

NEBRASKA SHOULD ADVERTISE HER RESOURCES

Five years from this month Nebraska will celebrate her semi-centennial as a state. This is not a long time—indeed, it is a short time measured in the life of a state. Nebraska, whose history is so wonderful, whose development has been the marvel of the world, and whose possibilities are beyond compare, should begin right now making preparations for the proper celebration of that semi-centennial. Commercial clubs should be taking it up. Nebraska newspapers should be discussing it. The legislature elected next November should be instructed to make a preliminary appropriation, and the governor should be empowered to appoint a commission. Nebraska, with all her resources and the manifest evidences of her development, can, and should, make an exposition that will attract visitors by the thousands from abroad, and bring to the state millions of dollars for investment. In the meantime her resources, her production and her possibilities should be advertised to the four quarters of the earth.

Nebraska's all right!

During the year 1911, by no means the banner year in her history, Nebraska added more than half a billion dollars to the total wealth production of the world.

Five hundred and thirty-seven millions of dollars!

That is the grand total of Nebraska's production of agricultural products and live stock during the year that will end when the bells ring out next Sunday night and ring in next Monday morning.

We challenge the world to beat that record, everything considered—area cultivated, population, age, etc.

Will Maupin's Weekly was moved to make this tabulation after seeing a lot of advertising matter for Kansas, sent out by F. D. Coburn, secretary of the Kansas State Board of Agriculture. Kansas has Nebraska beaten to a frazzle in one particular—the matter of making known all the glorious facts about Kansas. All the world knows what Kansas is doing because Kansas spends thousands of dollars in advertising her productivity, her resources and her possibilities. All the money that Nebraska spends for that purpose could be blown into a gnat's eye through a bat's feather, and never make the gnat blink. Perhaps this will explain why Kansas, with 8,000,000 less total acreage has 90 per cent more cultivated acres than Nebraska, and 40 per cent more people—and this, too, despite the fact that Nebraska raises more wheat per acre, more corn per acre, more rye per acre, more oats per acre, more sugar beets per acre and more potatoes per acre, than Kansas. In other words, because she has advertised liberally and wisely, Kansas has 25,040,550 acres under cultivation and 1,690,949 inhabitants, while Nebraska has only 13,773,148 acres under cultivation and 1,192,214 inhabitants.

Just now Secretary Coburn of Kansas is sending out postcards, placards, folders and pamphlets, singing the praises of his state. And Secretary Coburn is a sweet singer, too. And how beautifully the legislature of Kansas accompanies him upon the financial piano!

From reports received by Will Maupin's Weekly it seems that Kansas, according to Secretary Coburn's figures, produced during the year 1911 agricultural and horticultural products, and live stock sold for slaughter the magnificent total value of \$282,927,188.34. Grand! Magnificent! Hurrah for Kansas!

But Will Maupin's Weekly is edited by a man who knows quite a bit about Nebraska, her productivity, her resources and her possibilities. He also knows something about estimating values. He knows that Nebraska's statistics are gathered just like Kansas statistics are gathered, and that they are quite as trustworthy as those gathered by Secretary Coburn.

Wherefore the editor of Will Maupin's Weekly set about gathering a few facts and making a few estimates on his own account. First he took the statistics gathered by the Bureau of Labor and Industrial Statistics. He presided over that bureau for two years and knows just how it works, and knows that its statistics are reliable. Taking these statistics he further proceeded to use the same basis of value as used by Secretary Coburn. What was the result? Does Nebraska, with practically half as many cultivated acres as Kansas, and less than two-thirds of the population of Kansas, come anywhere near the Kansas totals?

Well, we should smile!

In Kansas, \$282,927,188.34.

In Nebraska, \$331,143,548.46.

Balance in favor of Nebraska, \$48,216,360.12.

Or, to put it in even better and fairer way:

Kansas produced an average agricultural value of \$167.32 per capita in 1911.

Nebraska produced an average agricultural value of \$277.75 per capita in 1911.

Or, to put it still another way, and a way eminently fair:

Kansas produced agricultural wealth at the rate of \$11.28 per cultivated acre.

Nebraska produced agricultural wealth at the rate of \$25.47 per cultivated acre.

And all the world knows about the productivity of Kansas because Kansas is wise enough to advertise.

But who outside of Nebraska—and comparatively few inside—know that Nebraska is producing more than twice as much per cultivated acre as her well known sister on the south?

Gracious, but it makes Will Maupin's Weekly's column rules ache every time it thinks of the criminal parsimony—or is it criminal negligence?—that prevents the glories of Nebraska from being made known to all the world.

Kansas beat Nebraska 4,000,000 bushels of wheat, but Nebraska beat Kansas 8,000,000 bushels of corn. They were practically equal on oats. We raised a half-million bushels more rye than Kansas, but Kansas raised a half-million bushels more barley. Nebraska beat Kansas on potatoes a matter of 2,000,000 bushels. Nebraska's poultry and egg production was so much larger than Kansas' that the Jayhawker state isn't in the poultry running. In the matter of buttermaking Nebraska has her sister state looking like an old-fashioned dasher churn by the side of an up-to-date creamery. More correctly speaking, while Kansas was producing in round numbers an average of 5 pounds of butter per capita per year, Nebraska was producing 11 pounds per capita per year. Butter consumed on the premises is not taken into account by the statisticians of either state.

We beat Kansas in the matter of animals for slaughter by upwards of \$7,000,000. In the production of sugar beets, Kansas is not to be mentioned in the same day with Nebraska. In horticultural and garden products, together with sugar beets, Nebraska is ahead of Kansas by upwards of \$3,000,000.

