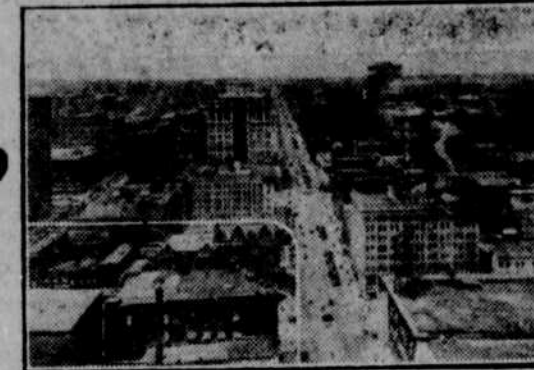


Review of gains for Omaha market shows: Hogs, 328,782 over 1923; Cattle, 74,259 head. Sheep lost in 1924 to the tune of 125,231. Horses and mules lost 4,374 head and calves lost 4,645 head. There was a total gain over last year of 268,801 head of all kinds of livestock.



Where Town and Country Meet



More than twelve million dollars went into new building improvements in the city of Omaha for 1924. Prosperity and happiness go hand in hand. The twins are fostered by intelligent co-operation. We should not soon forget the lessons learned by the recent failure of agriculture.

EDITED BY C. H. BLAKELY.

American Farmers Produced Twelve Billion Dollars in 1924

Prosperous Year for Agriculture Is 1925 Forecast

Supply and Demand in World Markets Properly Balanced; Good Prices Predicted.

Straight Ahead!
Prosperity is getting its stride and is gradually forging ahead. In 1924 the total agricultural wealth produced in America was \$9,500,000,000. In 1923 the total was pulled forward to \$11,500,000,000. The year just ending has given American farmers a grand total of \$12,000,000,000 in new wealth. It is not altogether a catchy phrase nor a "cheer-o-boy" statement when we say prosperity is coming back to the farmer. It has been coming for three years and the year 1925 should see even greater strides.

The visible supply of agricultural products available for consumption before another crop can be raised, has diminished since early estimates. Wheat has been getting some hard runs and export trade has fallen off within the last two weeks. Millers all over America are offering premiums for choice samples. Final crop estimates on wheat show a loss of close to 400,000,000 bushels in world-wide production. This loss is being keenly felt in the wheat pits at the American and Liverpool markets.

All importing countries, however, are straining their exchange power to buy breadstuffs. This steady buyer influence has kept the market stable and offers a good future for the outlook of visible supplies of wheat.

Corn Is Sluggish.
The early estimates of corn showed a general shortage of this staple. Later developments in available supplies show that the shortage is not affecting demand as much as was expected. Prices which have prevailed have been largely speculative. Many changes have occurred to affect the coming prices of corn. Commercial circles are becoming skeptical of the present high prices and a drop will undoubtedly occur during the first months of 1925. The commercial demand is about one-third of what it has been for the last two years. Feeders are refusing to pay the high speculative prices and will continue to hedge in their operations.

The movement of corn has not gotten under way sufficiently at this early date to define any definite predictions. This much is true, that prices have been boosted by speculation and demand has had very little to do with it. The rises have been largely in sympathy with other staples.

Oats, Rye and Flax Up.
The visible supply of oats has been limited largely to the foreign supply in America. The foreign supply has been very low. This has caused a general upturn in speculative buying. The outlook is very bright for higher prices as a large consumption is on the way just as soon as the crop gets moving.

Rye is getting its encore along with wheat. The supply from the principal rye-producing countries has been very doubtful. Owing to the high upturn in prices of wheat, rye has trailed with equal favor. The world estimate is close to 1,180,000,000, compared with 1923 supplies of 1,500,000,000 bushels.

The upturn in the flax market is largely due to rapid absorption of this staple by industry. The foreign supply is reported as very low. The South American crop has been damaged and that source will be cut off.

