



GREATER OMAHA

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.

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

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.

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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, \$4,588,392.00
Insurance in Force, Over \$49,000,000.00
AGENTS WANTED—GOOD TERRITORY
ROBERT L. ROBISON, Pres.
WALTER G. PRESTON, V.P.
JAMES R. FARNEY, V.P.
RAY C. WAGNER, Sec.-Treas.

STANDARD BRIDGE COMPANY,
Omaha, Neb.

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

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

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

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

National Roofing Co.,
(Incorporated)
Roofing and Paving Contractors
Established in 1878
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SMOKESTACKS TWO PLANTS
Brake, Williams, Mount Co.
Main Office and Works,
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Phone Douglas 1043.
Branch
120th, Center and C. B. & Q.
Phone Douglas 1141.
OX-ACetylene Welding
TANKS

WRIGHT & MACK COMPANY
Plumbers and Agents for Electric, Hydraulic and Hand Power Elevators.
Piano 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.
424 So. 14th St.
Phone 2211

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

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

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

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

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

Wiens Omaha Brush Co.,
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ALL-METAL WEATHER STRIPS
Have them installed on your windows and doors now or in the spring cleanup—keeps out dirt, wind, rain, storm rattle.
ALL-METAL WINDOW SCREENS
A metal frame with solid bronze wire cloth is so different.
THE HIGGINS MFG. CO.,
J. P. GADDON, Mgr.,
208 Bee Bldg., Omaha, Neb. Phone D. 2070.

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

Carbon Coal & Supply Co.,
Wholesale Dealers in Coal and Building Material.
Main Exchange Building,
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(Yard on C. B. & Q. R. R.)
206 Bee Bld. Douglas 2070

W. Wengel & Son
Delivery, Commercial and Truck Bodies.
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Electric Bldg.,
Omaha.

Schneider Electrical Works
Electrical Engineering
Electrical Machinists
Motor and Dynamo Repairing
Doug. 2455. 1108 Farnam St.
Omaha, Neb.

J. H. Kritenbrink & Son,
Brick Manufacturers,
Telephone Tyler 1746
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Omaha, Neb.

Johnson Hardware Co.
Fine Builders' Hardware
Complete Line of Contractors' Supplies
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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

CALL TYLER 3
Trucks of All Kinds
Ford Transfer & Storage Co.
813-15-17 Douglas St.

Omaha Is the Heart of the Largest Automobile Center of the World

THIS is the MOTOR AGE we are living in and the motor industry and its various side lines are one of the most important of them all, especially in NEBRASKA.

To prove the vast importance of the automobile to OMAHA, One need only cite the figures of last year's business which amounted to \$53,898,195 in this city alone.

In 1917 the OMAHA automobile industry transacted \$47,538,530 worth of business.

In spite of the great curtailment of the motor industry during the last year of the war when the government put the clamp on the production of automobiles, which were classed as a luxury, the OMAHA dealers did \$6,359,665 more business in 1918 than in the preceding year.

This year's business is expected to exceed last year's by at least 33 1-3 per cent.

OMAHA has one automobile factory building pleasure cars and trucks. The business of this initial motor factory in NEBRASKA has increased to such an extent that the erection of a second factory is already under way.

Three tire factories have been erected in OMAHA during the past few years and all are reported to have more orders on file than they can possibly fill.

There is one factory in OMAHA which devotes its entire output to the manufacture of automobile tops, hoods, radiator covers, tire covers, etc.

OMAHA'S three spark plug factories do a broadcast business throughout the United States and Canada.

Because of the large demand in this immediate territory, several accessories factories and a plant making cleanser soap for mechanics have been erected in the last few years.

Without exception all standard tire manufacturers have district branch houses in this city.

There are also several automobile factory branches and one large assembly plant in the city.

OMAHA has some 60 automobile dealers who represent every known make of American and foreign cars and trucks.

At the recent automobile show of the OMAHA AUTOMOBILE TRADE ASSOCIATION, which was organized 14 years ago by C. C. Powell, who since the establishment of the organization has held the position of a director and secretary and treasurer, 81 different makes of cars were exhibited.

