

Lincoln's Importance as a Commercial and Industrial Center

By P. A. BARROWS.

LINCOLN as a wholesale and jobbing center has made marked advancement during the last few years, in fact, few cities in the west have made the rapid progress that has the capital city of Nebraska. Ten years ago it was little thought that a decade would show the rapid progress which has been made.

This is due largely to the especially good railway facilities enjoyed by the city. With five lines of first-class railroad with their branches extending in all directions, Lincoln is more like a hub to a big wheel and the result is that rapid and quick deliveries has made it recognized and the jobbing and wholesale trade has increased by reason of it.

The opinion which has generally been felt that the year 1913 was not a good year for advancement along business lines has proven the contrary as far as the wholesale trade of Lincoln is concerned. It is true that no new and large jobbing houses were added to the business of the city, but those already established report as good a business and in some instances an increase over that of the previous year. This increase is given as over \$2,000,000 and establishes the fact that the city is peculiarly situated to serve the trade from all points.

Immense Fruit Trade.

Probably one item alone goes far toward making Lincoln the success it is and places it so near the top as a jobbing center, and that is its wholesale fruit business, which has made it the largest fruit market in the Missouri Valley, one house alone being the largest in the entire western country. Two of these houses have made a remarkable increase during the year and the younger each strides in the wholesale fruit business that it is doubtful if any house of its kind anywhere in the country can show as large a percentage of growth.

The wholesale grocery business of the last year has been the equal of the previous years, notwithstanding the supposed falling off in business along these lines over the country. The business connected with the butter manufacture has never been better, the two big houses, which do the bulk of the butter business in this section of the country, reporting a good trade and a very satisfactory condition throughout their territory.

Told in Figures.

The Lincoln Trade Review, which covers the wholesale trade very thoroughly, has summarized the wholesale growth of Lincoln for the last year, which shows a very flattering growth for a city which still is in its infancy along the lines of wholesale trade:

Confectionery, ice cream and baked goods.....	860,000
Brick and manufactured stone.....	730,000
Jewelry, millinery and school supplies.....	445,000
Seeds, plants and flowers.....	350,000
Furniture, mattresses and upholstery.....	325,000
Brooms, whisks and cleaners.....	180,000
Lighting rods and electrical supplies.....	180,000
Hotel, billiard supplies, paper and wall paper.....	80,000
All other jobbing lines.....	745,000
Total business, 1913.....	\$3,105,000

In order to show to what extent Lincoln has increased its wholesale business, the following table is given for the last five years:

1909.....	\$2,000,000	1912.....	\$2,300,000
1910.....	\$2,480,000	1913.....	\$3,105,000
1911.....	\$2,570,000		

Better Distribution.

During the last year special attention has been given to the distribution service from the city. This has allowed the jobbers of the city to reach their trade in four-fifths of the towns of the state from twenty-four to forty-eight hours in advance of any other competing city in freight distribution. So satisfactory has the trade been given through this territory that the wholesale houses of the city have added materially to their number of traveling salesmen.

To return just a moment to the threshing machine business of the city, it is discovered that Lincoln has a record and maintains it of being the largest threshing machine distributing city in the Missouri valley. There are eight large houses which have their western distributing point here. The amount of business along this line last year exceeded any previous year in the history of the city and in addition to the houses already established one new concern established its western distributing point here.

IN THE JOBBING DISTRICT
—Two views on Eighth street, the upper looking north from N, the lower looking south from N, showing a glimpse of some of the busy wholesale and manufacturing district of the Capital City.



name changed to the Mary Jane Garment company, a name which was known through the trade as the name of the articles manufactured by the old Jones Overall company. This company employs a large number of girls and has its factory equipped with rest rooms, music rooms, a library and many other modern conveniences.

Probably one of the most important of the additions to Lincoln's wholesale business is the establishment of the main branch factory of the Suprella Corset company which has its main factory in Pennsylvania. This branch was established less than six months ago and employs at the present time something like 200 girls in the manufacture of its product. It is expected that within the

men find employment with the company.

Candies and Other Things.
Manufacturing of confectionery has become one of the leading manufacturing industries of the city. The Golden Honey chocolates are known the world over, and the increase in the business of this firm, with some smaller firms, has made the candy industry of the city one of its important trades. In addition to the manufacture of candy, it is perhaps to include the manufacture of ice cream. Lincoln has several of these manufacturing concerns. The business of these with the candy industry last year amounted to over \$1,000,000 and the output of the factories was sent in all directions. Lincoln's ability to make quick returns on orders for ice cream especially, has put that industry among the very most important of the city.

In speaking of the iron and steel industry, one is not likely to associate a prairie city, far from the mountains where the raw product is found, with the product which has become such an important part of the industrial world. But just the same, Lincoln has a structural steel factory which is doing a great business not only in this state, but in other states of the Missouri valley. Perhaps it was the hard knocks and the iron will and the steel muscles of the owner of the John Westover structural steel works in Lincoln which carried him successfully through many a hard-fought foot ball game and won for him glory and honor as one of the hardest fighters that ever wore foot ball togs, and made the name of Westover a college word in every university of the west, that prompted him to engage in the iron and steel business; but be that as it may, with the same determination which forced him through the line of an opposing enemy, he has forced his way into the industrial world, and the name of John Westover is a guarantee of strength wherever his name is back of a contract.

