

# WILL MAUPIN'S WEEKLY

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In 1911 the thirty-one fire insurance companies of the United States having a paid up capital of one million dollars or more, paid their stockholders more than 40 per cent. Nebraska has no independent fire insurance companies now, although time was when she had several, all of them showing promise of growing into big concerns. But through some mysterious influence conditions were made such that these Nebraska companies ceased to exist, all being gobbled up by the big eastern companies. While other states were making it easy to build up strong home fire insurance companies, Nebraska was making it difficult or impossible. The result is that Nebraskans are yearly sending abroad for fire insurance premiums millions of dollars that should be kept at home to build up local industries and develop Nebraska resources. We've driven the Nebraska fire insurance companies out of business, we are paying more for fire insurance than ever before—and we are sending from \$7,000,000 to \$10,000,000 out of the state every year—every dollar of which should be kept at home.

## MAKING NEBRASKA'S RESOURCES KNOWN

Why is it that Nebraska is not better known to investors, to homeseekers and to the world at large? There can be but one answer to that question—the failure of Nebraskans to make known the facts about this wonderful state.

One of the world's prominent magazines recently gave the place of honor to an article relative to apple raising, naming various states and dwelling at length upon their resources and possibilities in this line. Nebraska, where the best apples in the world are raised, and where the possibilities for successful orcharding are unlimited, was not even mentioned.

Just now Kansas is issuing her annual "fake" about needing 30,000 harvest hands above the home supply, and the newspapers all over the country are taking it up. As a result, thousands will be lured to our southern sister, only to find that the employment is uncertain and the season woefully short. Yet no mention is made of the fact that Nebraska harvests, without issuing any plaintive appeals for help, more wheat per capita and more wheat per acre than Kansas harvests.

During the decade ending with 1910 only nine states exceeded Nebraska in the percentage of gain in agricultural wealth, and not one of the nine gained nearly so much in the aggregate as Nebraska. In 1900 the total agricultural wealth of Nebraska was \$747,950,000; of Kansas, \$864,100,000; a balance in favor of Kansas of \$116,000,000. Ten years later, in 1910, the total value of farm property in Nebraska was \$2,079,818,647; of Kansas, \$2,039,389,910; the balance being in favor of Nebraska to the extent of \$40,428,737. Yet Kansas has one-third more population than Nebraska. During the decade Nebraska's farm wealth increased \$1,331,868,590, while Kansas' farm wealth increased \$1,175,289,264.

Nor is it alone in agriculture that Nebraska has leaped to a foremost place. Along manufacturing lines the same wonderful progress is being made. While agriculture is, and always will be, the foundation of Nebraska's prosperity, the fact remains that this state is becoming known throughout the manufacturing world. Despite the common belief that we are a commonwealth of farmers, it is a fact that today there are more people engaged in earning a livelihood apart from the farms than there are earning a livelihood upon the farms. The total value of manufactured products in Nebraska is considerably more than three-fifths as much as the total value of agricultural products.

In point of population, Omaha, including South Omaha, is the

thirty-first city of the United States. Including South Omaha, it is sixteenth in point of value of manufactured products, and first in point of manufactured products per capita. And more, Omaha's output per capita is fully fifty per cent greater than that of any city outranking her in population and in total of manufactured products.

During the last five years Nebraska's per capita of wealth production has been greater than that of any other state. During that same period of time her wealth production per cultivated acre has been greater than that of any other state.

WITH LESS THAN ONE-THIRD OF HER TOTAL ACREAGE UNDER CULTIVATION NEBRASKA IS LEADING THE STATES IN THE PRODUCTION OF AGRICULTURAL WEALTH!

Nebraska has upwards of 10,000,000 acres of the most fertile land in the world waiting for the plow of the farmer.

But wonderful as Nebraska's progress has been during the last decade, it isn't a marker to what her progress would have been had her boundless resources and possibilities been judiciously advertised to the world. During the last decade her population has been practically at a standstill. Why? Because the arrival of thousands of homeseekers has been offset by the departure of an even greater number of her own sons and daughters, who have been lured away to less favored but better advertised communities.

Nebraska has been sleeping upon her opportunities. She has been allowing other states to reach out and secure new citizens, new home builders, new enterprises and new industries by judicious advertising—and not one of these states has opportunities to offer equal to those Nebraska has to offer.

And when some Nebraskan does come forward with a proposition to develop some of the state's great natural resources—immediately there appears those who, for reasons best known to themselves, object and demand further delay or propose some plan utterly impossible to carry out.

The one great drawback to the development of manufacturing industries in Nebraska has been—and is—the lack of a natural fuel supply. But during all these years there has been at hand a potential force that would render coal and oil unnecessary in the production of power to turn a million factory wheels. Men have talked about it and dreamed about it for a quarter of a century, but until within the last year nothing tangible has been proposed. But now that men able to finance a great water power proposition come forward and propose to develop this great natural resource, immediately there comes objections from men who have never proposed anything, and propose nothing now save some theory that will serve only to further delay a great work that Nebraska has needed for a quarter of a century.

What's the matter with Nebraska, anyway? Absolutely nothing so far as her natural resources are concerned.

What then? It must be in the failure of her citizens to take even a slight advantage of the great opportunities at hand.

Instead of welcoming capital to develop her resources, she seems pleased to frighten it away. Instead of making it easy to build up great institutions that will bring capital to Nebraska to be invested in Nebraska, she seems pleased when she can make such institutions practically impossible. There has not been a mile of electric road, street or interurban, built in Nebraska during the last three years. There is not a mile of interurban electric railway in the state, despite the fact that thousands of miles of electric interurban roads have been built in Iowa, Missouri, Kansas and Oklahoma. Why is this thus? Solely because investment in such enterprises is discouraged instead of being encouraged. We say to capital: "Come on, and if you fail yours is the loss; but if you succeed after years of unprofitable endeavor we will limit you to a return equal to what you might have had from the start, without risk and without effort, by simply loaning on Nebraska farm mortgages."

