



STRAIGHT AHEAD

THE New Year finds Nebraska the "bright spot" in America's economic map. We have just closed the most prosperous season of the last four years. The value of Nebraska crops for 1924 showed an increase of 29.4 per cent over the previous year. It showed an increase in percentage within that period three times the increase shown by the nation as a whole! The value of the Nebraska crops for 1924 was two and one-fourth times that of the year 1921.

To every man, woman and child in Nebraska these facts spell prosperity. To the farmer in splendid and bountiful crops at good prices; to the laborer a wage that enables a comfortable living and a saving; to the manufacturer a community possessing real buying power; to the itinerant worker a decrease in the percentage of unemployment.

NEBRASKA---Realize Your Strength

Nebraska leads in per capita beef production. It is the home of the second livestock market of the world. It is the home of the two largest markets in the world.

Nebraska leads in agricultural production per capita. The value of her farms is three times the nation's average. It has a per capita wealth of \$4,004. Nebraska has one automobile and one telephone to every five persons. It shares honors with but one other state in the lowest per cent illiteracy. Its annual income from poultry and eggs is \$50,000,000. It has an annual agricultural production of \$600,000,000. It has an annual industrial production of \$600,000,000.

Consider Nebraska's enviable position in regard to the nation as a whole! Think of the wonderful opportunity for YOU to share in the rich rewards of prosperity in 1925 if you do your part!

STRAIGHT AHEAD NEBRASKA is the program for 1925! A state-wide co-operation in which YOU must participate for a bigger and better Nebraska—**THINK IT—TALK IT—WRITE IT**—not because you believe it is true, but because it is true. If we will live and act in the spirit of that greatness which is already ours, we will move always straight ahead and make 1925 the greatest year Nebraska has ever had!

This is the first of a series of educational messages published by The Omaha Bee telling of Nebraska's wonderful opportunities and possibilities and its enviable position in the nation.