



South Omaha

Nebraska's Home Market

From a feeding station to the rank of second largest live stock market in the world, in twenty-two years, on total head of live stock received, is a record we look to with pride.

Improved and increased facilities for handling live stock in the most prompt and up-to-date manner and net returns on shipments unexcelled by any other market, have accomplished this record for South Omaha.

SOUTH OMAHA

In busy South Omaha are some of the best, most substantial and best known firms of the state. The South Omaha Stock Yards company, of course, is a national institution, with business interests in all sections of the country. Improved and increased facilities for handling live stock in the most prompt manner have made this company very popular with all shippers and all persons connected with the stock yards industry. Due in great part to the manner in which the stock yards company has conducted its business, is the growth of the packing and shipping business of South Omaha. What Omaha, South Omaha and the state owe to the stock yards company, can not be estimated in any small terms.

The Home Furniture company of South Omaha is one of the husky firms of its kind, doing a tremendous business through selling high grade furniture of the right kind at prices that demand attention of all. In furnishing homes this company is expert. The lines of furniture which they carry are considered very excellent, because they are high quality goods, and still they do not make a great demand on the purse. They are able to supply every need of the home in the furnishing line, and they make a point in their sales' talks that is convincing when they say that they are not paying big rent, and therefore are able to sell their goods cheaper than many

firms can, who are compelled to pay high rental charges. Many of the newest designs and styles in furniture are now shown at this store, and the homes that are to be furnished this spring, with whole or parts of furniture sets, will find many advantages offered them at this South Omaha store.

The Sol. S. Goldstrom Distributing company of South Omaha, who sell the famous Monogram Whiskey, represent one of the leading branches of the whiskey business and are substantially established. The goods they sell are known for their high quality. The prices are moderate. The place which this firm holds in the public esteem proves its high character.

New Brew House for South Omaha Brewery

Tremendous sales during the last year of genuine Old German Double beer has made it necessary for the Jetter Brewing company of South Omaha to erect a new brew house in order to take care of their business. The capacity of this new building will be the largest of any similar brew house in the state. Its walls will be tiled enameled, and the whole structure will be sanitary throughout.

In every way it will be the most modern of brew houses in the entire west and will give the Jetter company an establishment of which they may rightly be proud.

Old German Double beer was first placed on the market by the Jetter company last spring, and it immediately met with favor, because it was so good and pure. The sales in Omaha and out through the state during the summer

surpassed even the fondest hopes of the makers, and the firm was hardly able to supply the demand. Now, with prospects for a business in 1913 many times greater than ever before, the Jetter company is preparing to take care of all orders and to give the west the finest beer that can be bought. Old German Double beer is put up in amber bottles and is thereby protected from the rays of light that cause beer to decay.

Omaha Builders of Garments for All Classes

"The rapid advance in laundry machinery is something entirely unappreciated by anyone not intimately connected with its use," remarked a representative of M. E. Smith & Co. at the "Made in Nebraska show" last evening.

"As a matter of fact," he continued, it is necessary to discard thousands of dollars' worth of equipment, before it is at all worn out, in order that it may be replaced with more modern, and therefore, more efficient, apparatus.

"In our shirt laundry, we have scrapped practically all of the machinery twice within the last five years, and it has been real economy to do this, too."

"For one thing, the new machines do much better work than the old ones. For another, they are much more rapid, and the output is greater per machine. Lastly, the modern improvements make what formerly was hard work, easy work now, in comparison.

"For instance—a few years ago the pressing machines were operated by foot power. That is to say, the pressure was exerted through a lever worked by the operator's foot. Today that is all changed.

"Compressed air now does all the work, and all the operator has to do is to touch the operating and release valves with her toe. Air under 100-pound pressure does the rest.

"And it does it better, too. In proof, just take a look at this display of

"ideal" laundered shirts, and see for yourself if they aren't perfectly finished."

It may be interesting to know that the M. E. Smith & Co. laundry can handle ten dozen shirts per hour—one shirt every thirty seconds. It is one of the most interesting sights in the company's big manufacturing plant at Ninth and Far-nam streets.

The spread of the mackinaw coat craze has been rapid beyond all belief. And what is more, it is not a "fad" either, to all appearance. The mackinaw coat has come to stay.

Mackinaw was formerly used mostly for the woodsmen and other out-of-door workers in the northern part of the country. The fabric possesses peculiar adaptability for the purposes to which it was put.

