

GREATER OMAHA



INDUSTRY

BUSINESS

FINANCE

OUTLOOK

TRADE

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

Pioneer Glass & Paint Company
All Kinds
Paints, Varnishes, Glass and Store Front Construction
14th & Harney

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

RED FEATHER
Red Feather Poultry Feeds
Clean Feeds Made In a Clean Mill—That's Important.
PROPER INGREDIENTS PROPERLY MIXED
For Chicks, Laying Hens and Broilers.
M. C. Peters Mill Company
OMAHA.

WALRATH & SHERWOOD LUMBER CO.
1501-03 W. O. W. Bldg.
Omaha, U. S. A.

Bankers Realty Investment Company
Assets Over \$1,500,000
Architects and Builders
Omaha—Offices—Chicago

STANDARD BRIDGE COMPANY, Omaha, Neb.

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

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

Commonwealth Life INSURANCE COMPANY
Omaha, Nebraska

Nebraska-Iowa Grain Co., Omaha, Neb. Doug. 961.
421-27 Grain Ex. Bldg.
J. P. GUTH, Architect,
Phone Red 1937
Rooms 518-517 Paxton Block, Omaha, Neb.

Pays Greater Dividends Than Any Company of Equal Resources
The Bankers Reserve Life Company
Home Office, Omaha, Neb.
ASSETS, \$8,429,965.53
Net Legal Reserve, \$6,585,392.00
Insurance in Force, Over \$46,000,000.00
AGENTS WANTED—GOOD TERRITORY
ROBERT L. ROBINSON, Pres.
WALTER G. PRESTON, V.P.
JAMES R. FARNEY, V.P.
RAY C. WAGNER, Sec.-Treas.

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

ALEX BECK, General Contractor,
D. 1293. 401 Keeline Bldg.

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

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

Concrete Engineering Co.,
1116 Omaha Nat. Bank Bldg.,
Omaha, Neb.
Tel. Doug. 5686.

ALL-METAL WEATHER STRIPS
Have them installed on your windows and doors now or in the spring cleanup—keeps out dust, wind, rain, stops rattles.
ALL-METAL WINDOW SCREENS
A metal frame with solid bronze wire cloth is so different.
THE HIGGINS MFG. CO.,
J. P. CONDON, Mgr.,
208 Bee Bldg., Omaha, Neb. Phone D. 2078.

National Roofing Co., (Incorporated)
Roofing and Paving Contractors
Established in 1878
Douglas 551. Omaha.

GROCERY SALESMEN
With Automobile to Sell Our Reliable Line Direct to Consumer.
R. L. HARRIS CO.,
Omaha

JACK NOURSE, "THE OIL MAN"
PENN POWER MOTOR OIL
Tel. D. 2191 R. W. Shepard, Vice Pres. and Gen. Mgr.

BOILERS SMOKESTACKS TWO PLANTS
Drake, Williams, Mount Co.
Main Office and Works, 23d, Hickory and U. P. R. R. 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, Omaha, Neb.
Cuts That Print
are the kind produced by the **Bee Engraving Dep't.**
Phone Tyler 1000.

P. Melchior Machine Works
Haynes Auto Service and Repair Parts.
General Overhauling of Automobiles, Magnets and Starting Systems.
Douglas 2550 1218 Howard Street

W. Wettengel & Son
Delivery, Commercial and Truck Bodies.
Doug. 8289. 1912-14 Vinton St.

WRIGHT & MACK COMPANY
Manufacturers and Agents for Electric, Hydraulic and Hand Power Elevators.
Cables for Every Purpose. Special Elevator Oil, Supplies and Repairs.
Omaha is the Best Market West of Chicago.
Try Us and We Will Do the Rest.
Douglas 2211 424 So. 14th St.

F. P. GOULD & SON, Builders,
Doug. 1463 City Nat. Bk. Bldg.

Vaughn Construction Co.,
General Contractors,
Electric Bldg., Omaha.

Do you know OMAHA has the largest pharmaceutical and physicians' supply house west of Chicago? Yes, and it is **THE HENRY R. GERING COMPANY,**
1114-1116 Farnam St.

COVER YOUR SHINGLE ROOFS
With Our Fireproof Asphalt Roofing.
All Kinds of Roofs Repaired.
OMAHA ROOFING CO.,
Douglas 3043 603-A Bee Bldg.

Fairbanks, Morse & Co. 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**

Henry M. Johannsen Glass and Paint Company
Glazing
Phone Doug. 349
114 So. 14th St. Omaha, Neb.

