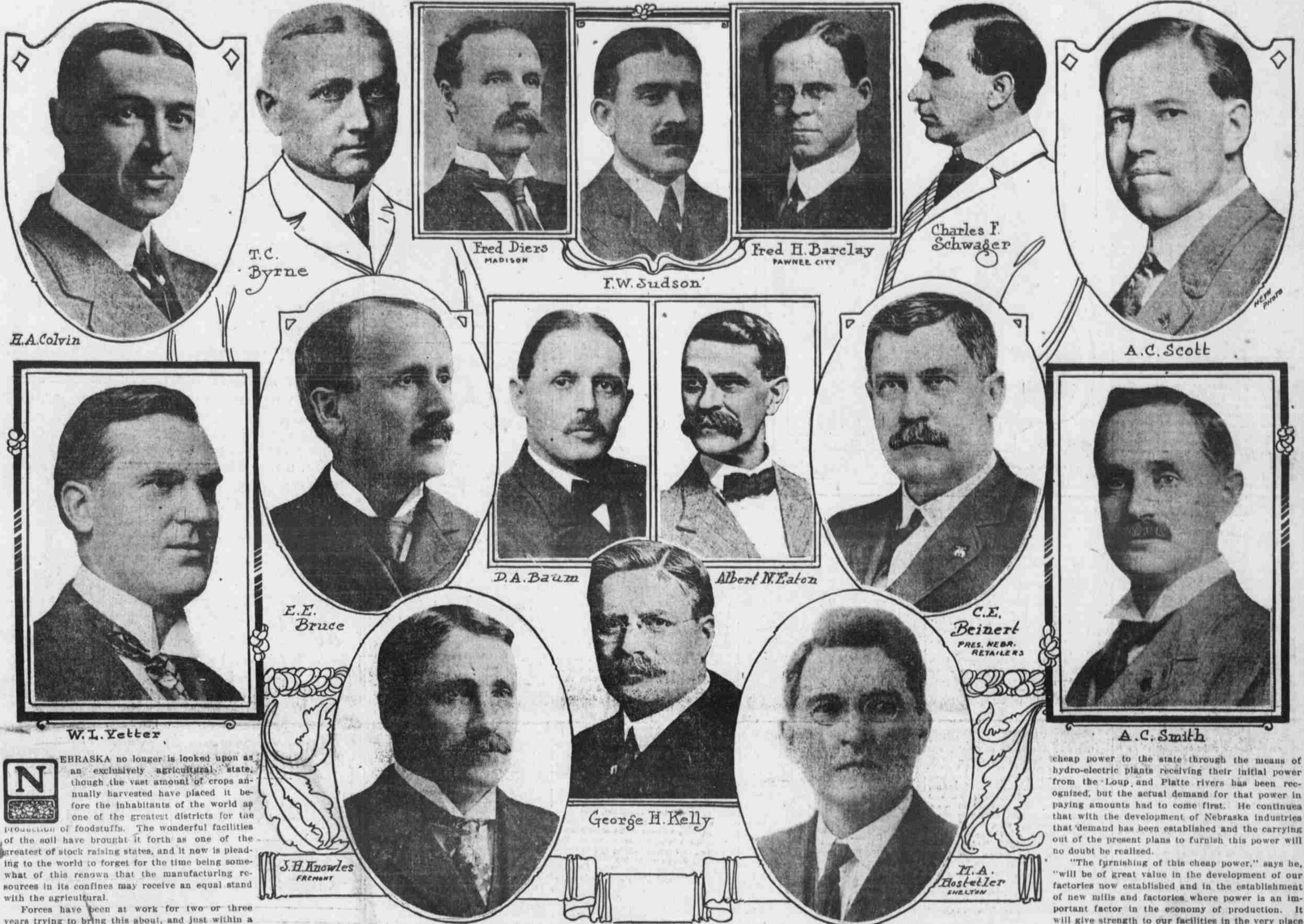


Nebraska Manufacturers to Display Their Own Wares



NEBRASKA no longer is looked upon as an exclusively agricultural state, though the vast amount of crops annually harvested have placed it before the inhabitants of the world as one of the greatest districts for the production of foodstuffs. The wonderful facilities of the soil have brought it forth as one of the greatest of stock raising states, and it now is pleading to the world to forget for the time being somewhat of this renown that the manufacturing resources in its confines may receive an equal stand with the agricultural.

Forces have been at work for two or three years trying to bring this about, and just within a very short period has the result of this influence come to be felt. Since two years ago when the Omaha Manufacturers' association was organized, a state association has been organized and established in its work along this line. Later there came into the forces the Federation of Nebraska Retailers and now all these and some interested ones outside are enlisted in the work of placing Nebraska before the world as a producer of prepared goods as well as of raw material.

