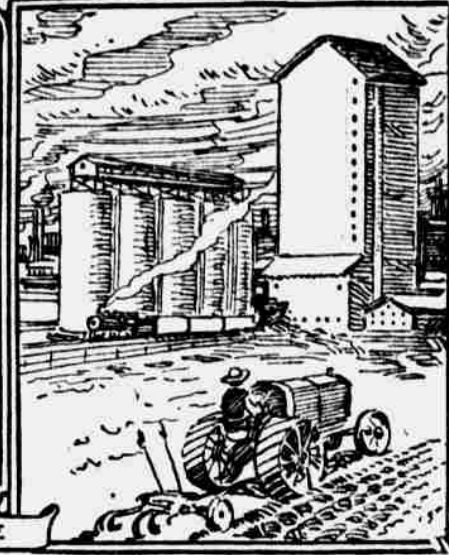
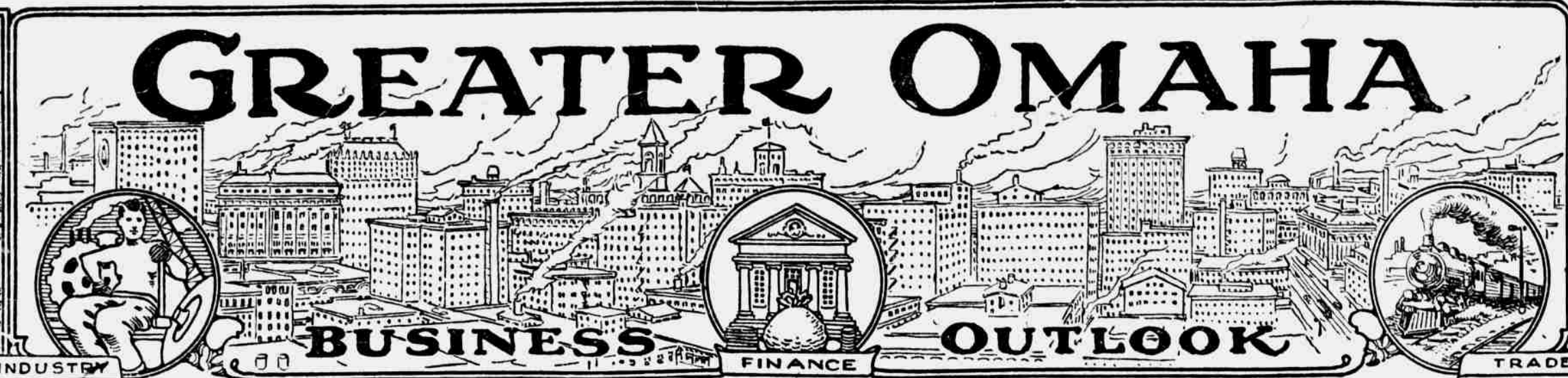


GREATER OMAHA



INDUSTRY

FINANCE

TRADE

BUSINESS OUTLOOK

OMAHA, The Second Live Stock Market of The World.

It has the most Modern Stock Yards in the World today—no expense has been spared to make it so. It is situated in the center of a territory producing more food products than any in the World—hence the largest demand for feeder sheep and for this reason OMAHA is the LARGEST FEEDER SHEEP MARKET IN THE WORLD. Railroad facilities are unexcelled, being the only Missouri River market located on the main lines of all the western railroads, the shrink, therefore, on shipments to this market is less than to others. **Union Stock Yards Company of Omaha (Ltd)** Omaha, Nebraska

PAYNE INVESTMENT COMPANY

Omaha National Bank Building
OMAHA
FARM LANDS
FARM MORTGAGES

Benson & Myers Co.

Investment Securities
Farm Mortgages
Omaha, U. S. A.

OCCIDENTAL BUILDING AND LOAN ASSOCIATION

Cor. 18th and Harney Sts.
Doug. 3326 Omaha, Neb.

Pioneer Glass & Paint Company

All Kinds
Paints, Varnishes, Glass
and Store Front Construction
14th & Harney

BAKER ICE MACHINE CO.

Manufacturers
Ice Making and Refrigerating Machinery
Omaha, Neb.

Red Feather Poultry Feeds

Clean Feeds Made In a Clean Mill—That's Important.
PROPER INGREDIENTS PROPERLY MIXED
For Chicks, Laying Hens and Broilers.

M. C. Peters Mill Company

OMAHA.

WALRATH & SHERWOOD LUMBER CO.

1501-03 W. O. W. Bldg.
Omaha, U. S. A.

Nebraska-Iowa Grain Co., Omaha, Neb.

