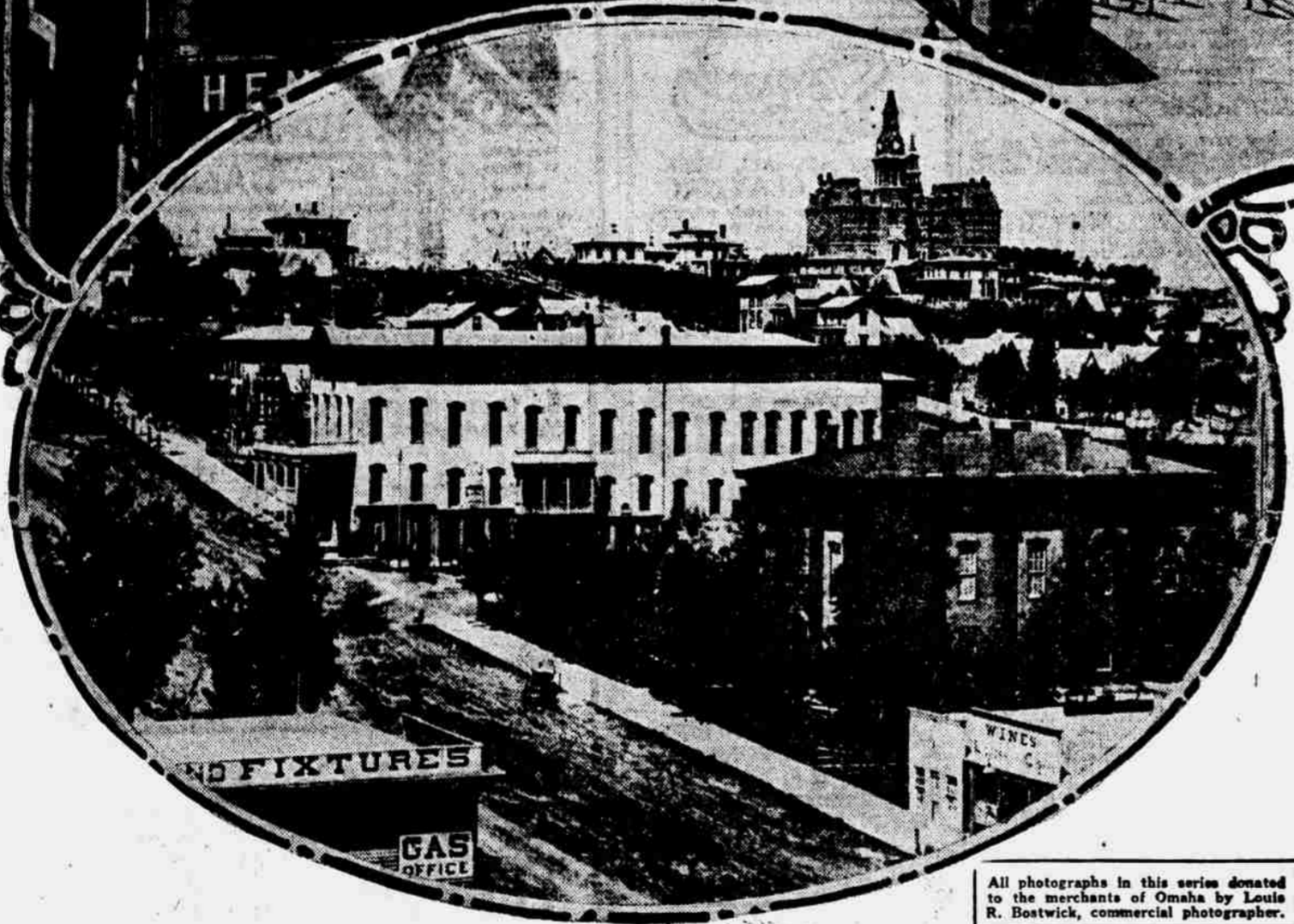




Auto-Rail-Air - All Roads Lead to Omaha.



Omaha's two busiest streets, Sixteenth and Farnam Streets, form at their intersection Omaha's busiest corner, "Sixteenth and Farnam." Hundreds of visitors think first of this corner when they think of Omaha. The large photo shows the view looking west from Sixteenth and Farnam. The small picture shows the same street intersection back in the '70s, when the old high school was Omaha's most prominent building.

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

Baron Huysmans drew straight lines with bold strokes across the map of Paris, and changed the crooked, narrow thoroughfares of the French capital into broad avenues, giving easy access from the center to the periphery of defensive forts.

His lines were no straighter nor bolder than the planners of Omaha drew when they plotted the present city. Maybe, if they had known more of city building, the plat would not have contained so many right angles, and much of the despair of the engineers who have come after them might have been spared, for some of the thoroughfares would have followed the contour of the land.

This burden imposed by the projectors on their successors brought some advantage in the ease with which Omaha's streets can be located. The visitor today can form little notion of

the topography of Omaha of 50 years ago, when the late John G. Saxe apostrophized its streets in that ironic poem of his, which begins:

Has't ever been to Omaha,
Where rolls the broad Missouri down
And four strong horses scarce can draw
An empty wagon through the town?

Mr. Saxe lived to see some change, but he did not abandon his first charge. Omaha may have deserved it then, but now 27,000 home-owned and several thousand visiting automobiles daily roll over more than 400 miles of well graded perfectly paved streets in the city, while miles on miles of brick paved roads lead into the country. It is possible now to cross the county from north to south on well paved highways, and in a short time the brick pavement will be so extended that the road from east to west across the county will be similarly completed. In the latest paving program provisions were made for laying brick on concrete on 135 miles of county roads. The Lincoln Highway and other

great routes of automobile travel concentrate here, and bring to Omaha thousands of tourists each year, who find here every accommodation and convenience.

The Omaha Bee has been a leader in the movement for good roads, believing that in facility for communication as well as in reduced cost of transportation the people would be more than repaid for expense entailed by permanent construction. Business men of the community, particularly the retailers, have united in support of the good roads program, because it made accessible to the residents of the surrounding region the advantages offered by city stores. An intelligent, unselfish interest has prompted their action, and the result has been beneficial to all. How much these good roads have contributed to the growth and development of the city may not be estimated, for it is incalculable. What is certain is that many hundreds of buyers come to Omaha every day, traveling many miles by automobile, that they may share in the bargains that are offered here. Marketing is greatly facilitated by the same means, and thousands of head of live stock are hauled to the Omaha stock yards every week, because the combination of autotruck and good roads means money saved to the farmer.

The transcontinental air mail passes through Omaha, and has aided in arousing a city-wide interest in flying as a new mode of travel. The Air Congress, held here last fall, interested the entire country in Omaha's flying activities.

The benefits of ready access, naturally are shared in by all, and increase the pre-eminence of Omaha as the market for a wonder region of agricultural wealth. Experience has taught the people of this region that Omaha is a good place to buy as well as to sell. A ready market for produce, with ample accommodations for all the farmer has to offer, and the presence of well furnished and perfectly equipped stores, where an endless variety of merchandise is presented for critical inspection and careful selection, makes a combination that is just about what the doctor ordered for doing business on the modern basis of efficiency plus.

The Omaha Bee studiously endeavors to serve both buyer and seller in this matter, by carrying the fullest of market quotations on all the farmer or stock raiser has to sell, and acquainting him in a definite way as to where he best can get the things he wants to buy. This is a great part of the mission of modern newspapers, whose first purpose is to serve the community.

This is the Eighth 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