Great Horse Producing State
Great Apple Growing State
Great Live Stock State
Most Productive Soil
Great Dairying State
Great Poultry State

Nebraska, With Its Wonderful Resources, the Premier State

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Omaha, Its Metropolis

Sixteenth City in United States in volume of business, though forty-first in population.

A stranger traveling about Nebraska wonders if the people of Nebraska have the faintest realization of the enormous wealth of natural resources that lies at their very door. Nebraska, with her 49,000,000 acres, is an integral part of that immense inland empire lying between the Mississippi river and the Rockies, between Canada on the north and Mexico and the gulf on the south. This immense empire is the most productive area of its size on the face of the globe.

Here are grown more than seven-tenths of the food stuffs exported by the nation; more than three-fifths of the cotton and fruits of the temperate zone raised by the nation; four-fifths of the meat production, a large proportion of the coal oil and other mineral products; nine-tenths of the beet sugar, and more than one-half of the cane sugar produced by the nation. No territory in the world of equal extent has such a wealth of production.

Of this territory, Nebraska forms a vital part. The resources of the state have not yet been uncovered. The possibilities of development have hardly been touched. And yet the average Nebraskan goes about his daily life apparently unconscious of the untold wealth lying at his feet waiting development.

MOST WONDERFUL SOIL.

The soil of Nebraska is unique among the soils of the earth. Over a great portion of the state extend the great loess plains, marvels of productiveness and of easy manipulation. This loess soil, whatever its origin, whether it be wind-blown or water-deposited, is the most wonderful soil in the world. Its depth sometimes reaches five hundred feet, and over a greater portion of the area, averages from three hundred to five hundred feet. From top to bottom it is packed with the elements of plant food, furnishing an inexhaustible supply for the agriculture of the future.

Eastern Nebraska comprises the rolling land immediately west of the Missouri river, and is what is called the glaciated portion of the state. Here in the early geological ages, the glacier plowed out valleys and heaped up hills, and thoroughly mixed all different varieties of soil, among which the loess soil is pre-eminent. The same inexhaustible fertility characterizes this region as well as the great loess plains, though the soil here is not quite so easy of manipulation.

When one asks the reason why the average Nebraska farmer does not make more of the opportunities that lie at his feet, the answer is not far to seek. It was said in the early day that Nature had been so generous with Nebraska soil that if one would only tickle it with a hoe, it would laugh with a harvest. The new settlers in Nebraska found the soil so productive with so little labor that they saw no need for raising the production to the highest possible point.

It is said irrigated regions of some parts of the west are settled largely by people who live under the impression that all that is necessary is to put the seed into the ground and turn on the water, and that God and Nature will do the rest. The early Nebraska settler had something of this feeling. For this reason it is impossible fairly to judge of what the soil of this state might produce from what it has been producing under the lax methods of agriculture employed.

SOIL EASILY RESTORED.

No soil in the world is so easily recuperated and restored to its primitive productiveness, after it appears to have been partly exhausted of its fertility as Nebraska. Reasonable application of the laws of improved agriculture in restoring worn-out soils succeed better than in any place in the world. No Nebraska soil has ever yet been exhausted. Lax and improper methods of cultivation have lessened production, but as soon as proper methods are employed on such so-called worn-out soils, they respond as if by magic with a bountiful yield.

A few years ago a farm that had been subjected to this kind of agriculture abuse was taken in eastern Nebraska by an intelligent farmer. It was said at the time to be the most unpromising prospect in the state. He knew his soil. He has never spent a dollar for commercial fertilizers. Yet today he has one of the cleanest and most productive farms in his section of the country.

CLIMATIC CONDITIONS FINE.

The climate and meteorological conditions that prevail in Nebraska are of the best. A person unacquainted with the agricultural conditions might question this statement in view of a partial failure of the corn crop this year in the southern part of the state. But here are the facts:

The annual rainfall ranges from thirty inches in the eastern part to fifteen inches in the high table lands in the extreme western part of the state. This rainfall if properly conserved is sufficient to mature any crop adapted to the climate and latitude. Under lax methods of agriculture, a large part of this rainfall is permitted to run off and is lost. If the soil were so handled as to enable the top of the soil to take and hold this rainfall until such time as it might percolate into the subsoil, there would be sufficient moisture for thrifty crop production to carry any crop through the most severe season of drouth that the state has ever experienced.

What crops have suffered from drouth in Nebraska is to be charged entirely to the methods of agriculture employed and not to the natural climatic conditions. Let this fact remain impressed upon every mind.

