

Achievements and Aspirations of the Capital City

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levy for six years of a tax that will provide a building fund of over \$2,000,000.

Seven colleges make up the University of Nebraska, and their work requires the use of seventeen buildings on the city campus and ten upon the state farm grounds. These colleges are: The graduate college, the college of arts and sciences, the teachers' college, which includes a model high school; the college of engineering, the college of law, the college of medicine, which includes the school of pharmacy, and the college of agriculture, which includes a school of agriculture. Over 4,000 students are enrolled, and a staff of 231 men and women, a number which does not include fellows, scholars and assistants, form the corps of instructors.

The liberal financial treatment given has made possible a development that gives Nebraska high rank among the great state universities of the nation and attracts to it students from almost every state and many from abroad. The big building fund now made available will be utilized to increase its technical strength as well as to give solidity and beauty to its physical structure. In this development the agricultural college will share equally, since it is the fountainhead of inspiration for the propaganda of scientific farming and the experiment station for all ideas in farming. From all branches of the university go out experts who keep the people engaged in farming, in the industries and in business in close touch with what is being done at the institution and thus weave a unity of interest that not only makes for added wealth to the state, but links them to Lincoln with bonds of steel.

Many-Sided City.

The importance of Lincoln as a political center has been another factor in the upbuilding of the city. The state capitol occupies four square blocks of ground just outside the business district and just inside the best residence section. In the departments of the state housed therein hundreds of assistants and workers are employed, and these, usually picked from strategic political points out in the state, nearly always remain after their official life is quenched. The state fair is located at Lincoln. So also is the state penitentiary, one of the three state insane asylums and the orthopedic hospital, as well as several minor state institutions.

Nine splendidly equipped libraries cater to the needs of the people of Lincoln and of the suburbs. The university library, with 105,000 volumes, is the largest, and the state, two city libraries, the state historical and the Wesleyan, Cotner and Union college libraries, make up the grand total of over 300,000 books.

The religious needs of the city are met by fifty-seven churches, in which are represented the leading denominations, housed in edifices that are nearly all equipped for community work and in charge of pastors who are leaders in their sects. The city is the seat of the bishopric that includes all of the Catholic churches south of the Platte river in Nebraska. Two strong adjuncts in the religious welfare work of the city are found in the Young Men's Christian association, with its \$150,000 plant, and the Young Women's Christian association, with one costing about half that much, both of which have done splendid work among the young men and women of the city.

Eighteen Railroads.

The five trunk railways entering Lincoln have eighteen diverging lines, which bring this city into direct communication with a trade territory of vast extent and great wealth. The prime reason one city is preferred above another, other things being equal, when goods are purchased is its superior distributing facilities. Lincoln is nearer to 74 of the 94 railroad stations in Nebraska than any other commercial center and in most instances this means twenty-four hours difference in favor of Lincoln in getting out an order of goods. This fact, coupled with the insistence of its jobbers upon fair treatment and nondiscriminative rates from transportation companies, has enabled Lincoln to more than double its jobbing trade in the last ten years.

The jobbing houses in Lincoln number 116, and every line save wholesale dry goods is represented. There is not one of the wholesale houses which, if conducted on business principles, is not growing. Railroad connections and rates bring within the trade territory of Lincoln most of Nebraska and large sections of South Dakota, Montana, Wyoming, Colorado and Kansas, the richest, most fertile and productive lands in the world. Their owners form a buying public with a buying power unequalled in any similar section of country. The farmers of Nebraska alone have property greater in value than that owned by all the farmers in New England and New Jersey, and in per capita wealth stand second only to the farmers of Iowa. The wholesale business of the city in 1914 totalled \$38,150,000.

The largest wholesale fruit houses west of the Mississippi river are in Lincoln, which is the fruit distributing center for the western territory. More groceries are distributed from Lincoln than from any city of its size in the country. The greatest business of any city in the nation in the shipment of live poultry is done by Lincoln. It stands high as a distributor of horses for farm and draft work and manufactures and sells more silos than any other city in the Missouri valley. In the distribution of threshing machinery, automobiles and seeds of all kinds it has high rank.