These automobiles, representing a gross value of more than \$1,000,000, ranged in price from \$555 to \$7,000.

As ALL the cars sold in NEBRASKA and those in the western part of Iowa are cleared through OMAHA dealers and distributors, one can imagine the vast volume of automobile business this CITY handles.

One motor company in a single year sold more than 30,000 cars in this immediate territory.

Besides various smaller houses, OMAHA has nine large jobbing

houses, which, through an army of salesmen, thoroughly cover the states of NEBRASKA, Iowa, South Dakota, Wyoming, Kansas, Montana and Missouri.

IT IS AN ESTABLISHED FACT THAT THE OMAHA AUTOMOBILE SUPPLY MARKET IS THE LARGEST IN THE ENTIRE UNITED STATES.

NEBRASKA ranks first in the country in per capita automobile ownership with one auto to every 7.8 people, or five autos to every eight families.

If it were necessary for the entire population of NEBRASKA to leave the state within 24 hours without the use of railroads, it could do so.

The state, with a population of 1,353,000 inhabitants has not less than 173,397 automobiles.

Iowa, our neighbor state, is a close second with 278,313 cars to 2,245,000 people.

Mississippi with a population of 1,985,000 has but 11,792 automobiles, or 168, 2 of one car to each person.

There are some 17,000 automobiles in the city of OMAHA and 21,000 in Douglas county.

As far as can be learned, the first automobile ever seen in OMAHA was an electric bus brought to the Trans-Mississippi Exposition by Montgomery Ward & Co., in 1898, or 21 years ago.

The next to appear was a home-built car, made by Otto Baysdorfer, who started to work on the machine in 1898 and finished it in the spring of 1899.

The first factory car sold in OMAHA was a one-cylinder Winton gasoline machine owned by Dr. Cameron Anderson in the spring of 1900.

Another OMAHA physician, Dr. Stroud, owned a Mobile Steamer, which he purchased from the Wittman Company in Lincoln, at about the same time.

Dr. Fred Conner in 1901 bought a gasoline car named Darling and built in Shelby, Ohio, while George Patterson at about the same time bought a steam car.

Dick Stewart of Council Bluffs was the next proud owner of a "horseless carriage." He owned a Locomobile steamer.

Practically all the cars mentioned were brought to OMAHA from the factories and the first automobiles really sold in this city were the old curved dash Oldsmobiles which were sold here first in 1900.

The first buyer of one of these Oldsmobiles was Frank Young, a Broken Bow, Neb., banker.

In 1901 the first electric car, a National, was sold to H. E. Frederickson, and in the early part of 1902 J. J. Dright took over the agency for the first electric car.

The first automobile parade ever held in OMAHA was in the fall of 1902 and the first automobile race was held in this city in 1904 on the old Trans-Mississippi track.

This is just a brief bit of history of the automobile industry in OMAHA which has grown from nothing—in 1902—to one of the most important and largest commercial enterprises of all ages.

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

Fairbanks, Morse & Co. FARM POWER SCALES
902 Harney St.

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

Potash Reduction Co.,
820 World-Herald Bldg.,
Omaha, Neb.

Atlas Redwood Tanks
Dollars Steel Tanks and Costs Less Money.
Customers Redwood does not warp, shrink or rot, therefore it carries 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.,
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SCHERMERHORN BROS. CO.,
Cordage and Twine
601-609 Jones St.

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.

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

McGraw-C
Electrical, Steam, Telephone and Mill SUPPLIES
Omaha, Neb.

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

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

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

Betsy Ross Bread
The Ideal Family Loaf
It Boosts for Omaha
Jay Burns Baking Co.

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

Say to Your Grocer ELKHORN MILK PLEASE

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

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 St.

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

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

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

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We contract for the application of all Roofings and Insulative Materials.
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The Hugh Murphy Construction Co.
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Independent Lumber Co.
Harney 424
40th and Leavenworth Sts.

WELLS-ABBOTT-NIEMAN CO.
Manufacturers of PURITAN FLOUR

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

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