

"THE MINT MAKES MONEY WITHOUT ADVERTISING; NO ONE ELSE CAN."—Printer's Ink.

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## AK-SAR-BEN AT OMAHA

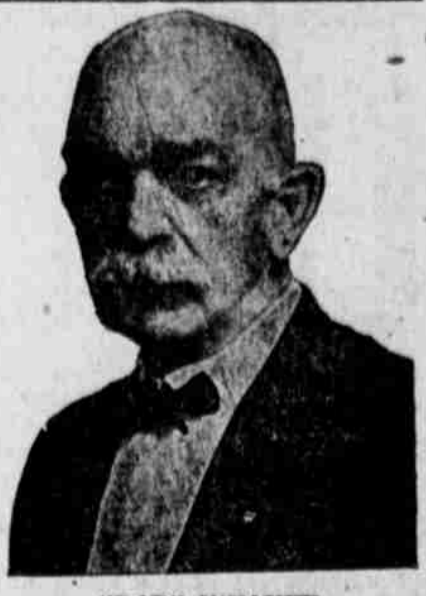
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W. R. WOOD



RANDALL K. BROWN



W. D. HOSFORD



J. E. DAVIDSON

### THE AK-SAR-BEN GRAND ANNUAL FALL FESTIVAL

**THIS YEAR'S CARNIVAL TO BE THE BIGGEST AND BEST AT OMAHA.**

Nebraska Metropolis is Prepared to Welcome Thousands that Will Visit the City.

Among the big annual carnivals put on by various cities of the United States, Ak-Sar-Ben is right in the front rank of popularity.

While fostered and promoted by business men of Omaha, and while attended and enjoyed by thousands of people outside of Nebraska, Ak-Sar-Ben is a Nebraska institution as well as an Omaha product.

Where did they get the name? Spell it backwards and you will see.

Ak-Sar-Ben is a big show, but it is more than that. It comes at the time of year when many people from the country and smaller towns wish to visit the city. Thus it becomes the occasion of combining pleasure and business.

The person from a distance who goes only to see the beautiful parades and exhibits and partake of the other forms of entertainment, misses much that might be made the best part of the trip. There are immense manufacturing establishments and large mercantile houses which are open for inspection, particularly during Ak-Sar-Ben week; and if there is any place on earth where visitors are treated cordially and shown every courtesy possible when making such visits, the place is Omaha.

The entire time of the celebration this year is from September 24 to October 4, but the principal events take place during the week of Sept. 29 to Oct. 4. The grand electrical parade on Wednesday night, October 1, the like of which if you have never seen before, you will remember with pleasure as long as you live; proving the truth of the adage, "A thing of beauty is a joy forever."

The grand auto-flower parade on Thursday afternoon, following the night of the electrical parade, will also be worth going miles to see. Here's hoping that the weather will be favorable for the occasion, and the prospects are that it will be.

The Con. T. Kennedy shows, said to be the "greatest of America's tents"

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### A WORD CONCERNING OMAHA'S MANY HOTELS

A City of Hotels, "Good, Bad and Indifferent", but None Too Many of the Better Class.

In visiting a metropolitan city, the traveler can find anything and everything in the way of a hotel, from the squalid hangout where if he stops he will need to guard his money and baggage over night to keep from being robbed, to the aristocratic hostelry where they get your cash in a more genteel way when you come to settle your bills.

Omaha may be called a city of hotels, "good, bad and indifferent", as the saying goes; but she has none too many of the better class, the kind that appeals to the average traveler where he can secure good accommodations with all modern conveniences at a reasonable price.

In this connection we wish to call attention again to the hotels that extend to western Nebraska people, through the advertising columns of The Herald, an invitation to enjoy their hospitality and comforts when visiting the Nebraska metropolis:

**Hotel Castle**  
 A typical western gentleman is Fred A. Castle, proprietor, who possesses the western spirit of hospitality and is constantly on the alert to make his guests feel at home and provide for their comfort. Known to all the leading ranchmen and a large number of business men of Nebraska, it isn't surprising that you will always find men from over the state stopping there; but with three hundred rooms in the immense fireproof building, they can usually take care of all who apply for room accommodations. An up-to-date cafe and restaurant in connection adds to the convenience of guests in securing their meals. Street cars for South Omaha pass this hotel every few minutes, from early morning till night.

**Hotel Rome.**  
 Very few men have had the experience in the hotel business, that Rome Miller, proprietor of Hotel Rome, has had in Nebraska. That he has become familiar with the traveling public's needs and wishes, and anticipates and meets them, is indicated by the large number of satisfied guests who stop regularly at the Home, "The House of Courtesy", as it is called. A spirit of welcome pervades the place. While the appointments are elegant, persons from the common walks of life, as well as those accustomed to richer surroundings, are made to feel at home. One

### THE PUBLIC MARKET FOR LIVE STOCK

There is hardly an industry in the country today which has attracted more attention in the last two years than the public market for live stock, due to increased production, war conditions having created a large demand for all food products, prices on live stock have soared and the live stock raiser has been receiving the highest prices for his live stock in the history of the business.

Live stock of all classes has been received in increasing numbers at the several markets during the war period with the result that all previous records for receipts have been broken. The United States Department of Agriculture shows 43,500,000 beef cattle in the United States in 1918 and 35,900,000 in 1914, an increase of 7,600,000, and 71,400,000 swine in 1918 as compared with 58,900,000 in 1914, an increase of 12,500,000. Also within the last year, there was an increase in sheep from 47,516,000 in 1917 to 48,000,000 in 1918, an increase of 1,300,000.

