

READ *Nebraska Historical Society*

MEMBER NEBRASKA STOCK GROWERS ASSOCIATION. ALL THE NEWS OF ALLIANCE AND WESTERN NEBRASKA  
DAILY ORGAN NEBRASKA VOLUNTEER FIREMEN'S ASSOCIATION. IT REACHES HEADQUARTERS FOR 15,000 FIREMEN

VOLUME XXIII

ALLIANCE, BOX BUTTE COUNTY, NEBRASKA. THURSDAY, JULY 6, 1916

NUMBER 31

## VARIETY ADDS INTEREST TO BUSINESS

Interesting features of the Live Stock Trade Presented to Readers of The Alliance Herald by Means of Cuts and Cartoons

"All work and no play makes Jack a dull boy." As a rule the man, as well as the boy, who devotes some of his time to recreation and amusement is better qualified to do his work well and transact business successfully than he would be if he kept constantly in the grind, with no variety, which is the spice of life, to relieve the monotony.

A little fun, now and then, is relished by live stock commission merchants as well as other men. We are glad to give a glimpse of the comic side as we have opportunity, some of which appear in this issue.

Chas. F. Cox, manager of the Inter-State Live Stock Commission Co., at South Omaha, employed an artist to draw pictures of the members the employees of the firm, representing the characteristics of each and the particular part of the business to which he gives attention. These pictures have been turned over to the Stockman editor with permission to publish such information as we choose to give regarding each of the ten men. They make an interesting series of cartoons. Number 1 was published in The Herald last week, No. 2 appears in this issue, and one will be in each succeeding paper until all have been published.

The Great Western Commission Co. has furnished The Herald the cut which appears on this page, a picture which tells its own story to a considerable extent, but we might add: The steer was bought March 15, 1916, by the Great Western Commission Co., to fill an order, the price paid being \$8.10, weight 1,180, total \$95.58; the same steer was sold by them June 8, 1916, at \$11.00, the first steer to sell at that price on the Omaha market, weight 1,510 pounds, bringing \$166.10.

### NO OTHER PAPER LIKE IT

There is no other paper published in Nebraska on the plan of The Nebraska Stockman, monthly, printed in connection with special monthly stock-only because circumstances have favored the Stockman without disparagement to any other papers, may be spoken of as the leading newspaper of the west half of this state.

The reason that there are no other papers published on the plan of The Nebraska Stockman is not hard to find: The reason is that there is not enough business in the proposition to make more than one paper of this kind profitable. There are some splendid farm papers published in Nebraska and adjoining states. These have their principal circulation, as a matter of convenience and necessity, in the thickly settled agricultural districts; and, as a matter of course, are devoted mostly to the subjects that are of most interest to the farmers of those sections.

It's a hard matter to secure a circulation in a sparsely settled ranching country sufficient to make such a venture as The Nebraska Stockman a paying proposition. The expense of sending out subscription solicitors in the sandhills country is larger, several times, in proportion to the number of people reached, than in a thickly settled farming country, so that it is hard to secure a large list of subscribers. A local newspaper that depends only, or principally, upon the advertising of the merchants of the town in which it is published, usually charges a rate for advertising space sufficient to pay the cost of publication, whether the number of subscribers is two or three hundred or two or three thousand; but the paper that must depend for its advertising patronage wholly upon customers at a distance from the place of publication, must base its rates upon actual circulation.

We are proud of the subscription and advertising patronage given The Nebraska Stockman and The Alliance Herald; but as a matter of fact, if men's editions of the weekly Alliance Herald, which man-Herald proposition and that the publishers have been willing to do a lot of hard work for little pay in getting the Nebraska Stockman started that we have succeeded in getting the enterprise established.

While we are speaking about it, we wish to say that The Nebraska Stockman is not a local paper, as it has, in connection with the monthly stockmen's editions of the Alliance Herald, a general circulation throughout the Nebraska ranch country. Much time, hard work and money is expended in securing matter for the publication to make of it a paper according to our ideals of a ranchman's periodical. And we wish to also express our appreciation of the cooperation which we have received from leading ranchmen and others in helping to make a success of the enterprise.

