

SOUTH OMAHA

LIVE STOCK MARKET OF THE WEST

For each month of 1912 South Omaha has held *second* place among the live stock markets of the world, passing its closest rival the first of the present year, a new *triumph* for Nebraska's greatest commercial institution, her *Big Live Stock Market*.



GATEWAY TO NEBRASKA'S GREATEST COMMERCIAL INSTITUTION, THE SOUTH OMAHA MARKET.

THE broad demand for all grades of fat and butcher stock and the unlimited outlet for feeder grades of Cattle and Sheep, coupled with superior facilities and most modern improvements furnished by the Union Stock Yards Company, largely explain the remarkable advance of the South Omaha Market which makes it conspicuous in the business world.

Added to the ability of the market to handle a steadily increasing volume of business to the advantage of its patrons, there is a growing disposition to favor the South Omaha Market because experience is demonstrating that the farmer and stockman of the west are able to get a little more net money from their shipments to South Omaha.