

Lincoln, Nebraska—the Home of

Meadow Gold Butter

Made it the Largest Creamery in the World—Capacity 12,000,000 Pounds Per Year

Making millions of pounds per year in our own splendidly equipped, sanitary creameries, we are enabled to employ the most expert butter makers, who give every detail of the making their most zealous care.

Such good butter could not be made anywhere else.

Every particle of cream used is carefully selected, thoroughly pasteurized and scientifically churned.

None but the "cream of cream" is used in making

MEADOW GOLD BUTTER

It is always pure, nutritious and delicious.

This pure, delicious butter is immediately packed in a patented, air-tight, odor-proof package that protects it from all influences harmful to good butter and enables it to reach the consumer with all its delicacy and purity unimpaired.

ITS FLAVOR WINS FAVOR

BEATRICE CREAMERY COMPANY

HERE IN NEBRASKA.

The men who figure such things out have figured that the center of population of the United States is somewhere near Muncie, Indiana; the geographical center of the United States and its possessions somewhere in the Pacific ocean twelve or fifteen hundred miles west of San Francisco, and the industrial center up around Detroit, Michigan, somewhere. But when it comes to "centers" Nebraska has them all beaten. These same statisticians have figured on the mental, moral and physical development of the human race, and have located its center—the point where the human race's best development centers. No, not Boston! It is in Nebraska, a few miles northwest of Hastings, and Hastings is almost in the center of Nebraska east and west.

NEBRASKA'S MILLING INDUSTRY.

Between January 1 and December 31, 1909, the flouring mills of Nebraska shipped by rail 240,000,000 pounds of flour—4,960,000 fifty-pound sacks; 1,280,000 barrels. This does not take into account the Nebraska milled wheat consumed at the point of production. In 1909 fifteen counties manufactured more than 5,000,000 pounds of flour each. Colfax county led with 44,000,000 pounds of flour and 21,690,000 pounds of mill feed. Dawson county, 200 miles west of

the Missouri river, was second in flour production with a total of 20,000,000 pounds. The milling industry of Nebraska is growing by leaps and bounds. The reason is not far to seek. Nebraska wheat is the best milling wheat raised. It is used largely by mills in other states to grade up the native wheat.

NEBRASKA FINANCES.

The state of Nebraska has not a single dollar of bonded indebtedness. It has not a single dollar of floating indebtedness. It has a million dollars of state money deposited in designated state depository banks. State warrants have been cashed by the state treasurer on presentation, without discount, for more than fifteen years. The actual value of all forms of property in Nebraska, including upwards of \$180,000,000 deposited by Nebraskans in state and national banks, is upwards of \$2,000,000,000. The state owns, in the shape of school lands, school property, state institutions, interest bearing securities and other forms of property, upwards of \$500 per capita. It is really worth while in more ways than one to become a citizen of this great state.

PUBLISHING INTERESTS.

Lincoln ranks sixteenth among the cities of the United States in point of originating second class mail matter. It is the home of four of the largest farm

publications in the country—the Nebraska Farmer, the American Homestead, the Swine Breeder and the American Poultryman. It is also the home of The Commoner, Wm. J. Bryan's paper, and of the Frieie Presses, the largest weekly German publication in the United States. Here, also are published several insurance journals of national circulation, several educational magazines with immense circulation, and medical magazines of note. Lastly, and by no means least, it is the home of Will Maupin's Weekly, a publication that modestly speaks for itself in the presentation of this number.

Lincoln has three great daily newspapers, The Daily Star and the Daily News, evening papers, and the Journal, a morning paper. The Journal and News are issued from the same plant by the same people, but are in effect two separate newspapers. The Star is the youngest of the three, but has already made its place secure, and is recognized as one of the really great evening newspapers of the republic. The Journal and News are steadfastly republican, and the Star is republican but very independent about it.

In 1910 Cedar county, Nebraska, produced 5,421,000 bushels of corn from 132,000 acres, an average of 33.2 bushels per acre. What county in any other state can equal that record?