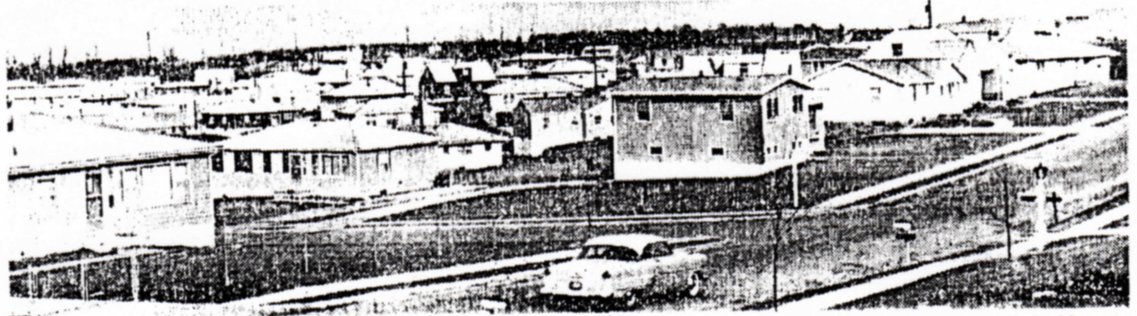


A Capacity to Dream . . . and to Fulfill Dreams

OMAHA, the All-America City, has been on a billion-dollar building binge since World War II. The post-war years have seen America expand its wealth at a tremendous rate—and Omaha has more than kept pace. New construction totals one billion dollars. This wealth has gone into the building of new homes, churches, schools, factories, stores, apartments, shopping centers and streets—everything that makes a city a better place in which to live. As Omaha has sprawled onto what was once rolling farm land, its population has grown from 240,206 to an estimated 304,652 inside the city limits and a metropolitan area figure of 400 thousand. New faces and industry came to Omaha but the city still maintained its true character as the world's meat market. Omaha passed Chicago as the world's



New families and new babies forced Omaha to extend its western suburbs. Nearly 25 thousand homes were built in 10 years, valued at 300 million dollars.

leading livestock market and meat packing center, transacting nearly six billion dollars worth of business in the post-war years. Nearly 60 million head of

livestock were slaughtered.

In mid-1947 Life magazine singled out Omaha as "the typical American city which has regained something very precious that America almost lost in the 1930's—the capacity to dream."

Now Look magazine has honored the city for the fulfillment of one aspect of its dreams—its form of government.

Homes, Industry

ANOTHER dream fulfillment has been in the frenzy of home building as new residents came to the city and new families have been formed.

Omahans built nearly 23 thousand homes valued at an estimated 300 million dollars. At the end of World War II Seventy-second Street was the suburbs; now housing developments stretch to beyond One Hundred Twentieth Street.

It was only natural that Omaha's friendly people should attract new business and industry, and three of the greatest manifestations of that attraction are the Allied Chemical & Dye Plant, Western Electric and headquarters of the Air Force's Strategic Air Command.

Allied is using Eastern Nebraska's bountiful underground water supply to make fertilizer, SAC stands guard over the Free World and Western Electric is about to begin operations at its plant west of the city.

While Omaha emphasized new industry and commerce to reflect its growth, it did not forget the most precious commodity—its youth.

Churches and Welfare

OMAHA, once a brawling city of cattlemen and railroaders, ranks high in the number of churches and synagogues which have gone up in 10 years.

The \$1,500,000 new First Methodist Church, for example, has gained national note for its size and design, combining simplicity with richness.

At the same time Omahans have

given nearly 23 million dollars to local welfare agencies. Of this nearly 15 million dollars went to the combined fund drives of the Community Chest. Omaha was the first city in the nation to successfully conduct a combined welfare and capital funds drive.

Downtown Improvements

OMAHA joined the trend toward modern automobile living with the construction of three major shopping centers with off-street parking.

At the same time, the downtown business district is undergoing a revitalization with the construction—under way or recently completed—of major office buildings by Northwestern Bell, Northern Natural Gas Company and the Union Pacific Railroad.

