

The Nebraska Stockman Section of

The Alliance Herald

The matter contained in this section of The Alliance Herald was prepared for the Nebraska Stockman. On account of the two papers being issued from the press of the Herald Publishing Company, we are able in this way to give readers of The Herald an interesting monthly stockmen's edition without extra charge to them.

The Nebraska Stockman is devoted to the live stock interests of the state, with special reference to the ranch country. In addition to matter bearing directly on the live stock industry, it will have attractive features each month that will make it interesting to every person who wishes to learn more about the great state of Nebraska. The subscription price is 50 cents per year.

HERALD PUBLISHING COMPANY, Alliance, Nebr.

THURSDAY, APRIL 27, 1916

INDIVIDUAL RESPONSIBILITY

Not all the information that we desire to give readers of The Nebraska Stockman regarding modern methods of marketing live stock can be given in one article or one issue of the paper. It will be given piecemeal, divided up into lessons, so to speak, some of them long, perhaps, and some of them short.

Mr. G. J. Ingwersen, president of the Omaha Live Stock Exchange, calls our attention to a matter upon which stockmen should be informed: While membership in the Exchange insures square dealing on the part of the live stock commission man in dealing with his customers, so far as the penalty of expulsion from membership can insure honesty, the Exchange does not undertake to guarantee the financial responsibility of its members. That is a matter for the shipper to see to for himself. The live stock commission man becomes the selling agent for the shipper who consigns to him. If he fails to make returns of the proceeds of sale, the shipper has recourse to a suit to recover, whether he succeeds depending upon the financial responsibility of the commission man or firm to whom the consignment was made.

To be sure, upon evidence being furnished that a member of the Live Stock Exchange had failed to make returns of the proceeds of a customer's sale, he would be expelled from the Exchange, but that expulsion would not carry with it payment of the amount due the customer by the expelled member.

The above is mentioned, not for the purpose of creating distrust or needless fear, but simply as a part of our campaign of education along the line of the work of the live stock exchanges. We have confidence in the integrity and financial responsibility of the live stock commission firms whose advertisements appear in this paper, and can commend them unreservedly to Nebraska ranchmen and other shippers of live stock.

MAKE A DISTINCTION

There is a vast difference between big business conducted as a legitimate industry, and a big business that is operated for the purpose of enriching a few to the detriment of many. It is not difficult to find illustrations of the two kinds of big business. While public service corporations ought to be properly regulated by state and federal laws, we do well to remember that such institutions as railroads, manufacturing establishments engaged in producing those things needed for the comfort and welfare of the people, etc., are not a detriment to the country, but a great benefit to its people.

On the other hand, great manufacturing establishments such as those engaged in the manufacture of munitions of war and armament, who

must, in order to enlarge and perpetuate their business, embroil the nations in war or put them in a warlike attitude towards each other, are a detriment and such business ought to be wiped off the face of the earth. When we denounce big business of that kind, we do not want it to be that for one moment that we are fighting manufacturing or other enterprises simply because they are conducted upon a large scale. There is a difference—there ought to be a distinction made in referring to them.

HEALTH BETTER THAN WEALTH

It is expected of newspapers that they promote the temporal welfare of their subscribers so far as they can. By disseminating valuable information the press of this country performs a service of greater worth than one can easily estimate.

But in their relation to human happiness, health is of greater importance than wealth. People are influenced, to a large extent unconsciously to themselves, by publicity. The press could perform a great and valuable service to humanity by publishing information regarding the preservation of health. In doing this discriminating judgement should be used in leaving out fads and making all statements perfectly reliable.

From time to time we have published items regarding the proper care of the body, with a view to being helpful in the matter of promoting health. We have decided to publish a series of articles on this subject which we believe will be appreciated by the readers of the paper. Some of the information contained in these articles may not be new to many readers, but even at that it will serve as a reminder in such a way as to prompt a compliance with the rules of health already known. The first of this series of articles will be found in this issue under the caption, "The Fortune Hunter." This is an interesting story, written by Dr. G. W. Todd, of Omaha, and will be published in two chapters, the first appearing in this issue of The Nebraska Stockman, and the second in the July number.