There is sufficient rainfall in Nebraska to mature every crop provided the rainfall is not permitted to run to waste. It is up to the farmer exclusively. Failure cannot be charged against natural conditions. Here is an amazing fact:

This Nebraska soil, hampered as it has been by lax agricultural methods, has proved itself wonderfully productive, and production has but begun. There is no reason whatever why, with proper agricultural methods, this amazing production might not be doubled. During 1913 the state has produced wheat to the value of more than $50,000,000.00, and it is wheat of the very finest quality. Never before in the history of the state has there been such a harvest. The state will during the current year produce hay, alfalfa tame hay and wild hay, to a value of more than $100,000,000. During the year 1912, the state produced 182,616,000 bushels of corn, with a value of $109,569,600.

The high table land in the northern and western part of the state is peculiarly adapted to the production of potatoes. During 1912, the state produced 6,326,707 bushels of the value of $4,745,030.00. The crop for 1913 is already assured. It is the greatest potato crop in quality and quantity that the state has ever produced.

If such production can be secured through agricultural methods at present employed, what limits shall be placed upon the possible production of the future when there shall be the fullest co-operation between farmer and soil? Who can estimate the value of the imperial resources that are latent in this wonderful Nebraska soil?

The activity of this great inland empire as a producing section is reflected in the clearings through Omaha, its natural metropolis. In a comparatively brief span of eleven years, Omaha has grown to be the fifth primary grain market of the world, chiefly because of the output of Nebraska soil. Omaha ranks as the third primary corn market of the world, all the result of the bountiful yields of Nebraska and tributary territory.

As production increases, and that is yearly, Omaha's importance as a grain center increases.

GREAT DAIRYING STATE.

No territory could be better adapted to the highest possible development of the dairy industry than the state of Nebraska. The western part of the state lies at an elevation of 4,500 feet, and the eastern part of the state, where it borders the Missouri, is about 1,100 feet above sea level.

Three separate river systems traverse the entire length of the state from west to east. The Niobrara river at the north, the Republican river at the south, and the Platte river, between, are notable streams. Three other river systems traverse a part of the state; the Elkhorn at the north, the Loup system, consisting of the middle, the North and South Loup rivers, in the center, and the Blue river between the Platte and the Republican.

No state is better watered. The valleys of each stream furnish abundant and succulent pasture. It is an ideal dairy country. The sand hill region of Nebraska which heretofore has been devoted almost exclusively to the growing of beef cattle, will in the future, become the greatest dairy region of the state. All that is needed is development to make the dairy industry the principal industry of the state. Nowhere can be found a country where so much cream can be produced at so little expense. The dairy industry is becoming an economic necessity.

Its relation to grain growing is intimate, and each supplements and promotes the other. Already Nebraska takes a leading rank in the production of dairy products.

At a conservative estimate, the total dairy production of the state, which includes all butter-fat used by the farmer for his own use or sold either as whole milk, sweet cream or cream for churning purposes, and which also includes the calves raised and the skim milk used for various purposes on farms and elsewhere, has a value of $29,459,664.

Nebraska's dairy business is in its infancy. The farmers have not yet learned to care properly for their cows, or to breed up their herds that they may have better cows. The average cream production per cow in Nebraska is low. The number of milch cows is far below what it should be. On the first of January, 1913, there were 607,000 milch cows in the state with a value of $30,107,000, a value of $49.60 per head, and a gain during the year of $9 per head, which shows that the demand for dairy cows is increasing. These are cows as a rule of inferior quality and of inferior breeding.

When the dairy business begins to develop, there will be four times as many milch cows, and ten times as much dairy production. The Nebraska soil and the Nebraska climate, and the beautiful Nebraska valleys, well watered and deep with lush, nutritious and succulent grasses, will bring all this about. The constructive imagination can see it as clearly in the future as though it were actually present. The time is coming when the Nebraska cow will earn for herself a distinctive reputation throughout the entire world.

As a creamery butter producing state, Nebraska enjoys the reputation of being one of the largest. It has the largest creamery in the world, while, Omaha, its metropolis, occupies the enviable position of producing more creamery butter than any city in the world. Annually, 20,000,000 pounds, with a conservatively estimated value of $6,000,000, are manufactured in Omaha and shipped to all parts of the world. Butter with the Nebraska and Omaha label is known in every civilized country.

WONDERFUL LIVE STOCK STATE.

