

## \$100 in Payment of Loss

June 26, 1911.

Messrs. Gray & Guthrie, Agents,  
Indiana & Ohio Live Stock Ins. Co.,  
Alliance, Nebr.

Gentlemen,

We are this day in receipt of draft for \$100.00 in payment of loss of our mare, Queen, which died while foaling. This loss occurred shortly after we made application for insurance, and while it costs more than insurance against fire and lightning, it being a LIFE policy, insuring against DEATH FROM ANY CAUSE, it gives absolute protection to any one having valuable stock. Thanking you for prompt settlement, we are

Very truly yours,  
MURPHY BROS.  
By Chas. E. Murphy.

The Indiana & Ohio Live Stock Insurance Company is the oldest in its line, being in its 24th year. It is the strongest, having a paid up capital of \$200,000, surplus of \$200,000, and assets of \$461,000. Insures animals against DEATH FROM ANY CAUSE. SEE

### GRAY & GUTHRIE

AGENTS

Phone 135

Alliance, — Nebraska

## BARGAIN DAY AT MOLLRING'S TUESDAY, JULY 11th

35c value  
Ladies'  
White Aprons  
**22c**

15c value  
Girls' and Boys'  
Blk. Stockings  
all sizes  
**8 1/3c**

15c value Ladies'  
Fine Black  
Stockings  
**8 1/3c**

10c val. Standard  
Checked  
Ginghams  
**6 1/2c**

15c value Embroideries  
and Insertions - **7c**

25c value Art Craft  
Colonial Draperies - **14c**

12 1/2c value  
all linen  
crash Toweling  
**6c**

Standard  
Calicos  
all colors  
**5c**

YOURS RESPECTFULLY  
**GEO. MOLLRING**

## Central Lumber Co. Building Material, Piles, Posts HEMINGFORD, and Coal NEBRASKA



**JOHN GARRETT**  
(Successor to Frank Wallace)  
**Transfer Line**

Household goods  
moved promptly  
and transfer work  
solicited.

Office at Rodgers' Grocery, Phone 1.

Res. phone 583

## NEBRASKA AS IT SHOULD BE KNOWN

Paper Read Before Nebraska  
Press Association at Omaha.

BY WILL M. MAUPIN OF LINCOLN

We of Nebraska should know, and knowing tell all the world, what Nebraska is and is to be; what Nebraska offers to the homeseeker, the investment seeker and the health seeker; what hidden potentialities for human happiness lie dormant in her fertile soil, and what she is annually contributing to the sum total of the world's created wealth.

In the beginning of this necessarily brief paper I want to say, and say emphatically, that the last session of the Nebraska legislature, which performed many good deeds, neglected the ripest opportunity ever offered a legislature to confer a lasting benefit upon the state. I refer to its failure and neglect to make the initial appropriation for a bureau of publicity and immigration. There was no reasonable ground for opposition to the measure; no reasonable objection in economy. In fact there was no opposition to the bill. But, unfortunately, it did not offer opportunities for log-rolling and trading. It had behind it the solid backing of every enterprising organization in the state, of every wide-awake man who is anxious to see Nebraska take her rightful place among the states of the republic. But because legislation today has become largely a matter of "You tickle me and I'll tickle you," so largely a matter of trade and barter, this splendid measure calculated to give us a start in the great work of making the truth about Nebraska known to the world, was allowed to die of inanition, of mal-nutrition, of sheer neglect. And in doing so the legislature worked a grave injury to the commonwealth.

States, like corporations and partnerships and firms, must advertise in these strenuous days or fall to the rear. Constant, persistent, insistent, intelligent advertising is the keynote of success in any business, and there is not greater or more important business than the building of a state.

But there is a condition precedent to intelligent advertising. The constructor of the advertising must know what he is advertising. No man engaged in advertisement building can hope ever to know too much about the business or the goods he is exploiting. It is all well enough for the newspaper men of Nebraska to claim that they are constantly advertising Nebraska, but the plain, unvarnished truth is that they are not doing it as it should be done, and for the very simple reason that they do not know all they should know about Nebraska. I have lived in this state for a quarter of a century—longer by several years than the average Nebraska editor. I have tried in my weak way to advertise Nebraska to the world, and I thought for years I knew Nebraska pretty thoroughly. Something like six years ago I began studying Nebraska from a different angle. Formerly I had studied it from a car window or in political conventions or by converse with friends in my office. Now, after studying Nebraska for six years as any merchant studies his stock—any successful merchant, I mean—I have just begun to realize that what I knew of Nebraska up until six years ago was as nothing, and that if I keep on acquiring knowledge for the next six or eight years as I have during the past six or eight, at the end of that time my knowledge of this great state may qualify me to emerge from the kindergarten class and enter the first primary. The longest span of human life in this age would not suffice to enable one to graduate from the great school wherein knowledge of Nebraska is imparted.