Every year Nebraska is sending from \$10,000,000 to \$15,000,000 to New York, Connecticut and Massachusetts to pay for fire and life insurance premiums, two-thirds of which never gets back to the state, and the other one-third returns only in payment of losses or to invest in mortgages which take other dollars out in the shape of interest. Why is this thus? Because every Nebraska insurance company has been looked upon as a criminal conspiracy against the state, has been hampered by political chicanery, and has been subjected to onerous conditions. The result is that Nebraska today has not a single independent fire insurance company, and only two or three life insurance companies. This, too,

despite the fact that Nebraska ought to be numbered among the really great insurance centers of the republic.

It is high time that Nebraska arouses herself. It is high time she began making her resources and possibilities known to the world. It is high time she invite the capital which she herself lacks to come to Nebraska to be invested in legitimate enterprises, guaranteeing fair treatment and an adequate return upon the money actually invested and adequate recompense for the risks incurred. It is high time she began making it easy to build up Nebraska institutions. It is high time she shunted a few professional politicians to the rear and allow men who want to do big things for Nebraska to come to the front.

### THE COMMONWEALTH POWER CO.

The Commonwealth Power Co. filed articles of incorporation with the secretary of state last week. The capitalization is fixed at \$7,000,000 and the filing fee paid to the state amounted to \$3,750. The incorporators are W. E. Sharp, E. J. Hainer, C. T. Boggs, A. W. Field, S. H. Burnham, J. M. Bramlett, A. C. Koenig, S. D. Ladd. The personality of the men incorporating this company is such as to commend it to the confidence of the people. They are men who are financially able to swing such a big proposition, and incapable of betraying the confidence of the people.

The company purposes developing the power possibilities of the Loup river, and while distinct from any other proposition is so framed as to permit it to take over and include any former proposition. The company will not transmit power; it will merely manufacture power. The transmission problem will be handled otherwise. The capitalization is not large enough to provide for both power and transmission. Again, under the laws of Nebraska, it would be far preferable to keep the two businesses separate. The state railway commission would have power to regulate the transmission company as a common carrier.

There is ample energy and enterprise and capital behind the Commonwealth Power Co. It is organized by men who mean business, and who could not afford to do anything but straight business. If given the opportunity work on the great power plant will begin before the summer ends, and will be pushed as rapidly as money and modern engineering will allow.

### Good Old Custer County

If you had three guesses as to which are the three largest counties in Nebraska in point of population, the chances are that you would miss the third one every time. Few people realize that Custer county is the third county in the state in point of population, and ties with Lincoln county for the honor of being the second largest in point of area.

But Custer county's claim upon fame does not rest upon her position as to population—although she is rightfully proud of her prosperous and intelligent citizenship. Neither does her claim to fame rest upon her magnificent area. Custer county ought to be better known to fame than she is because of her wonderful resources and productivity. Within the memory of men not yet accounted old, Custer county was looked upon as impossible from an agricultural standpoint. The most predicted for her was that she would always be a "pretty good cattle country." But the enterprising homesteader soon saw her possibilities, and while they had a hard time getting started, their faith was amply rewarded. Today Custer county is an agricultural empire, annually adding millions of wealth to the world's store, providing homes for energetic thousands and offering rare opportunities to the industrious. The story of Custer county's productivity sounds unreasonable, so large are the figures.

In 1910 Custer county produced 4,980,000 bushels of corn, 814,000 bushels of wheat, 1,235,000 bushels of oats, 85,000 bushels of barley, 43,000 bushels of rye, 150,000 bushels of potatoes, 87,000 tons of wild and tame hay, 105,000 tons of alfalfa, and 9,000 tons of millet, Hungarian and kafir. In 1909 Custer county shipped to market 39,200 hogs, 6,300 sheep, 2,228 horses and mules, 26,000 cattle, 31,000 pounds of dressed poultry 283,500 pounds of live poultry, 7,500 pounds of dressed meats, 298,500 dozen eggs, 376,000 pounds of butter and 97,000 gallons of cream. Custer county's annual production of agricultural, live stock and dairy products exceeds \$7,000,000 in value.

Pretty good for a county carved from the heart of the Great American desert.

### Wanted

I want a man—a good man—to act as business manager for Will Maupin's Weekly. I am not looking for a man with "schemes to get the money," but for a man who has the ability and the energy to take hold of a legitimate newspaper proposition and push it. The field for such a publication as I am aiming to make Will Maupin's Weekly—a boosting, building publication working tirelessly and intelligently for the upbuilding of Nebraska and Nebraska enterprises—is unlimited. I have seen enough of it to know that the opportunity is here. That much has already been demonstrated, but I can not make the newspaper what it should be, and also attend to the business end of it. I flatter myself that I know how to make a newspaper that will appeal directly to men who are trying to accomplish things worth while; a newspaper that will make its influence felt. But circulation building and advertising solicitation are out of my line. The right kind of a business man who knows the newspaper business from the business office end, will find here his golden opportunity.

But he must be the right kind of a man, and come with the proper recommendations. He need not have much capital—just enough to be an earnest of his intention to "stick" and "push." He need not have even that if he can show me the goods. I'll make the newspaper that he can offer to subscribers, and the medium that will appeal to expert advertisers. But to do that I must be relieved of all financial responsibility for the paper. If you are the man, come on. If you know the man who will fill the bill, send him along. But I have no time to waste on men who have "advertising schemes" calculated just to get the money quickly. I want a man who can build for the future while making possible the present. This is a legitimate enterprise.

WILL M. MAUPIN.