Growth in Manufactures.

Manufacturing in Lincoln has kept steady pace with the development of wholesale and retail trade. The volume of business in 1914 exceeded \$17,500,000. There are 135 manufacturing plants in the city. Some of these are well developed concerns; others have begun in a humble way and are making rapid strides. With the certain coming of cheap power through the development of water power on the larger streams of the state, this branch of Lincoln commerce will enter upon a golden era. In milling and packing it is rapidly developing, and in other branches excellent progress is reported. The largest creamery plant in the world, the largest paint manufacturing plant west of the Mississippi river, the largest corset factory west of Chicago, the largest manufacturing plant in the United States, the largest factory for the production of gasoline engines west of the Missouri, all are to be found in Lincoln. Lincoln is also an excellent grain market.

The executive offices of two of the largest and most prosperous fraternal insurance societies in the world are located at Lincoln. Home insurance companies with millions of assets and covering every field of indemnity are thriving in Lincoln,

which is exceeded by but one city in the west in the number of companies and the volume of their business.

Lincoln, too, is proud of its suburbs, which contribute their share to its commercial, educational and industrial greatness. Havelock has a population of 4,000, and is the center of the locomotive industry of the Burlington system. University Place, the seat of Nebraska Wesleyan university has 2,500 population. Bethany, where Cotner university is located, has 1,200 population. College View, the home of Union college, has 2,000 population. At Burnham the largest stock feeding yards on the Burlington system are maintained and there also is one of the largest brick manufacturing plants in the state. At Lakeview the Burlington has located the largest and costliest gravity freight yards and roundhouses on its lines. In the city proper the Missouri Pacific, the Chicago & Northwestern, the Union Pacific and the Rock Island railroads have terminals, including roundhouses, making Lincoln also the center of railroad industry in this section. These send out eighty passenger trains from Lincoln daily.

The banking power of the city is proportioned to its importance commercially. Twelve strong banks meet these needs. Four of these are national banks, three state and two are savings institutions. The remaining three are trust companies doing a banking business. Equally strong building and loan associations and investment companies care for local needs, while ten financially solid companies control a farm loan business amounting yearly into the millions.

The city boasts also of all the other appurtenances of metropolitan existence. Ten theaters, specializing in the various forms of the drama, afford entertainment for thousands. Fifty-two newspapers and periodicals are published here, with aggregate circulations that place Lincoln, based upon its second class postage payments, among the first half dozen pub-

As a Manufacturing Center

Nearly \$5,000,000 worth of goods formed the output of Lincoln manufacturers in 1914.

Lincoln is one of the two largest butter-making cities in the country, and has the largest creamery in the world.

Lincoln is a leader in the manufacturing of candies and ice cream. Lincoln has the largest paint manufacturing west of the Mississippi river.

Lincoln has the largest paint-manufacturing and distributing plant for copper cable lightning rods in the United States.

Lincoln manufactures more silos than any other city in the Missouri valley. Lincoln has the largest corset manufacturing west of the Mississippi river.

Lincoln manufactures more gasoline engines than any other city west of the Missouri river, and no engine is distributed to every point in the entire world to such an extent as the Lincoln-made engine.

The manufacturing record for the last five years: 1910, \$11,025,000; 1911, \$11,840,000; 1912, \$13,780,000; 1913, \$15,110,000; 1914, \$17,500,000.

Miller and Paine Building Under Construction



This Building, When Completed, Will Give Lincoln One of the Greatest Department Stores in the State, and Shows How the Business Men of the Community Are Keeping Up with the City's Steady Growth.

lication centers of the country. Three of these newspapers are dailies, alert and well-edited, while among the weeklies the leaders in circulation are Bryan's Commenter and the Freie Presse (German).

Eighteen hotels, five of them ranking high in equipment and service, house the traveling public. These help also to take care of the numerous conventions, state and national, that are attracted to Lincoln by its central location and its ease of access from all points of the compass.

Postal Receipts.

