

THE NORTH PLATTE VALLEY

Enterprising Commercial Clubs Advertise the Wonderful Development of Western Nebraska and Eastern Wyoming

"THE VALLEY OF THE NILE"

The associated commercial clubs of the North Platte Valley, representing the towns of Lingle and Torrington, Wyo., and Henry, Morrill, Mitchell, Scottsbluff, Gering, McGrew, Minstare, Bayard, Bridgeport and Northport, Nebr., have issued 25,000 illustrated circulars to be used in advertising the wonderful development under irrigation of the North Platte Valley, and the great need and possibilities for further development. The territory represented in the irrigated country advertised is crossed by the Guernsey branch of the C. B. & Q. R. R., and the Gering branch of the Union Pacific. These circulars contain a large amount of information that will be of interest to all who are concerned about the development of this western country, whether they reside in the irrigated district or not. It will be equally interesting to our readers in other states as well as in Nebraska and Wyoming, hence The Herald is pleased to give our large number of readers the following extract from the circulars, and some of the illustrations, including an outline map of that part of the North Platte Valley described by the circulars:

NORTH PLATTE VALLEY FARMS PAY BIG PROFITS

Irrigated land is the most valuable kind of real estate to own. The man with an irrigated farm is the man who knows and can show proof that farming pays, and pays well. A North Platte Valley irrigated farm makes a man independent. Here we have plenty of water for irrigation; we have the soil adapted to irrigation; we have the climate. Good farmers find this Valley waiting for them to plant, care for and reap the bountiful crops. Many of these farms will pay for themselves in two years, making the owners independent. The low cost of the land insures a big profit on the small investment required.

IRRIGATION INSURES CROPS

A crop failure in the North Platte Valley is an impossibility. Ability to turn water onto land when most needed insures crops. During the heavy irrigating season in the North Platte Valley more than 100,000,000 barrels of water are spread over the land every twenty-four hours. Water is given to the crops by experienced farmers just when it is needed, and all that is necessary is given. Can a more ideal condition be imagined? Could more favorable conditions be asked for growing crops? Man and nature have combined forces. The immense Pathfinder reservoir on the North Platte river stores nearly 1,000,000 acre feet—enough water to cover 1,000,000 acres one foot deep. This water is turned loose for the use of the irrigation canals when it is most needed, and no shortage of water will ever be experienced.

SUGAR BEETS BRING PROSPERITY

Sugar beets pay big returns. The factory in the Valley, which is one of the largest in the United States, with a capacity of 1,400 tons per day, has the second largest acreage in the United States, over 10,000 acres being planted this season to sugar beets. The yield per acre is from 15 to 20 tons, and a price of \$5.25 is paid by the factory. The rich soil of the Valley makes excellent beet land, and by the proper rotation of crops, big yields with a high percentage of sugar are always raised.

ALFALFA BRINGS GOLD

Alfalfa is the largest crop raised in the Valley. It is particularly adapted to the soil and brings the money. An alfalfa mill is located in the Valley, where hundreds of tons are ground into alfalfa meal. Thousands and thousands of tons are shipped out each year and as much more is fed right in the valley to stock. Three and sometimes four crops are cut each year, the yield running from four to six tons per acre.

POTATOES BRING BIG YIELDS

One man in the North Platte Valley raised 17,000 bushels of potatoes on 85 acres of irrigated land last year. He received a gross price of \$10,200 and a net profit of \$7,854. Potato raising is one of the big industries of the Valley. Good, firm potatoes, which bring the best prices, are raised. Potato diseases are a rarity. A profit of \$5,000 on an eighty acre potato farm is quite common. The market is always good.

DAIRYING

When the Dairying interests of the North Platte Valley are fully developed, Elgin will take a second place in the butter world. The alfalfa grown here is the most succulent the beets most nutritious, and the wild grasses and hay rich in milk producing quality. The silo is in its infancy, but it is sure to be one of the most important features of our future dairying. Making butter and storing butter without using ice is absolutely practical here.

