

Glimpse of Lincoln's Best Business Blocks

Terminal Building
MacDONALD
Peters



Security Life Insurance Building

1st National Bank Building



Miller & Paine Building



"Industrial and Commercial Lincoln"

By W. S. Whitten, Secretary Commercial Club

The answer to the growth and prosperity of a city is what lies behind it. It may be transportation, manufacturing, mineral wealth, or agricultural wealth, separately or in combination, but the greatest of all foundations is agricultural wealth.

With Nebraska ranking first of all states in per capita agricultural wealth, with the state not yet past its fiftieth birthday, what cannot be anticipated of its future and the certain future of its capital city when there is added to the state's 21,000,000 acres of improved land the wealth to come from its remaining 19,000,000 acres of unimproved lands, and when both are steadily advanced to larger and larger production.

Let us give our readers a few facts concerning Lincoln, its growth, development and opportunities. It will be done direct to the point, in facts of record and in a way that the uninterested can afford to stop and listen, and to those interested in a way we hope to make it worth while to them to want to know more of Lincoln as well as "why Lincoln."

As a Railroad Center.

Five of the principal western railroads with eighteen diverging lines serve the city of Lincoln, namely:

The Chicago, Burlington & Quincy railroad, including its main line from Chicago to Denver, and its North Pacific coast line from St. Louis to Seattle and Portland.

The main line of the Rock Island system from Chicago to Denver.

The Nebraska-Kansas north and south main line of the Union Pacific.

The Chicago & Northwestern.

The Missouri Pacific.

More than 140 trains arrive and depart from the city daily.

Exclusive of grain shipments, which approximated the astounding figure of 25,000 cars in 1916, the total full car shipments in and out of Lincoln for the year ending June 30, 1916, totaled 22,063, and the tonnage of small car lots totaled 264,000,000 pounds. Freight revenue, exclusive of shipments of grain and grain products, totaled \$1,848,693; the sale of passenger tickets totaled \$1,061,699; the freight and passenger traffic for the year 1916 totaled \$2,910,392, according to statistics compiled by the Nebraska State Railway commission.

Wholesale Business.

The wholesale business of Lincoln covers in its territory, strictly tributary, the state of Nebraska, western Iowa, northern Kansas, southern South Dakota, eastern Colorado, Wyoming and Montana. Lincoln is the near market for all this territory

and its distributing rates the lowest. For all this territory it is the market of quick response, the near market for trade and the low freight rate market in distribution. Wholesalers and jobbers realize the value of these points of vantage to any city. Lincoln in the wholesale field is in a territory that is steadily developing in population and business. It is in a territory with a future. The steady growth in the volume of wholesale business in Lincoln is illustrative of its present worth and future possibilities. In 1910 the jobbing business of Lincoln totaled \$26,495,000, which increased to \$52,073,000 in 1916.

Growing in Manufactures.

In a general way western cities are not strong in manufacturing lines, but the city of Lincoln is making successful progress in that line under the same contributing influences that make for the city a wholesale center. The volume of Lincoln's manufactured products in 1910 was \$11,025,000; in 1916 it was \$22,700,000, an increase of over 100 per cent in six years. The three score lines of manufacturing are prosperous and the field is both a growing and inviting one. Its milling business is large and it has in woodwork, in confectionery, in brick and tile, an annual output of in each line exceeding a million dollars. The largest single creamery in the world is in Lincoln, with a local production in 1914 of \$4,300,000, and increased to \$4,650,000 in 1916. The most important shop plant of the "Burlington," west of the Mississippi river, is located in one of Lincoln's prosperous suburbs.

Bank Clearings.

Bank clearings are universally taken as an index of business conditions. Bank clearings in Lincoln for the year 1916 show an increase over the clearings of 1910 of over \$36,000,000, and is clearly indicative of the tremendous increase in the volume of business in Lincoln. The Lincoln clearing house was established in 1908, and for that year the clearings totaled a little more than \$61,000,000; in 1911 the clearings were \$81,592,562, and in 1916 \$155,690,687, a gain of almost 100 per cent in five years. Bank deposits have increased from \$8,630,000 in 1910 to \$18,344,759 in 1916.

Outside influences cut little figure with the city clearings, and they represent in the largest way the growth of the business on its true home foundation. There were no additional banks created in Lincoln in the last year to influence clearings and they simply represent the steady development of volume of business.



---an invitation to

the most interesting department store in **Nebraska**
Miller & Paine
Lincoln

BE our guest, while in the city, make yourself entirely at home in our store—meet your friends in the rest rooms—write to them on stationery furnished—use the free telephones—check your hand luggage—ask for information of any kind—let us help you and make your visit to the STATE FAIR a pleasant one.

INSPECT the vast and varied stocks of newest FALL merchandise—note the authentic fashion displays of coats, dresses, blouses, hats, shoes, etc.—the store is brimming full of attractive things; do not miss seeing them all. There are many unique features—aside from merchandise, which, we feel sure, will be of unusual interest.

See Lincoln from our Tower

150 feet above the street level—elevator service to the ninth floor.

State Fair Week

COAL It will pay you to buy early this year. We have a good, fresh stock. Come and see us.

LUMBER The grades that please. A very complete stock. We want your order whether it is large or small.

Whitebreast Coal & Lumber Co.

