

KNOW OMAHA—THE INSTITUTIONS THAT REPRESENT HER FINANCIAL BACKBONE
—THE INSTITUTIONS THAT HAVE MAINTAINED THE FAITH AND HAVE CARRIED ON
THROUGH WEAL AND WOE AND ARE WILLING TO ASSIST EVERY CONSTRUCTIVE
MOVEMENT TO IMPROVE OMAHA'S SUPREMACY IN THE MIDWEST COMMERCIAL FIELD.

STRONG MEN MADE OMAHA!

*And Strong Men Will Make Omaha What
It Is Going To Be Tomorrow!*

—The souls of those grand old men--those hardy pioneers--Creighton, Paxton, Poppleton, Miller,
—Boyd, Kitchen and Hanscom, still go marching on. The spirit of "will" has again displaced the
—gloom of "can't". The revival of the Omaha pioneer spirit of co-operation is at hand--a co-
—operation not essentially to be measured in dollars and cents, but that intangible asset called
—faith, confidence and good will which asks us to forget our personal prejudices and accomplish
—the greatest good for the greatest number,

*IT IS THE SPIRIT THAT WILL ELIMINATE PETTY
POLITICS, JINGOISM, RANCOR AND UNFAIR PREJU-
DICES FROM THE DISCUSSIONS AND ADJUSTMENTS
OF OUR INTERNAL PROBLEMS AND THEREBY ASSURE
OMAHA'S CONTINUOUS GROWTH AND DEVELOPMENT*

—It is the spirit that will release energy in place of lethargy; put pep in place of apathy, blowing
—no bubbles or chasing no rainbows, and the doing of things for the good of the whole com-
—munity, and doing them in a thorough manner.

THIS IS THE SPIRIT THAT WILL MAKE OMAHA WHAT IT IS GOING TO BE TOMORROW!

THIS SPACE IS DEDICATED TO THE MEMORY OF THAT FEARLESS FOURSQUARE LIBERALISM OF OMAHA'S WORTHY PIONEERS AND CONTRIBUTED TO IMPRESS THE IMPORTANCE OF 'KNOW OMAHA' WEEK, MARCH 1 TO 7, UPON OMAHA'S CITIZENS