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## Upstream, Not Down

 By PAUL GREEROf the various explanations of the meaning and origin of the name of Omaha there is one that is particularly fitting. The old chronicle states that in the migrations westward of the Indian tribes, one of them came to the Mississippi river
south of its junction with the Missouri. There the tribe Ulivided.

The less active and adventurous portion embarked down the stream, adopting a name indicative of their drifting.

The stronger and braver half decided to turn its canoes up the river, and took the name "Omahaw," meaning "against the stream." This is the tribe which ultimately settled alon the Missouri river and gave the city of Omaha its name.

The implication of conscious purpose, of $\mathcal{E}$ driving force vercoming all obstacles, has not been lost sight of. Long after the original meaning of the name has been forgotten, "Onward Omaha" is still the watchword.

It is more than a coincidence that a thousand busines men are to hold a meeting next Thursday night to emphasize that slogan and to plan for future civic progress. That banquet, arranged by the Chamber of Commerce, will have a possibilities of municipal growth Out of this coming to gether of practical minds is expected to flow increasingly prosperity, comfort and welfare for the whole population.

Co-operation-every last Indian of us bending to the eddies and whirlpools of misunderstanding and petty jeal ousies-such will be the tenor of each address.

From Chicago will come a banker to talk on the funda mentals of business-and certainly one of the basic necessitie of modern industry is a mutual sense of the responsibility of employer and employe. An Omaha minister has chosen a his theme, "Onward Omaha," and no doubt will touch on some of the spiritual qualities that make for real greatness. A local banker will talk on "Omaha's Future,' not, be ir no
on the past, or even the present, but on the objective of the struggle upstream. Finally, one of our merchants will sum all up in an address, "Let's Do It."

Out of this Onward Omaha movement will come a more cancentrated purpose, a mere constise are the problems of our city, There is a spirit of optimism
such conferences that is a greatly needed factor in this time.
"The key to continued prosperity in Amgrica is in the keeping of its business men," as Victor Murdock, chairman of the federal trade commission recently remarked. "That key is optimism, that fine quality of mind which does not fal to remember the rainy day to come and does not, when the rainy day has come, despair of the sun."

Mr. Murdock added another thought to this speech, sas ing: "I ask you as one red-blooded American talking to other red-blooded Americans to remember that our first duty is to the dear old public. The one place of pre-emivent stability in this world of travail is our country. government God ever gave man to serve our fellow man and to move humanity a little forward and a little upw
and our master

The eastern business men to whom this was addressed applauded vigorously, recognizing their responsibility toward the nation. It is in the selfsame spirit that the business men of Omaha, big and little, are joining in this Onward Omaha conference for a bigger, better, more beautiful Omaha

## $\mathbf{W}$. A. Smicher, v. Pree.




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