

CO-OPERATIVE DOLLARS For The Cattle Industry

THE MISSOURI VALLEY CATTLE LOAN COMPANY succeeds The McNish Cattle Loan Company, which since its organization has grown to be a large and important factor in financing the cattle industry. Increased demand necessitated increased facilities, so from the old was born the new, and with our \$2,000,000.00 authorized capital we assume our place today among the foremost specialized banking houses of the country.

Our books are recording profits every day. In a very short time our stock will be selling for its actual value of \$150.00 per share.

Your Money Invested in Missouri Valley Cattle Loan Company Stock is Safe, Profitable and Quick Liquidating

SAFE

For the reason that it will be used solely for loans on cattle, recognized by bankers as the last word in desirable securities.

PROFITABLE

For the reason that our profits consist of the difference between the cheaper money in the financial centers of the country and the higher rates of interest prevailing in cattle-raising States.

QUICK LIQUIDATING

Because cattle loans are six months paper, offering the opportunity of frequent turnover and making One Dollar do the work of two.

The Cattle Loan Business

Is a specialized form of banking and ours a Company of banking specialists, well-schooled in the ways of finance and with the lessons of the cattle industry thoroughly learned. Thus are you protected. Lending our capital only to stock raisers and bankers on positive and quick liquidating securities at liberal rates of interest and positive profit assures a handsome return on your investment. Due to its liquid nature and quick maturity cattle paper is generally accepted and recognized by bankers as a most desirable outlet for investment funds. Thus a sure source of rediscount.

Bankers realize the eligibility of cattle paper for rediscount at the Federal Reserve Banks of the country enhances greatly the value of such loans as collateral, and creates a desirable secondary reserve for banking institutions.

EVERY DOLLAR of your money is used in the same way and helps add to your profits as a stockholder. Your money is not tied up in high-priced factory sites or in mechanical equipment; not absorbed in unnecessary overhead, but has only one fixed and cardinal purpose—to make a handsome profit for its owner.

Demand and Supply

The gigantic size of the cattle industry in our country is but little understood and its importance generally under-estimated. The fact remains, however, that this industry stands well up in the lists of big business and hundreds of millions of dollars are represented in its various channels. Every day adds to the demand made upon it. Each twenty-four hours expands the market of beef products, particularly at the present date and under present conditions. The breeding stock of Europe depleted to almost a state of nothingness, the people of the old world so far devastated and unproductive, look to their young and lusty sister of the new for fattened beef from the American feed lot or the sturdy steer from the grassy range.

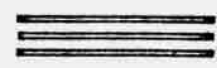
From our own herds were taken almost countless numbers of cattle into the tremendous maw of the world war, fed to the khaki-clad warriors from the States and his brother-in-

arms from England's isles, from France, Italy and Belgium, while consumption by those at home kept well apace. There could be but one inevitable result and that result is most apparent in the actually existing shortage of beef cattle. There is but one remedy—increased production. The stockman must be encouraged and assisted. He must have held out to him the helping hand of finance to aid him and rebuild his herd.

THE MISSOURI VALLEY CATTLE LOAN COMPANY is organized for that purpose. Like other banking institutions whose large profits are derived from the wide scope of their operations we are operating in twenty-eight states, being able, therefore, to accept and make none but the most desirable loans. Our corps of most efficient inspectors is constantly used in determining the worth of our applications.

**The Actual Business We Have on Our Books, Together With Our Constantly Increasing Connections
Justifies the Early Increase of Our Stock to \$150.00 Per Share**

We are already doing business — our success is not problematical, but actually assured. This is a high-class banking proposition whose specialty is the safest and most profitable line of commercial paper — CATTLE LOANS.



In financing our Company we have been able and will continue to be most selective, finding that the absolute worth of our stock appeals to those most capable of judging an investment.

CO-OPERATION IS OUR WATCHWORD

STOCKMEN - BANKERS - INVESTORS

Our Books Are Recording Profits Every Day

REMEMBER that we have a going business with an enviable reputation already established. The MISSOURI VALLEY CATTLE LOAN COMPANY will use the McGrew system of cattle loans adopted by its predecessor, The McNish Cattle Loan Company, and acknowledged by the banking fraternity as unquestionably the acme of perfection. OUR PLAN OF OPERATION IS THE SAME AND OUR MANAGEMENT PRACTICALLY UNCHANGED.

MAIL THE COUPON TODAY

The Missouri Valley Cattle Loan Co.,
Kennedy Building, Omaha, Neb.

Gentlemen:—

I would be interested in investing Dollars
in your Company.

I would be interested in borrowing Dollars
from your Company.

Name

Address

Ask for Our Booklet

Ask us to send you our booklet setting forth the full details of our purpose and organization. We will be glad to answer all inquiries as to our methods of operation. Let us convince you that stock in the MISSOURI VALLEY CATTLE LOAN COMPANY is the best and safest investment you ever made.

OUR BOOKS ARE NOW OPEN FOR SUBSCRIPTIONS.

The Missouri Valley Cattle Loan Co.

Second Floor Kennedy Building

F. M. CURRIE, President.
R. V. MCGREW, Vice Pres. and Gen. Mgr.

19th and Douglas Sts., Omaha