Cattle Runs Lighter.
During the last month of 1924 the cattle runs decreased enough to bring back general attention to the livestock market. It is believed that many of the warmed-up and shorted cattle have been marketed. Range supplies have been coming in rather heavily during the latter half of the year, but this only shows a future possibility for better conditions for the year 1925. The cattle outlook is brighter at this time than it has been for some time.

Dairy Products Steady.
The good dairy producing countries have been blessed with very favorable weather this year. The visible supply of butter is indicated by a large holder of the lower grades. Export trade is picking up and the movement of the better grades has seen a sharp advance. However, the total outlook is steady, especially for the choice supplies of cheese and butter.

At the end of 1924 the storage supply of dairy products is the largest that it has been for many years. Manufacturers are looking for some sharp changes in the situation during 1925. It is believed that the high price of grain will turn many farmers back to that work rather than the milking of cows. The history of the dairy business in America has been largely that of jumping into the business when grain prices are low, then getting out again as soon as prices begin to come back. This year may see some revolutionary changes in the butter business. The farmer who uses judgment should come through with flying colors this year.

OMAHA LEADS AS FEEDER MARKET

Scenes at South Omaha Stockyards Showing, Hog, Cattle and Sheep Markets



Feeder cattle yards down at the South Omaha market. The location of the South Omaha market, together with its facilities to handle thousands of cattle, is making it famous as a center for feeder cattle. Buyers from Kentucky, Ohio, Michigan, Indiana and many other outside states are coming to Omaha for feeder cattle. Four hundred sixty-six thousand nine hundred ninety-seven head of cattle went to the country from the South Omaha market in 1924.



A scene in one of the feed yards down at the South Omaha stockyards. Sheep have "come back," since the slump after the war, more than any other kind of livestock, Omaha is forging to the front as a feeder sheep market. The local market received 2,844,421 sheep in 1924. Eight hundred twenty-two thousand and sixty-nine head of sheep were taken to the country and other points from the Omaha market in 1924. This was an increase of 70,900 head over the 1923 country run.

Scene at the hog market, South Omaha. Hogs go from this market to the east coast, the Pacific coast, to all of the cornbelt states. Omaha ships many trainloads of live hogs to independent packers. This additional demand over and above the local packer demand is what is making Omaha one of the best hog markets in the world.

Big Agricultural Meet at Lincoln Starts Tuesday

All Farm Organizations in State Will Take Part in Discussions; Noted Speakers Coming.

All agricultural organizations in Nebraska will join in the annual "organized agriculture" meeting at the state agricultural college campus at Lincoln, January 6 to 9. The meeting will be addressed by prominent agricultural experts of Nebraska and the middle west. F. W. Murphy of Wheaton, Minn., chairman of the executive committee of the American Council of Agriculture, will speak on "Equality for the Farmer" and Eugene Davenport, former dean of the agricultural college of the University of Illinois, will address several meetings. Miss Alma Binzel, lecturer, will be the principal speaker at the home economics sessions.

The annual "farmers' family fun feed" prepared by the home economics department of the university, will be held in the engineering building Wednesday evening. The organizations which will join in the meeting will be the Nebraska Crop Growers' association, the Nebraska Improved Livestock Breeders' association, the Home Economics association, the Nebraska State Horticultural society, the Nebraska State Dairymen's association, the Nebraska Farm Bureau federation, the Nebraska Milk Goat Breeders' association and the Nebraska School Patrons' association.

RESOLUTIONS.
If our lives are our own we do not look backward, at this time of year, except with cursory glance which gives us perspective. The mis-steps and broken resolutions of the old year are soon forgotten in the hopes for our life here throughout the coming seasons. Without hope we are helpless. Resolutions are a baby hope; resolutions are embryo forms of hope; the wings of strength which will carry us over the mountains of doubt. Poor indeed is the soul which does not have moral strength to come to the altar of hope once a year and right itself after the storms of a 12 months' voyage upon the sea of time. Let's approach the New Year with clean desires to live a more complete, a bigger and better life, a life of service to mankind. In making our resolutions let's draft them so concretely that they will be built into the creed of our being. Let's look straight ahead, for our own goal lies out there. By such light as we have Straight Ahead is our resolution for 1925.