THE BEST YET

In years past The Alliance Herald has published some good writeups of the South Omaha live stock market, the one contained in the issue of June 10, 1915, was probably the best

up to that time; but the story of the market, as presented in words, pictures and display advertisements in this issue of The Nebraska Stockman (the same being used as a section of the stockmen's edition of The Herald for June) is the best ever. We believe it is the finest thing of the kind ever published in any paper, outside of the city of Omaha, regarding Nebraska's greatest commercial enterprise and manufacturing industry, the South Omaha live stock market and the packing establishments connected therewith.

Our acknowledgements are due Mr. W. H. Schellberg, traffic manager of the Union Stock Yards Company of Omaha, for valuable assistance in securing data regarding the growth of the market and the present splendid facilities of the stock yards, and to Mr. A. F. Stryker, secretary of the South Omaha Live Stock Exchange, for information concerning its practical operation as related to the shippers of live stock to that market.

The matter contained in these stories will be appreciated by everybody who is interested in Nebraska and persons everywhere who are interested in the live stock industry. Many Nebraska people will probably want to keep copies of this issue as a souvenir, and they will do well to send copies to their friends elsewhere to give them a better impression of this great state than they have ever had before. Some extra copies are being printed for this purpose and will be supplied while they last to persons applying for them.

FACING PREJUDICE

It sometimes happens that, in order for an editorial writer to be true to his own convictions and the interests of his subscribers, it is necessary to pursue a course for a while in opposition to the prejudices of some of them. A case of this kind may possibly be found in writing on the subject of the live stock exchanges and the business of live stock commission firms, about which this paper has had considerable to say already and expects to say quite a good deal more, for the purpose of disseminating useful information; altho we are confident that there is not one-half the prejudice of this kind among the stockmen of the ranch country of Nebraska, in which this paper has its principal circulation, that there is among farmers farther east.

We believe in the live stock exchanges and have confidence in the men who, as members of the exchanges, are doing business at the live stock markets. And right here we want to anticipate and answer an objection that may be made by persons who are disposed to quibble, if any such there are who read these lines, and that is that endorsement of the live stock exchanges and commendations of members thereof are given because of patronage received from them in the way of advertising.

What's the use of beating around the bush? We are glad to face and answer frankly any such objection as the above, when we are absolutely sure that we are in the right; and experience has taught us that when the public, the people generally, have sufficient information regarding the matter at issue they will endorse the right and commend the man who in the face of opposition has stood for it.

Of course, we stand by our advertisers. We would not be deserving of their patronage and would be practically dishonest if we did not. More than that, we do not ask advertising from persons that we do not think will probably receive some benefit from it.

But listen! And kindly remember this: We do not ask advertising from persons or firms in whose business integrity we do not have confidence, and most of the large amount of advertising carried in this paper is received by asking for it. More than that, we would not accept an order for advertising, if received unsolicited, if we believed that the advertiser were engaged in a fraudulent business or conducting his business fraudulently.

Altho we have a liberal advertising patronage, we do not publish all of the advertisements that we could secure. We could have business, if we chose to accept it, from many a place that is not represented in our advertising columns; not only from lines of business for which we do not publish advertising at all, but also from lines of business which we advertise for persons in whom we have confidence. Our readers and advertisers to some extent already know this to be true, and we desire that they shall all know it.

The Alliance Herald and The Nebraska Stockman—the two leading newspapers of western Nebraska. SUBSCRIBE NOW.



Theo. Tillotson, President and head cattle salesman

MUTUAL MEANS MERIT

Every salesman a member of the firm and every member of the firm a salesman

Personally interested in every detail of every shipment. Your interests are ours.



Dell Johnson, Cattle Salesman

EARL BROWN, Feeder Buyer

All mixed shipments sorted for ownership and everything sold on its own merits. We know the brands.

Fully equipped in every department. Best yard help obtainable. We have the capacity and equipment to give you the best the market affords. Years of experience in handling grass cattle.

Mutual Live Stock Commission Co.

OMAHA

...tire are, she out du... worth of Dry Goods ready... \$2,000,000 worth of our store... ds... an... to say regarding the matter: Because of the evervaulting price of print paper many west... "OLD KENTUCKY"