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WHAT IT WOULD MEAN TO NEBRASKA

¶ If Nebraskans loyally stood by their state's industries it would mean the addition of thousands of home building wage earners.

¶ If Nebraskans bought all their insurance of Nebraska companies it would mean keeping \$10,000,000 a year at home to be invested in Nebraska development.

¶ If Nebraska advertised to the world what Nebraska has, and is, and is to be, it would mean the addition of thousands to Nebraska's list of home builders, of millions to her working capital, and of greater development of her marvelous resources.

WHEN WILL NEBRASKANS DO THEIR DUTY TO NEBRASKA

IN A CITY THEY HELPED US TO BUILD

There is every reason why the editorial fraternity of Nebraska should feel at home in Lincoln. They have helped mightily to build it. Week in and week out, for years on end, they have been publishing the wonderful facts that have drawn people to Nebraska, building here a great commonwealth, of which Lincoln is the Capital City. Here are located many of the state's largest institutions. Here thousands upon thousands of Nebraska's citizens have been educated. In every city and village and hamlet within the state's borders may be found men and women who look back upon the months and years they have spent in the city, and in whose prosperity they have had a part. In thousands of Nebraska homes sit fathers and mothers

Lincoln owns her own lighting plant, with 400 arc lights for street lighting purposes, and with 250 ornamental street lighting poles in the business districts. Lincoln is the best and most artistically illuminated city of her size in the United States, bar none. Her municipal lighting plant is valued at \$125,000.

Lincoln has 83 miles of street railway—a greater mileage per thousand of population than any city of her class in America. In 1911 the street railway carried upwards of 11,000,000 passengers.

Lincoln has nearly 13,000 telephones, or an average of about one to every three inhabitants. It is doubtful if there is a city of her class in the republic that can equal this record.

View, the seat of the greatest Advent college in the world. University Place, the seat of Wesleyan university, one of the greatest schools of the Methodist church. Burnham, the seat of the largest sheep pens in America, and the largest feeding station upon any railroad anywhere. Bethany, the seat of Cotner university, one of the great schools of the Disciples of Christ.

Lincoln is building for the future "City Beautiful." She has 72 acres of parks, and is preparing to spend immense sums upon their development and beautification. She has upwards of 7,000 residences, and "slums" are unknown. Lincoln claims to have more people owning their own homes than any other city of her class in the United States. She is building for permanence, as witness the magnificent structures in the wholesale districts. That Lincoln's commercial and industrial future is assured is evidenced by the fact that the Burlington railroad has just spent \$2,000,000 in building the largest gravity yards on the system and one of the largest gravity yards in America.

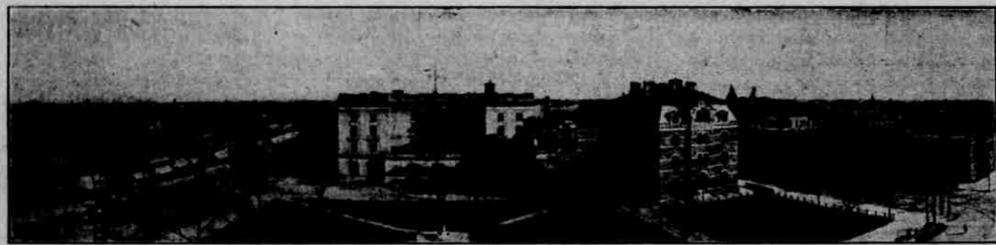
It is very easy to reach Lincoln, for the railroads that run directly into Lincoln reach 78 of the 92 counties of Nebraska. And visitors are always made so welcome that they find it difficult to start for home, but when once started they find it easy to go because of these exceptional railroad facilities.

Lincoln wants the newspaper men and women to visit every part; wants them to see the capital city of their state; wants them to become more fully acquainted with what she has done, is doing and has determined to do. Lincoln frankly acknowledges her dependence upon the state at large for her greatest prosperity. As Nebraska prospers, so shall Lincoln prosper. As Lincoln prospers, so shall the state be benefited. She wants you, and all loyal Nebraskans, to help her build for greater things, just as her own loyal citizens want to co-operate with you in helping the commonwealth build for greater and better things.

And in this spirit of co-operation and good will Lincoln welcomes the members of the Nebraska Press Association as they gather for their annual convention. There never were any "keys" to the city of Lincoln, for her gates have never been closed. Her homes, and the hearts of her citizens, are alike open to you. It is a city you have helped to build—just come in and take what you have helped to create.