What Do the Figures Mean?

There were 1,758,924 head of cattle shipped to the Omaha market in 1924. How may we comprehend such figures? Shut your eyes and imagine you are looking across a gigantic cattle ranch down in southern California; before you are cattle, cattle of every kind, fat cattle, thin cattle, white-faced cattle, red, roans, white ones, black cattle; there are over 1,500,000 of them, you say. From your high point of observation you see them strung out to water. Walking single file, the line would reach from Tia Juana, Mexico, to Portland, Me. If they walked 10 feet apart as they strung out, they would reach around the world at the equator. Yet all these cattle were handled down at the South Omaha market. The tremendous industry, which is located right here at our door, is doing a business which almost stumps the imagination.

An Ocean of Hogs.

Three million nine hundred seventy-eight thousand two hundred eighty-eight hogs arrived at the South Omaha market. How can we visualize such figures? Imagine that you are looking down into a pen of porkers containing all the hogs which arrived here in 1924. It would look like an ocean of moving forms. Strung out 10 feet apart, they would reach around the world at the equator and enough would be left over to reach around the world again from pole to pole. These hogs were handled by the local market as efficiently as the average farmer would handle a truckload of them. Organization, efficiency, co-operation and modern equipment makes it possible for the market to do this kind of business. Have you ever gone down to the yards and watched them unband, feed, sell and slaughter one day's run of hogs? It is a sight for the credulous.

Imagine the Blanket.

Two million eight hundred forty-four thousand four hundred twenty-one sheep arrived at the Omaha market. How can we estimate such figures? Let's skin 'em and sew them together into one big woolen blanket. It would make a blanket 750 square miles in size. Omaha has 28 square miles in its incorporated limits. This blanket made from the sheep pelts would cover Omaha with 20 folds. Imagine an industry handling sheep enough to make a blanket that large and you have a picture of the enormous business done down at the South Omaha market.

Wearing the Calves.

Now let's take the calves. One hundred three thousand six hundred twenty-two head of them arrived at the local market for 1924. It is wearing time down on the farm. When wearing time comes you know how the little baby calves grieve over their "mummies." Well, perhaps, you can visualize the bawling, the hoarse blating of 100,000 calves at weaning time. Some noise, eh? Well, the boys who have been swinging gates down at the yards have been listening to this noise, multiplied by all

Feeder's Profit Lies in Careful Buying of Stock

High Prices of Grain Can Be Overcome by Judgement in Purchases of Animals.

Many good feeders never make money from their operations because they have put in animals that were bought at too high a price. Experienced market buyers are keen judges of values. They will not over-bid themselves when buying their feeder stock. This mistake is too often the outstanding reason for loss of money in handling any class of feeding animals. The question of high-priced feeds can be overcome by good management in the use of a proper proportion of the right kinds of feeds. When feed is high, equally high prices returns for the finished product usually prevail. Half-finished and warmed-up stock are the kind which suffers low prices when feeds are abnormal.

PURE-BRED PRICES ARE COMING BACK

The prices paid at the Beecher & Ryan auction at Manning, Ia., December 17, averaged \$475 per head. The total receipts for the sale was \$24,710. This looks like old times in the pure-bred game, declares the Breeder's Gazette. Black Marshall 11th, the recent grand champion bull of the International Livestock exposition, was bought by H. O. Harrison, San Francisco, for \$10,100. Black Marshall is one of the great bulls of the Aberdeen Angus breed. His show record is an enviable one. These kind of cattle are getting scarce. The breeders of America have not lost faith in the pure-bred business and as prosperity comes back to other lines of business we can expect the pure-bred business to do its share. It was from this great herd that our own university of Nebraska, bought the foundations which produced the reserve grand champion calf of the recent livestock international Blood will tell.