(Home of the Satisfied Customer)

107 North 11th Street. Lincoln, Neb.

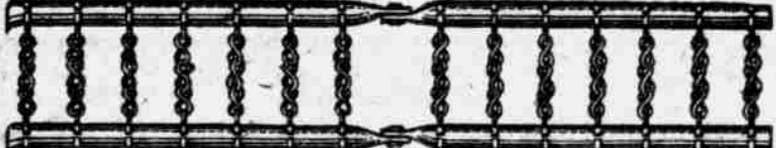
The Ford Gas Saver

Saves 25 to 50 Percent **Price \$3.50**
Of Your Gas Bill



This wonderful, simple, little Ford attachment will mean a big saving to you. Visit our exhibit at State fair.

We are also placing on the market a mud ladder. This ladder will prove to be very handy in pulling cars out of mire.



DICKINSON MANUFACTURING COMPANY
SCHUYLER, NEBRASKA

Candy Factory This great white, sunlit, sanitary factory is one of the most important of the factories under our roof. It is not strange our candies are far famed for their honest goodness—we ask you to appreciate that good candies do not "just happen." They are good because the ingredients are good; because clever brains have studied out ways to make them good; because nimble fingers follow to the smallest detail the instructions given them; because there is a feeling of responsibility to the public—a feeling that the public has a right to the best.

Ice Cream Recently we began the manufacture of our own ice cream. We have our own refrigerating plant of 18-ton capacity. We offer the public ice cream as delicious as it is possible to make it. Ice cream so rich in butter fat and so full of everlasting goodness that it is fast growing into fame. Only purest ingredients are used. The law requires 14% butter fat—we will not manufacture cream with less than 20%. The capacity of the plant is 150 gallons per day.

Cold Storage Our cold storage vaults have a capacity of more than 5,000 garments. Here furs are given the best protection known to science, a temperature below freezing—which absolutely prevents moths and deterioration. This is maintained at the low temperature by our refrigerating plant and a high power centrifugal fan keeps the cold, dry air in constant circulation. Between Lincoln and Chicago there is not another plant of such completeness, and our vaults are filled with garments from many parts of the country. Garments are frequently received from Omaha and other surrounding cities.

Fur Factory A factory of unusual interest—with machines for stitching and beating the skins. All furs are thoroughly cleaned by hand. We make garments of every type—coats, scarfs, capes, caps, robes, etc. At present we are busy remodeling, designing and making new wraps (for early fall delivery), in the latest modes of which we have the advance models. We carry great stocks of furs, from the least expensive to the richest and most lovely ones—from muskrat to sable.

Tea Room Our TEA ROOM enjoys an enviable reputation for the delicious food served. Food that has the "taste"—food that reminds of home cooking and mother's delicious viands. We believe the number served each day is proof positive of the excellence of the cuisine. Only breakfasts and luncheons are served here—dinner is not served as the store closes at six o'clock. However, we serve delicious "afternoon tea" lunches. You will find it an ideal spot to meet your friends.

The Kitchen Will be of particular interest to the housewife—every labor-saving device of which we know is utilized—electric ranges, electric potato peeler, electric dishwasher, electric dough-mixer, potato masher and churn. Great steam cookers and dozens of other special types of kitchen furnishings increase the efficiency and convenience of this great kitchen from which are fed each day between nine hundred and twelve hundred people. It is impossible to tell in this small space all the details which will hold your attention.

Home Decorating Here we plan with you and for you all the little touches to make your home the attractive place you want it. We are specialists in color blending, studying the rooms, the surroundings, etc.—choosing harmonizing draperies, wall coverings, furniture and lighting fixtures. A thorough knowledge of periods, fabrics, finishes, prevailing modes, makes our advice of unusual assistance to home makers. We carry varied lines of Brocates, French Prints, Liberty English Prints, velours and many rare materials to make your rooms distinctive. We design furniture and lighting fixtures suiting the rooms they are to occupy—in fact we plan to give to your house that intangible, though none the less real, something known as "atmosphere," which represents you. Plans are carried out in entirety or in part as desired—we furnish drawings and estimates—you may know just what is to be done and the cost of doing it.

New Shades Our shade factory is a particularly important one. We make not only the plain shades—carrying in stock different weights, colors, etc., both single and double faced, but also French shades, the puffed styles, lace edged or fringed. We make all kinds of draperies, runners, bolsters, portieres, cretonne and lace shades, chair slips, etc. You are sure to find us working busily on the newest ideas.

Embroidery Shop Our embroidery shop plans your trousseau table linens—embroidering them in the most approved styles. Embroiders blouses, evening gowns, lingerie, runners, etc. This little shop also makes lamp shades, carrying a good line of trimmings

and frames, which are unique. Crocheting and knitting of all kinds of garments and laces are done on order. Free classes are held in these arts under a competent instructor.

China Painting Our china painting studio utilizes the newest enamel methods and materials, operating two kilns for firing. This section does a large amount of firing for private individuals. We feature special order work. Free classes for instruction.

Hemstitching Pleating The demand for hemstitching has been so great this season we have three operators busy practically all the time. The machines also picot edges. These are ideal finishes for collars, cuffs, ruffles, vests, sleeves, linens, hangings, etc.

Pleating is another important branch—here you may have your laces, ruffles, skirts, etc., pleated in a large number of different styles, such as cluster pleats, box and side styles, etc. We make your skirts entirely for you, except the band. We also have a machine which does a large number of styles of chain stitching.

Shoe Repairing Our shoe repair factory accomplishes almost everything except the making of a pair of shoes. In fact, the machinery in some cases is the same as that used in high grade factories for making shoes. You may judge this is a busy little factory when we tell you there are over 1,200 jobs turned out a month.

Ushers at Your Service
Ask the Floorman