### INTERESTING ADDRESSES AND REPORTS

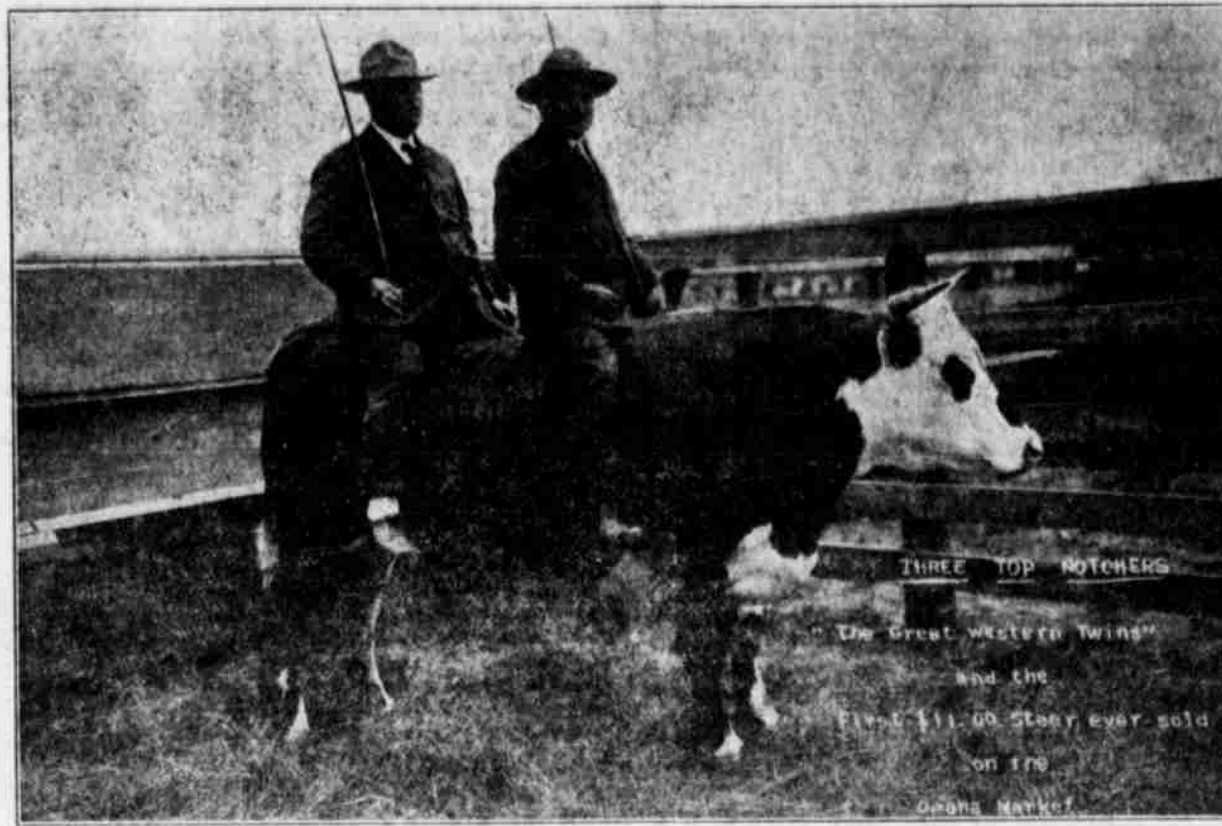
A report of the annual convention of the Nebraska Stock Growers' Association, held in Alliance, June 20 and 21, was published in The Herald, in the issue next followin, a somewhat extended report, as such reports ordinarily go; but a more extended report than has ever yet, to our knowledge, been published of such a meeting in Nebraska will be printed in The Nebraska Stockman for July, to be issued the latter part of the month. This report will not be a reiteration of the program, such as is sometimes called a "report," but will contain the following:

Address of Edward L. Burke, vice-chairman of the market committee of the National Live Stock Association, on the work of the committee and the importance of co-operation of raisers and shippers of live stock.

Lecture of Prof. A. C. Whitford of New York on "The Prehistoric Animals of the Nebraska Plains."

Address of Dr. Hadleigh Mash of Washington, D. C., on "Blackleg and Infectious Abortion."

Address of Secretary A. F. Stryker of the South



### Scene in Omaha Union Stock Yards

Three Top-Notchers—"The Great Western Twins" and the First \$11.00 Steer Ever Sold on the Omaha Market.

Omaha Live Stock Exchange on "The Relationship of the Commission Merchant and the Exchange to the Shipper."

Report of the chief brand inspector in full, and a summary of inspection for the past seventeen years. Members of the Nebraska Stock Growers' Association who wish to bring to the attention of other ranchmen the importance of membership in the association should call their attention to this report and summary and have them make a little study of the same.

Report of the secretary-treasurer.

Report of the committee on resolutions.

Probably a paper by Dr. C. B. Lee of the State Experiment Station on "Animal Husbandry."

The above will not be published as one continuous account of the

convention proceedings, but will be printed under different headings, thus making the publication more attractive and the various articles more readable, one at a time.

Entirely Disinterested. Marie—"But my dear, are you sure he is not considering your money in proposing to you?" "Oh—Quite sure! He said only last night he never thought of that; he simply knew I had it and that I would be cared for."—Boston Transcript.

Important Notice. Loving a woman is not the important thing. Going along with her after she has left the important thing. —Top-La-Cap-It.

Her Supposition. Miss Angelina (to Captain Brown, who has been cruising in Alaskan waters)—"I suppose, captain, that in those northern latitudes during a part of the year the sun doesn't set till quite a while after dark."—Christian Register.

Fruit Is Healthful. Fruits are not only wholesome as food but often act beneficially as medicines. The acids of some fruits are good destroyers of disease germs and tend to restore as well as keep the organs of secretion and the whole digestive tract in a healthy condition.

