

WILL MAUPIN'S WEEKLY

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ONE DOLLAR THE YEAR



AN INDUSTRIAL TRADE MARK.

Score one for enterprising Iowa. The Des Moines Ad Men's Club, acting for the manufacturers of Iowa, has just designed and registered a "made in Iowa" trademark, and in future this trademark will be stamped upon all goods made in the Hawkeye state.

It is a bully good idea—and one that should be instantly copied by Nebraska.

Make it a neat, tasteful design, and then make it popular by demanding its presence on everything you buy. You may not be able to get everything now but keep on demanding just the same. There will soon be a supply to meet the demand, and with the furnishing of that supply will come more wage earners, more home owners, more business and more prosperity.

Will Maupin's Weekly would like to see the Ad Clubs of Lincoln and Omaha appoint a joint committee to design, prepare and register a "Made in Nebraska" trademark. It believes that this hint is sufficient. Now get busy!

WHAT NEBRASKA HAS DONE.

Nebraska was admitted to the Union in March, 1867, and is therefore but forty-four years old. When admitted the population was less than 50,000, three-fourths of them living within fifty miles of the Missouri river. When admitted to the Union Nebraska was considered a "desert." Indeed the school maps of that time included four-fifths of Nebraska in what was designated "The Great American Desert." For thirty years people had been hurrying across Nebraska, believing that her plains were as unproductive as the sands of Sahara. A little later cattle raising began and flourished wonderfully. Little by little the homesteaders came drifting in, and it was soon discovered that the soil of this so-called desert was as productive as the soil of any other similar area of territory. In the short span of forty-four years Nebraska has grown from a state with 50,000 inhabitants to a commonwealth with 1,300,000 inhabitants with farms producing upwards of \$400,000,000 worth of produce each year; with cities turning out upwards of \$200,000,000 worth of manufactured articles each year.

Four hundred and fifteen miles east and west, by 205 miles north and south, Nebraska contains a total area of 77,000 square miles—or 49,000,000 acres. Of this total acreage only about two-fifths, or, 18,000,000 acres, are under cultivation, and this two-fifths of the total acreage produces annually \$400,000,000 worth of grain and grasses. Of the remaining three-fifths of the total acreage more than one-half are just as good for raising corn, wheat, oats, rye, barley and alfalfa as the 18,000,000 acres now under cultivation, and of the remaining 15,000,000 acres fully one-half will in time, under proper cultivation and thorough knowledge of soil conditions, be added to the wealth producing area.

It took Nebraskans more than a quarter of a century to learn that they could not make the soil fit the 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. Each year since that discovery has seen hundreds of thousands of acres of soil, before considered almost worthless, brought under cultivation and yielding returns that are so astonishing that it is hard to make people believe the truth.

There is room and welcome awaiting

in Nebraska for 500,000 honest and industrious homeseekers and homemakers—farmers who will till the soil intelligently. "With what do you mix your paints?" some asked of Landseer. "With brains," was the reply. There is no better fertilizer than brains and Nebraska farmers are using their brains. What is the result?

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

Nebraska is the fourth largest oats producing state, and the youngest of the three. She raises more corn to the acre than any other state.

Nebraska is the fourth largest oats producing state, and the youngest of the four. She raises more oats to the acre than any other state.

Nebraska is the third largest producer of sugar beets.

Nebraska produces more butter per capita than any other state.

Texas is the largest cotton producing state. Her 1909 crop of cotton was not worth as much as Nebraska's 1909 crop of corn by \$47,000,000. Nebraska's 1909 wheat crop came within \$6,000,000 of being worth as much as Texas' cotton crop in the same year.

In 1908 the farm value of the tobacco crop of the nation was \$74,000,000—less than the value of Nebraska's corn crop for the same year.

The value of the 1910 product of crude petroleum in the United States was not equal to the value of Nebraska's 1910 crop of corn and wheat.

The steel industry of the United States is gigantic. The values of the iron ore produced in the United States in 1908 was \$60,800,000. Nebraska's corn crop in the same year was worth much more.

In 1909 the agricultural and live stock products of Nebraska were worth more than the time value of all the bituminous coal dug from the bowels of the earth in the United States.

All the gold and silver mined in the United States and Alaska in 1910 would not pay for the corn and wheat raised in Nebraska in the same year.

The value of the 1910 product of iron ore produced in the United States in 1908 was \$60,800,000. Nebraska's corn crop in the same year was worth much more.

Nebraska has no mines producing gold bearing ores, but in 1910 the dairy cows of Nebraska minted the grains and grasses of Nebraska into \$10,000,000 worth of golden butter.

Consider the stupendous figures—then remember that all this product is from 18,000,000 cultivated acres, with not less than 20,000,000 equally fertile acres yet awaiting the touch of the plow of the husbandman.

