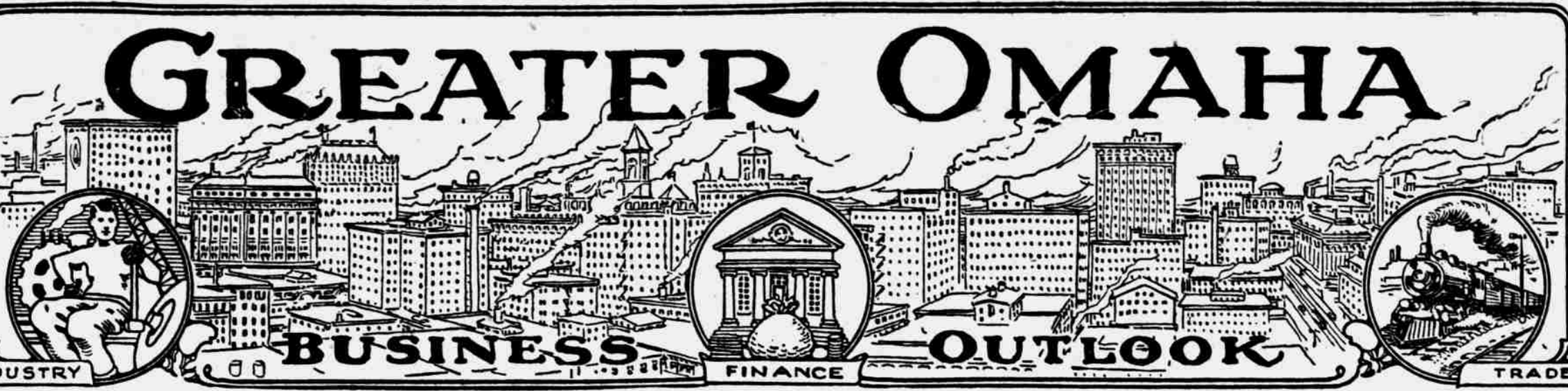


# GREATER OMAHA



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  
**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.

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

**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.  
**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.

**Bankers Realty Investment Company**  
Assets Over \$1,500,000  
Architects and Builders  
Omaha  
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.....\$6,586,392.00  
Insurance in Force.....\$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.

**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.

## Many of Omaha's Industries Offer Chances for Vast Improvements

While visiting one of the great packing houses in South Omaha the other day, the guide, who took us through the plant, proudly said: "We use everything here except the squeal and maybe, we'll even can that."  
It was a joke, but a joke with a serious meaning. The joke explained that the 20th century business man realizes the great opportunities of his commercial enterprise. He exploits it to the very utmost and turns every bit of material, may it be iron or bones, sawdust or paper, into cold silver dollars.  
There is no reason in the world why OMAHA should not be a big oil center. The laying of a pipeline to the oilfields of Wyoming should be one of the first big enterprises the big business of OMAHA should undertake.

As the second largest stock market in the United States, thousands of cattle, sheep and hogs are daily shipped to and handled in OMAHA. The hides of these thousands of animals, without exception, are shipped eastward to be tanned. What the east can do, we, too, can do, and an early establishment of tanneries—and lots of them—should be made a main issue on the extension program of the city's business.  
In the east entire cities are dependent upon their tanneries—why should not we get the benefit of this industry of which we already hold the basis—the animals and the hides—right in our very hands.  
It is hard to understand why a city like OMAHA should not have at least one large wholesale men's clothing house.  
Why should the merchants of this community have to go to Chicago, New York and other eastern places to make their purchases. Isn't OMAHA enough of a metropolis and convenient enough located for the establishment of one large wholesale house?  
OMAHA is one of the principal sheep markets in the country.  
Thousands of sheep are daily shipped here. However, all the wool the Wyoming ranches produce, passes right through OMAHA to Boston and other wool markets of the east.  
Why not develop OMAHA to a large wool market?  
Naturally in connection with the establishment of a wool market, we may also cite woolen mills and other correspondent factories and establishments.  
OMAHA boasts a war record hardly surpassed by any community in the United States.  
For weeks and weeks hundreds of OMAHA business men devoted their entire time to the "putting over" of the bond issues and other war activities.  
IF THESE SAME BOOSTERS, OF WHICH THE COMMUNITY RIGHTLY IS SO PROUD, WOULD ONLY PUT HALF OF THE ENERGY THEY GAVE TO THE WAR ACTIVITIES BEHIND GREATER OMAHA PROJECTS, BEHIND THE EXPANSION OF OMAHA BUSINESS AND COMMERCIAL ACTIVITIES AND FACILITIES, THE CITY WOULD DOUBLE ITS SIZE WITHIN A FEW YEARS.  
By boosting OMAHA and by bringing new business here, the citizens do not only aid their community, but themselves, and the sooner Omaha business men put up a united front and start an organized campaign for the development of the facilities—some of which are mentioned in this article—they will realize that a GREATER OMAHA means a BETTER OMAHA and actual cold silver dollars in their own pockets.