But all the world knows what Kansas raised. The people have the facts thrust upon their attention in every conceivable way—in pamphlets, in books, by post card, in the newspapers, in the magazines and upon the rostrum.

The facts about Nebraska are carefully concealed—it would seem. All that the statistical department of Nebraska has for defraying the expenses of printing and disseminating literature about the resources of Nebraska for a year wouldn't pay the postage account of Secretary Coburn for thirty days. This is not an exaggeration—it is a truth capable of demonstration.

But we can not forbear making some more comparisons. Will Maupin's Weekly is right here to challenge any state in the Union to equal Nebraska's record for agricultural and live stock wealth production per acre or per capita:

The total agricultural and live stock wealth production of Kansas in 1911 was \$534,559,676, or an average of \$316 per capita.

That's pretty good—far and away above the average of the whole United States. But—

The total agricultural and live stock wealth production of Nebraska in 1911 was \$537,802,023—an average of \$451 per capita.

Again, all the world knows what Kansas produced, and that she is far ahead of the average of all the states together. But Nebraska, the state that beats Kansas by \$3,242,347 in the total of wealth production, and by a matter of \$135 per capita—or 42 per cent—is known only to statisticians who are paid for compiling such figures.

Why?

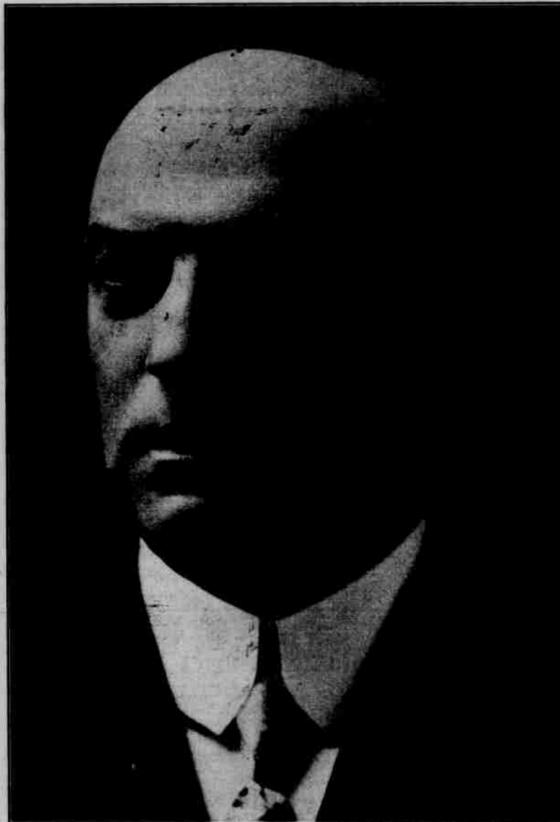
Because Kansas is so proud of her record that she spends thousands of dollars every year to make it known, while Nebraska, with a far better record, doesn't spend a dollar and therefore is not known at all outside of her own borders—and not very well inside.

Will Maupin's Weekly is pounding along as best it can, trying to spread the gospel of Nebraska as widely as possible. Hundreds of loyal Nebraskans are helping it—but there ought to be thousands where there are hundreds. It ought not be left to any one newspaper—nor to all the newspapers of the state—to advertise Nebraska. They may be relied upon to do all they can. But Nebraska newspapers do not generally circulate where it would be to the best advantage to Nebraska to have the truth about her known.

Nebraska ought to be advertising what she has to offer, just as a merchant should advertise. Look around you! You will notice that the mercantile firms that are most successful are those that advertise the best. It is the same way with states. Investigate the record of the last decade and note the states that have gained most in population, in wealth increase per capita. They are the states that have established and liberally maintain publicity bureaus. There is no getting away from the conclusion.

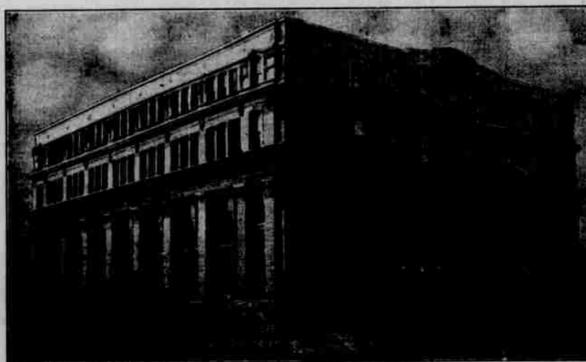
Nebraska should be advertising her resources, her productivity and her possibilities. She should be telling all the world all the glorious facts about herself. She ought to be attracting homeseekers instead of allowing her own people to drift away. She ought to be gathering to herself the best portion of the great tide of land hungry people constantly drifting through and beyond her borders. She ought to be putting industrious men and women upon her 18,000,000 acres of fertile soil as yet untouched by the plow.

The greatest thing the next legislature could do for Nebraska's future welfare and prosperity would be to establish a Bureau of Publicity and Immigration, free from partisan control, and give it an appropriation that would allow that bureau to begin and carry on a great educational campaign, telling the whole world what Nebraska is and has to offer to those who are seeking for homes, for manufacturing sites and for investments.



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FINANCIAL STATEMENT DECEMBER 31, 1911

ASSETS	
First mortgages on real estate	\$148,950.00
Deposited with banks	49,885.18
Total	\$198,835.18
LIABILITIES	
Losses due and unpaid	None
Losses adjusted but not due	None
Claims reported, probable liability	\$ 23,705.00
Advance payments collected	41,241.70
Bills payable	4,342.10
Total	\$ 69,288.80

Losses Paid in 1911 \$168,441.31
Losses Paid Since Organization \$1,608,509.89