

municipal lighting system and the unexcelled railroad facilities combine to make Lincoln's industrial district a model of its kind.

LINCOLN'S LABOR SUPPLY.

Fluctuation in the labor market of Lincoln is, perhaps, less than in cities of equal or larger size throughout the country. Employers in most lines seldom have trouble in securing plenty of efficient help, and energetic workers seldom lack opportunity for employment. The wage earning population of Lincoln occupies a particularly high standard as to efficiency and dependability. A careful analysis of the facts doubtless would reveal that a larger proportion of Lincoln wage earners own their own homes than those in any other city of Lincoln's class. This makes for efficiency and steadiness. The labor organizations are controlled by the conservative element, and for many years there has been no labor trouble of moment. The labor organizations own and maintain a handsome and well furnished Labor Temple, which is social and industrial headquarters for the wage earners. In the erection of this institution the business men of Lincoln heartily co-operated. Because of conditions in the country surrounding, new enterprises locating in Lincoln experience no difficulty in securing an adequate supply of reliable employes. Relations between employers and employes are friendly, and there is a spirit of co-operation that makes for business betterment.

LINCOLN'S WAGE EARNERS AND THEIR WAGES.

Taking into consideration the hours they work, the conditions under which they work and the economic conditions of the community, Lincoln's wage earners average better wages than the general average of the entire country. The eight hour day prevails in a majority of the skilled trades and the nine hour day in others. The average hours for all the trades and industries is a fraction over 8.30. The wage varies, of course, with the occupation—from \$2 a day, which is the usual wage for what is known as "common labor," to \$3.50 per day for the printer, \$5.00 per day for the plumber and \$5.60 per day for the brickmason. Clerks and stenographers average better wages than any other city in the central west. This comparatively high standard of wages is augmented by the fact that Lincoln is the center of a producing territory, making the cost of living lower by comparison than in other cities of equal or greater size. The wage standard is evidenced by the fact that a large proportion of Lincoln wage earners are home owners.

LINCOLN AS A CITY OF HOMES.

Lincoln is essentially a "City of Homes." A majority of Lincoln families live in their own houses, and few cities can boast of as many pretty and comfortable residences. Beautiful lawns, magnificent shade trees and well-kept places are the rule, and the "tenement or slum section" is conspicuous by its entire absence. Lincoln's retail business is largely centralized, there being comparatively few business establishments in the residence districts. Lincoln has many palatial residences, but her proudest boast is the general average of excellence shown by the residences of her people. The streets are unusually broad and well kept, and most of them are veritable avenues between tall and stately trees. The home loving spirit of Lincoln is shown by care taken of the homes, by the many handsome church edifices and by the splendid school buildings. It is doubtful if there is a residence in Lincoln more than ten or twelve blocks from a church or a school house.

THE ECONOMY OF LIVING IN LINCOLN.

In the center of the most productive agricultural territory in the world, and with the possibility of a garden plot by the side of almost every residence, Lincoln people enjoy unusual advantages in the matter of economical living. As before stated, Lincoln is essentially a city of real homes, not a city of crowded flats and tenements. One may see on every side in the residence sections fruitful little gardens in the rear of most homes, and many of the vacant lots are cultivated. To the city market is brought every morning, fresh and dew-covered, the produce from scores of truck farms, and sold direct to the consumer who is willing to take the extra trouble to visit the market in person. A comparison of statistics made by the deputy labor commissioner of Nebraska shows that the average cost of living in Lincoln is lower than in any city of its class in the country.

LINCOLN'S EDUCATIONAL ADVANTAGES.

Lincoln is the recognized educational center of the mid-west. Here is located the University of Nebraska, the Nebraska College of Agriculture, Wesleyan University, Cotner University, the great Advent University, Nebraska Military Institute, St. Thomas Orphanage, and several business colleges that rank with the very best in the country. The public school system is unexcelled by that of any other city. The ward schools buildings, with two or three exceptions, are new and modern in equipment, and work is under way to modernize those school buildings that have been outgrown. Work will soon begin on a new \$300,000 high school building, and at the same time \$100,000 will be expended in improvements on other school buildings. The parochial schools are equal to the best in the country, both in equipment and in the matter of instructors. Hundreds of students work their way through the universities located in Lincoln and suburbs, and hundreds of families come to Lincoln every year in order to take advantage of her splendid educational facilities.

LINCOLN'S CIVIC IMPROVEMENTS.

Lincoln is the best lighted city of its size in America. The municipal lighting plant maintains upwards of 250 arc lights of 2,000 candle power each in the residence districts, and the business sections are lighted from incandescents placed on ornamental pillars set at the curb. This ornamental lighting, coupled with the splendid electric display maintained by enterprising merchants, makes the business district more attractive from the standpoint of illumination than most of the great expositions held in recent years. The board streets are well paved and kept clean. The park and boulevard system, yet in its infancy, is already attracting attention from municipal investigators, and under the new law which permits cities to make their own charters Lincoln will, for the first time in her history, be able to make adequate provision for making the parks and boulevards the most beautiful in the west. The municipal water plant is valued at \$1,700,000, and in addition to affording free water for fire protection and sewer flushing purposes, returns a net revenue to the city of upwards of \$35,000 a year. Extensive improvements and extensions of the water plant are now under way. The city hall is located in what was formerly the government postoffice building and is ample in every way to accommodate the business offices of a city much larger than Lincoln. The spirit of "Make Lincoln a Better

Deep Price Cutting in Summer Merchandise

Same Money! Join the crowds that will profit by these splendid values!

