



ONLY a few short years ago the buffalo roamed the plains where now stands a metropolis of more than two hundred thousand people. In those early days the buffalo was the king of beasts in this territory. Their killing meant food in abundance for the early settlers.

Today the buffalo is but a memory. Cattle, hogs and sheep have taken their place as the meat supply of the nation; and today Omaha, the second largest livestock market in the world, receives more than 8,500,000 head of livestock yearly--23,000 head a day.

Increased population and demand have placed a tremendous responsibility upon the marketing of this vast number of livestock.

The South Omaha Live Stock Market, through its organization of men trained and experienced in the handling, buying and selling of live stock assures the shipper the best possible price obtainable and efficient service.

Make Omaha your market center. It is nearer than any other large city to the geographical center of the United States, and is in the heart of the corn belt. These things, together with our modern equipment for handling your live stock, make this an ideal market for you.

UNION STOCK YARDS CO. OF OMAHA, LT'D.

"MAKE OMAHA YOUR SHIPPING CENTER"