Merely as a basis upon which to work intelligently while you study, I purpose giving you some concrete facts about our beloved state. I will not waste your time in detailing bald statistics. The average human mind can not think in millions. Statistical tables appeal only to statisticians. Columns of figures frighten and repel the average man. Because of this I undertook, while serving as chief of the statistical bureau of the state, to present the statistics about Nebraska in a more attractive form than the usual table of figures. I hope I may be pardoned if I lay claim to having achieved some measure of success in advertising Nebraska abroad. I am of the opinion that the crop statistics of Nebraska, and all other statistics, received a wider range of publicity under the plan I adopted than they had achieved before. One bulletin of comparative statistics reached a circulation of 70,000, with requests for upwards of 250,000 more. And such great journals as Collier's, Leslie's Weekly, Munsey's Magazine, The American Magazine and the Cosmopolitan, to say nothing of the great daily newspapers, gave free to Nebraska a measure of publicity that could not have been purchased with money.

Now, here are some facts about Nebraska, tersely told, that will serve as the basis for many a good advertisement of Nebraska:

Nebraska was admitted to the union in March, 1867, and is therefore forty-four years old—six years less than half a century. All this progress, all this wonderful development, has been

wrought in less than fifty years. Civilization's history records nothing like it.

Seventy-seven thousand square miles of territory, 415 miles east and west and 265 miles north and south. Forty-nine million acres, 18,000,000 acres cultivated. Upon these 18,000,000 cultivated acres Nebraska in 1910 raised upwards of \$400,000,000 worth of grains and grasses. Of the 30,000,000 uncultivated acres more than one-half are just as good for corn, wheat, oats, rye, barley, alfalfa, potatoes, broom corn, etc., as the 18,000,000 cultivated acres, and one-half of the remaining acreage will in time, under intelligent cultivation and proper knowledge of the conditions to be met, be added to the wealth producing area. It took Nebraskans more than a quarter of a century to learn that they could not adapt Nebraska soil to the Nebraska man. Then came the most wonderful discovery of the age—the discovery that by adapting the man to the soil, Nebraska could be made the greatest agricultural wealth producer in the world. Since that discovery every year has seen hundreds of thousands of acres of soil, heretofore considered worthless, brought into cultivation and yielding returns that are so astonishing that it is hard to make people believe the truth. There is room in Nebraska for a half million more tillers of the soil who will till intelligently. Landseer, when asked what he mixed his paints with, replied, "With brains!" And there is no better fertilizer than brains.

Nebraska is the third largest corn producing state, and the youngest of the three, raising more corn to the acre than any other state.

Nebraska is the fourth largest wheat producing state, and the youngest of the four, raising more wheat to the acre than any other state.

Nebraska is the fourth largest producer of oats, and the youngest of the four, only one state excelling her in production per acre.

Nebraska is the third largest producer of sugar beets.

Nebraska manufactures more butter per capita than any other state, and her dairy industry is in its infancy.

Nor is Nebraska alone an agricultural and live stock state. Twenty-five years ago we shipped in practically every manufactured article we consumed. Last year our total manufactured products were approximately worth \$250,000,000, or almost one-half as much as our total of agricultural products and live stock. Startling as it may sound, there is no state making such rapid strides in manufacturing lines as Nebraska. There is a reason. A dollar invested in Nebraska manufacturing establishments brings a greater return than a dollar invested in any other state.

But, as I said early in this paper, the human mind cannot think in terms of millions. If I say that in 1910 Nebraska produced 36,000,000 pounds of butter we merely smile and say, "that's some butter." But you'll probably sit up and take notice when I tell you that if all that butter were packed in pound cartons, and the cartons stacked up end on end, it would make a column of butter two and one-half inches square and 255 miles high; or if loaded into standard freight cars it would make a train over thirty miles long!

In 1910 Nebraska hens produced 102,000,000 dozen eggs—1,200,000,000 eggs. Placed end to end they would reach once and a half times around the world, and they were worth more money than all the gold and silver dug out of any one state in this Union during the same year.

Ever hear of "King Cotton?" Texas is the greatest cotton producing state, yet her 1910 crop of cotton was not worth as much as Nebraska's corn and wheat crop by \$50,000,000. The total tobacco production of the nation last year wasn't worth as much as last year's crop of Nebraska corn, and it wasn't our best corn year, either. Pennsylvania is the greatest coal producing state, but her coal output last year was not worth as much as the mine mouth as the grain, hay and live stock of Nebraska on the farmsteads. All the gold dug from Uncle Sam's soil in 1910 wouldn't pay for Nebraska corn and wheat in 1910. And mind you, this with less than one-half her fertile soil under cultivation.