Doug. 961.
421-27 Grain Ex. Bldg.

J. P. GUTH, Architect,

Phone Red 1937
Rooms 516-517 Paxton Block, Omaha, Neb.

Bankers Realty Investment Company

Assets Over \$1,500,000
Architects and Builders
Omaha—Offices—Chicago

The Bankers Reserve Life Company

Home Office, Omaha, Neb.
ASSETS, \$8,429,965.53
Net Legal Reserve, \$9,585,392.00
Insurance in Force, Over \$46,000,000.00
AGENTS WANTED—GOOD TERRITORY
ROBERT L. ROBINSON, Pres.
WALTER G. PRESTON, V.P.
JAMES R. FARNEY, V.P.
RAY C. WAGNER, Sec.-Treas.

STANDARD BRIDGE COMPANY, Omaha, Neb.



NEBRASKA TENT AND AWNING CO.

Tents, Awnings, Flags
H. S. McDonald, Mgr., Omaha.
Phones Doug. 3329-3330.

ALEX BECK, General Contractor,

D. 1293. 401 Keeline Bldg.

John H. Harte, General Contractor

Office, 1609 Webster St.
Doug. 1054.

Wiens Omaha Brush Co.,

4301-03 No. 28th St.,
Tel. Colfax 31
Omaha, Neb.

Concrete Engineering Co.,

1116 Omaha Nat. Bank Bldg.,
Omaha, Neb.
Tel. Doug. 5686.

ALL-METAL WEATHER STRIPS
Have them installed on your windows and doors now or in the spring cleanup—keeps out dust, wind, rain, stops rattle.
ALL-METAL WINDOW SCREENS
A metal frame with solid bronze wire cloth is so different.
THE HIGGINS MFG. CO.,
J. P. CONDON, Mgr.,
208 Bee Bldg., Omaha, Neb. Phone D. 2070.

National Roofing Co., (Incorporated)

Roofing and Paving Contractors
Established in 1878
Douglas 551. Omaha.

GROCERY SALESMEN With Automobile to Sell Our Reliable Line Direct to Consumer.

R. L. HARRIS CO.,
Omaha

JACK NOURSE, "THE OIL MAN" sells PENN POWER MOTOR OIL

Tel. D. 2191 R. W. Shepard, Vice Pres., and Gen. Mgr.

BONERS SMOKESTACKS TWO PLANTS Drake, Williams, Mount Co.

Main Office and Works,
23d, Hickory and U. P. R. R.
Phone Douglas 1043.
Branch
20th, Center and C. B. & Q.
Phone Douglas 1141.
Oxy-Acetylene Welding
STANDPIPES TANKS

Carbon Coal & Supply Co., Wholesale Dealers in Coal and Building Material.

Grain Exchange Building,
Omaha, Neb.

Cuts That Print are the kind produced by the Bee Engraving Dep't.

Phone Tyler 1000.

P. Melchior Machine Works

Haynes Auto Service and Repair Parts.
General Overhauling of Automobiles,
Magnets and Starting Systems.
Douglas 2550 1218 Howard Street

W. Wettengel & Son

Delivery, Commercial
and Truck Bodies.
Doug. 8289. 1912-14 Vinton St.

WRIGHT & MACK COMPANY

Manufacturers and Agents for Electric, Hydraulic and Hand Power Elevators.
Cables for Every Purpose. Special Elevator Oils, Supplies and Repairs.
Omaha is the Best Market West of Chicago.
Try Us and We Will Do the Rest.
424 So. 14th St.

The Home is Civilization's Anchor--- Do You, Young Man, Own One?

Cities are very human in their growth and development, says THE NATIONAL REAL ESTATE JOURNAL in a recent issue. They are in truth children of civilization.

They must grow and learn and achieve their destiny. Then they cease to be children of destiny and become human civilization itself.

And during the process of their evolution what a wonderful power for good does the real estate man exert.

What tremendous responsibilities rest upon his shoulders.

What a compelling role he plays. Picture a spot in the wilderness. Presently the trees are uprooted, a clearing is effected. People drift in. Soon the place is a village and smoke from several stacks speck the sky.

A few years pass. More people have taken up their residence there. More smokestacks are sending forth messages of activity. The place is getting on the map. A school, postoffice, railroad, mills, churches, stores—evolution brings them all.

And the real estate man. Where is he? What is he doing?

Go down the main street, look for his sign. Once you find him you get all the information you desire. He has his hand on the pulse of civilization, for he is civilization's missionary.

What does he know about the town? What doesn't he know. His dreams, his plans, his results—all are wonderful things.

