

Stand Up  
for  
Nebraska!

This Newspaper Boosts  
All the Time

# WILL MAUPIN'S WEEKLY

Patronize  
Home  
Industries!

Goods Made in Nebraska  
For Nebraskans

VOLUME 8

LINCOLN, NEBRASKA, MARCH 15, 1912

NUMBER 51

## THE THINGS MADE IN NEBRASKA

## POSSIBILITIES OF NEBRASKA

Forty-five years ago this month President Andrew Jackson affixed his signature to the bill which made Nebraska one of the states of the Union. The actual signing took place upon March 1, 1867.

This issue of Will Maupin's Weekly is put out for the purpose of calling attention to the anniversary, pointing out the progress Nebraska has made during the less than a half-century of her statehood, and emphasizing the fact that Nebraskans should be more loyal in their support of Nebraska institutions. Also, it is the desire and ambition of this newspaper to arouse an interest in the great work of advertising Nebraska's resources and possibilities to the world.

We who have made some study of Nebraska realize full well that it offers to the home seeker and the investor more and greater opportunities than almost any other section of the world—and more than any other state in the sisterhood. The trouble is, however, that those who should know it best know it least, or not at all. To date no organized and systematic effort has ever been made to advertise Nebraska to the world. We have been content with the slow and natural order of things, while more enterprising though less fortunate neighbors have been progressive, aggressive and militant in their endeavors to attract home makers and capital. For this reason Nebraska has not only failed to make proper gains in population and accomplish greater improvements, but it has actually lost to other and more progressive communities some of her very best. This state of affairs should not be allowed to longer continue.

With the best agricultural land in the world, and more than one-half of it untilled, Nebraska owes it to herself to seek and secure industrious men and women to till these unoccupied acres, thus adding to the development of the state and to the sum total of human happiness. She should make known to the world the opportunities within her borders for investment. She should make known her golden opportunities for the honest and industrious. She must at once realize that she owes to herself and to her people the great duty of standing by them and helping them in their efforts to build here a great commonwealth.

The things that are made in Nebraska are the things that loyal Nebraskans should buy. Every dollar made in Nebraska and spent in Nebraska for Nebraska made goods, is a dollar kept in Nebraska to add to the constantly growing total of Nebraska's business. There is nothing involved in that statement. Every dollar spent for Nebraska made goods is a dollar paid to employers of Nebraska labor, and well employed labor means a prosperous community. The dollar sent abroad seldom finds its way back. The dollar kept in circulation at home keeps the wheels of business turning.

The editor of Will Maupin's Weekly has devoted much of his time of late years to studying Nebraska, and to advertising her resources and opportunities. He has discovered that very few Nebraskans have any idea of the magnitude of Nebraska's industries. Very few of them realize that right here in Nebraska we are making most of those articles that men must have to support

life. We are constantly adding to the list. A quarter of a century ago a Nebraska factory was a curiosity. Today we are making goods at the rate of \$300,000,000 a year, and Nebraska is increasing her manufactured products at a rate not equaled by any other state in the Union. The growth of Nebraska manufacturing industries during the decade ending June 1, 1911, was at a greater ratio than any other state in the Union.

And yet these Nebraska factories are not doing as much as they should be doing for the simple reason that we have lagged behind in the cultivation of that state pride, that state loyalty, that should impel us to patronize home first, the world afterwards.

Take the one matter of flour alone. Nebraska produces the best milling wheat in the world. It is bought by the millers of Minneapolis for the purpose of grading up the wheat they buy in other states. It is sought after by eastern millers, and it is shipped to Europe. Yet there are thousands of Nebraskans who labor under the delusion that when they want the best flour they must buy it in sacks bearing a high-sounding name and the trade mark of a milling company in some city beyond the confines of our own state. The fact of the matter is, the best flour in the world is made right here in Nebraska, and Nebraska made flour should be insisted upon by every loyal Nebraskan, first, because it is the best flour in the world, and second, because it is made in the best state in the Union.

There is no reason in the world why the shoe product of Nebraska should not be as familiar to the world as shoes made in Lynn or Brockton. Nebraska furnishes the bulk of the hides that go into the leather used in making the shoes of the world. Those hides should be tanned in Nebraska, made into shoes in Nebraska and sent abroad to all the world to advertise Nebraska. Instead of one or two shoe factories in Omaha doing a business of less than a million a year, there should be a dozen or more immense shoe factories making millions of dollars' worth of shoes, employing Nebraska labor and thereby building up the state.

Confectionery is one of the great staples of the world. It is no longer a luxury—it is a necessity. We have right here in Nebraska candy factories whose product has no equal in the markets of the world, yet their product is less known to Nebraskans than the product of candy makers in Chicago and New York. If the candy consumed in Nebraska were made in Nebraska it would give employment to thousands, thus making more homes, creating more business, adding to the taxable wealth of the state and building broader and more stable the foundations of the commonwealth.

A few years ago a great trust gobbled up all the cracker factories in the country. Two immense Nebraska plants, one in Lincoln and one in Omaha, were arbitrarily closed down, throwing hundreds of people out of employment. This trust arrogantly defied the laws of the state, and insolently and impudently sought to thwart the will of the people in their expressed desire for the enactment of a pure food law. Later some enterprising men established independent cracker factories in Omaha. These men willingly obeyed

### 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  
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 law, and they proceeded to put upon the market a superior product. They were willing to let live if given a chance to live. They gave employment to Nebraska labor and consumed raw material. But strange to say there are thousands of Nebraskans who fail and neglect to patronize these Nebraska institutions, and still continue to give aid and comfort to a conscienceless and arrogant trust. The Nebraskan who refuses and neglects to buy baked goods bearing the name of Nebraska makers, and continues to buy the product of the cracker trust, is guilty of a wrong to his state.

