

GERING

BY FAR THE MOST BEAUTIFULLY LOCATED CITY IN THE NORTH PLATTE VALLEY AND THE COMING METROPOLIS OF THIS REGION—THE MOST DESIRABLE LOCATION, EITHER AS A PLACE OF RESIDENCE OR BUSINESS—RAPID GROWTH ASSURED BY ERECTION OF MODEL SUGAR FACTORY AND DEVELOPMENT OF IRRIGABLE LAND ON SOUTH SIDE OF RIVER



The Gering Courier Building

crease. It is now definitely known that work will be commenced soon on the construction of more than a hundred other residences, and the number is being added to almost daily.

FED FOR THE MARKET

Cattle and Sheep Fattened on Alfalfa, Sugar Beet Tops and Pulp of Western Nebraska

From Clay, R. & Co. Live Stock Report:

February 8th our South St. Joseph house sold two cars of Mexican lambs averaging 68 lbs., fed by Norman Lemley and one car averaging 76 lbs., fed by Dr. J. J. Halley, both of Scottsbluff, Nebr., at \$11.10, the top of the market and a record price for February.

We have never failed this year to top the market with the Halley or Lemley lambs, and this sale cleans up the feeding of Mr. Lemley. They sold straight, not a single lamb out. With 3,500 ewes on sale at South St. Joseph February 8th our house succeeded in landing all they had at \$7.50, the extreme top for the day. Four cars averaging 106 lbs. were fed by E. F. and Geo. Munroe, Morrill, Nebr.

T. C. Halley, one of the largest sheep operators in the Platte Valley, paid our So. St. Joseph house a visit February 7th, when he witnessed the sale of seven cars of his lambs at \$10.90. Mr. Halley is a very busy man in the sheep feeding season and while we have sold thirty cars this winter for him, this was the first time he has been on the market himself.

good quality is bringing \$6 a ton in the stack. It is all consumed at home, as well as the by-products of the large beet sugar factory. A second beet sugar plant is being built. The new plant will have a daily capacity of 600 tons of beets."

DESERVING OF MENTION

Business Men of Gering to Whom Credit Is Due for Featuring Their City in This Paper

A. B. Wood, editor and publisher of The Gering Courier.

The Gering National Bank, by A. N. Mathers, president.

The State Bank of Gering, by Chas. F. Lyman, president.

Robert F. Neeley, real estate dealer and insurance agent.

J. C. Pedersen, architect, who has supervision of the construction of new buildings in Gering and who will respond to calls from other towns for his service as an architect.

Gering Mercantile Company, by W. R. Woolfenden, manager.

Dr. R. C. Knode, physician and surgeon.

Bradford-Kennedy Lumber Company, by A. S. Hayes, manager.

The Gering Garage, by R. J. Schwendiman, proprietor.

A. V. Richardson, leading grocer.

Miller Brothers, general merchandise.

Lambs Make Good Gains

Twenty-eight lambs fed for 40 days by the self-feeder method at the Agricultural Experiment Station at Lincoln made an average daily gain per head of over 20 pounds in a test which closed recently. The net profit



Gering National Bank

bushel, oil meal at \$40 a ton, and prairie hay at \$9 a ton.

Experiments with ten other lots of lambs of 28 each, being fed for 70 days, will close about the middle of March.

Management of Irrigated Land

"The Management of Irrigated Land" is the title of bulletin No. 152, recently issued by the Agricultural Experiment Station of Nebraska. Among the topics discussed are:

The proper distances between irrigation ditches.

The proper sizes of heads of water.

Growing of alfalfa, sugar beets, potatoes, and other crops under irrigation.

Yield of sugar beets when land is plowed at different depths.

This bulletin may be had without

PAST, PRESENT AND FUTURE

A Few Facts Concerning the City of Gering, What It Was, What It Is, What It Will Be

A HISTORY-FORECAST SKETCH

We are indebted to that excellent newspaper, The Gering Courier, for much of the information contained in the following. By the way, speaking of newspapers, The Courier is one of the best in the west, which means that it is one of the best in Nebraska. Its editor and publisher, who is an ex-president of the Nebraska Press Association, is one of the best known newspaper men in the state. He established The Gering Courier in 1887, and by industry and intelligent effort has made a great success of it. His new building, a cut of which appears in this paper, is probably the best newspaper building in the west half of Nebraska. Altho Mr. Wood knows what it is to go thru the hard times of the pioneer days of western Nebraska, he has been doing a prosperous business for many years past and is now on "Easy Street" financially.

Gering, the county seat of Scotts Bluff county, is on the south side of the North Platte river in the heart of Gering valley. It lies in nearly the geographic center of the county, and is on the Union Pacific railroad. For a number of years it was the only trading point in a radius of many miles, dating its inception to the spring of 1887, at a time when all supplies and building materials were freighted overland from Sidney, the then nearest railroad point accessible by a drive of seventy-five miles. It gradually became the commercial center for the pioneer homesteaders and the range cattle men of a territory for scores of miles in both directions along the North Platte.