To give to some extent the increase in business which has come to Lincoln because of its manufacturing industries, the following will show to what extent the increase has been made:

1910.....	\$1,625,000	1913.....	\$12,700,000
1911.....	\$1,340,000	1912.....	\$12,100,000

How this amount for the last year was distributed, the following table is given:

Butter and cream products.....	\$ 3,650,000
Printing, publishing and binding.....	1,125,000
Confectionery and ice cream.....	1,210,000
Flour, feed and mill products.....	1,285,000
Brick, artificial stone and cement products.....	990,000
Sash, doors, wood work and mill products.....	1,025,000
Shirts, overalls, women's garments and tailoring.....	630,000
Manufactured paints and lubricants.....	275,000
Iron work, lightning rods and cornice.....	625,000
Gasoline engines, motors and castings.....	500,000
Manufactured whisks and brooms.....	260,000
Mattresses, upholstery, tents and awnings.....	325,000
Artificial ice and refrigeration.....	310,000
Glass and electricity.....	450,000
Harrows, machinery, auto tops and leather work.....	415,000
Silos, tanks and water supplies.....	500,000
Cigars, bottling and bottle goods.....	315,000
Monuments, granite and cut stone work.....	250,000
Extracts, pharmaceuticals and soles.....	210,000
Forty-two minor manufacturing lines.....	465,000
Total Lincoln manufacturing, 1913.....	\$15,110,000

The milling business of Lincoln has become established to such an extent that the whole country feels the effect of the Lincoln trade. While supplying the surrounding states liberally, the trade extends to eastern states as far as the New York market and as far west as the coast. One Lincoln milling firm, only recently established, does a heavy export business to Great Britain, Germany and many other foreign countries. The growth of this one company alone would almost seem like a tale from fairyland, but there is plenty of evidence to show that the growth is a healthy one and its prosperity and popularity is well known not only in Lincoln, but throughout the

length and breadth of the milling industry of the country.

The Cushman motor is a business word throughout the motor world. The Cushman Motor company is practically a new industry. Only five years ago it was housed in a little building at Twentieth and N streets. Now its N street factory is a grand new daylight building on the site of the little factory of a short time ago and in addition to this the Cushman Motor company has just completed a larger and more modern plant in another part of the city, which practically covers a block of ground. One of the features of the past year's work is that the company has opened direct distribution with

the great grain growing sections of Austria-Hungary, where a distributing house has been established. If there is anything that a Cushman motor cannot be attached to and made to do the work satisfactorily, it has not been discovered.

Making of Garments.

The making of garments for men and women has developed to such a degree during the last two years that the Jones Overall company discovered that something had to be done to meet the growing demand for its goods and to handle the increasing business. The company was reorganized and reincorporated at a large

next year its force of employees will be increased to about 500 or 600. It was the facilities offered by Lincoln in the way of quick service to all parts of the western country that prompted the company to turn down offers from four other western cities and place its factory here. The largest plant in the entire west for the manufacture of silos is located in Lincoln. Like some of the other industries of the city, the Woods Bros' silo factory discovered that it was necessary to increase its activities along the lines of manufacture and re-incorporated about a year ago with a capital of \$1,000,000. Since that time the business has increased wonderfully and a large force of



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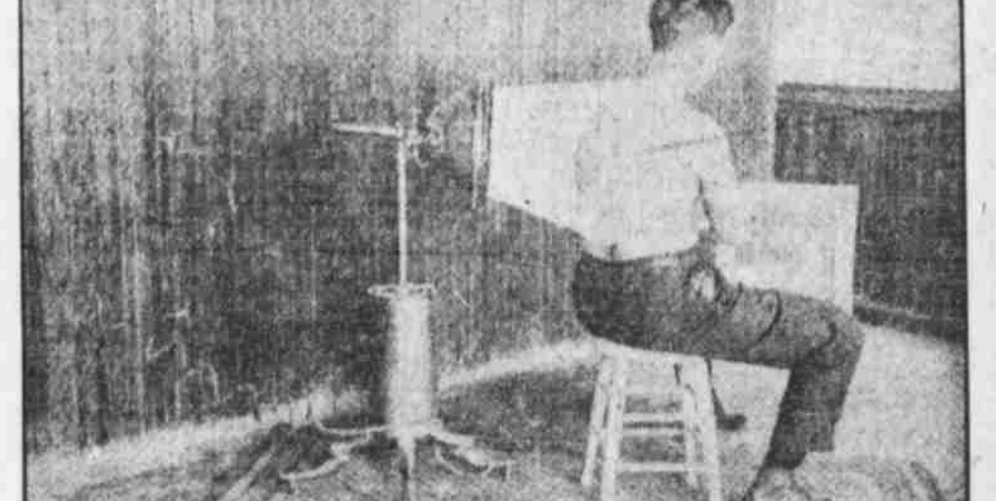


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