CLIMATE AND HEALTH

should always be carefully considered in selecting a home. The summers are always cool and the winters relatively mild, with very little rain or snow. Last winter very little ice was stored because of the mild weather, and artificial ice is used almost altogether. The dryness of the atmosphere makes the climate more healthful and much more enjoyable. As evidence of the comparatively mild winter climate, it may be stated that the United States Reclamation Service has never lost more than two or three days at a time in the last three years while building concrete structures in irrigation works, and the contractors lose very little time on account of cold weather.

BUSINESS OPPORTUNITIES

are many. New towns are constantly in the course of building, and the constant influx of new settlers makes a demand for new lines of business in the older towns. Men with capital enough to handle their business are needed all the time. Investigation will show that the opportunities here cannot be excelled.

GOOD CANALS AND PLENTY OF WATER

form a combination that cannot be beaten. The canals of the North Platte Valley, from the largest down to the smallest, have plenty of water, and are well managed. A very low rate of maintenance is the rule, and good, solid construction makes frequent repairs unnecessary. On account of the care and judgment used in the distribution of the water by state officials very little friction is had between the different organizations and canal managements.

POULTRY AND PLENTY OF SUNSHINE

go hand in hand. The Chanticleer is a king, and the American hen lays and sets and cackles all day long. Turkeys, geese, ducks and all varieties of domestic fowl do well.

THE SOIL

of the Valley is a rich, sandy loam, adapted to growing of all heavy crops. Constant tilling in some parts of the Valley for twenty-five years has not impoverished its fertility, and this soil is some of the richest to be found. Artificial fertilizers are not necessary, although the growth of some crops can be increased by their use. The soil is particularly adapted to irrigation, and on account of its nature, is very easily farmed. Silt carried by the water over the land is worth many dollars per acre per year, as it contains so much in fertilization qualities.



HEADGATES OF ONE OF THE BIG VALLEY CANALS
Plenty of Water for Irrigation. The Immense Pathfinder Reservoir in Wyoming Stores One Million Acre Feet

HOGS AND ALFALFA

form a paying combination. Cholera and other hog diseases are never known here, and thousands of acres of alfalfa are devoted to the raising of hogs for feeders. A carload of alfalfa-grown fall shoats recently sold for \$1,365 in the Valley. Four sows and twenty-five pigs find an acre of alfalfa plenty large enough for them. The corn feeders in eastern Nebraska and adjacent territory are always ready to purchase all the feeders that can be furnished.

STOCK GROWING

On account of the large amount of alfalfa grown and the immense number of acres planted to sugar beets, stock growing is found very profitable. The sugar beet tops are very useful for feed and some 80,000 tons of beet pulp is used for the same purpose. Raising cattle, hogs, sheep and horses is being encouraged by all. A ready market for all the stock, combined with quick transportation, makes it favorable for the stock raiser. The immense dry land ranges on the table lands adjacent to the Valley furnish plenty of open range. 40,000 sheep and 10,000 cattle will be fed in the Valley the coming season.

GOOD MARKETS

are furnished for all the products of the North Platte Valley. The cities of Denver, Omaha, Kansas City, which are easily accessible, furnish markets for everything. The stock yards at any of these points furnish a market for the stock, which is shipped out in large quantities. The fact that the Valley is located close to the big markets means lower freight rates and consequently bigger prices for the products.