In the first place, it is light, yet very warm. At the same time it is inexpensive, comparatively speaking. Just how it has become so popular was explained by one of the M. E. Smith & Co. factory men at the "Made in Nebraska Show," last night.

"Why mackinaw coats have not heretofore been more generally worn by men in all walks of life is something unexplainable," he said. "They are extremely practical and comfortable, too."

"It has only been in the last two or three years that they have found their market. And I submit that such coats as these are not only practical, but stylish, too," and he pointed to the

samples of the fine coats made by the company in Omaha.

"Anyway," he continued, "some manufacturer conceived the idea of making a few and offering to the high class, exclusive clothing stores. The idea 'took,' and the demand was far in excess of the supply. Then the women wanted coats like their fathers, brothers, husbands and sweethearts, and of course they had to be considered. And now the sale is country-wide."

"They are ideal in fact as well as in name," he continued, making a small pun on the company's brand; "and for motoring and other out-door winter sports, have no superior. Our own sales are very large, as are those of every other manufacturer, and promise to be heavier than ever this fall."

Reversing Conditions.

"George, dear, what's all the Balkan trouble that takes up so much room in the papers?"

"I don't believe you could understand it, my love. You see, it's largely political and diplomatic, and—abstruse."

"How is it political, George?"

"That's hard to explain."

"And how is it diplomatic?"

"That's still more complicated."

"And why abstruse?"

"That's the hardest of all."

"I thought so, my dear. You know nothing about it. And now, because you're a busy man and haven't time for the foreign news, I'm going to explain the whole Balkan situation to you. You see, it was at best—good gracious, he's asleep."—Cleveland Plain Dealer.



Home of South Omaha's Best Furniture House

"20% Below Omaha price, not one day but every day," our motto.

Home Furniture Co. SOUTH OMAHA

A Beer for Everyone--

Not just for this or that man—but for you and your family and for all.

GENUINE

Old German Double Beer

protected from the penetrating rays of light by amber bottles, and kept, therefore, pure, sweet, wholesome and delicious at all times.

No matter how long you keep Jetter's Old German Style Double Beer it is always appetizing—always good. It mellows in its sweetness as it grows older.

No beer is so well made; no beer is so good for any occasion.

Family Trade Supplied by

South Omaha, William Jetter, 2502 N. St.; Tel. So. 868; Hugo F. Bilz, 1324 Doug. St.; Phone 1542.

Jetter Brewing Co. South Omaha



The Lincoln Tannery

Oldest Tannery in Nebraska
Established 1895—Send for price list and catalogue
H. HOLM, Proprietor
LINCOLN, NEB.



Proper care of your stomach and bowels will save you many ills.
Uncle Sam's Breakfast Food cures stomach troubles.
At your grocer's. Made in Nebraska. Patronize Home Industry.
Uncle Sam Health Food Co.

Defiance Starch

is the friend of every housewife. It gives a beautiful, stiff and lasting finish to the goods, and makes them look like new.
Needs no cooking—easy to use.
The best material, the most intelligent workmanship go into the making of Defiance starch.
16-ounce packages—10 cents.
You can get no better.
It's made in Omaha and must be good.

Defiance Starch Co. OMAHA, Nebraska.

Special Offer for 60 Days

In order to show you that Omaha is the market for whiskey in the west, we make the following offer:
4 QUARTS POLLACK'S R. F. MONOGRAM WHISKEY, ONE BOTTLE ARGENTA AND ONE BOTTLE FORT WINE—\$5.00 WORTH OF GOODS ONLY \$3.00

WE PAY THE EXPRESS
Pollack's R. F. Monogram Whiskey is absolutely clean and pure and unequalled for family use and medicinal purposes.
STARS AND STRIPES AND OLD MOOSE BEER

The only beer in whose manufacture the celebrated Willow Springs water is used. Brewed in the famous, modern brewery of Omaha.

Delivered to all parts of the city. Mail orders filled.
HENRY POLLACK
15th and Capitol Avenue, Omaha, Neb. Phone Douglas 1162.



GOLDSTROM'S MONOGRAM WHISKEY

4 full quarts, \$3 To any point in express prepaid Nebraska and Iowa
LARGEST MAIL ORDER HOUSE IN NEBRASKA

Sol. S. Goldstrom Distributing Co. SOUTH OMAHA