



The world **MUST** have Nebraska's Products

ALL PRODUCTS, produced by all industries, the world over, are divided into two classes: Necessities and Desirables.

Nebraska's products are in the "Necessities" class. They are foods; they rank with air, water, light. Every human being must have them.

The market for Necessities **never** ends. Men **must** have foods.

Nebraska produces more than enough for her own citizens. People in hundreds of localities that don't produce enough, get their Necessities from Nebraska's Necessary Industries, Agricultural and Livestock raising.

As population increases in America and in the world, the demand will increase for products of Nebraska soil, richest on earth.

Such God-given advantages yield unequalled safety and security to a people.

Omaha acknowledges the splendor of Nebraska.

Omaha knows that her industries, her stores, her real estate, her factories, her financial houses, will grow in the future as they have all grown in the past—because of Omaha's location in the center of territory such as Nebraska.

