

A GREAT CITY IN  
A GREAT STATE

# THE CITY OF LINCOLN

A CITY OF CIVIC  
SPIRIT AND PRIDE

Lincoln, the capital of Nebraska and the seat of Lancaster county, located fifty-five miles west of the Missouri river, was founded July 19, 1867. Lincoln is today a city of the first class, with up-to-date business blocks, handsome residences and wide paved streets bordered with shade trees and laid out at right angles. There are innumerable beautiful residences, and these are so general that the statement has been made that no city in the country of the same size can boast of so large a proportion of attractive and artistic homes. The public parks, easy of access, are maintained with great care.

Lincoln stands for good government and high ideals. It loves the artistic and beautiful, but it "hustles" at the same time. It is not a "dreamy city," but a city good to look upon and in which things are done. Evidence of this is substantial. Witness the palatial new home of the Commercial club, an organization with nearly 900 members—every one of them believing in Lincoln; witness many handsome new buildings, like those of the Bankers Life Insurance Company, the First National Bank, the Young Men's Christian Association, various new business blocks, new school buildings, new factories, and new residences by the hundred; witness the steady growth of Lincoln's bank clearings; witness the city's progress in all desirable lines.

"Lincoln has the best passenger train service of any town west of Plymouth Rock."

That's another Lincoln slogan. And it's true. With its eighteen daily trains between Lincoln and Chicago, its twelve daily trains between Lincoln and St. Louis, twelve between Lincoln and Kansas City, ten between Lincoln and St. Joseph, twelve between Lincoln and Denver, four between Lincoln and Montana points, six between Lincoln and the great cities of the Pacific northwest, six between Lincoln and the Black Hills, six between Lincoln and the Twin Cities, two between Lincoln and the large cities of Texas, thirty between Lincoln and Omaha, and others between Lincoln and Sioux City, Topeka, Cheyenne, the Rosebud country, the Big Horn Basin, points in Idaho, Washington and Oregon—in brief, with its direct communication with every nook and corner of the United

homes for all who may desire accommodations of this kind. So completely has this plan been worked out that even when the Nebraska State Fair of 1911 was in progress, with more than 60,000 people on the grounds in a single day, every person who remained in the city over night found good shelter and plenty of food.

Only a brief reference to the business advantages of Lincoln can here

along constantly larger lines of the Lincoln jobbing trade. These facts are worth something to the trade and it is of no inconsiderable value to be in the closest touch with the houses with which dealings are made. Hurry orders are the experience of every merchant. With quick communication with Lincoln orders can be placed early in the day and goods shipped the same night. For these and other reasons Lincoln

comparatively little attention. Lincoln has many business propositions that are entitled to entry in the class of larger things. Notwithstanding the fact that the census enumeration did not give Lincoln as much to talk about as anticipated, yet there are other things besides the census. Here in Lincoln is the general headquarters and central point of the largest creamery in the world. The Beatrice Creamery

tion of threshing machinery between Minneapolis on the north and Kansas City on the south.

The largest paint manufacturing plant west of the Mississippi river is located in Lincoln and is inaugurating a campaign for business that will double its importance in the next two years.

In home insurance Lincoln of all western cities is only exceeded by Des Moines in its volume of business in this line—a business that means so much for this state that its development cannot be too much encouraged and appreciated.

No city of its size in the entire west has a commercial club with a membership anywhere near equaling the membership of the Lincoln Commercial club and its activity and energy is in keeping with its numbers. During the coming year this energetic business organization will build a home for itself that will be a landmark for organization of this character in other places.

And these are only some of the more important of the larger lines of business and industry in the city of Lincoln. Surely as we cross the line into the new year the development that this city is making is worth thinking about and should be an inspiration for added advancement in the future.



A BIRDSEYE VIEW OF THE CITY OF LINCOLN, FROM CAPITOL DOME.

be made. All that has been said of the city's advantages in passenger traffic can be said of its facilities for shipping and receiving freight. For jobbing house or factory it is one of the most desirable situated cities to be found anywhere, a fact which accounts largely for the presence here of 116 wholesale houses, 140 manufacturing plants, the largest creamery in the world, the largest paint factory west of the Mississippi river, the largest lightning rod factory in the country, the largest wholesale fruit house west of Chicago, and the greatest poultry shipping industry in the United States.

In describing the business done in

wholesale business is expanding year by year.

Lincoln manufacturing interests are steadily growing along with wholesale trade of the city. The volume of manufacturing in Lincoln is much greater than appreciated. Some of the manufacturing lines have business extending all around the world, and a number have business nationwide in extent. During the last few years attention has been given to the development of manufacturing along lines in which the raw material is at hand. The great development of milling interests is along these lines. It has been found by experience that the smaller institutions in manufacturing are the ones which grow and develop in the most satisfactory way. To encourage the lines which commence in a small way; to not despise the day of small things, are lessons that have been learned in the development of manufacturing in Lincoln, and as a result the city now has upward of one hundred and forty manufacturing institutions, many of them not greatly in the public view, but all growing and advancing toward days of larger things. Nothing is affording more gratification in the advancement of Lincoln than the growth and diversity of its manufacturing institutions.