RECEPTION AT LABOR TEMPLE.

The reception tendered by the Labor Temple Association to the public at the Labor Temple Tuesday evening was a splendid



who look upon Lincoln with loving favor because their children are here receiving an education at one or the other of our great universities.

To a remarkable degree the citizenry of Nebraska has a part and parcel in the building up of Lincoln, and no class more so than the tireless, always-boasting, always friendly, Nebraska editors. It is for that reason Lincoln delights to do honor to the newspaper men and women when they visit her.

But do these men and women who have done so much for the upbuilding of Lincoln really know what they, with our own citizens, have wrought? Do they know what they, with our own citizens, that it is something more than the state's capital, the seat of the University of Nebraska and the location of two or three of the state's institutions? Nebraska and her cities have been growing and developing at a magnificent rate during the last decade, and those who have not made it an especial business to keep track of that growth and development are apt to labor under a misapprehension. Especially is this true of Lincoln. Time was when Lincoln was content to be known as a great educational center, and the center of the state's political activities. We are still jealous of those things, but we would have our friends, and all the world, know that the Lincoln of today is a city of factories, wholesale houses, great retail stores, splendid hotels, solid financial institutions; a great railroad center, the center of a vast business domain which it serves promptly and efficiently. We of Lincoln want you who have helped to make the Lincoln of today, to know just what Lincoln is.

Lincoln is a city of 45,000 people, and more than 60,000 people live within a radius of six miles of the postoffice.

Five great trunk lines of railroad are directly connected with Lincoln, and there is a passenger train arriving or departing from Lincoln on an average of every eighteen minutes. There is a train, passenger or freight, arriving or departing from Lincoln on an average of every seven minutes during the day.

Lincoln owns her own water plant, which has 70 miles of mains, and which has a capacity of 4,000,000 gallons a day. In 1911 more than 800,000,000 gallons were sold. The water department pays a profit of more than \$35,000 a year.

Lincoln has 40 miles of paved streets, with additional paving under way all the time.

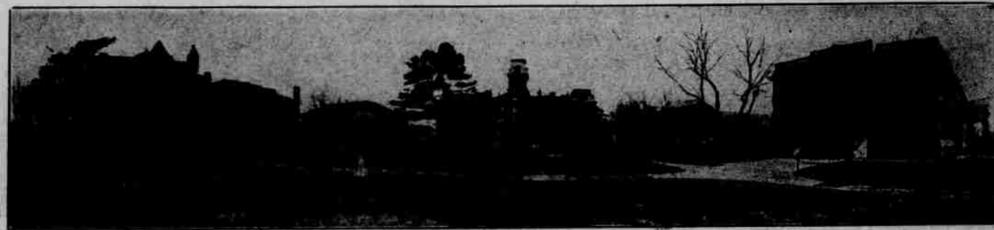
Lincoln's bank clearings in 1911 were nearly \$100,000,000.

Lincoln has 55 miles of sanitary sewer and 8 miles of storm sewer.

Lincoln has 17 public school buildings and a teaching corps of 230. She is now preparing to erect a new high school building at a cost of \$300,000.

In 1911 Lincoln wholesalers sold more than \$30,000,000 worth of goods and her factories turned out more than \$12,000,000 worth of products.

Lincoln has the largest creamery in the world, the largest feeding station in America, and the largest paint and color factory west of Chicago. She has five private schools, five universities, fifty-five churches, eight banks, seven theatres and amusement parks, fourteen hospitals and sanitariums, three daily newspapers, twenty-six weekly newspapers, twenty-one monthlies, five grain elevators,



two big flouring mills, a Y. M. C. A. building costing \$150,000, a Y. W. C. A. building costing \$40,000, and a Commercial Club building costing \$100,000.

Around Lincoln is being builded suburbs that are wonderfully progressive. Havelock, the seat of the greatest shops on the Burlington system, where more than \$3,000,000 is invested and more than a thousand wage earners work. Normal, the seat of "Green Gables," one of the greatest sanitariums in the country. College

success. Nearly a thousand men and women visited the building and admired its handsome appointments and saw the evidences of the efforts being put forth by Lincoln unionists to aid themselves and their fellows. That the work of the Labor Temple Association is more fully appreciated since the reception goes without saying. Governor Aldrich spoke briefly. The ladies of Capital Auxiliary to Typographical Union No. 209 served refreshments, and each visiting lady was presented with a carnation.