

MODERN METHODS

It is gratifying to this company, and must be to the patrons it is privileged to serve, that we have able, legitimately and effectively to build up a broad and efficient service. Our idea of service is not the mere delivery of our product to the meter, but the maintenance of the best possible lighting and power equipment.

We Are the Biggest and Best Lighting Company in the City
That Is Why We Grow

Lincoln Gas and Electric Light Company

Fourteenth and O Streets
Bell 75—Auto B2575

WHAT NEBRASKA NEEDS

In Munsey's Magazine for March the progressive and enterprising state of Kansas comes in for page after page of the best advertising imaginable—advertising that money could not buy for the simple reason that advertising space is not sold in the editorial departments of reputable magazines like Munsey's. For a decade past Kansas has been advertised as no other state has ever been advertised, with the result that Kansas, not so good an agricultural state as Nebraska, has a half-million more people, 35 per cent more cultivated acres and a reputation that has reached every nook and corner of the world.

And during all this time, while Kansas was being made known everywhere, Nebraska, with better soil, better climatic conditions and better business opportunities, has been standing still in population. Every effort to organize an advertising service such as had made Kansas famous and added millions to her wealth, has been met with opposition and indifference. So it is that every time you pick up a newspaper or a magazine you see Kansas exploited—Nebraska never. You hear every day of Kansas' trouble in getting harvester during the wheat season—and Nebraska raises more wheat per acre than Kansas and harvests her crop without fuss or feathers.

If Nebraska were made as well known everywhere as Kansas, this great state of ours would be the wonder of the world. It is interesting to one who has made a careful study of comparative statistics to note what Kansas brags about, and then look to see how Nebraska stands on the same product. "Why Kansas Grows and Prospects" is the title of an editorial in the March Munsey. It is an interesting article, and Kansas deserves every word therein contained—with one or two exceptions.

For instance—and we quote the words of Munsey's editor—"According to her own figures Kansas has the largest per capita wealth of any state in the Union. Her arithmeticians base their estimate on the assessed valuation of property, which shows an average amount of \$1,642.30 for each one of the state's seventeen hundred thousand inhabitants."

Splendid figures, and indeed a wonderful record for Kansas. But the claim of Kansas to the largest amount of property per capita is not well founded. The total assessed valuation of Nebraska is \$2,002,157.45. This is an average of \$1,668.46 per capita, or \$24.16 per capita more than Kansas—two-thirds of the per capita circulation of money in the United States.

And against this enormous value in Nebraska there is not chargeable a single dollar of state bonds, for Nebraska has no state bonds outstanding. There is not chargeable against this a dollar of state floating indebtedness, for Nebraska state warrants are paid in cash now, and with the exception of about ninety days have been paid in cash upon presentation for upwards of ten years.

But there is one assertion in the Munsey editorial to which we give hearty assent. Again we quote: "What lies behind this spectacle? Two simple things—the people of Kansas are mentally alert as well as industrious, and there is team-work among her public officials. Few of our American commonwealths present such a kindling example of unified public service. Usually a state is satisfied if it can point to one conspicuous activity; in Kansas almost every branch is a sort of star performance."

Note that one assertion—"THERE IS TEAM-WORK AMONG HER PUBLIC OFFICIALS." A few months ago Nebraska accepted from the contractors a new building—and for weeks there was bucking and bickering among members of the board of public works over the matter of an inscription on the cornerstone. A year or so Nebraska had a democratic governor, the rest of the state officials being republicans. And whatever a republican official could do to discredit the democratic governor was done, regardless of the effect upon the state. Later a democratic legislature and a republican governor locked horns over non-essentials, and again the state suffered. Kansas has a bank commissioner who believes that his first duty is to the people. Nebraska, under anachronistic constitution has a "state banking board," with a secretary appointed largely for political reasons. And a year or so ago the whole commission was up in the air, one set of examiners claiming the right to examine and another set invoking the writ of injunction. While they were fighting over the spoils of office the bank commissioner of Kansas was giving the people real service. You bet they have team-work in Kansas! And that more than she needs the political mess she is constantly stirring up.

As we were writing this the mail carrier laid upon the editorial desk a Kansas postal card, issued by the Kansas publicity department. It shows a scene in a Kansas alfalfa field, and bears this wording: Three, four or five cuttings in a season, of hay like that (the most valuable in the world) look pretty good, don't they? 'Out there in Kansas' is where they do it, and it makes 'em rich.'

The Kansas publicity bureau will flood the country with cards like that, and with other Kansas literature. Yet Nebraska is a better alfalfa state than Kansas, raises more, has more land capable of raising alfalfa and is increasing her alfalfa acreage more rapidly. But all the world knows about the Kansas alfalfa industry, while Nebraska seems content to let 15,000,000 acres of her land lie idle, see thousands cross her domain to find homes in the northwest, and even to see hundreds of her best producers packing up and leaving.

What Nebraska needs is more teamwork among her public officials. She needs more unity of action on the part of her people. She needs to come out of this cattlemen condition of smug self-complacence and get into the develop-

ment game with vim and energy. She needs to set in motion some plan of action that will call the attention of homeseekers and investors to the wonderful opportunities awaiting them within the borders of this commonwealth. She needs to advertise her soil fertility and her climate until millions of her idle acres are brought under cultivation, and countless factories dot her landscape, working her raw material into the finished product.

