



"Made-in-Nebraska" Show

Program for Today, at Auditorium

LAST DAY.
 EXHIBITORS' NIGHT.
 PUBLIC SCHOOL AND HIGH SCHOOL DAY.
 FRAT. SOCIETY NIGHT.
 SOUTH OMAHA STOCK YARD EMPLOYEES' NIGHT.
 FIESTA NIGHT, BUT NO THROWING OF CONFETTI PERMITTED.
 Doors open 10:30 A. M.

11:30 A. M. Illustrated Lecture — Lecture room, by Will M. Maupin of Lincoln.
 2:30 P. M. Ferullo band concert.
 3:00 P. M. Free moving picture show in lecture room. Comic industrial films.
 8:00 P. M. To 10:30 P. M. Band concert by Ferullo and his band.
 9:00 P. M. Lecture Room—Lecture on the resources of Nebraska.
 10:00 P. M. Lecture Room—Exhibition of welding and use of Blaugas, Nebraska Blaugas company, demonstrators.
 Free moving pictures all day in lecture room and theater.

Goodrich Toilet Articles Made in Omaha

The manufacturing and successful marketing of toilet preparations combines two distinctively features, manufacturing and marketing. It may not be so very difficult to manufacture a practical line of toilet goods, but the marketing of the product manufactured is really a stupendous undertaking.
 The product is unknown and one of the hardest lessons for beginners in this line of manufacturing is to learn, while their product is almost worth its weight in gold, especially in their own estimation, it is valueless without a successful marketing plan.
 Hundreds of thousands and even millions of people must be taught to know the value of their product before success crowns the efforts of the promoter of this kind of a line of goods.
 "We were first impressed with the fact that an unusual idea would produce unusual results, and had we not at all times

tried in both the manufacture of our products, and the marketing of them, to do things differently from others, failure would have been certain and sure. Because we adopted original ideas."
 There are three elements to consider in the manufacture of toilet goods: First—A suitable name. Second—Service of product to the people. Third—The advertising and marketing of the product.
 The second element, "Service to the people"—is vital. A product must stand the test of service if the demand is to continue. Our former business experience had been retailing this class of goods and from a careful study of all lines we adopted practical principals so that our product would be of lasting service to the consumer.
 The third principal, "Marketing of our products"—while our plan of marketing is considered by many to be entirely original, we have simply applied old principles

used by others in a different manner and in this way really do have an original plan of marketing our products.
 The successful manufacturer of toilet goods must possess large imaginative powers, so large that he may even be classed as a dreamer. Everything must be created from nothing. The unusual profits supposed to be made from the manufacturing and marketing of this class of goods have attracted many into this line of manufacturing without proper qualification or understanding of conditions.
 In this age of intense business activity too many people yield to the popular belief that there is a lack of opportunity. I am satisfied from our own experience that there is greater opportunity today in every line of manufacturing for the man with original ideas and the courage to put his plans in operation, than ever before.

Garvey Builds Up Large Business in Lincoln Rapidly
 J. F. Garvey, formerly with the Patterson Tobacco company covering the state of Nebraska, started in a small way in manufacturing grocery specialties in Lincoln in 1908. Today his business is a very large one, employing a great force. The excellence of the Garvey brands, such as horseradish, mustard, peanut butter, biling, etc., have been well recognized by the dealer and consumer, which fact accounts for his steady growth. The firm does a large business now and is one of the best known in the state. The quality of the products is the highest.

Interesting Show by Omaha Marble and Tile Company
 The Omaha Marble and Tile company has one of the pretty exhibits at the big exposition. This company is located at 110-112 North Fourteenth street, and has marble, onyx, tile, slate, terrazzo, grates, floors, stair treads, washbasins, roofing, etc. It is one of the largest of its kind and produces the finest grade of goods. The tile and marble are the finest quality and the customers of the company are always satisfied because the firm takes special care with all orders, giving to the small business the greatest detailed attention.
 In the electric furnace gold boils at 2400 degrees centigrade. By the same thermometer water boils at 100 degrees.
 The first large electric smelting plant is being successfully operated at Sault Ste. Marie, Canada.
 The first electric railroad in the canal zone at Panama is building. The new road is to run between Panama City and La Boca.