When the division of old Cheyenne county was effected, Gering became the county seat of Scotts Bluff county, and continued to assume more and more importance commercially. Then came a period of more or less uncertainty as to the railroad facilities, and the advent of numerous competitors for the business of the valley followed the building of the Burlington north of the river, the gravity of the situation only ending with the completion of the Union Pacific to the city some few years ago.

A BEAUTIFUL AND BUSY CITY

The Oldest Town, Now Mostly New, in the North Platte Valley, and Finest Location

SCOTTS BLUFF COUNTY SEAT

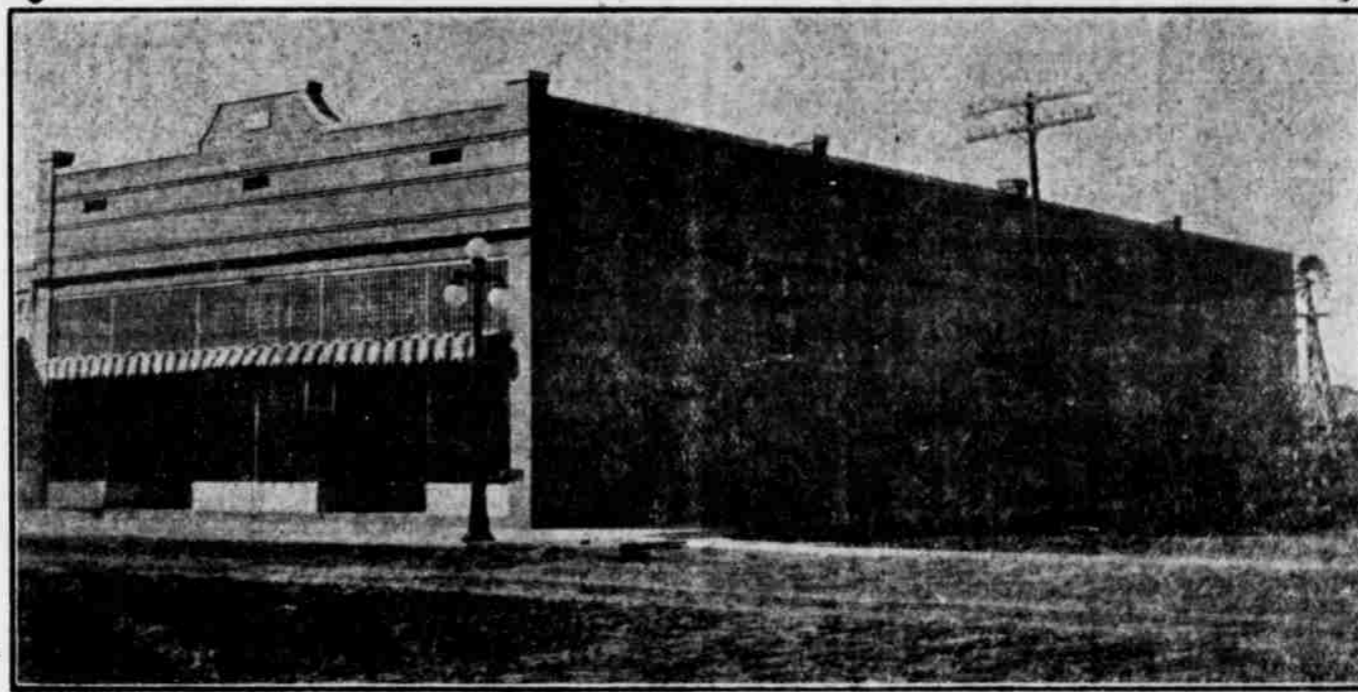
One who has for thirty years watched the attempts at developing western Nebraska, at first largely unsuccessful, cannot help becoming enthusiastic over the progress made in the last decade. And of all the places that excite one's admiration and enthusiasm, none exceeds Gering in that respect.

Many years ago, a beautiful site was selected for a town, east of and not far from the now famous Scotts Bluff, a picture of which appears on the front page. The founders of the town hoped, as did the founders of hundreds of other western towns in those early days, that some time a railroad would build to the place and make of it a commercial center. The large majority of those who started towns and waited for railroads to come were doomed to disappointment.

Gering was made the county seat of the county named after the nearby bluff. After years of weary waiting the railroad came—three miles distant and started a rival town on the opposite side of the river. Did those Gering people give up in despair? Not many of them. They clung to their hope with a tenacity worthy of their good cause. And it came. A few years ago another railroad built up the North Platte Valley, on the north side of the river till after it passed Northport, then it crossed over and struck Gering.