Let us load upon freight cars all the grain, grasses, live stock, butter, eggs, poultry, potatoes and sugar beets produced in Nebraska in 1910. Would they make a train long enough to reach from Omaha to Sidney? Yes, and a bit further. From Omaha to San Francisco? Yes, and a little further. Well, how long? In order to get a main line track long enough to hold that train it would be necessary to bridge the Atlantic ocean, the English channel and the Baltic sea. With the caboose of that train in St. Petersburg, the conductor who carried orders to the engineer in the cab would have to walk and walk and walk until he reached an engine that projected out into the Pacific ocean 1,400 miles west of San Francisco, for that train would be 10,004 miles long.

In 1910 Nebraska, with a population of less than a million and a half people, produced more from her soil than Japan, with 40,000,000 people, produced and purchased from other nations. The per capita of agricultural wealth production of Nebraska in 1910 was greater than that of any other state. Her two main cereals, corn and wheat, are worth more than the nation's output of copper; her four main cereals, corn, wheat, oats and rye, were worth more than the nation's output of iron ore; her butter, eggs and poultry were worth practically as much as the nation's output of crude petroleum; her hay output was worth more than Alaska's output of precious metals, and her baby crop

worth more than the baby crop of all the other states combined.

You think you know Nebraska! I doubt if there is an editor here who is familiar with the history, the productivity and the resources of his own county. Nebraska a desert? What other state has as many miles of rivers within her borders? Nebraska has over 800 miles of Platte river wholly within her confines. And with the Blue, the Nemahas, the Loups, Pine, Stinking Water, Republican, Salt, and creeks too numerous to mention, she possesses an undeveloped water power that would rival Niagara. She ought to be manufacturing from Nebraska grown raw material every finished product that humanity eats and wears, and pretty near everything that humanity uses, using Nebraska power and paying wages to Nebraska workers.

I claim that Nebraska, with more to advertise than any other state, is the least known state—at home or abroad—of any state in the Union. Kansas spends \$30,000 a year in publicity and immigration work; Missouri spends \$40,000 a year; Colorado spends \$30,000 a year; Montana spends \$15,000 a year; Washington and Oregon spend \$25,000 a year each; California spends a quarter of a million—and Nebraska doesn't spend a dollar. Any wonder thousands pass us by to invest in the higher priced and less productive lands of the northwest? Any wonder that Canada is getting some of Nebraska's best? Any wonder that the Nebraskan in New York who undertakes to tell some of the real facts about Nebraska is laughed at and set down as a chronic prevaricator?

Time that we made Nebraska known to all the world! High time that we acquaint the world with the marvelous improvement that has been wrought within her borders in less than a generation! High time that we let the world know that right here in the heart of the once "Great American Desert" we have builded in less than a generation a state that stands at the front in education, that stands at the front in wealth production per capita, that stands in the front in development of manufacturing, that leads all other states in civic reforms and accomplishes them without revolution and wholly by thoughtful study and intelligent progress.

But before we can adequately tell the world we must first know Nebraska. So this is the message I bring you, fellow newspaper men: Let us study Nebraska, study her history, her resources and her possibilities, to the end that we may be fitted to advertise our beloved state to all the world for what she is—the most productive, progressive and pushing; the most enterprising, energetic and enthusiastic; the most intelligent, industrious and inspiring—in short, the greatest area of productivity peopled by the most progressive people in all the world.

This toast I give to you:  
"Nebraska, the producer of the best of all things; of bad things the possessor of least; a state without a 'bread line' or a child sent breakfastless to school; with a future unlimited and a past to be proud of; a state of homes and schools and churches—her greater development our duty, her bounty our sufficient reward."

**Living in Nebraska.**  
O, the glories of Nebraska! With her fields of waving grain; With their promises of plenty 'neath the summer sun and rain. Rippling wheat fast turning yellow for the harvest soon to be: Rustling cornblades in the breezes 'making sweetest melody: Billowed fields of scented clover curing 'neath the skies of blue: Sunny slopes and shaded valleys with the clear streams rippling through— Over all is peace and comfort, not a trace of sorrow's pall, And to live in Old Nebraska is the greatest joy of all!

O, the glories of Nebraska! Far abroad her stores are spread: From the measure of her harvests are the distant nations fed. Here within her wide dominions, wrought from stretch of desert lands, is the greatest work of progress ever wrought by human hands; Here, within a generation, we have builded, strong and great. On a deep and sure foundation, a progressive, happy state. And at even, resting, listening to the children's laughing call— Say, just living in Nebraska is the greatest joy of all!