Newest Brew House of Jetter Company One of Most Modern
 Tremendous sales during the last year of genuine Old Age 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 brew house in the state. Its wall will be tile 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 Age 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 Age Double beer is put up in amber bottles and is thereby protected from the rays of light that cause beer to decay.

Baker Exhibit is Attracting Much Attention at Show
 The interesting exhibit of the Baker Ice Machine company at the Auditorium showing a complete ice making machine and the separate parts of which the machine is composed, is attracting unusual attention from visitors. This com-

pany sends its machines all over the world.

Bjornson Sheet Metal Works

(OMAHA MANUFACTURERS)

Manufacturing sheet metal cornices, skylights, finals, hip rolls, gutters of all kinds, tin, iron, copper roofs.

The beautiful substantial metal ceiling in the Model Store at the Made-in-Nebraska Show was furnished and installed by us

Ventilation Work, Repairing, Metal Ceilings

High class work, distinguished by its excellent quality and moderate prices — Orders filled from all parts of state. Write us for information and suggestions.

218-20-22 North 15th St. Omaha

AT THE THEATERS.

If You Would Know Where Laughs Are MADE IN NEBRASKA

IT'S AT OMAHA'S FUN CENTERS

THE GAYETY

Everybody Goss. Ask Anybody. This Week—"Bowery Bachelors."

WEEKLY DAILY POPULAR PRIZES.

The Gayety plays to more ladies at its daily matinee than any two theaters in Omaha.

AT THE THEATERS.

Empress

Week of Monday, March 10th

HOWARD BROS.

THE PLAYING BANJOISTS

Chas. Burkhardt & Co. in "The Cheap Skate" A Clever Comedy Character Sketch

The Mysterious Ward Sisters

Becker & Adams Comedy Songsters

Mon., Tues. and Wednesday Red and White Roses A Beautiful Drama And Other Numbers of Worth. Nothing Unusual. Just the Best Obtainable.

PURE ICE

Supplied to Leading Houses of Omaha Manufactured in Omaha

HAVE IT DELIVERED TO YOU

Omaha Ice & Cold Storage Co.

1502 DODGE ST.
Office McCague Bldg. Plant—5th and Leavenworth

Bemis Omaha Bag Co.

MANUFACTURERS OF

"Old Honesty" Blankets

"A-M-P" FLY NETS

Cotton and Burlap Bags

All Sizes

"BEMIS A" SEAMLESS BAGS

Economy Mailing Bags

PARCEL POST MAILING POUCHES

Omaha, - - Nebraska

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.

SUNSET--LITROCK

Singer Ala. Table Water

GUARANTEED PURE

Because bottled in a sanitary factory under sanitary conditions.

ORDER US YOUR ORDER

We Deliver to All Parts of City.

SLOOP-SHERRY BOTTLING CO.
Douglas 7955. 1300 Webster St.

GOLDEN SHEAF



Pure Rye and Bourbon

NONE BETTER

The Best of the Entire Show, E. G. FISHER'S

LA ZEUS CHOCOLATES

For sale by E. J. ROYER, Cyprian Shaker Candy Shop. See the new miniature hotel, which is being erected in Hastings, Neb., made in candy.

Nebraska & Iowa Steel Tank Co.

MANUFACTURERS OF

Steel Tanks, Troughs, Grain Storage Tanks, Feed Bins, Etc., Etc.

Highest Grade Material and Workmanship.

Special Designs to Order.

OMAHA, - - - NEBRASKA.

WILSON STEAM BOILER CO.

Overhaul and Repair Boilers

Manufacturers

Tanks, Steamboilers, Reboilers, Boilers and Sheet Iron Work.

OFFICE AND WORKS: 20th and Center Sts., OMAHA.

WAGONS MADE IN OMAHA



Lew Raber

Ground Floor, Court of Bee Building.

High Class Job Printing


The work done here is artistic and attractive. It leaves a fine impression where it is seen. Try Raber's the

Your Doctor will prescribe for you

UNCLE SAM

Health Food for constipation rather than a Purgative.

Keep your bowels in good condition, made in Nebraska. At four Grocers' Uncle Sam Break.



AT THE THEATERS.

