

SKIES ARE CLEARING!

Listen to the parable:

Won't, Can't, Try and Will went out to climb a mountain.

Won't never started.

Can't quit quickly.

Try got to the starting point and stopped, but Will kept on climbing and reached the top.

In this parable of Won't, Can't, Try and Will is the history of men, of cities, and of nations. It is the history of Omaha. We have grown to be a great city because we willed it so. The Will to grow greater will make us greater.

The years to come in Omaha can be the greatest in the history of Nebraska's commerce and industry, if its business men so will it. Behind the will must be work. We must keep everlastingly active to carry our determination to the top.

The opportunity of Omaha's future after its wonderful growth of seventy years, lies within the grasp of its own citizens.

Joslyn, Creighton, Kountze, Morsman, Paxton, Millard, Kitchen and others have gone before, but have left a splendid inheritance, "The will to do."

Those strong men and others like them laid the foundations that made Omaha and Nebraska what it is today. The sons of strong men of the present are working now to make Omaha what it is going to be tomorrow.

Nebraska's outlook was never brighter. Its agricultural resources are just beginning to be developed. The actual wealth of Nebraska is close to six billion dollars. Its possibilities within the near future are even greater than this huge figure.

Omaha's territory, comprising Nebraska, Iowa and South Dakota, is the richest agricultural country in the world. Its estimated value runs into the hundreds of millions. Time will come when it will be the greatest creditor section of the entire country.

Nebraska has emerged from the aftermath of war followed by two years of subnormal crops, with the best political, social, agricultural and labor situation of any given area in the nation.

It is blest, too, with the strongest financial institutions in the country.

Nebraska has stood the test of three abnormal panics since 1893.

Four years ago our Federal Reserve Banking System carried American finance through the severest financial test the world has ever known.

Recent figures show the United States Gold Stock to be approximately 50 per cent of the entire Gold Stock of the world. Prediction is made that our cash resources will reach a higher percentage before many days. Because of these facts America continues to finance the world, and with cash to spare.

All of the vast financial and economic strength of the nation is part of the background of the financial and economic strength of Omaha.

The financial institutions of Omaha and Nebraska are ready and willing to finance any legitimate project in its territory without strain on their cash reserves.

The economic outlook for Omaha and Nebraska was never more healthy than in 1925.

The raw products of the farm are the world's basic commodities. We have them in abundance. We can market them to all the world in competition with the world.

Business is getting better, healthier and fundamentally sounder than it has been for six years. The poison of indecision, doubt, suspicion, imaginary grievances and fear of international controversies has gradually left our business and industrial system. The "Patient," "Industry," is convalescing. He longs to be back on the job and is assuming a proper mental attitude, that of "Confidence in the Future."

Confidence to go ahead.

Confidence that will make good the determination of business and agricultural Nebraska to scale the mountain of supremacy in farm products, live stock, dairying, commerce and manufacturing.

Confidence will bring buyer and seller together. Confidence is the path to the common meeting ground where Nebraska's future business will be transacted.

Recalling again the parable, we need now only to link together, Will, Work, and Confidence. Then the future of Omaha and Nebraska will be even greater than its past.

FOURTH OF A SERIES OF BUSINESS MESSAGES DEDICATED TO THE MEN WHO THINK AND ARE DOING THINGS CONSTRUCTIVELY FOR THE UPBUILDING OF OMAHA AND NEBRASKA TODAY AND TOMORROW