O, the glories of Nebraska! Like an Eden Garden spread: Filled with nature's fruits and flowers, and a blue sky overhead. Like that "Land of Milk and Honey" that the Israelites spied Said spread out across old Jordan to delight their wondrous eyes: Like old Canaan seen by Moses as he viewed the landscape o'er. With that country's richest treasures laid before him—and some more. O, there's lots of joy in living where the streams of plenty flow. And to live in Old Nebraska is the greatest man may know!

O, the glories of Nebraska! Sing her praises full and free! Wondrous past that's but the promise of the greatness yet to be: Pouring forth her wealth of products as from Plenty's Golden Horn. Filling all the world's storehouses with her crops of wheat and corn. Spread between the mighty river and the mountains of the west, Fairest land in all creation, by the God of Bounty blest. And from rose of early dawning till the long, gray shadow fall Just to live in Old Nebraska is the greatest joy of all. W. M. M.

### CHILDREN'S DAY AT PATMORE

Prosperous Sunday School in the Sand Hills Country

Perhaps the editor of The Herald and the readers of your valuable paper are not aware that down twenty miles northeast of Alliance and twelve miles northwest of Lakeside, in a beautiful valley, the garden spot of all the Kinkaid claims, is situated the Patmore school house, a beautiful little white building finished and seated in modern style and supplied with a first-class organ. This school house is located among some of the best homesteaders and ranchmen in the sand hills. A great many have proven up on their claims and the others are hustling to do so and are all here to stay.

Among the old settlers that have made these hills and valleys what they are today are Mrs. Martha Patmore and her two sons, Tom and Dave Briggs, Wm. Wilkerson, Ira Johnson and son Clyde, Elmer Sly, Fred and Lee Helling, Mrs. Mary Brice, Jesse Brice, John Zerks, Geo. Hughes, Peter Long, E. V. Doyle, Lee George, W. B. Baumgardner and many others, but it is the Sabbath school and its work at this place that I wish to write of.

This Sabbath school was organized by Mr. Bundy of Alliance, as a union school in the spring of 1909, and Mrs. Fred Helling was elected superintendent and this Christian lady's whole heart seemed to be in the work, and the school prospered and was built up and on the way to do good work in the future.

Early in April this year we reorganized by electing the writer, A. L. Monroe, superintendent, and started out determined to make it one of the best and hardest working between Alliance and Rushville. To this end we have all worked unaimously together with only the good of the cause at heart through the second quarter, and today, July 2nd, we are closing up the second quarter with Children's Day exercises that would be a credit to any school in the county.

When we concluded to have a Children's Day exercise it was late and there was trouble getting a program. Mrs. Sly, Mrs. Helling and Mrs. Mary Brice were put on the committee to make all the arrangements for the day, and these ladies have worked for nothing only success, and have made one of the most joyful and happiest days of our lives in the Sabbath school work, for the program gotten up by them was very good and they determined we should spend the entire day. From Reno on the south to C. Joy's on the north came well filled baskets, with fried chicken, cake, pie and all the good things that go to make a hungry sand hiller happy. These good things were spread out on tables and on the grass, and about sixty people sat down and ate until they were full and happy.

Then came the children's part, speaking, singing, and reciting dialogues, interspersed by songs by the choir which were all rendered very nicely and pleasing to the audience.

I wish to say that much of the success of this day's happiness is due to the volunteers that rallied to the help of the committee and will mention the two Mrs. Johnsons, Mrs. Geo. Hughes, Mrs. Jesse Brice, Mrs. Tom Briggs, Mrs. Baumgardner, Miss Susie Johnson, and the Misses Wilkerson. So closed one of the most pleasant days in the Sabbath school work in the sand hills. Before I close this article I want to send up a Macedonian cry to the ministers of Alliance. We hardly ever see a minister down here, hardly know one from a cow boy. Can't you take turns and come down and tell us of the good way once in a while? We are a good people, and will send you home happy and financially better.

A. L. MONROE,  
Lakeside, Nebr.

### THOSE PREMIUM WALL CHARTS

An Elegant Present to Herald Subscribers While They Last

Of all the premiums that we have known to be offered by newspaper publishers, the beautiful and useful Premium Wall Charts, which are now being offered free to subscribers who pay two years' subscription in advance, are among the nicest and most useful. In fact, we do not remember any premium that we have ever known to be offered free that would equal them in beauty and utility.

New subscribers who take advantage of our special offer which is being made this week, may secure one of the charts by paying two years in advance; however, we will accept only one year's subscription at the special reduced price of one dollar per year, if a Premium Wall Chart is taken.

In answering Herald want ads please mention that you saw it in this paper.