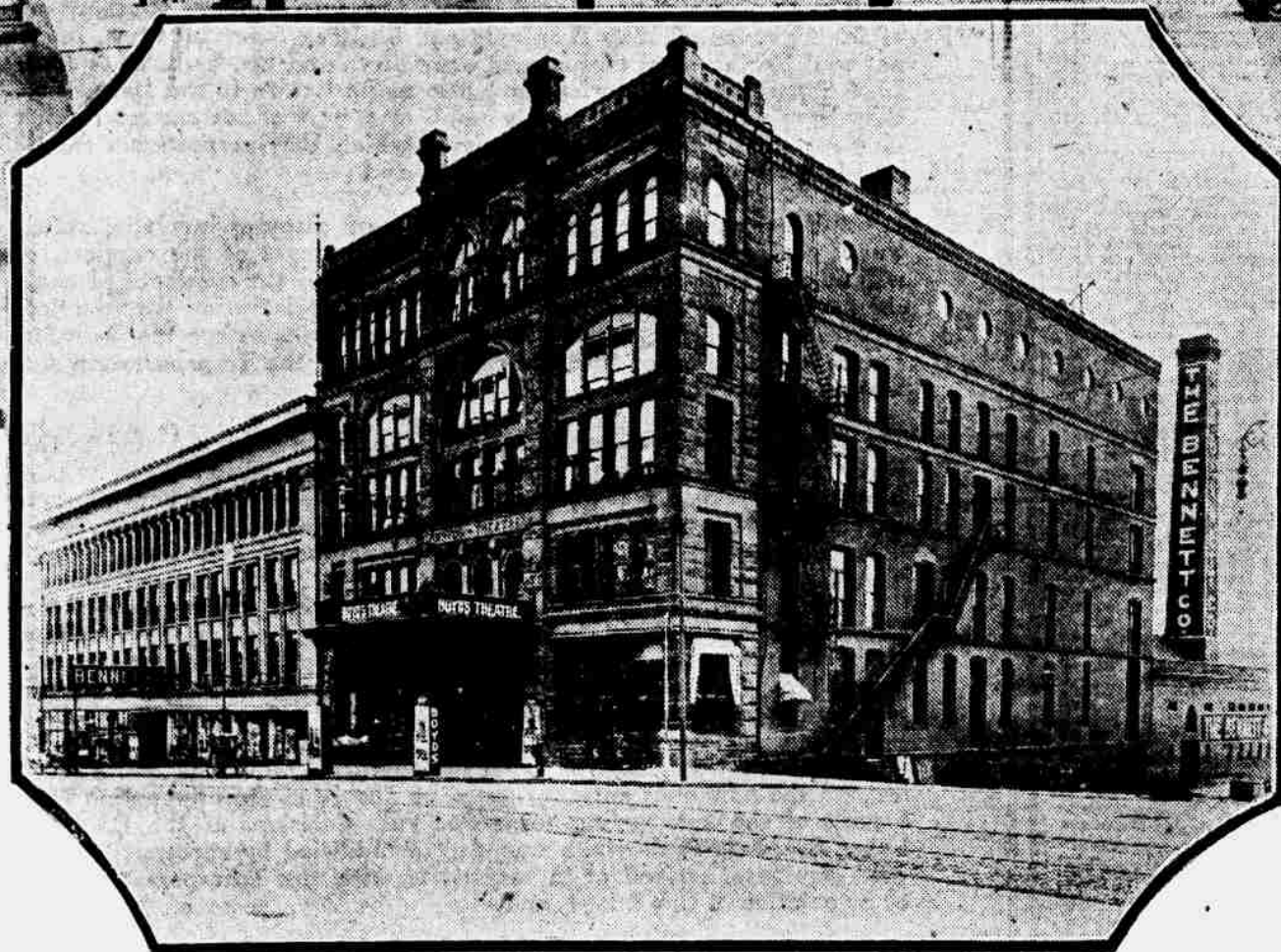


All photographs in this series donated to the merchants of Omaha by Louis R. Eastwick, commercial photographer.



The retail district, teeming with its busy hundreds, hustling in and out of palatial stores, is spreading rapidly from a once small area. The small photo shows the old Boyd Theater and the large one a section of the retail district, showing the same location today.



One of the prime factors in Omaha's eminence as a retail center is that the volume of trade is so enormous that it permits unusual speed in the turnover of stocks; which makes it possible for the Omaha merchants to operate on a reasonable and frequently on a small margin of profit.

Serving a wide territory as they do, the volume of business handled by the Omaha merchants is proportionately larger than that transacted by retail stores in other cities of similar size. The Omaha customer, as well as the out-of-town customer, benefits through the economies made possible by volume of business.

Intelligently directed and carefully prepared advertising, consistently used by Omaha merchants, has been of service to the buyers as well as the sellers over a long period of years. The Omaha merchant has been quick to grasp every advantageous opportunity presented in form of merchandise at bargain prices in great selling centers. Through selected advertising media he has been enabled to quickly turn this advantage to the benefit of his patrons, and the public in and out of Omaha has been gainer because of this stimulated activity which has increased the buying power of the merchants because of the ready response to offers of seasonable or staple merchandise at attractive prices.

Omaha's railway facilities—this city being one of the great railroad centers of the country—have played their part in enabling the merchants to take ad-

vantage of the slightest favorable turn in the market; and here also it is the policy of the Omaha merchants to give the public the benefit of their own position. A consistent campaign for fair and non-discriminatory freight rates has been conducted by the Associated Retailers and the local jobbers, through the Traffic Bureau of the Chamber of Commerce, to see that Omaha suffers no handicap in transportation charges, and the vigilance exhibited here has been in the interest of the consumer at all times.

While the Omaha stores have sacrificed none of the essentials of service at any time, they also have been alert against non-essentials the effect of which would be inimical to the customer. Such practices as the acceptance of returned merchandise, the extension of unreasonable credit, and other unwarranted services, are discouraged by Omaha retailers as being against the best interests of the consumer. Omaha's retail prices are on a level with and in many cases below the retail prices of many of the other mid-western cities, even where neighboring cities that enjoyed slightly lower freight rates from the shipping centers. This difference has been absorbed by the merchant and the prices have been kept on a par with such cities for the consumer.

Thus the out-of-town customer as well as the one in the city of Omaha may come to Omaha stores with the assurance of good service, good merchandise, good style and prices within the reach and suited to the purse of everyone. Through the advertising columns of The Omaha Bee its readers keep fully informed on the "news of merchandise," the quality, the character and even the fads and fancies which at all times are dear to everyone.

This is the sixth 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