And less than a half-century ago what is now Nebraska was considered to be the heart of "The Great American Desert!"

In 1910 Nebraska with a population of 1,300,000 produced more from her soil than Japan, with 40,000,000 people, produced from her soil and purchased from other nations. The per capita of agricultural wealth production in Nebraska is greater than that of any other state. Even the hay crop alone in 1910 was worth more than Alaska's output of gold and silver.

This is the state that invites you from the congested centers of the east. This is the state that offers you the opportunity to build a home and acquire a competence. This is the state that throws wide her gates and invites the industrious and the honest from all four quarters of the earth.

QUEER, BUT TRUE.

Nebraska does not mine a dollar's worth of ore of any kind, yet she boasts a smelter that smelts more ore every year than any other smelter in the United States, with one exception.

Nebraska is 1,500 miles from tide-water, yet she is making and selling gasoline marine engines to all parts of the civilized world.

Nebraska is not known as a sheep or wool growing state—but more sheep are sheared in Nebraska than in any other state in the Union. And

BEST EVER MILLED

OFTEN
BUTTERED



NEVER
BETTERED

IF BETTER COULD BE MADE
WE WOULD MAKE IT

GOOCH MILLING & ELEVATOR
COMPANY

South Omaha is the largest sheep market in the world.

People do not think of Nebraska as a manufacturing state—but she produces more brooms per capita than any other state.

Lincoln manufactures and sells more glass store fronts than any other city in America.

One of the largest paint manufacturing establishments in the United States is located in Lincoln.

Nebraska is the sole American supply of silica, and most of the raw material is worked up into the finished product in Nebraska factories.

The largest manufacture of wooden-soled shoes in the United States is located at Columbus, Nebraska.

Chicago, Rochester, New York and Philadelphia are looked upon as the great and only center of clothing manufacture. In 1911 Nebraska clothing manufacturing establishments will turn out upwards of \$2,000,000 worth of clothing—not including tailor shops.

Only seventeen cities exceed Lincoln in the amount of second class Freie Presse.

JUST LIKE HEAVEN.

The preacher in the pulpit stood and talked of harps and strings. Of golden streets, and jasper walls, and crowns and other things. And eloquent he waxed about the angel chorus strong That wings its way about the throne in sweet melodious song; Where congregations ne'er break up and Sabbaths never cease, And all about is perfect joy, and love and rest and peace. He drew a picture of the place in words he knew would please. Till all were carried to the skies on flowery beds of ease.

He had his hearers all wrought up about that golden clime Until it seemed they could not wait the meet and proper time To don their white ascension robes and swiftly fly away To Jordan's fair and happy land where shines eternal day. "Let all," the pastor loudly cried, "who want to join our band And go to that celestial home now rise and proudly stand!" Then came a mighty rustling noise, and all rose to their feet Save one lone stranger who sat tight and never left his seat.

"My brother, I cannot believe," the pastor cried, "that you Prefer to join that other throng we

UTILITY GIFTS

SUIT OR OVERCOAT

THE KIND that give service as well as pleasure to the one who receives and satisfaction to the giver. Here are a few suggestions for suitable Xmas gifts for men and boys:

\$10, \$12.50
and \$15

We offer you the best bargain ever offered by any reputable clothing house. Handsome garments, hand-tailored, good fabric and up-to-date styles. Nothing better ever offered.

Handkerchiefs, Neckwear

single or in beautiful boxes. HOSE, single or in handsome boxes. HATS, SHOES, SHIRTS, COLLARS and CUFFS with handsome boxes. JEWELRY for gentlemen. SILK MUFFLERS, BELTS, FANCY VESTS, just the Xmas gifts that "He" would most like to have.

We are offering some rare Xmas bargains.



LINCOLN CLOTHING CO.

OPPOSITE POSTOFFICE

know as Satan's crew And journey on that downward path that surely leads to hell!" "Well I guess not!" the stranger cried—his voice rang like a bell. "Then why," the pastor asked of him, "did you not stand to show that you with us to that fair land would love to quickly go?" "Because I'm pretty well content," the stranger said with glee, To stay right here—Nebraska is good enough for me!"

The vicious fight of the Anti-Saloon league against Judge Hamer is to be continued, it appears, a committee of the league having been authorized to investigate his primary and general

election campaign accounts with the hope of finding something which might appear to be a violation of the corrupt practices act. But why single out Hamer? If Hose Carson's league is in the investigating mood why does it not investigate all along the line?—Kearney Hub.

Will Maupin's Weekly, being a disinterested spectator, would advise the Anti-Saloon League to change its Hose.

The emasculation of state railway commissions seems to be the task for the federal judiciary just now. And a whole lot of men who used to grow excited at the mere mention of "state rights" are now the most rabid advocates of states rights.