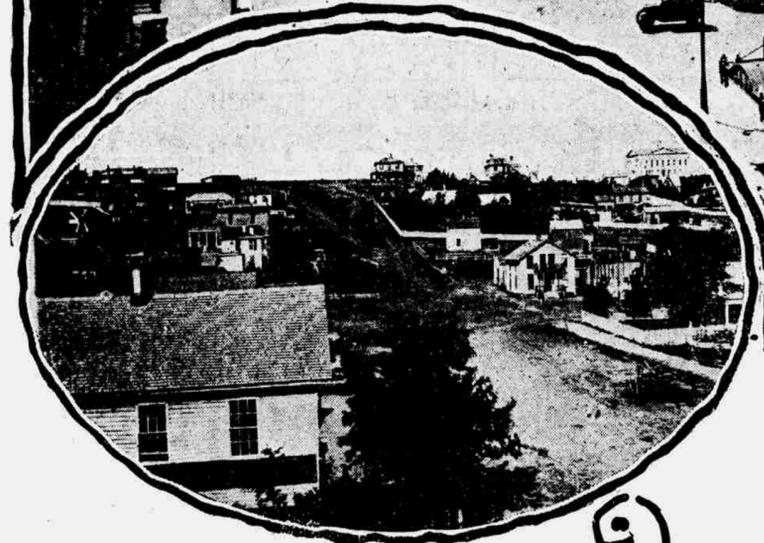




They're buying in Omaha



Douglas street, looking west, presents little of the aspect of the same street fifty years ago. Inset is a picture of Douglas street west of Fifteenth street, taken in 1870. All one sees is the muddy streets and small frame structures typical of the prairie village that was Omaha. Douglas street today is representative of Omaha's metamorphosis in half a century. Metropolitan indeed are the great stone and brick buildings that make a canyon of this street today. And from the walls of the canyon echo and re-echo the hum and roar of hundreds of passing motor cars, carrying Omaha's bustling people on their business.

All photographs in this series donated to the merchants of Omaha by Louis R. Bostwick, commercial photographer.



When cotton falls whole states are rocked by the shock, and mill towns in New England are thrown into desperate idleness. When steel is dethroned a gloom blacker than the sooty clouds of prosperity settles over Pittsburgh and Youngstown. When the "buying strike" is called against the automobile, Detroit becomes worried and Akron finds wholesale unemployment inevitable.

At such times Omaha feels a touch of pride, and appreciates the true nature of her strength. The Gibraltar of diversified agriculture and industry is a stronghold of security for all of us in Omaha.

With its wholesalers, manufacturers, its jobbers and retailers, Omaha rides on an even keel, largely unaffected by the "ups and downs" of less fortunate communities. A city of diversified industry, financially secure at all times and a little more than ordinarily prosperous most of the time, is the history of Omaha.

Doing their part to stabilize commercial Omaha, the retail merchants of this city have earned the respect and admiration of those who have been in position to appreciate the tremendous complications of the problems which have daily confronted them.

Great losses have been taken without flinching. The knife has been thrust into prices, and profit

has been held secondary to the vital need of maintaining the steady flow of merchandise out of the stores of Omaha, thus protecting the livelihood of tens of thousands who are dependent on these stores for their income.

Nowhere in the country has the general level of prosperity been maintained better than in Omaha. Nowhere has more constructive merchandising been carried on. Nowhere has there been a firmer belief that the duty of the merchant was to "carry on," at a time when questionable tactics or unsteady faith might have precipitated dire disaster.

Each day during the serious months that now have been left behind, The Omaha Bee has carried to the people of the Great Shopping District of Omaha the news of values in Omaha stores—news of greatest import, for no news could have exerted a more powerful stabilizing influence than the honest assurance of courageous advertisers that values were values, and that buying was the course of prudent economy.

Facing the bright skies of bigger business and continued prosperity, The Omaha Bee sees the retail merchants of Omaha prepared to render a service of constantly growing value to this community. It is in the same spirit that The Bee appreciates its growing responsibility and opportunity of serving both state and city.

This is the third of a series of advertisements on Omaha, "The Retail Market," dedicated to the merchants of Omaha by The Omaha Morning Bee, THE EVENING BEE

Omaha the Great Shopping District of Nebraska