An unfailing barometer of a city's business importance is the volume of business done by its postoffice. In 1914 the total postal receipts were \$46,381.53, or double the figure of ten years ago. So rapid has been its expansion that the government has authorized the construction of a \$75,000 addition to the original structure, completed but a few years ago. The salary roll of the Lincoln office, including the railway mail clerks whose headquarters are here, totals over \$35,000 yearly. Lincoln is also a depository for the surplus money order funds of several hundred Nebraska postmasters; a depository for certain surplus money of the postal savings bank and a subagency for the distribution of postal supplies for a large territorial area.

Railroad Revenues.

The total revenue of the five railway systems that serve Lincoln, from freight and passenger receipts in 1914, was \$1,092,097, divided as follows: Freight forwarded, cars, 10,255; tons, 323,519; revenue, \$1,024,278.

Freight received, cars, 25,747; tons, 796,130; revenue, \$1,652,561.

Total in and out shipments, cars, 47,003; tons, 1,119,695; revenue, \$2,677,590.

Ticket sales, \$1,014,161.

Lincoln's importance as a passenger-traffic center is established by the fact that it is now permanently in the list of cities where ticket sales exceed \$1,000,000 a year.

Lincoln Bank Clearings.

During 1914 Lincoln, in proportion to their total volume, made the largest per cent of increase in bank clearings for 1914 over 1913 of any city in the entire west. Lincoln banks in 1913 made an increase of \$10,181,484 over the record of clearings in 1912. It is with more than

ordinary interest, therefore, that in 1914 this remarkable record of growth was practically maintained, and, notwithstanding the adverse conditions of the year that have decreased bank clearings in the entire United States over 35 per cent compared with the record in the entire country in 1913, yet the Lincoln record goes on with practically the same increase that was made the year previous. It is an index of the steadiness of Lincoln business and an index of the slight way in which unusual conditions have disturbed this city. There were no additional banks in Lincoln in 1914 to increase clearings, the same number of banks being in business at the close of 1914 that there were at the close of 1913. The fol-

lowing is the record of clearings for the banks of Lincoln by months for the years 1912, 1913 and 1914:

	1912	1913	1914
January	\$1,282,728	\$1,297,000	\$1,000,845
February	8,847,000	5,158,200	1,452,551
March	7,408,000	8,604,011	10,205,849
April	2,419,110	7,683,433	8,840,096
May	7,786,808	8,124,121	9,045,777
June	2,171,008	8,282,000	8,106,187
July	2,800,200	9,050,448	9,652,011
August	1,911,500	7,844,466	8,277,655
September	6,846,840	8,282,190	9,114,624
October	8,427,200	8,714,258	9,723,463
November	7,430,222	8,773,581	8,185,542
December	7,424,987	8,530,856	10,300,723
Totals	\$89,241,224	\$96,422,708	\$110,111,953

Gain in Lincoln Bank Clearings 1914 over 1913 \$10,718,505

Exceeding the Record.

In spite of the forbidding conditions nationally and the short crops of 1913 in the state, Lincoln has been able, in its residence building, to maintain the same pace as in former years. During 1914, notwithstanding an ordinance allows builders to underestimate the cost of structures, \$1,508,210 was represented in the building permits issued. Nearly \$500,000 of this was invested in homes.

The ten-year record of building is as follows:

1905	\$1,751,210	1910	\$1,519,200
1906	1,805,873	1911	1,382,150
1907	3,028,479	1912	1,753,500
1908	1,700,530	1913	2,175,500
1909	3,096,958	1914	3,000,000

The outlook for 1915 is brighter than in years. Business building projects, postponed from last year, taken with public improvements authorized, will swell the total beyond any previous year. Contracts already made or authorized, total nearly \$3,000,000.

Lincoln as a Municipality.

Five commissioners, elected without regard to their politics, since election ballots carry no party designations, have charge of the city of Lincoln. C. W. Bryan is the mayor and Superintendent of public affairs and substitutes for the other commissioners in their absence.