And along with this work of promotion and publicity, these organizations have launched a campaign to educate the people of the state in the value of these goods and the advantage of their use. They are trying to teach the people that the best goods may be had at home and that while buying these homemade goods they get not only valuable goods, but the money they pay for them which includes cost of production, marketing and profit, stays at home close again to their hands.

With these principles in mind, a show to exploit the goods to the people that they may know what to buy to maintain these conditions, has been prepared. It has been brought to Omaha and under the auspices of the Nebraska Federation of Retailers will be staged at the Auditorium March 5 to 15. There, manufactured articles of every kind, made in Nebraska, may be seen by these people. Thus the facts about Nebraska's manufacturing facilities will receive further publicity and bring conditions closer to that ideal which has been sought—namely, the placing of the state's manufacturing facilities on the same high plane of gen-

eral knowledge before the world as the agricultural and live stock resources now stand.

These various associations have come to realize that they are the potential force behind the manufacturing and industrial development of the state and the duty of broadening and continuing the development rests largely upon them. This realization has bred the desire which is shown in the first annual Made in Nebraska show.

The members realize that they can do most by individual effort and by co-operation towards promoting the manufacture of the goods that Nebraska needs and the home use of goods that Nebraska makes. They have reached the stage of co-operation where mutual sympathies lie between the various towns and cities of the state. At the present time if one town or city is negotiating with a new industry or with an established one located elsewhere and is unable to secure it, the town will assist in locating the industry in some other town within the state. Such co-operation is the result of the recent formation of the Nebraska Manufacturers' association.

This association will further the work of building up industry by watching the new concerns and try if possible to see that they fit the place made for them. This will be done in order to get the work of locating new industries in Nebraska down to a science, so to speak. It will be endeavored to locate them so that time, effort and money will not be wasted in locating industries that do not belong in the state.

Following out this idea these organizations will put special vigor into their efforts to secure within the state any industry which utilizes raw materials, grain, forage, fruit and vegetable crops grown in the state. Such industries, it can be seen, are more natural to Nebraska and while building up the manufacturing industry of the state will at the same time maintain and increase the agricultural development. Such manufacturers, too, are surer of success, as may be instanced from the fact that Omaha has grown from a small village to first place in the world as a creamery butter manufacturing city, from milk gotten from Nebraska cows.

Instances of development in communities throughout the state will be shown in the various goods on display at the Auditorium. The show undoubtedly will disclose the secret of the up-building of many towns in the goods made in them because those goods come from factories properly located. This exploitation also will be made in the line of advertising homemade goods to local buyers. The show will be in the line of educating the people in the use of homemade goods. This idea was born two years ago in the industrial parade in Omaha given by the Omaha Manufacturers' association and again in the window display of 1912. People of the city and strangers on visits here were amazed at the many things made in Omaha and their acquaintance with these commodities has been a means of not a little development

in those lines which were displayed. Many commodities made in Omaha were not generally known before to the inhabitants of the city. What the window display week did for the manufacturers of Omaha, the Made in Nebraska show at the Auditorium is expected to do for the manufacturers of the state as well as the Omaha industries included in the exhibits.

The coming show, which will be staged by the Federation of Nebraska Retailers, has received the full indorsement of the Nebraska Manufacturers' association, the Omaha Manufacturers' association and the Commercial club of Omaha. All the retailers of the state are in support of it and thus its success especially from the standpoint of educating the people of Nebraska is assured. The officers and directors of the Federation of Nebraska Retailers are drawn from all parts of Nebraska, and the show will also represent the entire state. Such educational methods is expected to help out the Nebraska manufacturer in his competition with foreign manufacturers. By this co-operation with the retailer at the show the methods of getting his goods before the people of the state will be much improved. He can offer through the retailer a higher quality of goods at a lower price while at the same time giving better service.

F. E. Sanborn, president of the Omaha Manufacturers' association, is now urging the industries of Nebraska to wake up to the needs of cheaper power and some methods of obtaining it. He says for many years the practicability of furnishing

cheap power to the state through the means of hydro-electric plants receiving their initial power from the Loup and Platte rivers has been recognized, but the actual demand for that power in paying amounts had to come first. He continues that with the development of Nebraska industries that demand has been established and the carrying out of the present plans to furnish this power will no doubt be realized.

"The furnishing of this cheap power," says he, "will be of great value in the development of our factories now established and in the establishment of new mills and factories where power is an important factor in the economy of production. It will give strength to our facilities in the very place where we believe they will be most benefited and help in the economical utilization of the products of Nebraska farms by Nebraska factories into finished products for Nebraskans."

While awaiting the development of power to handle the raw materials and turn them out into finished products the industries of the state are going ahead with the facilities which they have in hand. Already the manufacturing industry has been built up to a degree where the state could build a wall around its borders and the inhabitants live upon the things raised and manufactured within it without any outside aid. Educational work will be continued by the manufacturers until the world knows of some of these facts at least. Even the children of the state will be educated in what the state can afford them. Along this line the Omaha manufacturers now are working.

