OMAHA —*the Western Gate*

When Lincoln stood on the heights of Council Bluffs and looked across the Missouri at the little frontier village that marked the beginning of the overland trail, he was already visualizing the sweep of empire westward across the billowing green and golden plains.

But even Lincoln could not foresee the astonishing growth of Omaha!—or its sister, Council Bluffs, already springing up about him! Great buildings, enormous grain elevators, vast stock-yards, with twelve railroad systems pouring the wealth of one of the richest agricultural regions of the world into its storehouses. A city-state like ancient Nineveh rising proudly upon its teeming plains. A great independent metropolis distinguished for its varied commerce and its culture.

Location: Astride the broad trail that leads West; dominating the middle reaches of the Missouri River; the natural metropolis for the vast region that includes Nebraska, Wyoming, and sections of adjoining states—a region more than twice the size of all New England.

Population: Within Omaha's corporate limits, 215,000; within a radius of 50 miles, 500,000 divided among 154 towns and 29,330 farms. All within shopping distance of Omaha and Council Bluffs.

Manufactures: Annual output of packing industry, $210,000,000. Smelter products, $46,000,000. Omaha leads the country in the production of pig lead, is third in packing-house products, and is the greatest butter manufacturing center in the world, 55,000,000 pounds. Flour mill products, agricultural implements, bakery products, share largely in the output of Omaha's 600 manufacturing plants.

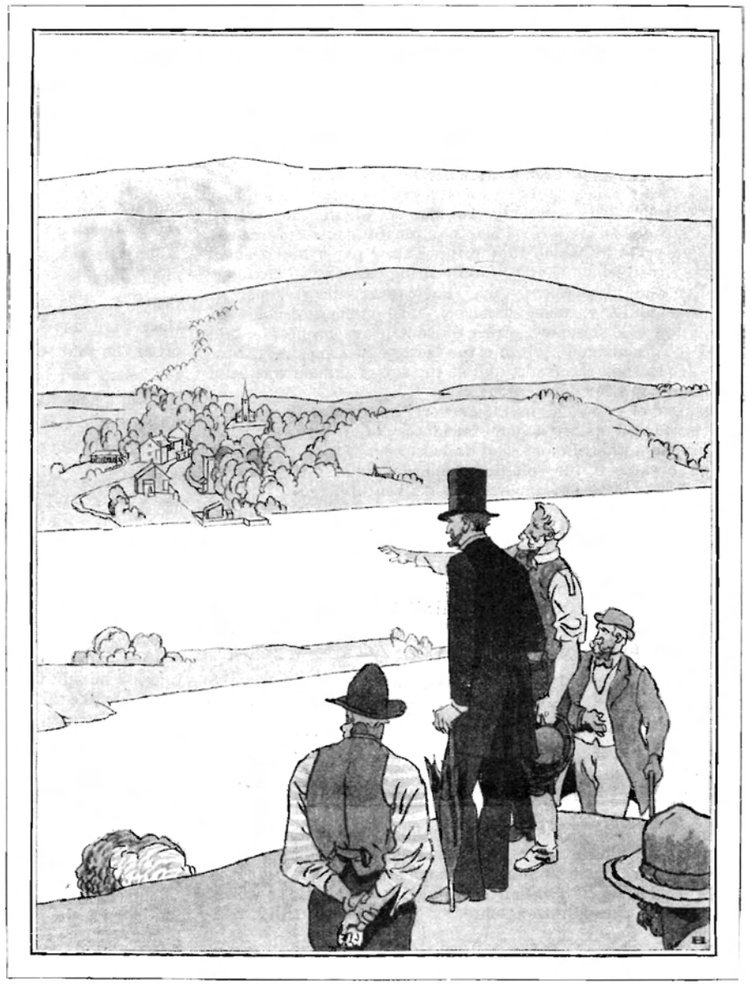
Trade: Wholesale territory embraces 1500 towns; 310,000 farms averaging 390 acres. Crop value, $2,000,000,000; livestock on farms, $1,000,000,000. Bank deposits, $1,500,000,000. Omaha is leading retail center between Chicago and Denver; annual business, $157,500,000.

Transportation: Twelve railroads converge at Omaha and Council Bluffs as through a great gate. The chief outlet from Omaha to Chicago and points eastward is the Chicago, Milwaukee & St. Paul Railway.

