

POPULAR STORE TO BE GREATLY ENLARGED

Burgess-Nash Company, Omaha, Will Erect Eight-Story Building on Site of Boyd Theatre.

It is a pleasure for us to note the progress of a reliable, enterprising mercantile establishment, especially when that establishment is located in the great state of Nebraska.

Burgess-Nash Company of Omaha have purchased the Boyd theatre building, Seventeenth and Harney streets, adjoining their large store on the west. On this site they will erect a magnificent, eight-story store building, making it a part of the present store which will be extended the entire block from Sixteenth to Seventeenth on Harney.

If we are not mistaken, this will be when completed the largest building in Nebraska devoted exclusively to merchandising. With their power and warehouse occupying the southwest corner of the same block, corner of Seventeenth and Howard streets, they will come nearer occupying an entire city block, on all sides, than any other store in the state.

It is the policy of The Herald to encourage its readers to patronize their home merchants, the merchants in the towns nearest them, when practicable to do so; but it often happens that ranchmen and their wives, and other people, too, cannot get in the small stores who they want. In such cases it is much better to patronize a big Nebraska store that handles only dependable goods, and not send away to a distant state and trust to luck to get anything that will be satisfactory.

By all means visit the Burgess-Nash Company store when in Omaha. You will receive a cordial welcome and courteous treatment and be pleased with what you see.

Morale—a New Word.

Napoleon once remarked that morale is to other factors in war as three to one. Morale is a new word to our speech, and I do not know that any one has yet fully defined it, but there are certain factors which must enter into its composition. And one of these factors is the turning of men's minds away from the trenches to other thoughts and occupations. Without a change of mental atmosphere morbidity comes and homesickness and the feeling of being "fed up" on the war dulls the fine edge of enthusiasm.—Bruce Barton in Red Cross Magazine.

Timber in Burma.

Burma grows over a hundred varieties of every sort of timber. Yet up to last year she exported her rubber in packing cases made of wood imported from Japan. It has now been found that they can be made locally about half the cost.

THE PUBLIC MARKET FOR LIVESTOCK

(Continued from Page 1.)

the market than can be used, the prices go down, and when the demand for meat is greater than the supply, the prices go up. The Stock Yards Companies have no influence whatever on the prices as they receive only a small yardage fee per head for all live stock handled and a small margin to cover the cost of handling feed and hay. The interests of Producers, Stock Yards Co. and Packers are so inter-related that the success of either is dependent on the prosperity of the other. The Stock Yards Companies or Packers cannot do business without adequate receipts of live stock, and the Producer would be unable to market his stock to advantage were it not for the public markets and the packers. It is manifest, therefore, that the interests of the Producers, Packers and Public Markets are mutual and the closest co-operation and concidence must prevail between these interests.

Stock Yards should not be confused with the packing concern, they are two distinct and separate businesses, operating independently. The act solely as receiving and holding depots for live stock, which must be fed, watered and cared for, when arriving. It is true that in some localities it has been necessary for packers to help finance building and establishment of stock yards, for the same reason that they had to build refrigerator cars to provide proper facilities and to serve shippers adequately.

Without the efficient organization of Packers in this country during the war, what a problem it would have been for our government to feed the fighters, and without the public markets, what a problem it would have been for these packers to get their supply of live stock. There was not a single industry in the country as well organized or required as little readjustment as did the system which handled the marketing and handling of meat food supplies during the war.

The needs of this Government and its Allies have been large and promptness in handling was very essential. On a telephone order from Washington, a certain packer shipped 240 cars of meat a day for fourteen days, or eight million pounds daily. Figures of this magnitude will forcibly bring to the notice of those factions to disrupt or disorganize this great distributive system, which had they been successful would have been felt first by the producers as their marketing channels would have been seriously effected and their output tremendously restricted.

