

This Advertisement Appears Today in the Chicago Tribune. Tear It Out and Mail It to an Out-of-State Friend

NEBRASKA is Prosperous

Why



Increase in Crop Values

Value of Nebraska Farms Three Times Greater Than Nation's Average



Wealth Per Capita

In 1923 the second largest corn crop on state record increased Nebraska's buying power nearly \$40,000,000. In the same year the value of live stock on Nebraska farms increased \$55,000,000. A 21% increase in automobile ownership since 1921 indicates Nebraska's great buying power. And Nebraska is not dependent on one crop or one industry for its permanent income and prosperity. While Nebraska farm products average a value of \$500,000,000 annually, its industrial production is valued at approximately \$600,000,000 annually.

You Can Sell More Goods In Nebraska



One Automobile to Every Five Persons



Leads in Production of Beef Per Capita



250,000 Telephones (1 to every 5 persons) (More than England, Scotland and Wales.)



Leads in Agricultural Production Per Capita

Nebraska is rich agriculturally—yet every community is a direct participant in industry. Eighty of the ninety-three counties of the state each have from 3 to 600 manufacturing establishments in operation. In fact, 55 per cent of Nebraska's population lives in cities and towns. The average value of a Nebraska farm is \$33,771—nearly three times greater than the nation's average. Nebraska leads all other states in the per capita production of all agricultural products. The per farm average value of all agricultural products and live stock in Nebraska in 1923 was approximately \$4,000 as compared with a per farm average of \$2,000 throughout the United States. That is why local bankers will tell you that today money is plentiful in Nebraska and borrowers scarce. In addition to producing more beef per capita than any other state in the union, Nebraska can boast of the second largest live stock market in the country. Its packing and slaughtering industries employ approximately 15,000 people. Nebraska's dairy cows have increased 17 per cent in number since 1921, as compared to a 5 per cent increase for the entire country. And the 51 large creameries in the state produce approximately \$38,000,000 worth of butter annually.

Thousands of people are employed in Nebraska's large flour mills, sugar refineries, iron and brass foundries, metal works, railway construction shops, clothing, cap and glove factories, as well as in manufacturing brushes, agricultural implements, electric fixtures, starch, labels, jewelry, cosmetics and hundreds of other commodities.

There is an automobile for nearly every family in the state and a telephone for little less than every five people.

Rural Nebraska, with its 133,600 automobiles and 95,050 telephones, can shop as quickly and conveniently as the suburbanites in the larger cities. The 80,000 miles of roads and the 7,242 miles of main line railways furnish quick distributing facilities to and from the thousands of well-rated wholesale and retail establishments in the state.

Because Nebraska shares honors with one other state in the lowest per cent of illiteracy—because 87.1 per cent of its population is native white, Nebraskans are accustomed to buying from the printed page. That Nebraska prefers to read daily newspapers is shown in the book just issued by the Nebraska Daily Newspaper Association.

To Reach Prosperous Nebraska Effectively and Economically

How you can reach all of Nebraska, both rural and urban, at a low cost is fully explained in the book, "The Buying Power of Nebraska and How to Reach It."

This book gives a complete survey of the Nebraska market. It tells of its population, its resources, buying power and quick distributing facilities. It explains the uniform co-operation you will receive from the sixteen leading daily newspapers in Nebraska in making your advertising produce the most profitable results. It tells you how the publishers of these newspapers will help you get distribution. Send for this book now.

SEND FOR BOOK

This free book contains valuable information for all manufacturers, distributors, advertising managers and agencies. It is a complete survey of the Nebraska market and tells how the publishers of the daily newspapers will help you get distribution. Send for it today.

THE NEBRASKA DAILY NEWSPAPER ASSOCIATION Columbus, Nebraska

Beatrice Sun	Grand Island Independent	Lincoln Star	Omaha Bee
Columbus Telegram	Hastings Tribune	Nebraska City Press	Omaha World-Herald
Falls City Journal	Kearney Hub	Norfolk News	Scottsbluff Tribune
Fremont Tribune	Lincoln Journal	North Platte Telegraph	York News-Times

Total Circulation, 309,090 Total Rate, 95¢ Per Line
Total Families in State, 303,436

The figures quoted in this advertisement were taken from the United States Census bureau reports, Nebraska State University bulletins and the Omaha Chamber of Commerce records.



NEBRASKA

RICH in Farm Production IMPORTANT in Industry