



# Nebraska's Greatest Industry

**N**EBRASKA'S industries have become diversified. Not alone do agricultural pursuits, mercantile businesses or manufacturing control her destiny.

We have grown from the stripling to the giant. The pioneers have blazed the trail; industry now thrives from their clear vision. Activity reigns everywhere.

Raw materials no longer seek their way to eastern factories to be finished. Huge mills and factories busily hum this side of the Missouri. Great packing plants in Omaha prepare their products for the immediate market. Hundreds of smaller businesses profit from the by-products and needs of the larger ones.

Money travels shorter routes, and more rapidly. It is in the original hands oftener and the turn-over profit increases. Labor finds a more ready market at better wages.

Property increases in value—farm lands become more productive through incentive to develop rather than skim. Values are more secure, and the citizen who wishes to change localities because of one bad year would be promptly hooted at.

And why? Because we know now that every penny spent in Nebraska makes a more productive, diversified state, returns more quickly, and makes our own future more secure.

**S**OUTH OMAHA is today the second live stock market in the world. And to have yards and equipment sufficient to handle those great receipts has been the necessity of the Union Stock Yards Company.

Its thirty-seven years of growth have not only kept pace with the rapid strides of the state, but its favorable location, ability to market stock, and fairness to shippers has made it an actual leader in the whole territory's progress.

Representing an investment of \$50,000,000, the yards now cover 250 acres, contain 2,000 pens and are capable of handling every day 30,000 cattle, 50,000 hogs and 100,000 sheep.

The intake of these yards gives employment to nearly 12,000 people, with a \$13,000,000 payroll annually. An immediate cash market for any grower is provided.

And this "trust"—where does its profits go? To 806 stockholders, half of whom live in Nebraska, twelve educational and religious societies, and forty-three estates. Very little of that dollar leaves the state.

Feeding the world will always be Nebraska's greatest source of revenue. Selling through the best markets gives greatest profit. And live stock can be marketed nowhere with less cost nor with greater satisfaction than in Omaha.

*This week you will be an honored guest in Omaha of King Ak-Sar-Ben.  
A visit to the world's second largest stock market will prove interesting.*

## Union Stock Yards Company of Omaha

LEO K. WILLIAMS