

St. Joseph Daily Market Paper

One of the Leading Live Stock Market Papers of This Country, Published in Connection with a Wide-Awake Evening City Daily Paper

One of the necessary institutions of every live stock market of importance in the country is the daily market paper, whose chief function and reason for existence is to keep the live stock producer and shipper posted on the daily happenings in the market.

In a thoroly modern printing plant, located near the busy activities of the St. Joseph market, is published the Stock Yards Daily Journal. The

has also launched the St. Joseph Daily Journal, which has a large city circulation. Nelson Crow is in editorial charge of the latter publication.

The Stock Yards Daily Journal is edited by Purl R. Manifold, a native of Custer county, Neb., but who has been in the market reporting game for the past twelve years, all but eighteen months of which time has been spent on The Journal.

Perhaps few if, indeed, any other

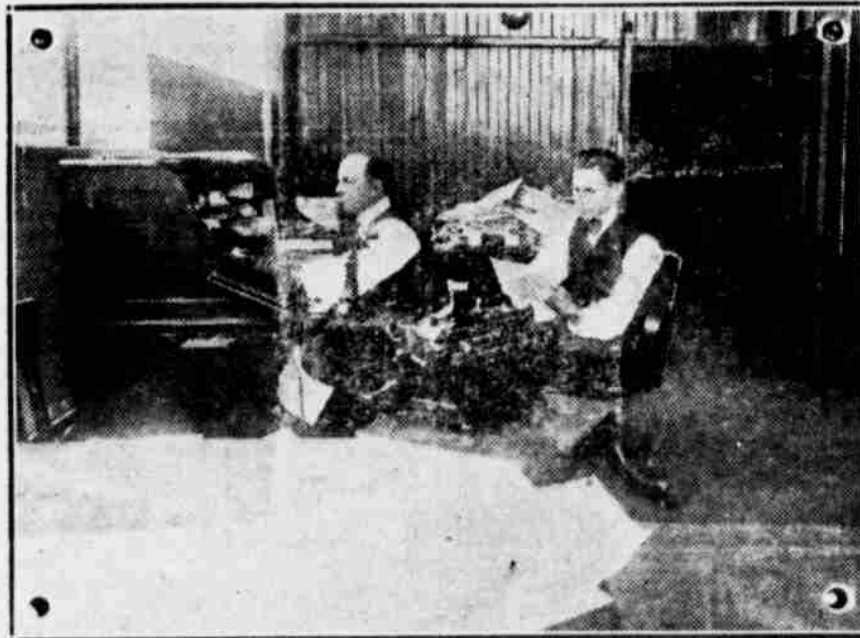


EWING HERBERT, Manager Stock Yards Daily Journal

Journal is one of the six or seven leading market publications of the country, enjoying a wide circulation in the territory which supplies the stock that makes the wheels in St. Joseph's big live stock and packing industry go round.

The Stock Yards Daily Journal has been published at the St. Joseph stock yards for seventeen years, or practically ever since the market opened. Since October, 1913, the paper has been under the able management of Ewing Herbert, formerly of

branches of newspaper work demand the accuracy in details that goes into the live stock market reports that are daily published at the market centers. The aim of each paper is to give simple, concise statements of facts regarding the market it represents, so that its readers in the country may keep thoroly posted on the fluctuations that occur almost daily in live stock prices. The records of actual sales made on the markets, which are published each day in The Journal and kindred papers, are of untold value to live stock producers



PURL R. MANIFOLD and NELSON CROW
Editors of The Journal

Hiawatha, Kans., an old-time widely-known newspaper man of the sunflower state. Since taking charge Mr. Herbert has greatly improved the property, adding a complete job-printing department and installing a new linotype and other modern equipment, bringing the plant up to a high state of efficiency. Besides issuing the Stock Yards Journal, Mr. Herbert

and shippers.

Necessarily the men engaged in this particular line of endeavor are men of long training in the market reporting game and must possess skill that demands materially higher salaries than are paid in the ordinary lines of newspaper work. The Stock Yards Daily Journal employs in its shop and office twenty persons.

St. Joseph "City Worth While"

City of Wealth and Large Business, in Center of One of the Best Agricultural and Stock Raising Districts in the United States

They Do Things There

One of the wealthiest cities of the west, probably the wealthiest in proportion to population, St. Joseph has the ability to carry to a successful conclusion any enterprise she may undertake. Some circumstances have transpired to give a few other western cities a larger population, but there is not another with greater stability.

St. Joseph is a prosperous city. Long noted as a wholesale and jobbing center, with a patronizing territory that is unexcelled, she has also extensive manufacturing interests and one of the best live stock markets in this country.

It has been well said that St. Joseph is "A place of happy homes, con-

tented people, enterprising business houses, prosperity."

They are a class of people at St. Joseph that you will like when you get acquainted, and will enjoy transacting business with them. They may be said to combine southern hospitality with northern enterprise.

The following information is taken from a booklet published and distributed by the Commerce Club of St. Joseph, an organization that will co-operate with you at all times and give you any further information that you may desire, if you will write them for particulars:

St. Joseph is called "The City Worth While" for many reasons. The

(Continued on page 15)

The Transit House

South St. Joseph, Mo.



First-class in every particular. Large well-furnished rooms. Cool in summer, steam-heated in winter. Convenient to Stock Yards and Exchange Building. The place where stockmen and shippers stop. Rooms with or without private bath.

ONLY FIRST-CLASS HOTEL IN SOUTH ST. JOSEPH

THE WAY WE BUILD OUR BUSINESS

Treat EVERYBODY alike. Provide HONEST EFFORTS in disposing of Everybody's Consignments. Try for TOP-NOTCH PRICES for each and every one of our Customers. That's the way we build our business.

WE MAKE YOUR BUSINESS OUR BUSINESS

Special attention to Ranch Cattle and Stocker and Feeder Business. **THREE EXPERT CATTLE SALESMEN:** L. A. Kent, H. M. Dort and C. G. Kent. Consign your Cattle to us for Stocker and Feeder Show or any other time.

KENT LIVE STOCK COMMISSION CO.

South St. Joseph, Mo.