

Nebraska's wheat and corn crop this year will be worth more than \$125,000,000.

# WILL MAUPIN'S WEEKLY

Nebraska's hay crop this year will be worth more than \$75,000,000.

VOLUME 10

LINCOLN, NEBRASKA, OCTOBER 25, 1912

NUMBER 30

## Nebraska's New Magazine

# MIDWEST

Will make its initial bow early in December and start on its mission of making Nebraska's material and mental resources known of all men. It will be a standard sized monthly, illustrated, and in addition to containing articles relative to Nebraska's resources and possibilities, will not overlook the fact that Nebraska is taking high rank in the world of literature. It expects to present from time to time the work of Nebraska writers already famous, as well as of writers who will in due time achieve fame. "Midwest" will not be a "freak magazine" either in style or contents; neither will it be bound by conventional magazine methods. It will endeavor to be worthy of a place in every home and upon the desk of every business or professional man. It will endeavor to enlighten the world as to Nebraska's boundless resources, and at the same time be of assistance in making the commonwealth better known to her own people.

### A Magazine of Progress

"Midwest will advocate "things as they ought to be", not "things as they are". It will stand for the protection of the home circle, the widening of business opportunities, the betterment of social and industrial conditions. It will eschew partisan politics, and stand only for the best men and progressive measures. Its first thought is to advance the best interests of the state and of the men and women who are striving to accomplish things that are really worth while. It seeks the co-operation of such men and women, and its endeavor will be to thoroughly deserve it.

### WILL M. MAUPIN, Editor

"Midwest" will be edited and published by Will M. Maupin, whose thirty years' residence in and study of Nebraska, qualifies him to write intelligently of the state's resources and possibilities, and whose experience as a newspaper man fits him to exercise judgment in the selection of features for the magazine. To the making of "Midwest" he will give his best efforts, untiringly and unsparingly. He solicits the assistance of the men and women who have helped to make the Nebraska of today, and who are working to make the Nebraska of tomorrow. He wants photographs of Nebraska farmsteads, Nebraska homes, Nebraska factories, Nebraska orchards and vineyards. In short he asks for anything and everything calculated to make Nebraska better and more favorably known.

### One Dollar Fifty Cents Per Year

The subscription price of "Midwest" will be \$1.50 the year, invariably in advance. All subscriptions will be stopped on expiration. In order to encourage subscriptions, as well as to make the initial issue as large as possible, subscriptions will be received at the rate of \$1.00 a year until December 1, 1912. Address all communications to

## MIDWEST MAGAZINE

436 Bankers Life Building

LINCOLN, NEB.