

ACT NOW BEFORE THIS OPPORTUNITY IS GONE

# INVEST IN THE MISSOURI VALLEY CATTLE LOAN CO.

The success of this company is not problematical—not a matter to be figured in futures—but actually assured. We are a going concern—our books are now recording profits every day. The Missouri Valley Cattle Loan Association is a high class banking proposition—highly specialized—whose specialty is the safest and most profitable line of commercial paper—the buying and selling of well-secured CATTLE LOANS.

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 demands necessitated increased facilities, so this new company with its \$2,000,000 authorized capital, will assume its place as the largest banking house in the United States which is concentrating its energies on CATTLE LOANS.

## 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.

## A Specialized Form of Banking

The fact that we specialize on Cattle Loans, is the best guarantee to the investor. Lending money only to stock raisers and bankers on positive and quick liquidating securities at a definite margin of profit to us, assures you a handsome return on your investment.

Cattle paper, owing to its liquid nature and quick maturity, is recognized by bankers as a most reliable outlet for investment funds. Keeping in touch, as we do, with the various parts of the country, we are able in any season or time to find quick sources of rediscount sales, thus our capitalization can be used over again.

Every dollar that you invest in this company is used to add to the profits of the stockholders. No money is tied up in high-priced factory sites or in mechanical equipment, not absorbed by an unnecessary overhead, but is used solely for one purpose—to make loans to the owners of good cattle—on good security—then to rediscount this paper and use the money over again for the same purpose.

## Every Day the Demand Grows

The gigantic size of the cattle industry in our country is but little understood and its importance generally underestimated. 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. With the cattle 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 stock man must be encouraged and assisted. He must have held out to him the helping hand of finance to aid him and rebuild his herds.

## The Missouri Valley Cattle Loan Company Takes Advantage of This Need

THE MISSOURI VALLEY CATTLE LOAN COMPANY is organized for the purpose of increasing this production of cattle and to make a source of handsome profit to the investor. Like other specialized banking institutions whose profits are derived by the rapid turnover method of operations, we are operating in 28 states. We therefore are able to make desirable loans at any season of the year, and because

we are in touch with every part of the country, we can be sure of prompt resale of our paper. This is possible because when securities seem to drag in one part of the country, the wide scope of our operations permits us to turn to sections which are ready to buy this paper promptly and eagerly.

# ALREADY IN ACTIVE OPERATION--ACT NOW!

*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*

STOCKMEN

BANKERS

INVESTORS

MAIL THE COUPON TODAY--Ask us to send you our booklet setting forth the full details of our purpose and organization. Let us convince you that stock in THE MISSOURI VALLEY CATTLE LOAN COMPANY is the best and safest investment you ever made. The books are now open for subscriptions to the Capital Stock of this Co.

## Missouri Valley Cattle Loan Co.

SECOND FLOOR KENNEDY BUILDING, OMAHA, NEB.

R. V. McGREW, V-Pres., Gen. Mgr. F. M. CURRIE, President

MISSOURI VALLEY CATTLE LOAN CO.  
Second Floor Kennedy Building  
Omaha, Nebraska

I would be interested in investing .....  
Dollars in your Company.  
I would be interested in borrowing .....  
Dollars from your Company.  
Name .....  
Address .....