Pathe Moving Pictures

OF

WILSON INAUGURATION AT KRUG THEATER

TODAY AND ALL WEEK

First time shown in Omaha, giving intimate glimpses of new president, Secretary Bryan and thousands who watched the parades.

THE ORIENTALS

A Burlesque Show with Artistic Pictures of Life as You Would Like to Live It — Funny, Pleasurable and Beautiful.

Matinee, 2:30. Evening, 8:30.

AT THE THEATERS.

Visitors to the Made-in-Nebraska Show are Cordially Invited to Attend

ORPHEUM

12th and Marney, Phone Doug. 499.

THIS WEEK

GUS EDWARDS AND HIS SONG REVIEW OF 1912

CARRIE REYNOLDS

ROSE KINLEY

FRANK JORDAN and

PATHE'S WEEKLY REVIEW

Prices—Mat., Gallery 10c, best seats 25c, except Sat. and Sun. Night, 10c, 25c, 50c, 75c.

MARTIN BECK PRESENTS

MADAME SARAH BERNHARDT

APRIL 14, 15, 16, 17, 18.

Standard Bridge Co.

Omaha, Nebraska

NEIDHART MONUMENT WORKS, Beatrice, Neb.

Established 1888. The oldest monument firm in southeastern Nebraska. We are at all times prepared to offer the buying public the best in the market in the line of monumental work. We quote the lowest prices consistent with the finest qualities. If in need of work in our line, please drop a card or call.

BOILERS STACKS

DRAKE-WILLIAMS-MOUNT CO.

Twenty-third, Hickory and U. P. R. R.

Phone Douglas 1043

STAND-PIPES TANKS BREECHINGS

STAY FOR DINNER AT THE AUDITORIUM

Come in the Afternoon. See the interesting Exhibits, then have your Dinner at the DINING ROOM

A Substantial Home Cooked Meal for 40c

Then you can stay for the music in the evening, without leaving the hall

Woodmen Circle

America's leading fraternal society for women.

MIDLAND

Glass & Paint Co.

OMAHA, - NEB.

This large society enables the wife and mother to enjoy the same advantages of social and business fraternal relations that the father and husband do.

By a small monthly contribution of 25c, you are assured of the prompt payment, at death, of such an amount as you may desire, to any relative you may designate.

This circle pays death benefits, old age disability, funeral benefits and erects a monument to females—all in one cost.

Membership, 120,000.

Assets, \$2,848,999.66.

Emma B. Manchester, Supreme Guardian.

Dora Alexander, Supreme Clerk.

DON'T THROW AWAY YOUR OLD GAMES.

The Omaha Reed & Rattan Co.

WILL REPAIR THEM.

Manufacturers and repairers of baby carriages, go-carts, reed and rattan furniture.

119 No. 15th St. Douglas 2043.

Woodmen Circle

W. O. W. Building, Omaha.

Dayton Moneyweight Scales

Exhibit Near Stage

Merchants and visitors are cordially urged to inspect this complete line of modern computing scales.

MONEYWEIGHT SCALES CO.

W. E. Marshall, L. E. Smith

Nebraska Managers

H. BESELIN & SON

Moved to Lager Quarters, 1405 Douglas.

WHOLESALE AND RETAIL.

See our live exhibit of cigar making at "Made in Nebraska Show."

Be Sure to See the Live Exhibit of

J. H. HANEY & CO.

at "MADE IN NEBRASKA SHOW"

of

Harness, Saddles and Saddlery Goods

Booth No. 97.

MR. RETAILER: SEE GARVEY'S SHAKER BLUING

Something Entirely New.

PARMER'S HIGH GRADE COFFEES

NEBRASKA MADE FOR NEBRASKA TRADE.

Lawrence Shot & Lead Co.

Manufacturers

Lead Pipe; Sheet, Bar, Pig, Ingot and Wedge Lead; Lead Weights; Lead Wool; Drop, Buck and Chilled Shot.

OMAHA, - - - NEBRASKA.

THE MEYERS BROOM WORKS

OMAHA, NEB.

Manufacturers of High Grade

BROOMS and WHISKS

All these Brands bear Union Label: Little Princess, Standard, Red Cross, Peerless, Star, Domestic and Clean Sweep.