And shortly you see the materialization, and what a wonderful thing it is.

Children of civilization they say of growing places. Ay, and who is their careful, patient adviser?

The natural inclination—or, at least, so it would seem of those who seldom forge ahead of the crowd is to "lay low" when what they are pleased to assume are dark clouds appearing on the sky.

On the other hand, those who succeed in winning individually, and therefore more conspicuous success, are the ones who refuse to be intimidated by signs.

The man with the "get-up" is going to win! The fellow with the big ideas and the nerve to put them over is going to ring the bell!

Advertise! Sitting back in your chair and sleeping will bring you nothing but bumps and bruises.

Why not take hold of the new conditions and deal with them in a big, broadminded way? You won't lose!

Home owners usually are good citizens. Men, ambitious to own their own homes, must be good citizens.

Men who have no desire for home, are apt to be found meddling with the peace of other men's homes.

There is a good deal of encouragement in the plans of a number of American cities — among them Omaha — to foster the home-owning movement.

The fruit from such an orchard should be palatable and digestible.

Home owners are not going to gape at the soap box orator and applaud his proposal to expropriate that which they have labored to produce.

The home owner is a seeker after the welfare of his city, state and nation.

Rooming house districts are not productive of the highest sense of citizenship.

These are the homes of those who always want that which the boarding house cannot give.

Put the hall room boy in a cottage for two and there ensues a neat demonstration of multiplication.

The home fit for heroes to live in, is a land of good houses, of gardens, of decent wages, of good clothing, of sufficient amusement, of opportunities for some travel, of pianos, of parks, and all the other things that are not prohibited by unreasonableness.

Make it easy for the young man to have his own home and he becomes an important cog in the national machine. He makes it his business to see that candidates are fit before election and not unfit afterwards.

He takes an interest in industry and does not crave more than there is to be had. He finds a relationship to the schools and seeks the betterment of his neighborhood.

"Own Your Home," is a strong American slogan. It ought to be taken up in every township of the United States.

Farms should be owned by the men who work them; houses by those who live in them.

If every man owns a home, there'll be no place left for the soap box.

Industrial leaders ought to find a quick interest in the "Own Your Home" campaign.

It is to the interest of the employer that his employe becomes a fixed and dependable aid.

The day of shifting labor is done. Unions have stabilized it. Men will become more stable. They will require the foundations of life. The home is the anchor. Own it!

SCHERMERHORN BROS. CO., Cordage and Twine

601-609 Jones St.

JOHN DEERE PLOW CO., Agricultural Implements,

Omaha. Sioux Falls.

THE BETTER CREAMERY BUTTER

Is always preferable—that's why most people insist upon using DAVID COLE CREAMERY BUTTER.
NEW LOCATION,
16th & Farnam, U. S. Nat'l. Bk. Bldg.

HUDSON MFG. CO., Implement Supplies,

Omaha and Minneapolis

Holmes-Wildhaber Co., Wholesale Grocers.

1112 Howard St. Tyler 278.

Oliver Chilled Plow Works

Doug. 3236
10th and Farnam Sts.,
Omaha

Great Western Tire and Truck Company

Omaha, Nebraska
Telephone Douglas 1716
Factory at 4th & Pierce Sts.

The Paxton-Mitchell Co., Manufacturers of The Mitchell Metallic Packing

Gray Iron, Aluminum, Brass and Bronze Castings

McGraw Co. Electrical, Steam, Telephone and Mill SUPPLIES

Omaha, Neb.

Commercial Supply Co.

We contract for the application of all Roofings and Insulative Materials.
Tel. D. 8380. 1114 Jackson St.
C. J. MacDonald, Pres. J. F. Neek, Treas.

CANNEL COAL \$10.00 Per Ton A Distinctly New Coal

COAL HILL COAL CO.,
211 So. 19th St.

The Hugh Murphy Construction Co.

Contractors of
Public Work
D. 834. 206 Karbach Bldg.

BERTSCHY MANUFACTURING AND ENGINEERING COMPANY, Manufacturers of BERMO WELDING AND CUTTING APPARATUS

OMAHA, U. S. A.

CASCO MILLING CO., Grain, Hay, Mill Feeds, Straight or Mixed Cans.

Doug. 1479. 14th and Paul Sts.

Independent Lumber Co. Harney 424

40th and Leavenworth Sts.

The Ideal Family Loaf
It Boosts for Omaha
Jay Burns Baking Co.

F. P. GOULD & SON, Builders,

Doug. 1463 City Nat. Bk. Bldg.