The live stock industry of Nebraska demands special consideration. Livestock production is undergoing a change of method. Hitherto the production of beef has been largely confined to the range cattle of the west. The state is beginning to shift its beef production. It has been found that no one can afford to raise beef cattle according to the method on land whose acre valuation passes a certain point. There is very little land anywhere now in Nebraska on which anyone can afford to raise beef cattle according to the old method.

Another reason for the change is found in the fact that the ranges of the west have been over-pastured, and as a result, their productivity had decreased. The beef cattle of the future will largely be raised from the individual farms.

The immensity of the livestock industry of the state, while it may be expressed in figures, can hardly be realized without the aid of imagination. Let the figures be given and then let every reader try with the help of his imagination to realize the fact. The number of beef cattle of all ages on the farms of Nebraska on the first of January 1912, was 2,002,000. Of these the total number marketed from Nebraska farms during the year was 816,485. Of this total number marketed, 653,189 were marketed at South Omaha. These had a value of $29,192,340.

The total number of hogs of all ages on Nebraska farms the first of January, 1912, was 4,267,000. Of these, there were marketed 2,695,935. Of the total number marketed, there were marketed at South Omaha, 2,156,750, for which $43,135,000 was paid.

The total number of sheep of all ages on Nebraska farms, January first, 1912, was 382,000. Nebraska does not raise all the sheep that it markets. Sheepmen buy their feeders outside of the state, principally in Wyoming, Montana and Idaho. This accounts for the fact that while the number of sheep on the first of January, 1912 in Nebraska was less than 4,000,000, still there were marketed from Nebraska, including the feeders that had been imported, 895,477. Of these 716,382 were marketed at the South Omaha stock yards for which $3,581,910 was paid.

PRODUCTION ONLY BEGUN.

Study these figures. Only a little more than one third of the total number of cattle in the state were marketed. Two thirds were left upon the farms. A little more than one half the hogs in the state were marketed. Almost half were left upon the farms. On the first of January, 1913, it is estimated there were the same number of sheep in the state as one year before. And yet there were marketed at South Omaha alone 716,382, for which $3,581,910 was paid.

It is estimated that of the total amount of live stock marketed in the state, 80 per cent only is marketed at South Omaha. The total value of all the cattle, hogs and sheep marketed from Nebraska during the year 1912, amounts to the amazing sum of $107,386,562. This takes no account of the 15,047 cattle, 114,653 hogs, 6,192 sheep that died of disease during the year. This proves the capacity of Nebraska soil to produce meat for the markets of the world.

In the last analysis, the source of the meat produced by the state must be traced back to the soil. An old breeder of international reputation says: "You must not give me too much credit for the quality of the live stock I produce. Nowhere else could I have produced such live stock. The quality of Nebraska soil is reflected in the grass and hay that it produces, and these are in their turn reflected in the quality of the live stock placed upon the market. It all goes back to the soil, and this matchless Nebraska soil can do for live stock what no other soil on the face of the earth can do."

Nebraska has made South Omaha the second primary live stock market of the world. In 1912 nearly 7,000,000 head of live stock were received on the South Omaha market and four and one half millions were converted into meats. South Omaha moved into second place among the world's markets for total number of head of stock received, replacing Kansas City as the second string to Chicago.

The value of the packing output in South Omaha runs well above the $100,000,000 mark annually. The South Omaha market also enjoys the distinction of being the greatest feeder sheep market in the world, as well as the greatest market for range horses. The South Omaha market furnishes employment to more than 7,000 people and pays out annually $7,000,000 for their labors.

IDEAL HORSE RAISING STATE.

No territory is better adapted than Nebraska to the breeding and growing of fine horses. The state is awakening to a realization of the increased revenue that may be derived from this source. There is a great market demand for heavy draft horses, and better prices are now being paid for drafters of weight and quality.

Heretofore the state has been satisfied with breeding only a medium grade of horses. The light, native range mares have been used to a large extent, and for sires, attention has been turned to horses of the heavy draft breeds. This course could not possibly produce a horse of the weight required by the market. The drafters that command the highest price in the market weigh from 1,600 to 2,000 pounds.

Farmers are beginning to realize that it costs no more to raise a good horse than it does to raise a medium or a poor horse; that much more profitable work can be derived from a certain amount of feed by the use of a heavy animal than by the use of a light one of inferior breeding. They can keep their heavy draft mares, and work the heavy draft horses until they arrive at the age of maturity, and then place them on the market at an advance price.

