

KNOW OMAHA EVERY DAY OF THE YEAR AS IT IS KNOWN  
BY THE OUTSIDE COMMERCIAL AND INDUSTRIAL WORLD—  
A SELF-MADE CITY BUILT UPON SOLID FINANCIAL CONDI-  
TIONS—A CITY OF PERMANENCY AND A CITY OF HOME OWN-  
ERS WHO HAVE FAITH AND CONFIDENCE IN ITS FUTURE.

## AFTER TEMPEST—COMES CALM!

If you dine too long and not too careful, a dose of calomel and castor oil is what your family physician invariably prescribes to adjust the system to healthful conditions. Sometimes a major operation is found necessary.

Omaha is just an ordinary patient like the individual and the doctors were called upon to prescribe, which they did.

It's Hell to have to swallow calomel and castor oil, and you don't roll it around on your tongue longer than necessary. You want to forget it as soon as possible.

If you put on weight too rapidly your doctor prescribes a diet to regain normalcy. In extreme cases the doctor resorts to tapping the blood.

If Omaha has suffered from high blood pressure in certain of its industries, there is only one way for a permanent cure.

The remedy and its application will clear the commercial atmosphere and place Omaha in a position to grow as destiny so intended it.

If certain adjustments in Omaha's commercial industries are found necessary for the

greatest good for the greater number, why shout to the housetops about it.

There's nothing wrong with Omaha. A strong lusty youth of over seventy summers. From a village of a scant hundred to a metropolis of over 200,000, and over 55 per cent of its residents owning their own homes.

Pretty good symptoms of a good constitution, the doctors would say. If more Omahans knew more about how much better off Omaha is than some of her midwest sister cities, there would be less gossiping about our minor frailties.

Men made Omaha what it has grown to be and the sons of strong self-made men will make Omaha what it is going to be tomorrow.

Do not let anyone make you believe that certain adjustments in Omaha's present commercial life are going to injure Omaha's future. The laws of supply and demand always have and always will be the deciding factor in trade and commerce. Let's keep our family jars and troubles out of Omaha's front yard.

## OMAHA'S COMMERCIAL SUPREMACY IN WEST UNQUESTIONED

*Omaha Men and Institutions can Finance any Legitimate Project in Its Territory and Have Plenty Cash to Spare. They Are the Men with the Right Mental Attitude—Confidence and Faith—Who Are Giving Their All to Uphold Omaha in the Commercial Niche of Fame.*

THIS MESSAGE IS DEDICATED TO MEN WHO ARE TRYING TO SELL OMAHA A CONSTRUCTIVE LINE OF THOUGHT, AND PAID FOR BY INTERESTS WHO HAVE FAITH IN OMAHA'S FUTURE.