These increases made it difficult for the carriers and the market centers to handle the business as promptly as had been the practice prior to the war period; however, many improvements are contemplated and at Omaha, the Union Stock Yards Company spent, during 1918, \$350,000.00 in additional pens and facilities for handling live stock, and \$250,000.00 more will be spent during 1919.

of the conveniences that is especially appreciated by strangers is the Hotel Rome auto bus which transports guests from the railroad station to the hotel for the small charge of twenty-five cents, one-half or less than the charge made by taxi drivers. This bus, which is in waiting on the viaduct in front of the Union and Burlington stations when trains come in, may be recognized by the name on the side, "Hotel Rome".

**Hotel Neville.**  
 Right down in the retail business district of the city, opposite the government post office building, is a new hotel bearing the familiar name "Neville". This is not one of the largest hotels in the city but it may be classed as one of the best in conveniences and courtesies extended to strangers as well as those who regularly make their stopping place when in Omaha. The building having been erected within the last few years, it was

Due to the unprecedented increase in live stock, some criticism arose as to the manner of handling live stock by the carriers and Stock Yards Companies, several bills were introduced in Congress and in various State Legislatures advocating Government ownership, and the live stock producer was led to believe that the packers owned the stock yards and manipulated the managing of same to their advantage in the selling of stock. Fortunately the live stock grower and farmer of today is far above the average in intelligence and after these matters were thoroughly discussed at the conventions of the live stock growers associations and similar meetings, it was soon discovered that the Stock Yards Companies were a separate and distinct organization from the packers and that any one could purchase and hold stock in any of the companies. It was also decided that very close co-operation with the packer and live stock shipper was necessary to enable the producer to dispose of his product with the least delay and best advantage and while this has the effect of disappointing some legislators and Congressmen, who had hoped to gain notoriety for authorship of some bills exploiting their pet hobby, it brought out the fact, contrary to general opinion, that the Stock Yards Companies have no control of the "ups" and "downs" of prices. Where there is more live stock on

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constructed, as might naturally be expected, with a view to containing all modern conveniences that a really up-to-date hotel should have. The proprietor, Wm. Koehn, has had years of experience in meeting men in a business way and successfully catering to their wishes.

**Merchants Hotel.**  
 As proprietor of the Her Grand Hotel for a number of years, P. W. Mikesell became well known to many readers of The Herald. After leaving the Her Grand, Mr. Mikesell had a very flattering hotel proposition presented to him from another city but decided to remain in Omaha, the "Gate City of the West". Since taking over the Merchants Hotel, he has given it his personal attention which is a guarantee that its guests will receive the same cordial welcome and courteous treatment that his parents received at the Her Grand. He is already receiving a

### FIRST CLASS HELPERS AND PLENTY OF THEM

The Service Furnished by South Omaha Commission Firm Merits Attention of Those Who Sell Stock.

"First-class helpers and plenty of them" is a point that is emphasized by Byers Brothers & Co., the well known South Omaha commission firm who made an interesting announcement to Herald readers this week in the advertising columns.

This firm, which has enjoyed a constantly growing business during past years, solicits inquiries and commitments from those of our readers who have stock to ship to market. They give careful attention to all mail inquiries, and are glad to hear from you.

That the first-class salesmen employed by the firm get good results is shown by the fact that their customers ship to them again and again without complaint. They also have offices at Chicago and St. Joseph and can care for your business at those markets as well as at South Omaha. In writing to or calling on Byers Brothers Co. kindly mention that you saw their advertisement in The Alliance Herald.

### GOOD SADDLE BUSINESS BY HERALD ADVERTISER

Alfred Cornish & Co. of Omaha, saddlers and harness makers, who advertise the famous Collins saddles through The Herald, report a good saddle trade this season, notwithstanding the high price of leather and the scarcity of labor. By manufacturing saddles and selling them direct to users, they eliminate the middlemen's profits and thus help to reduce the high cost of living to their customers.

Alfred Cornish & Co. are successors to Collins & Morrison, who were so well known and popular with Nebraska and Wyoming ranchmen some years ago. This firm is located at 1212 Farnam street and will be pleased to have stockmen call any time they are in Omaha.

fine patronage at his new location, which will increase as his connection with the Merchants Hotel becomes better known. The location can properly be termed in the heart of the city, being only about a half block from the intersection of Sixteenth and Farnam streets, known as the business center of Omaha. Take any Farnam car at the Union or Burlington station and get off at Sixteenth and Farnam, within a few steps of the Merchants Hotel.

### TAKE TIME TO VISIT THE NEW PACKING PLANT

SPECIAL INVITATION GIVEN TO ALL READERS OF THE HERALD.

The Skinner Packing Company Will Supply Transportation and Furnish Guides.

As will be seen by reading the advertisement of the Skinner Packing Company in this issue of The Herald, a special invitation is extended to all Ak-Sar-Ben visitors from western Nebraska to visit "Omaha's Daylight, Snow-White, Independent Packing Plant" while in the city.

Every person who can possibly do so should take advantage of the generous offer to be taken out of the plant free of charge and shown through by a guide who will explain for what purposes the different parts of the buildings will be used and give you such information as you may wish in regard to how the different departments will be worked.

If you have ever gone through a large packing plant and learned something of how the work is carried on, you will appreciate the improvements that have been made in the construction of the new plant of the Skinner Packing Company, in which use has been made of what has been learned by experimentation and experience in the older packing houses.

Scientific investigation, modern inventions and what has been learned by experience (sometimes an expensive teacher for meat packers as well as other people) have been made use of in the construction of the Skinner Packing Company plant in order that when it begins operating, as it will soon, it may be run with the greatest efficiency ever yet attained and as economically as possible.

The object is to have a packing plant that will turn out meat products of superior quality, absolutely second to none, and at the same time, by having the most modern arrangement and equipment, to make profit on the business sufficient to pay big dividends to stockholders.

It is figured that the reputation of Skinner pure food products and the publicity already given will make a

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