Other major projects to go up in post-war Omaha include the City Auditorium (which is geared to a renovation of the near-downtown area), the Municipal Stadium, Northwest Radial Highway, two new bridges across the Missouri River, parks, libraries, swimming pools, City Incinerator, Airport expansion, tennis center, parks, off-street parking, sewers and fire stations.

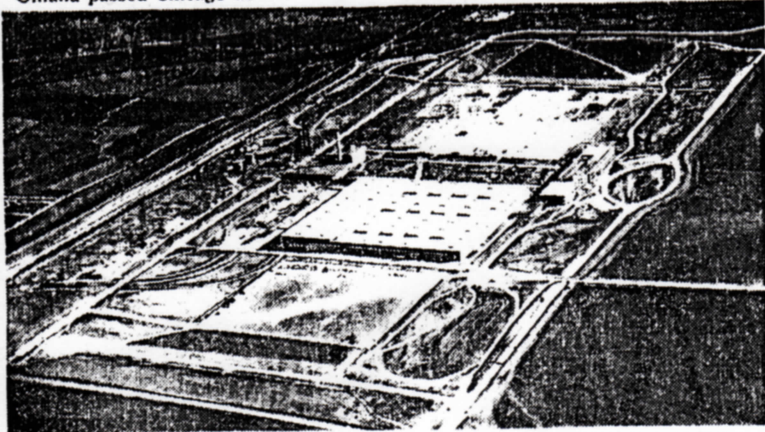
Other major commercial buildings include The World-Herald Building, Mutual of Omaha, Guarantee Mutual Life Insurance, Cudahy, Fairmont, Farmers Union, Doctors Building, Federal Reserve Bank and three television stations.

Flood Plain Now Safe

OMAHA fought a heroic battle to thwart the Missouri River in 1952 and since then has seen the fulfillment of its dream for a flood-free future.

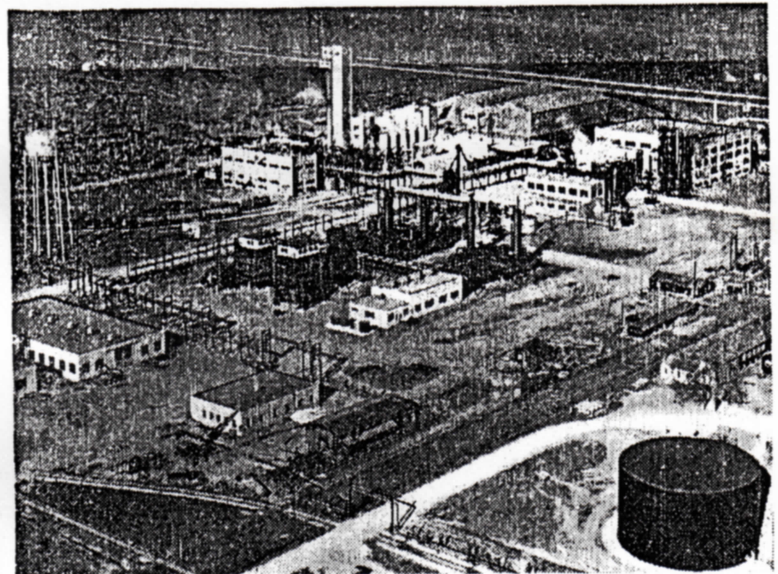
The United States Army Corps of Engineers has spent more than 12 million dollars stabilizing the river in the Omaha area, and the river land now stands free of the danger of flooding.

This alone will be worth millions of dollars in new industrial sites up and down the river from the city.



—World-Herald Aerial Photo.

A 50-million-dollar plum for Omaha industry is the Western Electric plant southwest of the city. Operations are expected to begin soon in the cable plant, which represents less than half the total floor space.



—World-Herald Aerial Photo.

Allied Chemical and Dye's nitrogen fixation plant is a part of Omaha's billion-dollar-building binge. It is located south of the city near the point where the Platte River meets the Missouri River amid the abundant water supply of adjoining sand pits.