

North Twenty-fourth Street Enjoys Honor of Being a Live and Busy Commercial Thoroughfare

**Tuchman Bros.**



**Groceries  
AND  
Meats**

24th AND LAKE STS.

**We Want Your Business**

**MAKE BIG STRIDES  
WITHIN LAST DECADE**

Manager of the Cooperative Gives Account of Thoroughfare's Phenomenal Growth in Last Few Years. Great Future For Its Great Variety of Business May Soon Rival Down-Town Enterprises.

**DESERVE THE SUPPORT OF NEIGHBORHOOD**

John R. Lemma Gives Reasons Why Merchants On This Street Deserve Patronage. Observation Discloses Hundreds of Hustling Merchants Here Well Stocked and Courteous. Longest Street In City.

Twenty-fourth Street as a business center, has made unprecedented strides within the last decade. Pioneers of the by gone days when this section of the city was but a broad expanse of veritable farms and unchartered ravines, little dreamed of the wonderful transformation which now finds this thoroughfare the longest and one of the busiest in Omaha. They saw the business of Omaha centered east of Sixteenth St., skirting the west bank of the Missouri river. West and north of this narrow strip of a sparsely built village furnished only trusting places for the red skins and the farmers' lads and lasses.

Not so now. This forest and farm section has been scientifically plotted and laid out into beauty and grandeur far beyond the pioneer's ken to imagine. This "once happy hunting ground," has been transformed into one of the longest business thoroughfares to be found west of New York. From its extreme north end, to its southernmost limit, Twenty-fourth Street stretches over a distance of twelve miles. It affords a beautiful street with ample access and egress, meeting every business requirement. Having passed that embryonic stage of Indian farm days, and two-thirds through the inductive stage of mere deductive period with merriment. Has Two Distinct Business Sections. Twenty-fourth Street's business is divided into two sections when viewed from a business point of view. It has a south and north section—the former covering what is known as South Omaha, and the latter north—the two spanning the entire city from north to south. Both of these sections contain many whirling business establishments.

Within the last five years, that section lying between Cumings and Ohio Streets has shown a rapid business growth that is nothing short of a phenomenon. This one section alone is almost solidly built up on both sides of the street for business, all of which reflect credit and satisfaction. Here and there along this thoroughfare are located the majority of race enterprises, all of which are rapidly taking their place among the Commercial activities of this city. Their natural ambition has spurred them on to inculcate the principles that are necessary to the proper and efficient government of the biggest businesses of Metropolitan communities. Personal service and suggestive salesmanship are their chief endeavor. These merchants handle everything that is essential and necessary to good living. Among these are dealers in furniture, hardware, dry goods, clothing, millinery, groceries, automobiles, meats, hair culture, and beauty par-

lors—in fact everything for which we ordinarily ask. Among the enterprises are many well appointed tonsorial parlors, all doing a prosperous business. Many of them are reflecting the highest degree of efficiency. Nearly a score of these line this street. For ready-to-eat enterprises, this street is especially famous. One may not look long for a place in which to satisfy his hunger. For there are eating places galore of every description to be found here. From Cumings to Lake, there are over a dozen of these cafes, lunch cars and barbecue stands, small and large, dispensing something that would meet the approval of the most fickle appetite.

The sartorial artists, or tailors, are equipped to add to any style of beauty, however peculiar, and to meet the desires of the most fastidious lady or gentleman. These artists do the very highest type of work. All merchants found on this street will furnish you with the very best prices to be found in the city. They all invite your investigation.

There are also to be found here, many real estate brokers, who are ready to help you invest in homes and business places for any permanent use or investment one might wish. Then there are here found numerous professional men, who realize the value of this section—dentists, physicians, surgeons and lawyers, all filling their niche acceptably.

There are three department stores on the section of this street between Cumings and Ohio. One of these is owned and operated by our own people. It is my fortune to be connected in an official way with this enterprise. I regret very much that our people have only one such store here. I regret further to say that this store is not all it might have been. The reason is plain. However, I find no reason here to wave the wand of pessimism on that score. The Cooperative Department Store is truly taking on the shape of a hustling business, and with all of its departments in operation, I entertain great hopes for its future. It has now in operation: groceries, meats, dry goods, notions, and millinery.

What I have said, was not meant to cover adequately the points in this busy street's history which would be interesting. I could not have done this in the space given to this article. I have merely suggested to you some of the things to be found here. Let us give it the support necessary to supply it with that which is lacking. It is the business that is nearest and most convenient to our homes, so why not avail ourselves of this time-saving opportunity? Let us adopt this motto: "Grow with Growing Omaha, and Be a Booster."



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