Best of all, there is now being built an immense sugar factory, so modern and up-to-date will it be in construction and equipment that it is spoken of as the "Model" factory. There can no longer be any doubt as to the great future for this erst-

while plucky, little city. With a splendid irrigated country already tributary, and with work commenced on the south side government irrigation canal that will throw under irrigation thousands of acres more of fertile land in Gering territory; with the county seat of the most populous county of this part of the state permanently located here; with the assurance that the line of railroad passing thru the city will at no distant



Gering Mercantile Company

date become a part of the main line of the Union Pacific, from Omaha to Ogden, and a strong probability that Gering will be made a division station; with these advantages and others that could be mentioned, it does not require a stretch of the imagination to see that this town is destined to be the leading city of western Nebraska.

There will be no long wait, either. She is having her day now. Besides the erection of the sugar factory and business houses, more residences are now being built in Gering than in any other town in the west half of the state. When spring opens, the amount of building will greatly in-

B. F. Hobbick of Minatare, Nebr., while in our Kansas City house with a shipment of cattle last week, reported that within a radius of twenty-five miles of his home in the Scottsbluff district more than 300,000 sheep and 3,000 cattle are being fed this winter.

"The establishment of sugar beet production a few years ago changed that district from a waste place among the sand hills into a garden spot and a leading stock feeding territory," Mr. Hobbick said. "With more than 2,000 acres in beets last year and a large increase in the acreage of alfalfa, we find we are long on feed of the forage class. Alfalfa of

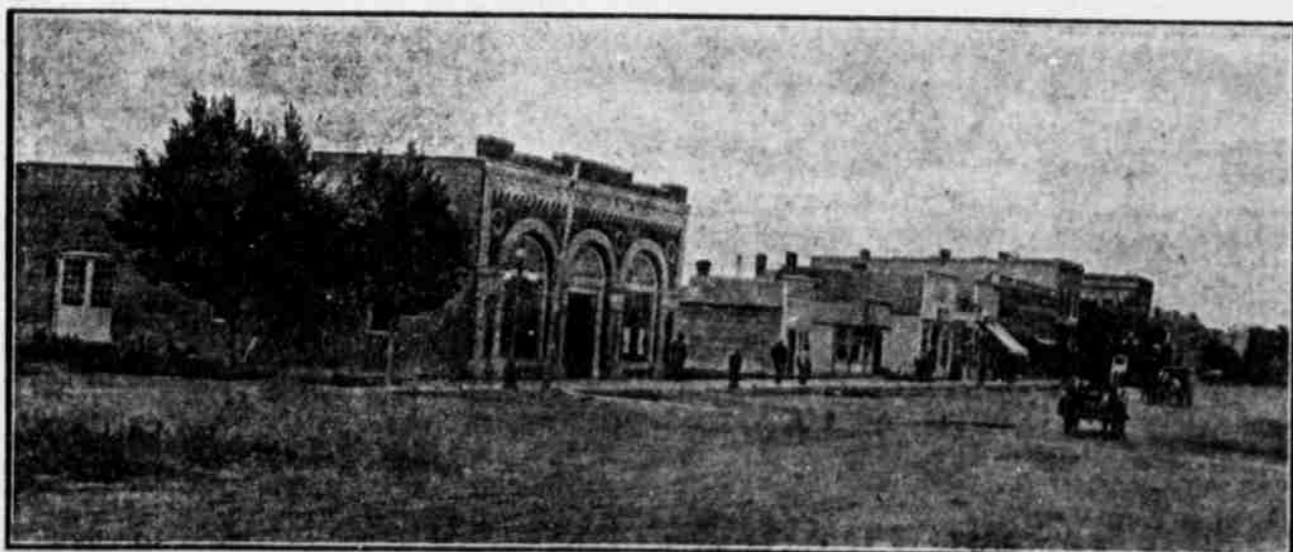
it per head was \$1.45. The cost per 100 pounds gain was \$7.34.

Pea size oil meal and prairie hay were kept constantly before the lambs from the beginning of the test. Corn was added and gradually increased beginning with the third day. At the close of the third week, the lambs were consuming about two pounds of corn and one-half pound of oil meal per head daily. At the end of the experiment, they were consuming one-half pound more of corn per day and the same amount of oil meal. The average daily consumption of prairie hay per lamb was about one-third pound. Corn was valued at 60 cents a

post by any resident of Nebraska from the Agricultural Experiment Station, Lincoln.

A Prosperous Future

With the advent of the railroad in the fall of 1911, great developments began in Gering. The rank and prestige lost when the Burlington railroad built up the north side of the river was quickly regained. Gering now had as good train service as any town in the county. A business impetus began, which in a short time resulted in the erection of many new brick business buildings, and the town soon resumed again the prosperous appearance of earlier days, but on a brighter and larger scale.



The Gering Garage



Gering Street Scene