We Have All Noticed It. "Curses," sentimentously quoted Professor Tate, "come home to roost. 'Just so!' returned the Old Coder. 'And the more greedy and worthless they are the more likely they'll be to telegraph us to send them the money to come home on.'"—Kansas City Star

### HAS IT OCCURED TO YOU?



If the Preparedness Paraders Are So Strong for Preparedness—



Why Not March to the Recruiting Station Where They Are Getting? —Sioux City Journal

## OVERFLOW FROM STOCKMEN'S EDITIONS

Two Editions of Herald Per Month Featuring Live Stock Business Necessary on Account of Large Amount of Matter to be Published

Men and live stock commission firms at the markets accessible to the shippers from the ranch country of Nebraska, the territory in which The Nebraska Stockman and The Alliance Herald have their principal circulation, make such large demands upon the advertising space of the two papers, and there is so much to be published relative to live stock interests, that one special stockmen's edition per month devoted to such matters is not sufficient at this season of the year, hence we find it necessary to publish in other issues of The Herald quite a considerable overflow matter from the special monthly stockmen's edition, which contains the matter prepared for and published in The Nebraska Stockman, monthly.

In this issue of The Herald, readers will find much matter of the kind above referred to. We call special attention to the advertisements of live stock commission men who give particular attention to Nebraska ranch cattle and take this means of reaching ranchmen with their announcements. Advertisements for the following firms, all doing business at the South Omaha market, will be found in this issue of The Herald: Bryson Bros., Byers Bros. & Co., Cox-Jones-Van Alstine Co., Farris-Marey Co., Frazier-Johnson Co., Great Western Commission Co., Inter-State Live Stock Commission Co., Mutual Live Stock Commission Co., Omaha Live Stock Commission Co., L. E. Roberts & Co., Snyder-Malone-Coffman Co.

### LIVE STOCK TRANSIT INSURANCE

Shippers who are not accustomed to insuring live stock in transit will do well to investigate this kind of insurance. Taking into consideration the matter of freight rates, the certainty of securing, promptly an without unnecessary expense, the payment of losses, if any occur, this is one of the best and most profitable forms of insurance that can be taken out. We refer to the advertisement of the live stock department of the Hartford Fire Insurance Company, appearing in this paper.

### IT'S HERE, ALREADY

"Westward the star of empire takes its way." In the Orient women work alongside the men doing the hard labor of the field. In Europe they are pretty near as bad, doing much of the farm work by hand. In New England they farm with one horse. In the Middle West the use a two-horse team. Farther west we use four horses. One man with four horses will do twice the work that one man with two horses can accomplish and 20 times more than one man can do with his hands. Also the tractor is coming.—Farmer and Breeder.

### THE NEBRASKA STOCKMAN

The Nebraska Stockman is not a farm paper, but is what its name indicates, a stockman's publication, devoted especially to the important ranching interests of the western half of this state. Some mention is made in The Stockman of farming matters and the development of agriculture in western Nebraska, but these items have reference to matters in which ranchmen are interested from the feeding viewpoint.

The Nebraska Stockman is the paper that is different. It is distinctly the ranchmen's publication. We want the name of all the ranchmen and other persons interested in this important industry on the subscription list. If yours is not there now, send at once to HERALD PUBLISHING CO., Alliance, Neb. The subscription price is fifty cents per year.

### GOOD CORN AND HAY WEATHER

This hot weather is making the corn in eastern Nebraska and Iowa grow by leaps and bounds. What do the ranchmen of western Nebraska care for corn weather? They are not growing much corn, to be sure, but they're raising a lot of stuff that will need corn next fall and winter, and the better the crop of corn the stronger the demand will be for the ranch stuff. Besides this is good hay weather for the ranchman, and especially favorable for those who have low meadows.

### A HUMMER, IF YOU PLEASE

The June edition of the Nebraska Stockman, issued from the office of the Herald Publishing Co., Alliance, was a hummer, the finest thing of the kind yet printed in western Nebraska. The July number will be of special interest on account of what it will contain in the way of speeches, reports, etc., mentioned elsewhere, besides much other interesting matter. It is probably not saying too much that this issue of The Stockman will be worth the price of a year's subscription to members of the Nebraska Stock Growers' Association and other Nebraska ranchmen. If your name is not on the subscription list and you want it there in time to insure getting the July number, send it at once to Herald Publishing Co., Alliance, Neb. Price of the Nebraska Stockman, monthly, one year, 50 cents; The Alliance Herald, weekly, including monthly stockmen's edition, \$1.50 per year.

### WAS HE THINKING OF NEBRASKA?

According to an editorial in the Farmer and Breeder, published at Sioux City, Lieutenant Governor Harding, made an excellent point when he said that "not only in the state of Iowa, but in every state in the Union as well as in the federal government, there has developed a mania for the passing of laws and the creation of commissions."