It's an old story, but a good one, and applicable to Nebraska. A man put a couple of pigs in a sack and told his boy to take them to town and sell them. In the evening the boy returned home with the pigs in the sack. "Why didn't you sell 'em?" asked the father. "Nobody asked me what I had in the sack," replied the boy. It is high time that Nebraska began telling people what she has in the sack. What has she in the sack? Fifteen million idle acres capable of producing record-breaking crops of corn, wheat, oats, rye, alfalfa, sugar beets, kafir, millet, hungarian, hemp and flax. Unexcelled facilities for dairy-ing. Undeveloped water power sufficient to turn the wheels of ten times more factories than she now possesses. Marvelous opportunities for profitable investment in manufacturing industries. Magnificent opportunities for the industrious homeseeker who wants to own a bit of land upon which he may live in comfort from the proceeds of his honest toil. A public school system that is the wonder of the world, and a system of higher education—universities, academies and colleges—that has won words of praise from the best educators of the time. She has more in the sack than any other state—and to date hasn't opened her mouth to let the world know what she has to offer.

Is not the time ripe for an educational campaign—a campaign that will teach the world that Nebraska is in truth the greatest producer of agricultural wealth in all the sisterhood of states, and that, too, with less than one-half her fertile acreage under cultivation? Is it not time to make known the fact that Nebraska offers the home-seeker and the investor better opportunities than any other state?

Let us banish the hammerman and the chronic grouch. Let us put the kibosh on the pessimist and the man who pulls back in the breeching every time he sees some other man leaning up against the collar. Let us have more team-work and less penny politics among our public officials and what Nebraska needs is a whole lot greater unity of action among our citizens. In short, let us set to work to let all the world know what we know—that of all good things Nebraska offers the most; that of things evil she has the least.

Watch Unland's window for the Big Saturday Hat Sale in the spring styles of Stetson, Schobie, Gordon and Mallory makes.

WHITEBREAST CO.

MANY NEBRASKA FACTS

In 1910 the value of all the cotton goods manufactured in the United States was \$609,000,000. The agricultural and live stock wealth produced in Nebraska in 1911 came to within \$25,000,000 of being worth as much—and the cotton textile industry is the largest single industry in the United States. We haven't any cotton mills in Nebraska, consequently no strikes and riots and hopeless operatives working for starvation wages. On the contrary we have men and women working in the open, breathing pure air and enjoying the sunlight, and making enough every year to buy the output of all the cotton mills of the republic. Some class to that, eh?

form or other. We are apt to imagine that the oil industry, therefore, would be something wonderful to contemplate. And it is. But if you had in your possession this minute all the corn and wheat raised in Nebraska in 1911, you could sell the grain for enough money to buy all the oil produced in this republic in 1911, and then have \$46,000,000 left to rattle in your pockets.

Nebraska produced more agricultural wealth per capita in 1911 than any other state, and performed the feat upon fewer acres per thousand dollars of wealth produced. Statistics are not at hand to verify the claim, but Will Maupin's Weekly is willing to wager a doughnut against the hole that Nebraska has fewer convicted criminals per 100,000 of population than any other state, fewer convictions for misdemeanor per 100,000 of population than any other state, fewer dependents upon public charity per 100,000 of population than any other state, more churches per 100,000 of population than any other state, more schoolhouses per 100,000 of population than any other state, and fewer illiterates per 1,000 of population than any other state.

They've all got to take their hats off to Nebraska!

Good Pure Candy Progressive Soda Fountains Smiths Fruits and Syrups Walkers Grape Juice

We can completely outfit any store with show cases and show case fixtures, glass display jars, glass trays, etc.

Gillen & Boney

"Good Candy Makers"

Lincoln - - - - - Nebraska

Lincoln Rug Factory and Carpet Cleaners

Manufacturers of rugs from old ingrain and Brussels carpets. Weaving rag carpets, silk curtains, bath rugs. Cleaning and refinishing carpets and rugs. Vacuum house cleaning by year or job.

Dealers in Axminster, Oriental and Wilton Rugs. Write for circular.

Phone, Auto 1086, Bell A1608 D. O. PETTIT, Proprietor 2373 O Street, Lincoln, Nebraska

ANNUAL STATEMENT

The Security Mutual Life Insurance Company

of Lincoln, Nebraska

December 31, 1911

Ledger Assets

Real Estate (unincumbered)	\$135,000.00
Mortgage Loans	582,750.00
Policy Liens	92,494.37
Water Bonds	6,500.00
Cash	32,685.58
Total Ledger Assets	\$849,428.95

Accrued Interest and Rents	\$ 15,933.97
Deferred and Uncollected Premiums net	14,619.05
All Other Assets	1,440.30

Total Non Ledger Assets	31,998.32
Gross Assets	\$881,423.27
Deduct Non Admitted Assets	9,429.17

Total Admitted Assets	\$871,994.10
Net Legal Reserve	\$660,631.93
All Other Liabilities	6,282.76

Total	666,914.69
Admitted Surplus to Policy Holders	\$285,879.41

Insurance in Force \$6,611,190.00	
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Comparative Statement of Assets, Liabilities and Surplus

Year	Assets	Liabilities	Surplus	Assets for Each \$100 of Liabilities
1906	\$277,097.00	\$238,421.00	\$ 38,676.00	\$116.22
1907	374,746.00	309,092.00	65,654.00	121.24
1908	487,809.00	390,389.00	97,420.00	124.95
1909	613,566.00	483,027.00	130,539.00	127.02
1910	729,523.00	570,546.00	158,977.00	127.86
1911	872,026.00	669,914.00	205,111.00	130.77