Enumeration of all the advantages of Lincoln as a city in which to live and transact business is impossible. Love for the beautiful is not lost in the search for gain, for Lincoln is widely noted as a city of charming homes, spacious lawns, wide and well illuminated streets, attractive boulevards, handsome public buildings and modern business houses, while plans for one of the best park systems in the west are now being worked out. Lincoln wants more people, of the right kind. It is ready to welcome them, help them, and make them a part of itself. It is not a city for drones, but is a place where the home-owning spirit is remarkably strong, where thrift is rewarded and all work together for the common welfare.

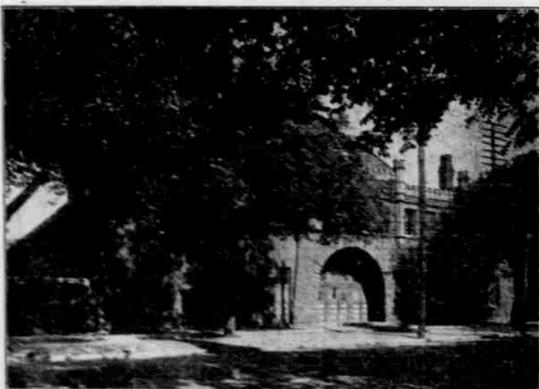
## FACTS ABOUT LINCOLN

By H. M. BUSHNELL.

As we journey along year by year business lines increase and develop around us and become worthy of more than passing interest, but because of their every-day association receive but

company, in volume of business, stands alone, above all other similar institutions in the United States—at the head of the list. The Cushman Motor company, while not distributing more engines than competitive factories in the west, undoubtedly has the distinction of the widest distribution of any of them. Cushman marine engines are sold and shipped to every civilized nation on the globe, from New Zealand on the south to points within the Arctic circle on the north, from China, India and Japan on the east around the globe to Russia and all the coast countries of Europe.

The largest manufacturing and dis-



LINCOLN'S COMMODIOUS AUDITORIUM.

States, Lincoln offers unexcelled advantages as a city easy to reach from anywhere.

Lincoln is on five of the great railway trunk lines of the country, with eighteen diverging lines. A passenger train arrives in or departs from Lincoln every eighteen minutes of every twenty-four hours, day after day, the year around. It's easy to get here.

The ideal commercial city must have ample hotel accommodations and spacious public halls. Lincoln is unusually well equipped in this way. Its fourteen hotels offer generous facilities, with a range of prices to suit any taste or purse. Some of Lincoln's hotels are numbered among the finest in the country. All are comfortable, well conducted and clean.

In addition to its many large hotels, scores of boarding houses and excellent restaurants, the Commercial club of Lincoln maintains a bureau whose purpose is to provide rooms in private

Lincoln in thoroughbred horses, gasoline engines, seeds, threshing machinery or glass store fronts, superlatives can honestly be employed. As a distributing point for groceries and silos, it is of foremost importance,—its high position in the world of transportation is proved by the fact that the greatest gravity yard system on the Burlington is in Lincoln.

The volume of wholesale business done in Lincoln is scarcely appreciated by those not acquainted with the figures as compiled year by year. Each year this branch of business shows an increase and each year the different lines increase so that as a wholesale market in almost all lines is up with surrounding cities. The fact that freight rates are lower to all surrounding territory, that goods are delivered from Lincoln quicker by over twenty-four hours than other jobbing cities distribute in the same territory—both these facts contribute to the building



UNIVERSITY TEMPLE, LINCOLN.

tributing house for copper cable lightning rods in the entire United States is located in Lincoln and W. C. Shinn has made it what it is.

The largest wholesale fruit house between Chicago and the west coast is in Lincoln.

The firm doing the third largest business in the importing of thoroughbred horses is in Lincoln.

The largest seed distributing house in Nebraska is located in this city and its new fireproof warehouse will be the largest individual building used for that purpose, not only in Nebraska but in a number of adjoining states.

The Burlington yard system is the most modern and complete on the line of that railroad west of the Mississippi river.

The milling business has grown to an output of a thousand barrels of flour daily, and Lincoln retains its position as the most important city of distribu-

tion and steadily growing business. The fire escape law, which is a good thing for everybody, has given a new impetus to the steel industry in Nebraska. Nebraska steel works are furnishing 75 per cent of the fire escapes erected in Nebraska—and should furnish 100 per cent.

The largest steel plant in the state are the Paxton-Vierling Iron Works at Omaha and the Westover plant at Lincoln. These two concerns are doing a business amounting well up towards the million mark and give employment to a small army of highly skilled and highly paid workers.

Lincoln has seventy-one miles of water mains.

Lincoln has eighty-three miles of sewers.

Lincoln has seventy-four miles of gas mains.