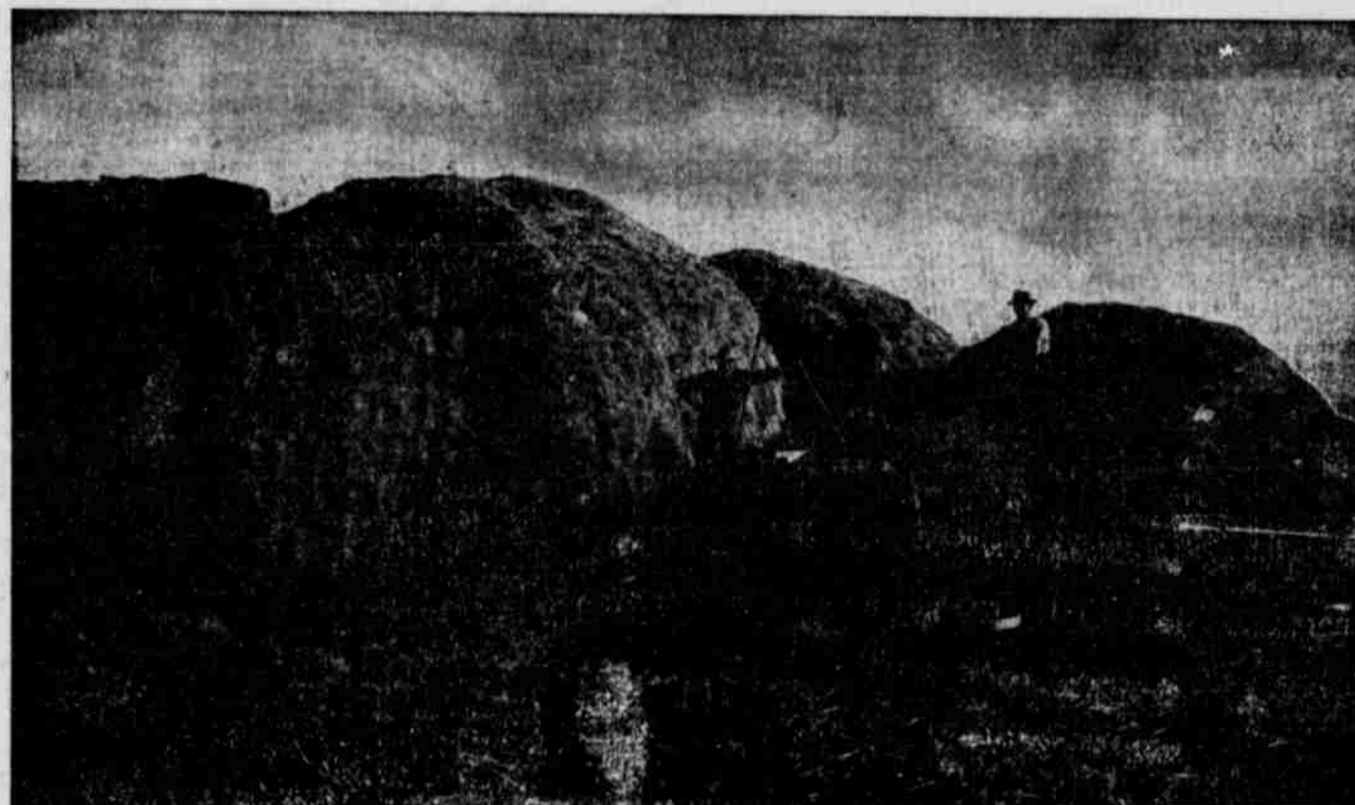
YOUR OPPORTUNITY

lies in the North Platte Valley. You will find here opportunity for investment in income bringing property. You will find cheap land which you can develop and make a home on and which will raise you for better crops than on the high priced lands of the east and middle west. You will find opportunity for business of all kinds; you will have the chance to get in "on the ground floor". The Valley is still young—yet in its infancy. A few years will put it in the front rank of producing countries and this little empire in western Nebraska and eastern Wyoming will harbor a population of prosperous farmers and business men.

Land is becoming scarce. The population of the United States is increasing at an enormous rate and soon there will be no more cheap land. The time to get a home and be independent is NOW. The man who investigates will be the one who will make his fortune. Plenty of water for irrigation, good soil, favorable climate and good markets assure the land owner and farmer of this Valley big profits on his investment.

Write to the commercial clubs for information. You will be referred to others who will give you full particulars about any section of the Valley you are interested in. They will tell you of prices of land; opportunities for investment in improved property; opportunities for new lines of business; or give you any other information you desire.

Yours respectfully,
THE ASSOCIATED COMMERCIAL CLUBS.



ALFALFA IS A STAPLE CROP
Three Crops each Season. Yield 6 Tons per Acre



SUGAR BEETS BEING HARVESTED
Yield 15 to 20 Tons per Acre. Sell for \$5.25 per Ton