Considerable has been said relative to the profit of the Stock Yards and Packing Industries. To illustrate just what profit is made on the sale of a steer, according to statistics of the Bureau of Markets, United States Department of Agriculture—

66 to 75% goes to the stockman, 3 to 4% to carrier and Stock Yards companies, and out of this less than one-half of one percent goes to the Stock Yards Company, 5 to 6% to packer and 15 to 20% to retailer. Since July 1918, the Packers and Stock Yards Companies have been operating under Government regulations through the Food Administration and Bureau of Markets and very little, if any, change has been made in the handling of live stock through public markets or the packing of meat products—naturally the assumption is that the original methods employed by these concerns were proper and this is emphasized by the efficient manner in which Uncle Sam and his Allies were provided for during the war in the way of meat food products.

The matter of particular interest to the producers of the west is the steady growth of the Omaha market which is slowly, but just as surely, creeping into first place as a live stock market, it having held second place in the live stock markets of the world for several years. This is of the utmost importance to the western shipper who will readily recognize the advantage of shipping to his nearest large market, thus saving freight, time and shrinkage. He is also assured of prices equal to those of any market together with best handling that modern construction and financing will afford.

C. A. SMITH.

Time's Changes.

Cesar used to wait days to hear from the outposts of his empire, but today the descendants of his legions who plow the sunny fields near Hammond, La., get daily market news on their strawberries from places thousands of miles away. This news comes over wires and is issued in Italian, as well as in English, by the local office of the bureau of markets of the United States department of agriculture.

Staterooms.

There was an old fellow named Shreve who ran steamboats before Jackson fought the redcoats at New Orleans. In Shreve's time the cabins were curtained off just like these new-fangled sleeping-car berths. The old man built wooden rooms, and he named them after the different states, Kentucky, and Illinois and Pennsylvania. So that when a fellow came aboard he'd say: "What state am I in, Cap?" And from this remark the name stateroom has spread all over the world.

Need for Both Law and Sword.

In all government there must of necessity be both the law and the sword; laws without arms would give us not liberty but licentiousness, and arms without laws would produce not subjection but slavery.—Colton.

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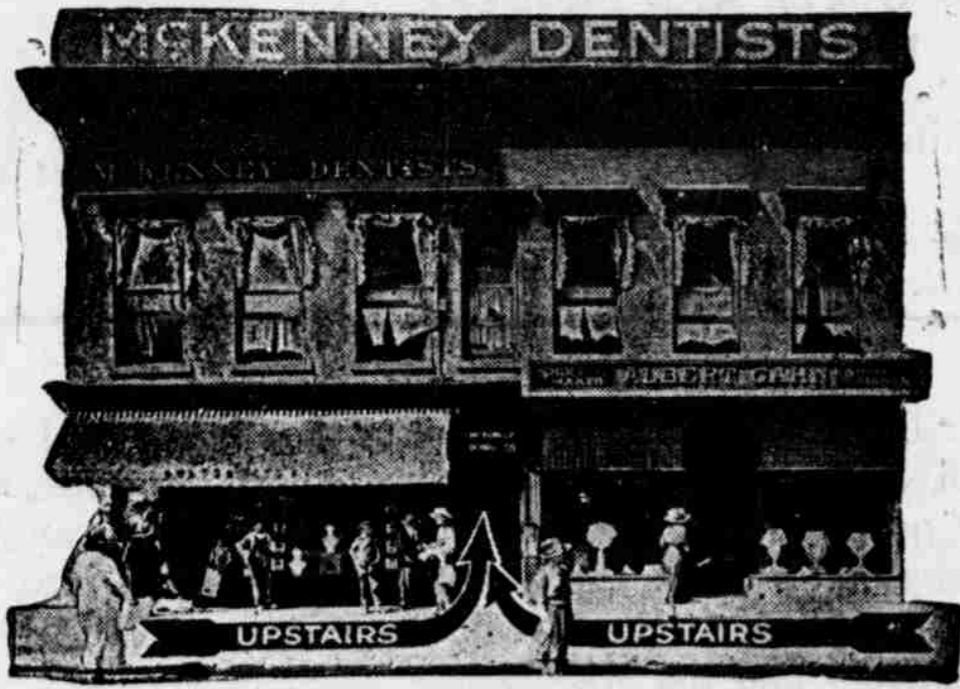
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