to be re-Americanized.

At the outbreak of the war this country was virtually swamped with foreign-made goods.

Very soon afterwards we were deprived of these goods and American manufactures appeared.

At first the quality of the goods, especially the dyes, were admitted to be of poor quality.

Soon afterwards American genius made them "just as good."

Now the "just as good" has been transformed to "far superior" and the American made goods are HERE TO STAY.

The war did another thing for America—it brought American made goods to foreign markets in far greater a number than ever before.

The cheaper, but by no means better European goods were pressed off the markets of the Orient, South America and Australasia, and substituted by products bearing the trademark U. S.

It is now up to the American manufacturer to see that these goods, too, are THERE TO STAY.

The war gave America the best and biggest start for foreign trade—it is up to US and U. S. to keep the trade there.

It is up to the American Manufacturer to make the American Congress see the advantages of American-made goods, and necessary legislation must be passed to enable the American manufacturer to compete with his European neighbors.

We have the products and the ships to carry them—It's up to us to deliver them.

**SCHERMERHORN BROS. CO.,**  
Cordage and Twine  
601-609 Jones St.

**JOHN DEERE PLOW CO.,**  
Agricultural Implements,  
Omaha. Sioux Falls.

Fancy Extra Butter, 55 Cents at Retail Today.  
**DAVID COLE CREAMERY CO.**  
Store Sixteenth St.,  
Under First National Bank

**HUDSON MFG. CO.,**  
Implement Supplies,  
Omaha and Minneapolis

**Holmes-Wildhaber Co.,**  
Wholesale Grocers.  
1112 Howard St. Tyler 276.

**Oliver Chilled Plow Works**  
Doug. 3236  
10th and Farnam Sts.,  
Omaha

**Great Western Tire and Truck Company**  
Omaha, Nebraska  
Telephone Douglas 1710  
Factory at 4th & Pierce Sts.

**The Paxton-Mitchell Co.,**  
Manufacturers of The Mitchell Metallic Packing  
Gray Iron, Aluminum, Brass and Bronze Castings

**McGraw**  
Electrical, Steam, Telephone and Mill SUPPLIES  
Omaha, Neb.

Roofings Water-Proofing Asbestos  
**Commercial Supply Co.**  
We contract for the application of all Roofings and Insulative Materials.  
Tel. D. 8980. 1114 Jackson St.  
C. J. McDonald, Pres. J. H. Heng, Treas.

**CANNEL COAL**  
\$10.00 Per Ton  
A Distinctly New Coal  
**COAL HILL COAL CO.,**  
211 So. 19th St.

**The Hugh Murphy Construction Co.**  
Contractors of  
**Public Work**  
D. 834. 206 Karbach Bldg.

**BERTSCHY MANUFACTURING AND ENGINEERING COMPANY,**  
Manufacturers of BERMO WELDING AND CUTTING APPARATUS  
OMAHA, U. S. A.

**Independent Lumber Co.**  
Harney 424  
40th and Leavenworth Sts.

**CASCO MILLING CO.,**  
Grain, Hay, Mill Feeds,  
Straight or Mixed Cars.  
Doug. 1479. 14th and Paul Sts.

**Baby Boss Bread**  
The Ideal Family Loaf  
**It Boosts for Omaha**  
Jay Burns Baking Co.