



This Day

We Celebrate the Inauguration of President Harding and Vice-President Coolidge



Delicia
ICE CREAM

The Ice Cream that tastes as wonderful now as when you were a kid.

Remember the Ice Cream you used to get "up on the corner"—that was

"Delicia"

Fairmont Creamery Company
OMAHA

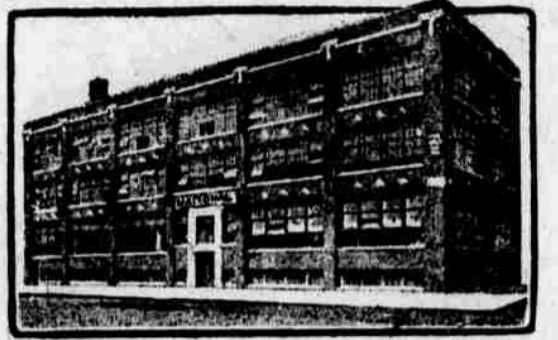
Service First

Ship Your Live Stock —to— South Omaha

We furnish the facilities
and the service .

Union Stock Yards Company
of Omaha (Limited)

Service First



THE NATIONAL'S BUSINESS IS GROWING

January, 1921, Was 76% Greater Than January, 1920
The Year 1920 Was 50% Greater Than the Year 1919
January, 1921, Was 26% Greater Than Av. Month 1920

For all of which we extend our thanks to Omaha business, and promise to so conduct our business as to merit additional increases, which in turn means economy for our customers. The nearer we reach maximum capacity the lower the cost of production.

CALL US UP SOMETIME

National Printing Company

Tyler 0406 12th and Harney Streets Omaha, Neb.

Service First

Inaugurate
Purity Sausage
In Your Home

You'll never know what a good breakfast is until you serve

Purity Sausage

Purity Sausage is an Omaha-made product of a higher class. Perfectly seasoned, deliciously flavored, it appeals to the connoisseur of the breakfast table.

Purity Provision Co.
2424 Q St. South 2404.

Service First

Public Confidence— Normalcy— Prosperity—

was inaugurated today when the new standard bearers of the nation took oath of office.

The "Lion" has had this confidence for many a day, as can be attested by our ever increasing business.

"We Don't Want Much--Just the Lion's Share"

Lion Bonding & Surety Co.

E. R. GURNEY, Pres.

Inauguration ..of.. HEALTH Chiropractic



The People's
Choice

DR. LEE W. EDWARDS

Palmer Method Chiropractor—24th and Farnam (306 So. 24th)

Spinograph
X-Ray of the Spine

OMAHA

Douglas 3445
Lady Attendants

Inaugurating a New Policy

On February 1st, 1921, The Conant Hotel Company, Proprietors of the Conant and Sanford Hotels, purchased the

HENSHAW HOTEL Omaha

and wish to inform the public that they are spending several thousand dollars in renovating, redecorating and refurnishing this hotel, that the traveling public may stop there with comfort and assurance that they will receive full value for their money.

Conant Hotel Company
JOSEPH KEENAN,
Former Manager, now acting in same capacity.

When Making Your New Spring Wearing Apparel SEW ELECTRICALLY



The old foot pedaling sewing machine is obsolete—it has had its day and served its purpose. With a

Western Electric Sewing Machine

you can do your sewing without labor, better and quicker—have more clothes and reap the profit that goes to the dressmaker and apparel shops.

Electric Sewing Machines

Priced from \$60 to \$90
Console type, \$115.00

Convenient terms made if so desired. See display at the Electric Shop.

Nebraska Power Co.

Farnam at Fifteenth

2314 M. St. So. Side