Will Maupin's Weekly believes that Nebraskans should be aroused to a realizing sense of their duty to their state and to themselves. A state is like a household, interdependent. One section of the state cannot grow and thrive while other sections are deteriorating or suffering from depression. We need a better community of spirit. We need to realize that as individual Nebraskans we can not prosper save as the rest of our fellows prosper—prosper in the true sense. We need to lay aside preju-

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When one has studied the facts about Nebraska for a time, one becomes an enthusiast on the subject. It is a never-failing subject for investigation, a perpetual source of pride and an everlasting topic for panegyric. There is so much of good one may easily say of Nebraska that one must be a lover of muck to look for things derogatory. The most difficult thing about the task of recounting Nebraska's resources and possibilities is to tell anything approaching the truth without having one's listeners express doubts of one's veracity. He who undertakes to tell the whole truth about Nebraska has two immense tasks confronting him, one is to grasp all the truth, the other is to tell it without being classed with Baron Munchausen and Joe Mulhattan, or thrust headforemost into the original Ananias Club.

It is the purpose of Will Maupin's Weekly to keep constantly at the self-imposed task of advertising Nebraska's resources and possibilities until the campaign shall have extended over the whole world and every loyal Nebraskan has been enlisted therein. It would be impossible within the limits of one newspaper edition to tell even a tithe of the truth. But in this issue we purpose giving an outline, the chief object being to stimulate investigation.

About the first thing an intending homeseeker asks about is the educational advantages of the community to which he purposes moving. That's where Nebraska excels. It has the third largest state university in point of attendance, and it ranks with the best in point of equipment and faculty. The University of Nebraska is admittedly one of the very best in the republic. Nebraska owns more school property in proportion to population than any other state, and only two states have a larger permanent school fund. Today Nebraska has nearly \$9,000,000 of interest-bearing securities in her permanent school fund, and owns school lands worth approximately \$25,000,000. She stands first in the column of states for the low per cent of illiteracy, and second only to Iowa in the percentage of students in her colleges and universities. She owns \$12,000,000 worth of schoolhouses, has a corps of 9,000 teachers, and an average daily attendance in her public schools of 260,000 pupils. The University School of Agriculture is admittedly the best maintained by any state, with possibly one exception, and this school is becoming known in Nebraska as the best asset owned by the state.

Agriculturally, Nebraska is the best state in the Union, bar none. The records show that Nebraska produces more agricultural and live stock wealth per capita every year than any other state. She is the third largest corn-producing state and the youngest of the three. She is the fourth largest wheat producing state, and the youngest of the four. She produces more corn and wheat per acre than any other state.

In 1911 Nebraska produced agricultural and live stock wealth to the amount of upwards of \$650,000,000, and to top it all off she produced manufactured articles worth approxi-

mately \$300,000,000 in the open market.

Nebraska has made more rapid strides in the development of the dairy industry during the last decade than any other state, and is today one of the three largest dairying states in the Union. She rightfully boasts of the largest creamery in the world, and her metropolis, Omaha, is the largest butter market in the world. Today she has 500,000 milch cows in her dairy herds, and more than 40,000 hand separators upon her farms are in daily use. The opportunities for engaging in the dairy business in Nebraska are better and more numerous than in any other state and the industry is growing by leaps and bounds. In 1911 Nebraska produced more butter per capita than any other state.

There are 49,000,000 acres of land in Nebraska. Of this vast expanse less than 20,000,000 acres are under cultivation. Of the remainder, not less than 15,000,000 acres will average up with the cultivated area in point of fertility and productivity. All it needs is to be opened up and intelligently cultivated. Nebraska's greatest need is to secure the men and women to settle upon these now vacant lands and putting them to the purpose for which they were intended.

How many people know that the only silica mines in the United States are in Nebraska? Aside from one little island off the coast of Italy, Nebraska is the chief source of supply of this mineral. Silica—or powdered pumice stone—is the base of practically every toilet powder, enters into the manufacture of soap, cleansing preparations, etc. It is a growing industry, and the whole world is now turning its attention towards the Nebraska supply. And the supply is seemingly inexhaustible. There are two silica mines in the state, one in Custer and one in Furnas counties. The presence of this deposit in Nebraska is a puzzle to geologists. They have to content themselves with saying that eons ago there was a series of volcanic eruptions somewhere, and that the deposit is merely the settling of vast clouds of volcanic ash borne on air currents and gathered in a sort of aerial maelstrom just before falling to earth. The silica in Nebraska is found in an almost pure state, and covered with only a slight strata of earth. It lies in vast beds and is mined easily with shovels.

Will Maupin's Weekly is prepared to show proofs that Nebraska is a better orchard state than any other, not even excepting the boasted orchard sections of the northwest. The best apples in the world are already grown in southeastern Nebraska. Good orchard lands may be purchased in Nebraska and the orchards brought to maturity cheaper than the raw orchard lands can be purchased in the northwest. This newspaper ventures the prediction that inside of the next ten or fifteen years the sunny slopes of the hills along the Missouri river will be producing immense quantities of grapes—the best in the world. Men who are considering the matter of entering the fruit growing business would do well to investigate Nebraska, and especially eastern and southeastern Nebraska. Given the