

"Grow With Growing Omaha"

Slogan Selected by Committee of Prominent Men from List of More Than 1,300 Springs Into Immediate Favor.

A Spirited Contest

Last January a reader of the Omaha World-Herald addressed the following communication to that paper: "Seems to me it would be a good idea for some newspaper or all the newspapers in Omaha to combine and start a contest for the best catch phrase descriptive of our city. By use of it on letterheads and envelopes business men could thus call attention to their correspondents to this city. Make it big enough to get the best answers and endeavor to get something new coined to fit the remarkable go-ahead-activeness of Omaha today."

Pursuant to that suggestion the World-Herald put on a contest, offering a cash prize of \$25.00 to the winner. The following named eight leading business men of Omaha were named as a committee to decide the contest:

Judges of the Contest

R. B. Wallage, president of the Ad club.
J. A. Sunderland, president of the Commercial club.
A. T. Benson, president of the Associated Retailers.
Harley Moorhead, president of the Rotary club.
C. F. Harrison, president of the Real Estate exchange.
G. J. Ingwerson, president of the Live Stock exchange.
J. B. Swearingen, president of the Grain exchange.
R. W. Besley, president of the Manufacturers' association.
Messrs. Benson, Swearingen and Besley were unable to be present at the judges' meeting, but Mr. Benson submitted a list of his choices, which were considered by the other judges in making the award.
Each of the judges was supplied

several days prior to the time set for making their decision with a complete copy of the 1,300 suggestions that should be mailed to the masthead of the great ship, Omaha. Each suggestion was accompanied with a number which corresponded with the original copy, which was kept in the envelope as received. The judges considered only the list of suggestions so that the personality of the prize winner was not known to them. This plan was adopted at the suggestion of the judges which they said would avoid any suspicion of personal interest.

After selecting a list of those that were considered the best, their merits were thoroly discussed, after which "Grow With Growing Omaha" was made the unanimous choice. The author of the slogan and winner of the \$25.00 in gold is Guy C. Kiddoo, a rising young attorney and son of H. G. Kiddoo, well known live stock commission man of South Omaha.

Ruling of the Judges.

At the outset the judges agreed that the winning slogan should not be a mere boast and it should necessarily stand the test as truth. And in arriving at a choice the final selection was made with the belief that "Grow With Growing Omaha" had a strong appeal to the people of the city, while at the same time it expressed an attractive invitation to outsiders.

During the first tentative canvas, "Omaha the City Dependable" received three votes and two votes were cast for "Omaha, the Gateway of the West and the Larder of the East." And Omaha, the Buckle in the Western Cornbelt" found much support. "We Grow" was another in favor. But as each phrase was ana-

lyzed, the process of elimination brought the judges to the winning slogan by a unanimous choice.

The contest which Mr. Kiddoo won was participated in by more than 1,300 individuals. Twelve hundred and seventy-four letters were received, a few of which included answers from more than one individual. In addition a number of designs for coats of arms or similar insignia were sent in, but these were specifically barred by the rules of the contest.

Following list of mottos or slogans submitted in the contest was selected for honorable mention. Those whose addresses are not given otherwise are residents of Omaha:

Honorable Mention

Omaha, the City Dependable—Es-ther Mason Johnson.
Try Omaha—F. G. Plott.
Omaha Can, Omaha Will—Hattie Stow.
We Live, Live Here.—Mrs. Elizabeth Mills, Council Bluffs, Ia.
Omaha, the Commercial Pivot—J. C. Hartnett.
Omaha, the Buckle of the Corn Belt—Walter R. Evans.
Beautiful Omaha—Miss Emma Rainold, Nebraska City, Neb.
Business Is Good, Omaha, Neb., U. S. A.—A. L. Mewinter, Lewellen, Neb.
Omaha, the Buckle of the Corn Belt—Henriette F. Wadsworth.
The City of Commerce and Culture—Elmer W. Reading, Elkhorn, Neb.
The World Takes What Omaha Makes—Paul H. Brown, Atlantic, Ia.
Omaha for All, All for Omaha—Will M. Wood.
Omaha, the Bee Hive—Mrs. Maxine.
The Gateway of the West, the Larder of the East—E. J. Meyer.
Growing Omaha—Mrs. J. F. Johnson, Nebraska City, Neb.
Key to Earth's Garden of Paradise—Lois Cratty.
Greater Omaha, Aksarben Metropolitan Center of Commerce—Chris Boyer.
The City of Action—Jas. Trabue.
Omaha, O. K. in Every Way—Barbara McAlvay Rosewater.

Omaha, The Town to Tie To—Fred Henderson, Anderson, Ia.
Omaha, I Serve—F. O. Newlean.
Prosperity's Permanent Address: Greater Omaha—J. J. Moore.
Greater Omaha—Where East Meets West—D. E. Weese.
Get the Omaha Gait—Jas. I. Byrne.
Three In One—Optimism, Opportunity, Omaha—F. W. Gormley, Rapid City, S. D.
Omaha—Where the Only "Pull" Is PUSH—Ferne Wyant, Benson, Neb.
Omaha—The City of Energy—Roy Hilliard.
Omaha—The Golden Link in the Lincoln Highway—Mrs. H. G. Kiddoo.
Omaha—City Worth While—Geo. Sheehan.
The City of Grain, Brains, Beef and Bacon—W. A. O'Malley, O'Neill, Neb.
Omaha—The Place With the Power and the Push—O. W. Lamb.
Omaha-aha—A. M. Fyrando, Magnolia, Ia.
Omaha, the Town You Can't Keep Down—Mrs. Bert Muth.
A Sure Thing—T. L. Homan.
The Mid-Continent C'ty—E. Dougal, Dunlap, Ia.
Omaha, the Market Town—Lydia L. Kerr, Exeter, Neb.
We Grow—Robert H. Stelzner, Pine Ridge, S. D.
Play Ball—F. V. Kniest.
Omaha, a Bonanza for Live People—August Etzensperger, Council Bluffs, Ia.
Try Omaha In Any Way, You'll Stay—William E. Beigel, Onawa, Ia.
A Bigger, Better Old Indian Every Day—Omaha—Mrs. R. J. Laible.
Omaha—City of Optimism—G. H. Paus, Spring Ranch, Neb.
Omaha, The Key to the East, and Key to the East for the West—Louis N. Baxten.
Omaha, The City With a Future—Jeanette McEachron.
Omaha, Where Nobody Knocks But Opportunity—G. B. Victor.
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