

# THE SUNLIGHT CRACKER FACTORY

It is the most complete, the most sanitary, the most modern and the busiest cracker factory in America, therefore in the world

## THE - ITEN - BISCUIT - COMPANY

A solid cement building with no sharp corners to collect dirt, no woodwork to decay.

### QUALITY

The quality of the Iten product is known throughout the entire country.

### MADE IN NEBRASKA

Iten's goods are carrying the name Nebraska around the world.



ITEN BISCUIT CO.'S FACTORY, OMAHA, NEBRASKA

Sanitary to a degree never excelled by any food factory.

### CLEANLINESS

The word is a shibboleth with this company. It is carried to the limit in every department.

### A HOME INSTITUTION

Employs an army of wage-earners and helps to build a commonwealth.

## YOU ARE ALWAYS WELCOME AT THE HOME OF ITEN'S

We invite your inspection of our factory at any time. If cleanliness appeals to your conception of how foodstuffs should be prepared, then you will remember with pleasure a visit to the Sunlight Factory, where Iten products are prepared.

Iten's Products for Sale By  
All Progressive Dealers....

## ITEN BISCUIT COMPANY

OMAHA, U. S. A.

Made in Nebraska, Should  
Be Boosted By Nebraskans

# THE NEBRASKA HOG IS A PROGRESSIVE WORKER

The Nebraska porker is an unassuming, easy going sort of a chap, but always has an object in view—namely, something to eat. This trait makes him especially interesting in the commercial world. He grinds about in the alfalfa which his more aristocratic companion, the steer, scatters from the rack, and munches the kernels of corn which fall from his master's table, imbibing now and then of the rich buttermilk which the thrifty farmer has provided. Without any pyrotechnical display this professional mortgage lifter moves along the even tenor of his way, incidentally converting the aforesaid alfalfa, corn and buttermilk into more marketable product in the shape of matured pork by his own peculiar process at a rate of return to his owner of about 6c per day, which to the successful farmer is largely gain.

Though a hog, the Nebraska animal possesses an individuality of his own. He believes that since he must be a hog, he should be a "top-notch," and that's what the Nebraska specimen has come to be. Thus when he goes to the packing house and assumes his role on the stage of commerce he gives a good account of himself. His sides make the best hams in the world; his quarters the choicest hams and shoulders; his loins the most delicious chops and roasts; his fat the snowiest and flakiest of Simon pure lard, while his dry-salt extra short clears are accepted in the home towns of Mr. Razorback as the daintiest and most nutritious delicacies of the pan and bean-pot.

Fancy pork products, purporting to come from "nut-fed," "pea-fed" or "pumpkin-fed" hogs, would be minus in quality were it not for the flavor and texture imparted to the meat from the diet of corn and alfalfa on which the Nebraska animal is matured. You can be mighty sure that the Nebraska hog is going to be prominent in the best of pork products, regardless of the label. Whether at Sherry's or Palm Beach; Rector's or San Francisco, your dainty,

## AND THE NEBRASKA PRODUCT IS DOING FULL DUTY IN ADDING TO THE SUM TOTAL OF OUR PROSPERITY

crisp brown bacon strips, or delicately marbled pink-and-white slices of ham, served so appetizingly, "prepared and packed by Messrs. So-and-So through their own secret process from 'nut-fed' or 'pea-fed' or 'pumpkin-fed' pork, raised in the Grampian Hills (or Blue Ridge Mountains) specially for discriminating palates"; if they are particularly good you can gamble that the Nebraska hog has rooted himself into high society.

The gain in hog production in Nebraska during recent years is not due to the reputation this fellow has at home, but to the honor he hath achieved abroad through the modern packing houses and live stock market. For the two months of this year there have passed through the South Omaha yards for slaughter 690,000 porkers, averaging 220 lbs. to the head, for which the farmers have received from the packers \$9,000,000 in good, cold cash. In the course of the year 1912 there will be marketed through South Omaha from Nebraska alone two and one-half millions of hogs, for which it is estimated the packers will be obliged to pay approximately \$30,000,000, which, together with the money paid out for other classes of live stock, will approximate the enormous sum of \$75,000,000 that will have been turned back into the hands of Nebraska farmers through the medium of the modern live stock market. Yet less than two per cent of the products of these animals are sold back into Nebraska. This is in sharp contrast to the good old days when the instances were not rare for the farmer to drive his hogs 90 to 100 miles to a market where he had to peddle them out at 2½c per lb.

