

A War Talk To Advertisers

There's never been a time in the history of *Omaha* when *interesting, strong newspaper advertising* was more effective than it is now, or could be bought at *so low a cost per reader as it can be bought today.*

There's never been a time when The Bee was so eagerly read from the front page to the back by *all classes of people.* There's never been a time when wide-awake advertisers could *cash in so quickly,* could get back such big returns for *every advertising dollar spent.*

Don't overlook your present opportunities. Don't dillydally and hesitate when you've got the chance of your lifetime to move forward *en masse* and strike a *decisive blow.*

Now's the time for *full-page ads* instead of halves and quarters. Now's the time for *half-pages* and *quarter-pages* where you formerly used six to eight inches.

Now's the greatest chance you'll ever have in the world to impress your own bigness and stability on the minds of *this great public in and near Omaha.*

One hundred and fifty thousand human beings in Omaha, and one hundred thousand more in the towns close to Omaha, are buying hats and gloves and shoes and stockings and underwear and suits and dresses and furniture and jewelry and food *right now every day.*

And your story of merchandise value, of quality, of convenience, of style, of bargains to be had will reach *250,000 readers daily,* at a smaller cost to the advertisers than all other advertising mediums combined.

Did you ever hear of such a bargain before? When you've got a chance like that, isn't it only *common horse sense* to take *TWO PAGES NOW* for every ONE you used heretofore? Are you going to let this chance *go by?*

Are you going to sit in your swivel chair and twiddle your thumbs when you've got a chance to make a *ten strike?*

Are you going to spend your time discussing the advantages and retreats of the European armies and the different shades of color used in European uniforms *while you neglect the biggest chance for live commercial strategy you've ever had?*

Are you going to spend your hours discussing the merits or demerits of a *foreign fight while customers that might be yours troop past your doors to OTHER STORES.*

Don't dillydally. Don't wait. If there ever was a time for *action,* that time is *NOW.* The harvest is ripe, waiting to be reaped. *Sharpen up your reaper blades and REAP IT.*

The Omaha Bee