

\$100,000,000 is Increase in Value of Farm Products in Nebraska This Year

All Crops Show Gains in Returns; Outlook for Future is Bright

Nebraska Farmers Will Collect \$387,273,000, Compared to \$279,112,000 Last Year—No Surplus of Any of Five Staple Crops in Sight.

Prospective Prosperity Is Greatest in History

The five great staples of production upon which civilization itself depends are as follows: Bread Stuffs—The wheat, corn, rye, oats and other grains utilized in making the daily loaves for teeming millions.

Cotton—The universal fabric, utilized for a thousand purposes and the almost universal dress fabric.

There is no considerable area anywhere on the globe that is producing in surplus three of these world staples.

There may be those who will contend that Nebraska is not a wool-producing state, but if such there be they are not acquainted with the facts.

Accepting the statistics of the government as to sugar consumption, the people of the United States consume 80 pounds of sugar per capita annually.

You ought to know that vinegar is not just a sour taste.

Real vinegar has quality, flavor, aroma and delicacy, secured by the careful selection of the materials that go into it and by slow aging and mellowing.

It surely is not an extravagance to pay a fraction of a cent more to make a salad really delicious.

HEINZ PURE Vinegars. Image of a bottle of Heinz Pure Vinegar.

are that 1924 will see Nebraska even more secure in this position. From every corn producing section of the state comes the cheering word that corn, after a late start, has been favored by unusually good growing weather.

The wheat crop of Nebraska is already made. There is no longer any guess-work about it. With the possible exception of two other years, this year's crop is the greatest in the state's history in point of bushels.

There are more cows being milked in Nebraska today than ever before, therefore more butter manufactured.

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Table with columns: 1923 ACREAGE, 1924 ACREAGE, BUSHELS, VALUE. Lists corn, wheat, oats, hay, barley, rye, and potatoes.

After carefully noting the above, nothing could emphasize more the growing prosperity of Nebraska at this time than comparing it with the following estimate for 1924:

Table with columns: 1924 ACREAGE, 1925 ACREAGE, BUSHELS, VALUE. Lists corn, wheat, oats, hay, barley, rye, and potatoes.

Nebraska is pre-eminently a live-stock producing state. No other state produces more beef and pork and mutton per capita than Nebraska.

What is true of cattle is equally true of hogs. There is no discounting the fact that the hog raiser has been up against a hard game during the last six months.

PRAY'S \$2 and Better. We can't name the next president but... Image of a man in a suit.

from over-inflation of land values. During those four years they have stuck doggedly to their task, depriving themselves of many things that were their just due.

It is not within the bounds of truth to say that this year's bountiful crop will see all of them "over the hill."

Already this business revival is easily noticeable. Delayed interest payments are being made, mortgages are being cut down, store bills are being liquidated and notes at the bank are being taken up.

During the last month the hog market has increased to such an extent that the hog shipper has realized approximately \$500 a carload more than he did the month previous.

The cattle and hog raisers of Nebraska were never "sitting prettier" than they are now. The range is in top condition, and the steers and the pigs are reveling therein.

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What does all this mean—these tremendous crops and these rising prices? It does not mean an era of speculation, Nebraskans have

Folks who cover a lot of ground find a heap of energy and goodness in Kellogg's. Delicious as can be served with milk, cream or fruit. Nourishing too! Image of a Kellogg's corn flakes box.

Kellogg's CORN FLAKES. Inner-sealed wafer wrapper—exclusive Kellogg feature. Image of a Kellogg's corn flakes box.

learned their bitter lesson. They may forget it in time, but it is very fresh in their memories right now. It does not mean an orgy of reckless spending.

Earl and Wilson Shirts Are Sold Only at Pray's Stores.

We can tell you the one shirt that will wear a full year—it's an Earl & Wilson (E. & W.) Shirt—if it don't make good Pray's Shirt Insurance will replace the shirt.

The Sweet-toned Emerson. Price Only \$850. The Emerson is pre-eminently the piano for the home. Grands, Uprights and Players at our show rooms, now. Image of an Emerson piano.

All Elastic Top Corset \$6 00

Designed by Makers of the Bandobelt

Model 4 J, illustrated. A splendid garment for medium and well developed figures. The generous use of elastic at the sides not only makes this model comfortable, but allows it to fit perfectly.

Former Table Rock Girl Married at Nampa, Idaho. Table Rock, Aug. 5.—News has been received here of the marriage of Miss Mabel Thomas of Nampa, Idaho.

Diller Picnic Dates Set. Beatrice, Aug. 5.—Diller picnic will be held this year on August 12 and 14. Fairbury Juvenile band will furnish the music and there will be ball games and outdoor sports.

American Beauty ELECTRIC IRON. The best iron made. Think of the years of satisfactory service it will render; its constant readiness for use; the labor it saves and how much better it does the work.

American Beauty ELECTRIC IRON. The best iron made. Think of the years of satisfactory service it will render; its constant readiness for use; the labor it saves and how much better it does the work. Image of an electric iron.

Keep your baby healthy in hot weather. Image of a baby.

Roberts Milk. healthful and refreshing. Image of a Roberts Milk can.

It Seems Like a Miracle to See How Lyko, the Great General Tonic, Puts New Vigor into Weak and Sickly People.

Lyko. The Great General Tonic. From every part of the country reports have come of the amazing benefits brought to run-down men and women by this famous tonic. Image of a Lyko bottle.