One result of city ownership of the street lighting system has been the installation of cluster lights along the main thoroughfares that, in connection with the large amount of store front lighting done by merchants because of pneumonally cheap current, make Lincoln one of the best lighted cities in the country. The total assessed valuation of the city, based on a one-fifth valuation, is \$10,418,873. The bonded indebtedness is but \$900,000, and the total is being gradually reduced by yearly payments. The city owns property estimated to be worth \$2,000,000, exclusive of \$1,000,000 of school buildings; running expenses of the municipality are about \$250,000 a year.

The vitalizing factor in the life of Lincoln is the Commercial club. Occupying its own club house, a magnificent structure costing \$150,000, it is the center of

nearly every activity manifested by the city and the clearing house for all its movements. With a membership of 1,647, made up of the most prominent active and alert citizens, it is equipped to get behind every movement for the betterment of the city, whether it be commercially, industrially, educationally or purely civic. It reaches out after new enterprises; it promotes dramatic and musical festivals; it raises funds for various activities; it protects merchants from fake advertisers and passes upon charities endorsements; it gets behind and boosts lagging institutions; it promotes undertakings of various sorts that hold within them some good or some advantage for the city; it finances conventions, it runs the city auditorium; it promotes research work in municipal problems. All this it does in addition to its purely business functions. It employs a rate expert who studies all transportation rate and service problems and who furnishes the ammunition for its legal contentions to prevent discrimination and to insure a fair field for its jobbers and manufacturers. Few clubs have a record of successful achievement as brilliant as has the Lincoln Commercial club.

As a Commercial Center

In 1914 the volume of business done by Lincoln wholesalers exceeded \$28,000,000. Lincoln ranks high in a dozen large lines.

It is one of the largest centers in the United States for creamery products.

It is the greatest fruit market in the Missouri valley.

It is the largest jobbing center for threshing machines in the Missouri valley.

It is among the leaders in the west in the jobbing of automobiles.

It handles in a wholesale way over \$4,000,000 worth of groceries, and has two of the largest grocery jobbing houses in the west.

It distributes a large amount of cut flowers among half a dozen states.

It handles every line of goods jobbed to the trade except dry goods.

The record of wholesale business for the last five years is as follows: 1910, \$26,400,000; 1911, \$27,670,000; 1912, \$22,300,000; 1913, \$26,100,000; 1914, \$28,100,000.

The New MILLER & PAINE Store in Lincoln

Nine Floors

Over Three and a Half Acres of Floor Space

Up-to-Date Equipment Throughout

The magnificent, modern store structure referred to on another page of this issue, is rapidly nearing completion. We are determined to make this the best store in Nebraska. Every department will be expanded and stocks greatly increased in the new building. Quality merchandise and service to our patrons will have first consideration.

We will occupy a portion of the new building by FAIR WEEK. This will be devoted to our extensive showing of Fall and Winter apparel. We expect to make this one of the largest and best appointed garment sections in the west. It will compare favorably with those in the largest cities.

Our entire new basement will be devoted to the lower priced lines of merchandise, all departments being represented. This will be a store complete in itself, where the economically inclined may purchase dependable goods at a decided saving.

We are better prepared than ever to serve you in your Fall purchases. The smartest Fall Hats, latest Furs, newest Silks, Dress Goods, Trimmings, Laces, Ribbons, Shoes, Hosiery, Leather Goods, Jewelry, Art Goods, Books and Pictures, dependable Gloves, Underwear, Linens, Carpets, Trunks and Bags, as well as Toilet Goods, Men's Furnishings, Handkerchiefs, Household Goods, China, Cut Glass, Etc.

Our Tea Room Service includes Breakfast, Luncheon and Afternoon Tea.

Visitors to the FAIR are requested to avail themselves of the conveniences of the store and to feel free to look through, while in the city.

Parcels and Hand Baggage Checked Free.

MILLER & PAINE

13th and O Sts.,

Lincoln, Neb.

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AN EXCLUSIVE MEN'S AND BOYS' STORE

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We'd be pleased to have you visit our store when you're in Lincoln. It's referred to as "The Bright Spot." Come and see why!

Our Rest Room, Free Check Stand, Information Bureau, Etc., is at the Service of State Fair Visitors

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