OVERPRODUCTION CUTS HAY PRICE

Lincoln, Jan. 3.—Reports from a large number of hay shippers and dealers throughout the United States indicate that only about one-third of the 1924 crop of timothy hay had been marketed to December 15, states the United States Department of Agriculture in its review of the hay situation for the week ending December 27. Slightly more than one-half of the marketable alfalfa had been sold to the middle of December, while 46 per cent of the prairie hay had gone to the market. Timothy prices are about \$1 below last year's level. The trend is pointing downward as the crop begins to move. Prairie hay is off \$2 from 1923 levels. The lower price trend is due largely to an overproduction of marketable hay, declares the report.

Location Assures Growth of Omaha as Stock Market

Eastern Demand Meets Western Supply at Local Yards; 100 Cars Shipped Daily.

Outstanding among the reasons for Omaha's phenomenal growth as a livestock market is the great industry established here by the large packing companies. "Without the demand created by the competition among the principal packer buyer, the Omaha market would be insignificant," declared Frank Stryker, secretary of the Livestock exchange.

There are many contributing factors which make it possible for Omaha to outstride its competitors. Its geographical location is another outstanding reason for growth, being in the very heart of the cornbelt; it is actually the place where eastern demand and western supply meet. No other market is so fortunately situated geographically. Its location has caused it to become one of the great railroad centers of America. The railroad companies have co-operated with the market in arranging schedules to the eastern markets. It is possible to load at Omaha and be at the eastern seaboard in five days by the fast freight services now available with the railroad companies.

Feeder Buyers Create Demand.

Many thousands of head of cattle and sheep are bought by feeders from

Ohio, Pennsylvania, Indiana, Maryland, Michigan, Tennessee and Kentucky, and other outside states. This outside demand, which has been created by special efforts to reach outside trade, has assisted Omaha to become one of America's best feeder markets. The good prices and high quality of feeder stuff arriving on the Omaha market has established it as the best place to sell or buy.

It is no uncommon occurrence for the Omaha market to ship daily as many as 100 carloads of livestock to various eastern markets. This ever-increasing demand is really one of the features which makes the South Omaha market different from other markets.

Large independent packing concerns in New York, New Jersey, Maryland and other Atlantic seaboard states have established a new line of competition. Shippers to the Omaha market have the benefit of this outside buying influence.

West Buys Many Hogs.

Besides the heavy demand for cattle, sheep and hogs which go to the eastern markets, Omaha is building up a trade with the Pacific coast states in the hog trade. The west coast does not produce enough pork to supply demand. They are constant competitors in the hog market at Omaha. They buy hundreds of carload lots of live hogs and ship them to the Pacific coast packers for slaughter.

These factors really make the Omaha market distinctive. It is not uncommon to have fat cattle, hogs and sheep going out to Baltimore, Philadelphia, New York City, Newark, N. J., Rochester, Buffalo and Boston on the same day. Whole trainloads of hogs go to San Francisco, Portland and Seattle.

We Have the Proof of QUALITY

MAKE us prove to you how Red Feather Cattle Pudding will add to the selling price of cattle.

Make us prove how Red Feather Cattle Pudding will produce gains at less cost.

Make us prove how Red Feather Cattle Pudding will replace high-priced concentrates, such as oil meal and cottonseed meal to a better advantage.

Make us prove how this feed can eliminate all that trouble, grief and loss that comes with experimenting with high priced concentrates of inferior feeding value.

Don't waste time, money and profits. Get in touch with us immediately and make us prove the above statements.

M. C. PETERS MILL CO.

South Omaha, Nebraska

Red Feather CATTLE PUDDING

LAND SELLS FOR \$107.50 PER ACRE

R. W. Harbor, secretary-treasurer of the Shedd Investment company, recently closed one of the largest transactions in Nebraska farm land reported this season. The property consisted of a solid section of farm land in the Norfolk territory, with fair improvements. The farm, which was listed with the Shedd Investment company at \$110 per acre, sold for \$107.50 per acre, or \$28,800, and was cash.