OMAHA has been chosen as a landing point for the New York-Chicago-OMAHA-San Francisco Air Mail Service. We have an excellent flying field here and the construction of suitable hangars will soon begin. OMAHA, as the Gate City of the Middle West, would be the logical point for a large airplane distribution center. Already numerous demands for airplanes have been received and undoubtedly an airplane factory and aviation school would prosper here.  
OMAHA is one of the largest grain centers in the United States. In order to keep this industry and further its developments to the proper extent, OMAHA absolutely MUST have more flour mills. Thousands of bushels of grain are taken out of the city and state because the proper milling facilities are lacking.  
OMAHA is located in the heart of the corn belt, but there is not a single silo factory within the city's boundaries. The immediate erection of such a factory is very much to be desired.  
In connection with the non-existence of silo factories, we may also mention the great demand for agricultural implements in this community.  
This demand has grown to such a proportion that every larger implement house in the entire country has big branches and warehouses in OMAHA. However, the city cannot boast a single factory devoted to the manufacture of farm implements.  
Thousands of bushels of corn annually roll into OMAHA, and it is an established fact that only too many of them roll right past the city, because other communities have recognized the value of corn products and established large factories entirely devoted to the development of corn products.  
Thousands of machinery parts are bought almost daily in this city. However, the business interests of OMAHA have failed to take advantage of the opportunity and erect a malleable iron foundry.

OMAHA is one of the principal sheep markets in the country. Thousands of sheep are daily shipped here. However, all the wool the Wyoming ranches produce, passes right through OMAHA to Boston and other wool markets of the east. Why not develop OMAHA to a large wool market? Naturally in connection with the establishment of a wool market, we may also cite woolen mills and other correspondent factories and establishments. OMAHA boasts a war record hardly surpassed by any community in the United States. For weeks and weeks hundreds of OMAHA business men devoted their entire time to the "putting over" of the bond issues and other war activities. IF THESE SAME BOOSTERS, OF WHICH THE COMMUNITY RIGHTLY IS SO PROUD, WOULD ONLY PUT HALF OF THE ENERGY THEY GAVE TO THE WAR ACTIVITIES BEHIND GREATER OMAHA PROJECTS, BEHIND THE EXPANSION OF OMAHA BUSINESS AND COMMERCIAL ACTIVITIES AND FACILITIES, THE CITY WOULD DOUBLE ITS SIZE WITHIN A FEW YEARS. By boosting OMAHA and by bringing new business here, the citizens do not only aid their community, but themselves, and the sooner Omaha business men put up a united front and start an organized campaign for the development of the facilities—some of which are mentioned in this article—they will realize that a GREATER OMAHA means a BETTER OMAHA and actual cold silver dollars in their own pockets.

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

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

**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 season—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. GORDON, Mgr.,  
208 Bee Bldg., Omaha, Neb. Phone D. 2070.

**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. 2131 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.

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

**Ralph DeLong Common Brick**  
(Yard on C. B. & Q. R. R.)  
206 Bee Bld. Douglas 2070

**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 Oils, 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.

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.

**Kirachbraun & 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.

**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. 561.

**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 1 1/2-Ton Truck Tells the Story.  
DOUGLAS EIGHT  
Herchell-Spillman Motor  
Touring—Roadster—Speedster  
Correctness of Design and Finish  
Write for Catalog  
Douglas Motors Corporation

**Burroughs Adding Machine Company**  
Masonic Temple Building  
19th and Douglas 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

**REDWOOD STOCK AND SUPPLY TANKS**  
**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.

**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.**  
Omaha, Neb.

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