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
616-18-20 Keeline Bldg.,
Tyler 2604
Omaha, Neb.

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.

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General Contracting
618 Keeline Building Tyler 2604
Omaha, Neb.

J. H. Kritenbrink & Son,
Brick Manufacturers,
Telephone Tyler 1746
13th and Francis 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.

Hauling Problem Solved DOUGLAS TRUCKS
Built in Omaha
Strong—Durable—Dependable
"BUDA Motor" Supplies Maximum Power at Minimum Cost "Power Plus" Detail Specifications DOUGLAS 1½-Ton Truck Tells the Story.
DOUGLAS EIGHT
Herschell-Spillman Motor
Touring—Roadster—Speedster
Correctness of Design and Finish
Write for Catalog
Douglas Motors Corporation

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.
Kansas City, Mo.

United States Rubber Co.
Omaha Branch
Everything in Rubber
Omaha, Nebraska

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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 282.
Everything in Sheet Metal Products.
Oil Tanks and Supplies

ABC BRAND BUTTER
Best Butter Made
11th and Capitol Ave.
D 3903

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 in Omaha. Write for price list and catalogue in Omaha.
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 Goes Over the Top and Then Some! What's the Matter With State

True to its past war record, OMAHA again scored high and has surpassed its quota in the Victory Liberty Loan by several hundred thousands of dollars.

Omaha again has led the way of all larger communities throughout the state. However, throughout the state of NEBRASKA the various communities are far behind their quota and the state as a whole lacks more than \$30,000,000 to reach its goal of \$52,000,000.

What is the matter with NEBRASKA? The whole United States is asking this question which is so surprising as the state has done more than its full duty in all past war activities.

NEBRASKA had more soldiers and sailors in the service of the country, in proportion to population, than any other state in the Union. The state alone gave over 50,000 of its brave sons to the Stars and Stripes and many a NEBRASKAN has given his life to his country and died a hero's death on the sacred soil of France.

Yes, NEBRASKA has done its full share in heaping more honor on the glorious history of our country.

NEBRASKANS fought at Chateau-Thierry and at Belleau Wood. NEBRASKANS halted the Huns in the battle of the Argonne Forest and the Verdun drives. A NEBRASKAN—Col. William Hayward—led his gallant troops through machine gun nests and further through the Hindenburg Line.

Like a Caesar they can say Veni, Vidi, Vici, they came, saw and conquered.

In all previous loans, as well as in War Savings stamp drives, the state has subscribed more money per capita than any other state.

All war charity campaigns, as well as the Red Cross, Y. M. C. A., Y. W. C. A., K. of C. and Jewish Welfare board drives were greatly oversubscribed.

NEBRASKA was the first state to go over the top in the War Savings campaign.

NEBRASKA was almost 100 per cent on Food Administration pledges, with 238,071 cards signed. The national average was only 50 per cent.

NEBRASKA was the first state in the Union to organize a Farmers' War Council, and realizing that

Napoleon was right in saying that an army travels on its stomach, the NEBRASKA farmers increased their food production to a maximum.

NEBRASKA during the war produced more corn, wheat, oats, beef, pork, per capita, than any other state in the Union, and increased its production along all other lines to help win the war.

Only five per cent of the entire population of NEBRASKA was born in Germany and four and four-fifths per cent of them were intensely patriotic, and readily gave its sons and money for the support of the government.

NEBRASKA was second in number of Four-Minute speakers.

Considering the enormous wealth of the state it really is hard to understand why NEBRASKA is behind its quota in the Victory Loan drive.

One of the principal reasons, no doubt, is the fact that the farmers throughout the state are extremely busy preparing their fields for the crops but that should not prevent them from doing their share for the Loan. It is not only a duty, it is a patriotic privilege.

A state, which ranks—
First in potash production,
First in silica production,
First in lead ore reduction,
First in per capita auto ownership,
Second in hay production,
Third in cattle production,
Third in corn production,
Fourth in hog production,
Fifth in beet sugar production—

should be among the first states of the country to go "over the top."

The per capita wealth in NEBRASKA is \$2,904 and this item alone is sufficient to warrant a vast over-subscription over the quota.

The average annual income from the soil of every family in NEBRASKA is \$2,904.

Now, Onward NEBRASKA!
Show the Nation that this state will do its duty as it always has done its duty!

Put 'r over the top this next week and like Omaha show a large over-subscription.