Many of the manufacturers who will exhibit at the big exposition to be held in the Auditorium have assured the Omaha manufacturers that they will aid in making the dinner to Omaha school children this spring a big success. This dinner is now being planned by the Omaha organization and it is expected that 1,500 school children will be entertained in a large tent where everything in and about the tent will be Nebraska made.

The school children who will attend this dinner will be delegates from the various grade schools of Omaha and will be selected only after a bona fide competition in which an intimate knowledge of Nebraska made goods and their value will play an important part.

BY JANE ROBINSON.

PERHAPS at no time in the nation's history has physical culture received more attention than at the present. Everybody agrees that the child is an important one if the physique of the nation is to become something of which its members are to be proud, but mistakes arise through not beginning early enough.

Simple gymnastic exercises are enjoyed by most children, and even the tiny tots will revel in physical culture if it is carried out right.

The body of a little child is plastic and can be moulded, almost as the mother wills. While modern mothers have evaded many faults which our grandfathers practiced, there are yet blunders and errors into which they fall.

The practice of tying strings and pushing elastic behind a child's ears for the purpose of keeping on his headgear has, fortunately, disappeared. Many a man

with protruding ears can trace the cause to childhood's days. Round-shouldered women are unable to straighten their backs because they were allowed during their plastic years to sit with rounded shoulders over their hook or embroidery, and there was no influence at work to counteract the tendency to stoop. Today our children have fewer restrictions, and by the aid of physical exercises are better formed.

But we do not begin early enough. Physical culture should start in the nursery instead of in the schoolroom. Here the mother has every chance to check tendencies that may develop into, far from beautiful traits of character and imperfections of growth. Thus a child inclined to become bow-legged must receive attention before the deformity becomes definite. Teach the little one to rise on his toes, first on one leg, then on the other, with hands outstretched above his head. Practice the exercise every day, encouraging little Tommy by talks

about tall men and fine soldiers. If father happens to be tall and manly, Tommy will want little encouragement beyond aiming to be "like daddy."

No boy or girl need have a contracted chest when by daily exercise it is possible to develop it. Breathing exercises are excellent. Always teach your child to inhale through the nose and to open the mouth very slightly for the purpose of exhalation. If mother performs the exercises with her children they will gain in interest and certainly mother will lose nothing.

Stand near an open window for preference. No clothing should be tight, or it will impede the exercises. Place hands on hips and breathe in to order. One

of the party may count four, or mother may slowly raise her hand as she counts mentally. Then breathe out and repeat the exercises many times.

To strengthen the throat the following is an exercise which can be highly recommended:

Place hands on abdomen and press firmly; take a very deep breath and hold it; now open the mouth as widely as possible and exhale. Children always enjoy this exercise and it is an excellent one for them.

Every nursery should be provided with a mattress upon which children may exercise. To strengthen the muscles of the shoulders and back let the child lie upon the mattress face downward, stretched

to its fullest extent. The mother meanwhile must place her hands upon the calves of the legs and act as a lever while the child throws out its arms to right and left and tries to draw itself up from the face. This exercise, besides strengthening the shoulders and back, also prevents contraction of the chest.

Another good exercise for developing the chest is to let the child lie upon its back, its shoulders thrown back to touch the mattress while the chest is raised and lowered by deep breathing. Now, keeping the hands to sides, let the child try to raise itself without turning over.

Chair exercises are also good. Sit upon a chair in the ordinary way, grasp the sides and stiffen the legs, then raise them

as stiffly as possible. Many children turn to such exercise naturally when they are bored by inactivity, but if they are practiced with regularly they will greatly improve the physique of the little ones.

To give flexibility to the waist let the child stand firm, heels together and toes apart, with hips firm, then bend as far as possible to the right and to the left. After about twenty bendings, take the forward and backward bending of the trunk. Another exercise which tends to develop general flexibility and encourage grace of form is to stand upon one foot and throw the body to the half-angle as if catching a ball.

Tiny babies should be allowed to stretch themselves as much as they will. Perfect growth is to result. Instead of hurrying them towards the walking age, let them stretch upon a rug to their heart's content. They are far more likely to grow strong than if stood upon the legs that are too weak to hold them. How

legs are usually the result of a forced walking age.

Every part of the body is strengthened and beautified by correct and frequent usage. Our left hand has not the strength of the right simply because it is too often a lazy member. The more it is used the stronger does it become, and it is good practice to encourage boys and girls to use their left hands more than they do.

There is a big difference between using the left hand and being left handed. To make both hands answer to one's will is the best plan.

A final word to the mother who understands her children's physical exercises. Much depends upon the season being made interesting. The hardest task tempt a child when disguised under the name of play. Gymnastic exercises must come clothed as games. Let them play at swimming on the mattress, and delight will walk hand in hand with development. Make the exercises amusing and they will be looked forward to with delight.

Physical Exercises in the Nursery