Vaughn Construction Co., General Contractors,

Electric Bldg.,
Omaha.

Do you know OMAHA has the largest pharmaceutical and physicians' supply house west of Chicago? Yes, and it is THE HENRY R. GERING COMPANY,

1114-1116 Farnam St.

COVER YOUR SHINGLE ROOFS With Our Fireproof Asphalt Roofing.

All Kinds of Roofs Repaired.
OMAHA ROOFING CO.,
Douglas 3043 603-A Bee Bldg.

Fairbanks, Morse & Co. FARM POWER SCALES

902 Harney St.

Potash Reduction Co., 820 World-Herald Bldg.,

Omaha, Neb.

Kirschbraun & Sons, Inc., Creamery, Eggs and Cold Storage

Ninth and Dodge Sts.,
Omaha, U. S. A.

WELLS-ABBOTT-NIEMAN CO. Manufacturers of PURITAN FLOUR

Henry M. Johannsen Glass and Paint Company Glazing

Phone Doug. 349
114 So. 14th St. Omaha, Neb.

Schneider Electrical Works Electrical Engineering Electrical Machinery Motor and Dynamo Repairing

Doug. 2455. 1103 Farnam St.
Omaha, Neb.

Carl B. Kraus Company, Designing Engineers Fireproof Building Material

616-18-20 Keeline Bldg.,
Tyler 2604
Omaha, Neb.

CHAS. E. FANNING PAVING CO.

Omaha, Neb.

Seeds That Grow Need Any? See That They Come From

The Nebraska Seed Co.
Omaha, Neb.

Omaha Printing Co.

Omaha, U. S. A.

Say to Your Grocer ELKHORN MILK PLEASE

OMAHA BODY CO.,
Builders of Truck Bodies to Fit All Makes of Trucks,
1529-31-33 No. 16th St.
Phone Webster 337

GREAT WESTERN TRACTOR CORPORATION Has openings for 3 High Class Stock Salesmen. Call at Suite 1012 First National Bank Building, Omaha, Neb.

Parsons Construction Co., General Contracting

618 Keeline Building Tyler 2604
Omaha, Neb.

J. H. Kritenbrink & Son, Brick Manufacturers,

Telephone Tyler 1748
12th and Frederick Sts.,
Omaha, Neb.

Johnson Hardware Co. Fine Builders' Hardware Complete Line of Contractors' Supplies

1217 Farnam St. Doug. 581.

L. Wolff Manufacturing Co. PLUMBING GOODS

Omaha, Neb.

Burroughs Adding Machine Company

World-Herald Building,
15th and Farnam Sts.
Tyler 380.

OMAHA BODY CO., Builders of Truck Bodies to Fit All Makes of Trucks,

1529-31-33 No. 16th St.
Phone Webster 337

To Pave City Streets and Country Highways, Use VITRIFIED PAVING BRICK. Western Brick Manufacturers Association.

Kansas City, Mo.

United States Rubber Co.

Omaha Branch

Everything in Rubber
Omaha, Nebraska

CALL TYLER 3 Trucks of All Kinds

Ford Transfer & Storage Co.
813-15-17 Douglas St.

Nebraska and Iowa Steel Tank Co.

A. N. Eaton, Prop.
1300 Willis St.
Phone Webster 282.
Everything in Sheet Metal Products.
Oil Tanks and Supplies

ABC BRAND BUTTER

Best Butter Made
11th and 1 Ave.

Hauling Problem Solved DOUGLAS TRUCKS

Built in Omaha
Strong—Durable—Dependable
"BUDA Motor" Supplies Maximum Power at Minimum Cost. "Power Plus" Detail Specifications DOUGLAS 1 1/2-Ton Truck Tells the Story.
DOUGLAS EIGHT
Herschell-Spillman Motor
Touring—Roadster—Speedster
Correctness of Design and Finish
Write for Catalog
Douglas Motors Corporation

REDWOOD STOCK AND SUPPLY TANKS

Outlasts Steel Tanks and Costs Less Money.
California Redwood does not warp, shrink or rot, therefore is better than any other material for tanks. We carry a full line of stock and supply tanks in Omaha. Write for price list.
ATLAS TANK MFG. CO.
1103 W. O. W. Bldg. Omaha, Neb.

SUNDERLAND MACHINERY and Supply Co.

MACHINISTS, ENGINEERS, CONTRACTORS EQUIPMENT
1006-8-10 Douglas St.
OMAHA, NEB.

Pittsburgh Plate Glass Company, Successor to Midland Glass and Paint Co.

Glass—Mirrors—Paints
11th and Howard Sts.