While the receipts of hogs have been very heavy, especially at South Omaha, the demand has continued exceptionally good. Ninety-five per cent of

the receipts at South Omaha have been slaughtered there, in consequence of which the big packing plants have been working over-time since the first of the year, which, considering the severe winter, has been extremely fortunate for thousands of laborers released by cessation of business activity in many other lines. Incidentally many new records have been made in slaughtering by these packing concerns. The Omaha Packing company made their heaviest purchase of hogs February 13, when they secured 4,500 head. Cudahy bought 8,734 hogs February 29 and followed this right up with a 5,000 head purchase the very next day. Armour established a new record when for the week ending February 17 they bought and slaughtered 30,000 hogs. Armour, Cudahy and Swift have each been killing from 6,000 to 7,000 hogs per day. Commenting on the volume of hog business the other day, Mr. Howe, general manager of the Armour company, said the hog raisers of Nebraska and western Iowa were setting a pretty lively pace, but believed the packers at South Omaha will be able to take all that will be offered.

Incident to the reputation the Nebraska hog has established in the east there has grown up at South Omaha an order demand which has assumed gigantic proportions. Relative to this particular feature of the hog trade, Mr. James Murphy, who is without doubt the largest shipper of hogs in the United States, having bought and shipped on orders at South Omaha for outside packing concerns, since the first of the year, 30,000 hogs. "These hogs," Mr. Murphy says, "go to all parts of the east; I have clients from whom I receive orders in nearly all the large eastern cities." You will be surprised," he further commented, "to know that I have orders for Nebraska

hogs from packers at Indianapolis, Milwaukee, Evansville, Detroit, Cleveland, Cincinnati, Louisville, Pittsburgh, Baltimore, New York, Boston and other cities. These Nebraska and Iowa hogs are the best in the world."

### THINGS WE ARE PROUD OF.

Nebraska has more things to be proud of than any other state. She ought to be making every one of them known to all the world. Nebraska is remiss in her duty to herself when she fails to advertise her resources and possibilities to the remotest corners of the earth. Nebraska has some mighty big things, thank you.

She has the largest creamery plant in the world.

Her largest city, Omaha, is the greatest butter market in the world.

She has the third largest packing center in the world.

She has the second largest smelter in the world.

She is the third largest corn producer.

She is the third largest dairying state, and promises to be the largest inside of ten years.

Her annual egg output is worth more than the gold output of any state or territory.

Her annual butter, egg and poultry output is worth more than the gold and silver output of any two states or territories.

Her annual output of corn and wheat is worth more than the nation's annual output of crude petroleum.

Her annual output of grains and grasses is worth more than the coal output of Pennsylvania.

Her annual corn output is worth more than the nation's annual output

of copper.

If one year's product of her farms were loaded in standard freight cars and the cars made into one train, the train would reach from St. Petersburg, Russia, to a point in the Pacific ocean nearly a thousand miles west of San Francisco, crossing the Baltic sea, the English channel, England, Ireland, the Atlantic ocean and the United States.

She has nearly a million acres in alfalfa, and the acreage is increasing at the rate of 10 per cent a year.

She has more than eight million dollars worth of interest bearing securities in her permanent school fund, and school property, including school lands, worth \$40,000,000.

She has 49,000,000 acres, three-fourths of it fertile and less than two-fifths of it under cultivation.

She has a climate unsurpassed, a soil more fertile than that of the valley of the Nile.

She offers more opportunities to the honest and industrious home-maker than any other state or territory—and she isn't doing a blessed thing to make the fact known.

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 \* A GREAT BIG BOOST FOR \*  
 \* GRAND YOUNG NEBRASKA \*  
 \* \* \* \* \*  
 \* Will Maupin's Weekly, the \*  
 \* best single-handed booster Ne- \*  
 \* braska has or ever had, came \*  
 \* out in a blaze of glory last \*  
 \* week with its "Nebraska In- \*  
 \* dustries Number." Twenty \*  
 \* four pages carried an immense \*  
 \* amount of highly interesting \*  
 \* matter regarding the resources, \*  
 \* attractions and opportunities of \*  
 \* Nebraska, and also numerous ad- \*  
 \* vertisements of manufacturing \*  
 \* concerns who make good goods \*  
 \* in Nebraska and are not afraid \*  
 \* to let people know it.—Omaha \*  
 \* Trade Exhibit. \*  
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