In order to accomplish this end, two things are indispensable: First, there must be steady, persistent, intelligent application on the part of the farmers of the principles of right breeding.

It is not enough that a horse be bred well. He must be well fed in addition. Blood helps, but blood does not do everything. The man that would raise heavy drafters for the market must be a generous feeder, and he must intelligently select the kinds of feed that will produce the largest and the best growth. Nebraska furnishes the feed. Alfalfa, native wild grass and oats, when fed in the proper proportions and in the right amount, will produce the desired growth. And Nebraska furnishes these of superior quality in luxuriant abundance.

The time is coming when horses will be grown in Nebraska according to the plan known as "community breeding." According to this plan the horse breeders of a certain community, whether it be a township, a county or a still larger area, co-operate in breeding uniformly to horses of the same distinctive type. All that is needed to accomplish this end is for the farmers intelligently to co-operate for this purpose.

It should be borne in mind that in order to produce large, heavy, typical drafters, large, heavy, typical dams must be secured. By breeding up the native horses through pure bred sires, in time, such dams may be secured. Then with dams and sires of the right quality and type, and with a thorough knowledge instilled into the farmers as to how they may best grow their foals, Nebraska will be able to lead the world in the quality of horses that she will produce.

HENS ALWAYS WORKING.

The Nebraska hen is doing her full share in increasing the production of the state. The total poultry products for the last year, including both poultry and eggs, amount to more than $40,000,000. The Nebraska hen is some producer.

In Omaha, alone, more than $10,000,000 worth of poultry and eggs are handled annually, her shipments going to all parts of the east.

NOTED FOR ITS APPLES.

Eastern Nebraska has known for a long time that fruit of the finest quality might be produced there. Steps have been taken which will insure the impartation of this knowledge to the world. The Southeastern Co-operative Fruit Growers' Association has been formed to give the Nebraska apple production a commanding place in the markets of the world. This association takes charge of the whole matter of production and marketing. There will be a uniform pack.

Hitherto the apples of eastern Nebraska have been bought by speculators in bulk, have been regraded, and the choice grades have been put upon the markets as Washington and Oregon fruit.

Soon, Nebraska apples will be known as extensively and as favorably in the markets of the world as the apples of any other locality. No region is more favorable for such production. It is the fruit growers' paradise and the fruit growers are preparing to take possession of their own. The Nebraska apple has quality and a flavor peculiarly its own. It needs no artificial method for production. Nature's water in the choice fruit producing soil of the world supplies the juice and Nature's sun supplies the flavor. A Nebraska Jonathan sets the standard for the world, both in flavor and in quality. Soon the Nebraska quality will be accepted as the standard in the markets of the world.

HAS VALUABLE DEPOSITS.

Nebraska can hardly be classed among the states that are known as mineral-producing states, and yet she has beneath her soil what might be called geological resources which must be noted in making an account of the assets of the state. She has a practically inexhaustible supply of material for the manufacture of the best quality of Portland cement.

The extensive and valuable deposits of the best qaulity of sharp, gritty building sand, the ledges of limestone rock which are being broken up and quarried on a very large scale for use in the manufacture of concrete, place the state among the leaders in this kind of production. With materials at hand within her own borders for concrete work, the concrete business is sure to develop in the near future to an amazing proportion.

Near the western border of the state, is practically an inexhaustible supply of partly crystalized limerock, invaluable for agricultural uses. It contains 85 per cent pure carbonate of lime. Its half crystalized condition makes it possible to reduce it for agricultural purposes at the very lowest possible expense.

Potash for agricultural and industrial uses forms another valuable asset. It has been discovered near the western boundary of the state. A company has been organized to develop it. Experts are searching for the bed of potash from which the water leaches into the lakes to form a strong potash solution, so strong that it may be profitably evaporated so as to make a potash of commerce.

It was said at the beginning of this story that the resources of the state have not yet been uncovered, that the surface of them had been merely scratched. These last three items are proof of this statement. No Portland cement is yet manufactured, but one of the largest and most up-to-date factories will be in operation before the first of January, 1914. The agricultural lime has not been exploited, is not upon the market. It simply awaits industrial development. A similar beginning has been made with potash, but as yet the manufacture has not been undertaken on a commanding scale. Other resources in all probability are yet to be discovered.

The state is on the edge of a tremendous agricultural, commercial and industrial development. It has the resources required for this development. As soon as the people of the country become aware of the opportunities that Nebraska offers for the profitable investment of capital in the development of its resources, this development will certainly be under way.

