

GREATER OMAHA



INDUSTRY

BUSINESS FINANCE

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 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.

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.

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 516-517 Paxton Block,
Omaha, Neb.

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

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

John H. Harts,
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. 5586.

ALL-METAL WEATHER STRIPS
Have them installed on your windows and doors now or in the spring cleanup—stops out dust, wind, rain, stops rattles.
ALL-METAL WINDOW SCREENS
In metal frame with solid brass wire cloth is so different.
THE HIGGINS MFG. CO.,
208 So. 5th St., Omaha, Neb. Phone R. 2978.

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

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

THE BETTER CREAMERY BUTTER
Is always preferable—that's why most people insist upon using **DAVID COLE CREAMERY BUTTER**
NEW LOCATION,
16th & Farnam, U. S. Nat'l. Bk. Bldg.

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

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

BOILERS SMOKESTACKS TWO PLANTS
Drake, Williams, Mount Co.
Main Office and Works,
234, 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. Melchers Machine Works
Haynes Auto Service and Repair Parts.
General Overhauling of Automobiles, Magnets and Starting Systems.
Douglas 2550 1216 Howard Street

W. Wettengel & Son
Delivery, Commercial and Truck Bodies.
Doug. 5289. 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
902 Harney St.

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. 1408 Farnam St.
Omaha, Neb.

Carl B. Kraus Company,
Designing Engineers
Fireproof Building Material
616-18-20 Keeline Bldg.,
Tyler 2804
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.

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

J. H. Krittenbrink & Son,
Brick Manufacturers,
Telephone Tyler 1746
13th and Frederick Sts.,
Omaha, Neb.

Johnson Hardware Co.
Fine Builders' Hardware
Complete Line of Contractors' Supplies
1217 Farnam St. Doug. 551.

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.
Kansas City, Mo.

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

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

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

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
Herschell-Spillman Motor
Touring—Roadster—Speedster
Correctness of Design and Finish
Write for Catalog
Douglas Motors Corporation
1103 W. O. W. Bldg. Omaha, Neb.

REDWOOD STOCK AND SUPPLY TANKS
ATLAS REDWOOD TANKS
Outlast Steel Tanks and Cost 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.

Don't Forget When You Advertise Omaha You Boost Yourself.

"Advertise your community and you advertise yourself and your business," is the slogan of the more than 150 Omaha boosters who leave here Sunday to tell the peoples of three states just what Omaha stands for.

Advertising is the main artery of business and no one realizes it better than the Omaha business man.

A special train, an entire box car full of advertising material, souvenirs and samples of Omaha-made products, Dan Desdune's colored band of 25 pieces and many other novelties are taken along to pound Omaha into the brains of the people to be visited.

The Omaha boosters' party has its own picture machine, its specially composed and written booster song and a big siren heralding the approaching arrival of the Omahans to the different towns and villages.

Advertise, is the slogan of the combined forces of Omaha's business world.

Short and snappy articles and illustrations, relating the business chances and opportunities Omaha offers, are inserted weekly and semi-weekly in every newspaper in the Omaha trade territory.

Thus the Omaha business man reaches the merchants, farmers; yes, everybody in this territory through more than 750 publications.

Clippings show that more than 90,000 lines of publicity have been given the Trans-Mississippi Readjustment Congress, recently held in Omaha.

It is estimated that it would cost over \$200,000 to purchase this same amount of space in the reading columns of the daily press. Over 1,750 different publications throughout the country printed articles in connection with the readjustment congress.

Steady advertising has elevated Omaha to the Convention City of the West. During the first three

months of this year not less than 45 conventions were held in Omaha, as against 26 for the same period last year.

It is estimated that these conventions brought more than 20,000 strangers to the city for an average period of over two days.

Just imagine, more than 20,000 visitors mean more than 20,000 boosters, for Omaha merchants sure know how to entertain their guests.

Omaha advertisements appeared in such national magazines as THE SATURDAY EVENING POST, COLLIERS' WEEKLY, LESLIE'S and SYSTEM.

A story of the manufacturing output of Omaha appeared in THE BOSTON TRANSCRIPT, THE NEW YORK POST, THE NEW YORK HERALD, THE ROCHESTER EXPRESS, THE BUFFALO CHRONICLE, THE NEW YORK FINANCIAL AMERICAN, THE SPRINGFIELD REPUBLICAN, THE NEW YORK TRIBUNE and THE CHICAGO TRIBUNE.

There are more than a dozen national advertisers in this city who always boost the name of Omaha besides telling the peoples of the different countries of their goods.

Omaha is the gateway to the West, the market and the filling station of the West.

The city is the logical distributing point for an immense inland empire, the most productive area of its size on the face of the globe.

Here is grown over half of the grain, live stock and beet-sugar produced in the entire United States.

Omaha is in easy rail communication with the 14 metropolises of this wealthy region, of which the heart is the state of Nebraska.

Never forget, that by advertising Omaha, you advertise yourself and every interest you have.