A natural metropolis

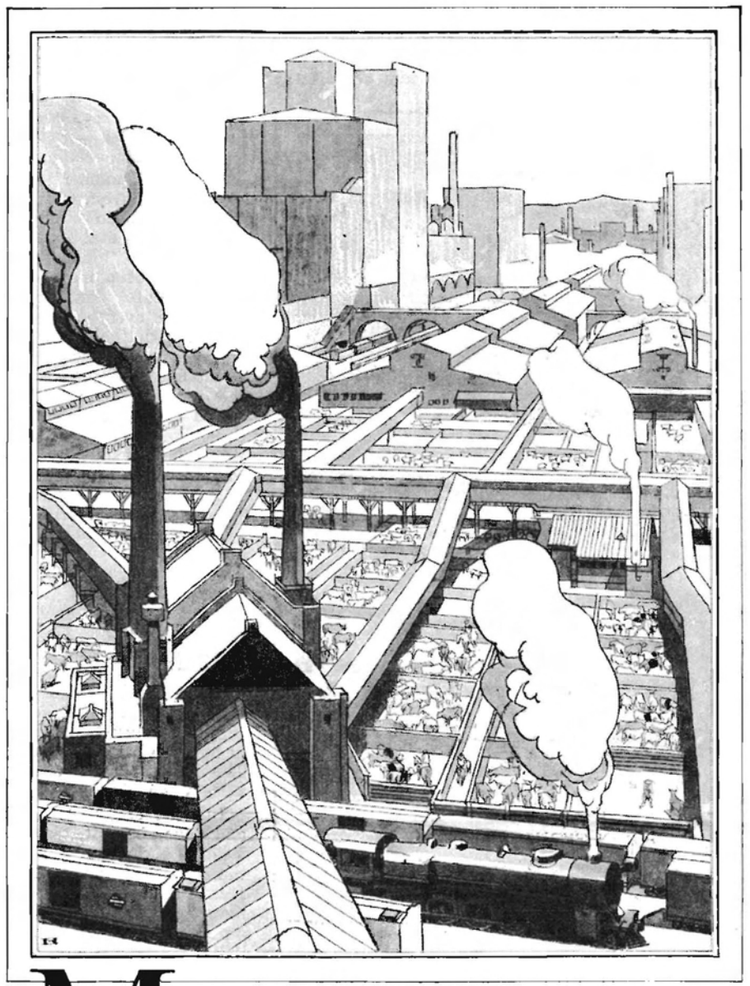
Born on the edge of the prairies, Omaha and Council Bluffs have grown from the richness of an incomparable soil. There is an opulent conservatism about it that has insured steady growth. Living wealth—the value of growing animate things—of an inexhaustible nature is a positive guarantee of Omaha's inevitable progress and expansion.

Omaha's history is rich and varied, colored by the turbulent adventures of explorers, fur-traders, Indian wars, and the migrations of the Forty-niners. It is a city of varied interests, of fine homes, of splendid country clubs, of exceptional educational facilities. With a population over 85% native born American, it is a metropolis worthily placed in the center of the nation.



SHORTEST AND MOST MODERN ROUTE TO THE PACIFIC AND FAR EAST

The MILWAUKEE ROAD



A network of polished rails

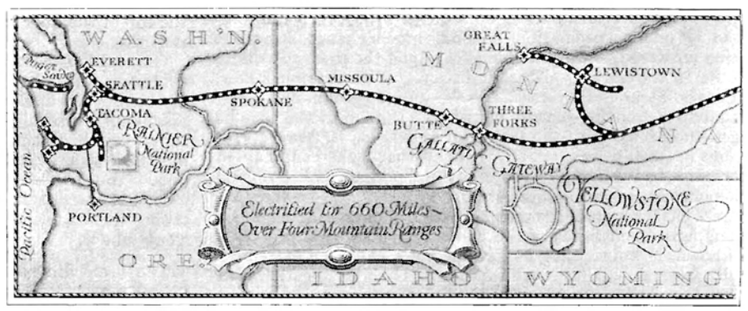
The run from Chicago to Omaha over the Chicago, Milwaukee & St. Paul Railway is only an overnight interlude in business between these two great cities. Business conferences are often continued on the splendid Milwaukee trains that serve the Western Gate.

The Milwaukee Road not only serves Omaha with a trunk line across golden Iowa, but it serves with equal facility the great metropolis that is the pride of all the Southwest—Kansas City. Its vast system, extending along 11,000 miles of track, operated by 60,000 employees, forms a network linking all important centers northwest of the lower Mississippi Valley. From Chicago to Kansas City, Sioux City and Omaha; to the Twin Cities and Duluth; to Milwaukee and the Upper Michigan Peninsula; to Puget Sound and the Pacific. Spur lines and feeders tap vast resources of raw materials.

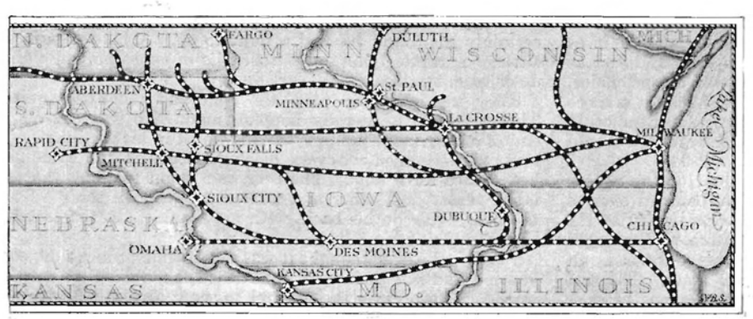
The Milwaukee Road is the shortest link with the Pacific Northwest. For 660 miles over four mountain ranges—the Belt, the Bitter Root, the Rockies, the Cascades, to shipside—*it is electrified.* This is one of the greatest achievements in railroading. Another revolutionary advance has been the adoption of *roller bearings* for passenger cars—the first time this has been done in the history of railroad transportation.

Splendid trains to serve you

If you wish to visit Omaha on your way to the Coast, the *Pacific Limited* is the train to take. If you are going to Kansas City, go by the *Southwest Limited.* The famous *Pioneer* takes you to the Twin Cities. Then there is *The Olympian,* the de luxe limited that travels to shipside at Seattle or Tacoma, after passing the most beautiful and diversified scenery in America, through a new empire bursting ripe with opportunities!



The recognized route between Chicago, Milwaukee and Twin Cities,



Kansas City, Omaha, Des Moines, Sioux City, Butte, Spokane, Seattle, Tacoma

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- ☐ Omaha—The Western Gate
- ☐ Minneapolis-St. Paul
- ☐ Wisconsin
- ☐ Iowa
- ☐ Upper Missouri R. Valley

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