GREAT POSSIBILITIES HERE.

As has already been stated, the state slopes from an altitude of 4500 feet at its western boundary to an altitude of 1100 feet at the Missouri river. Three great river systems traverse this entire distance. The possibilities for the development of water power in the state for mechanical, industrial, and domestic uses excites the envy of everyone, who knows the facts. There is water power enough going to waste to furnish all the light and all the heat and all the mechanical energy required by the state.

As yet very little attempt has been made to turn to practical uses this immense amount of waste energy. A company has recently been organized which will seek to turn to practical use the water power that may be derived from the Loup rivers near Columbus. The Niobrara river in the northern part of the state for most of its course cuts through bluffs, and furnishes any number of ideal sites for the construction of water power plants. The fall of the river is so rapid that the same water may be dozen times as it makes its way from the rise in Wyoming to where it empties into the Missouri. The other streams in the state furnish almost equal opportunity. The immense waste of the water power of the state awaits only development to make it available for agricultural, commercial and industrial uses.

THE NATURAL METROPOLIS.

It is a well known law in commercial and industrial operations that, other things being equal, traffic follows the line of the least resistance. The operation of this law has made Omaha and South Omaha the metropolis of the empire and accounts for their wonderful growth and development. Omaha and South Omaha become the gateway to a mighty, subsidiary, agricultural inland empire. The products of this empire, of whatever kind, find their natural outlet to the markets of the world through this gateway. This inland empire sells its products in the world's markets, and in the same markets buys its necessities, and both products and necessities must according to the operation of this law, in large proportion, pass through the gate city. It is this mighty inland empire that has made Omaha. A metropolis cannot be artificially built. It comes and it grows as the result of the operation of certain, inflexible, economic laws.

Omaha understands this fact and builds upon it. It realizes its debt to the subsidiary territory. It knows that its future growth is dependent entirely upon the development and growth of the country tributary to it. It will work for the development of this tributary territory, because it knows that in no other way can its successful and permanent growth and influence be firmly established. Omaha is not, and in the very nature of things, cannot be a city for itself. Its future is wrapped up with the future of its great subsidiary, commercial empire.

Already this great territory served by Omaha has made the Omaha grain market the fifth primary grain market of the world. During the last year, it received 51,685,100 bushels of cereal grain, of which is shipped to other markets, 42,480,900 bushels. The operation of the law referred to has made. South Omaha the second primary live stock market of the world. Last year, Omaha through the stock yards at South Omaha, received 6,979,008 head of live stock, and of these packed 4,686,272 head. The position in which it is placed has made Omaha the third primary market for corn in the world. Of this cereal during the last year, it received 20,536,800 bushels.

Omaha has the second largest smelter for fine ores in the world, and the value of its annual output of these, is $32,270,000. The gate city is the second largest distributing point for agricultural implements in the world, and the output of this industry during the last year amounted to $11,995,172.

Omaha is the greatest creamery butter producing city in the world, and its annual output of creamery butter amounts to more than 20,000,000 pounds. South Omaha is the greatest market for range horses, and for range feeder sheep in the world.

WONDERFUL BUSINESS ACTIVITY.

Omaha is the forty-first city in population in the United States, but, note this remarkable fact, it is the sixteenth city in the United States in bank clearings. Bank clearings last year amounted to $860,781,557. Its per capita clearings make it the fourth city in the United States, the bank clearings of the city per capita being $6,021. And this remarkable volume of banking business is done on deposits of about $45,000,000.

Because of its excellent railroad facilities, Omaha has risen to a point in the commercial world, where it attracts enviable notice. As a manufacturing city, she turns out products to the value of $193,256,000 annually, while as a distributing center, wholesaling and jobbing, the annual output aggregates $159,691,813.

Commercially, Omaha is known as the best city of its size in the world, the natural result of being the metropolis of the greatest empire in the world. Omaha also combines all the necessities for a good home city, which fact is reflected in the happiness and contentment of its people, as it is in those who live in other parts of Nebraska.

Omaha is proud of this record. It exults in it, but it is not selfish exultation. It is the exultation of the commercial capitol city of an immense inland empire, and these figures denote merely the degree of development of the empire, and the extent of its growth. Only a small mind would claim the results for itself. The larger mind gives credit where credit is due, and that credit belongs to the thrift, the energy, and the business that is making Omaha's subsidiary empire the most remarkable territory on the face of the earth.