IN THE CLOAKROOM

CHILDREN'S SUMMER DRESSES AT ONE-FIFTH OFF



Another large shipment of these has been added to our splendid assortment which will afford an easy selection even to the most particular mothers. They will find attractively and well made Dresses in fine Lawns, Ginghams and Percales in sizes from 2 up to 14. Regularly priced 75c to \$1.75. **Cut Prices at \$1.35, \$1.20, 98c, 79c and.....59c**

SOME MORE BARGAINS IN LADIES' DRESSES

Assortment of Lawns, Ginghams, Percales; good values at \$1.95 up to \$4.95. **Choice at \$1.95 and.....\$1.48**
White Bedford Cord Norfolk Dresses, \$7.95 values, special.....**\$4.95**
Natural Linen, allover embroidery, \$8.95 values, special.....**\$5.95**

Pongee Silk, \$9.95 values, special.**\$4.95**
Assorted Silks, \$19.50 values, special.....**\$7.95**

SUITS AT \$9.95

Here is a bargain opportunity which is worthy of attention—Assortment of handsomely styled, perfectly tailored Serge, Whipcord and Worsteds, in tan, brown and gray shades, regular \$19.50 to \$29.50 values. **Choice at.....\$9.95**

SERGE COATS AT \$9.75 AND \$7.95

Why should you be without one when you can buy a strictly all wool serge one at such little price; a long coat is necessary in a complete wardrobe. Your choice of entire \$14.50 to \$19.50 lines, only.....**\$9.75 and \$7.95**

DRY GOODS DEPARTMENT

It will pay you to come in our store this week and see what we have in good values. We have prices on our goods that will interest you.

WHITE GOODS

Our entire stock of fancy white goods goes on sale at a big reduction. The patterns in these goods are very good and the material is of a very good quality.
Lot 1. All our regular 25c sellers; come in stripes, checks and figures. Special this week.....**19c**
Lot 2. This lot contains regular 18c and 15c values; a good assortment, special this week.....**12 1/2c**
Lot 3. About 10 pieces of regular 12 1/2c Swiss, in many different patterns. Special price.....**9c**

WASH GOODS SPECIALS

All 10 1/2c and 12 1/2c values, the yard.....**6 1/2c**
All 12 1/2c, 15c and 18c values, the yard.....**10c**
All 20c values, the yard.....**12 1/2c**
All 25c values, the yard.....**19c**
All 30c, 35c and 40c values.....**23c**
(They come in very pretty patterns!)
25c GINGHAMS, 22c
35 pieces of Dundee Zephyr Ginghams, in checks, stripes and plaids, our regular 25c seller, special for this week.....**22c**
12 1/2c GINGHAMS, 10c
We still have a good assortment of our regular 12 1/2c Ginghams, in plain and fancy that we are selling at, yard.....**10c**

TABLE LINEN

72-inch German Table Damask, comes in beautiful designs, napkins to match, regular \$1.25 values, special for this week, at.....**98c**
Napkins, regular \$3.25 value, special price, the dozen.....**\$2.79**
We also have other table linens from 25c to \$2.00 that are good values.
\$1.25 BAGS, 98c
One lot of Suede, Velvet, Leather and Satin Bags in navy and black; our regular \$1.25 seller, on sale this week, at.....**98c**
10 Per Cent Off—PARASOLS—10 Per Cent Off
Our entire line of Children's and Ladies' Parasols go on sale this week at a discount of.....**10 Per Cent**
89c LADIES' GOWNS 89c
Three dozen Ladies' Gowns, our regular \$1.00 seller, special for this week at.....**89c**
1-3 OFF—WHITE PETTICOATS—1-3 OFF
One lot of Ladies' Petticoats; regular \$2.75, \$3.00, \$3.25 and \$3.50 values; length 40 and 42 inches, special at.....**1-3 OFF**
15c VESTS, 12c
We still have an assortment of Ladies' Gauze Vests, in medium sizes. A good value, special, at.....**12c**

ELK SHOES FOR MEN.

Chocolate or Olive colors.....**\$2.50**
—Guaranteed all solid—
Others with welted soles, at.....**\$3.00 and \$3.50**

FRED SCHMIDT AND BRO.
917-921 O St. OPPOSITE CITY HALL

SPECIALS IN WOMEN'S NU-BUCK SHOES AND PUMPS

\$4.00 grade.....**\$3.50**
\$3.50 grade.....**\$3.00**

City in Which to Live" is always in evidence, and social improvement clubs are numerous and producing effective work every day.

LINCOLN'S TRANSPORTATION FACILITIES.

With approximately 60 miles of street railway within her limits, and suburban lines reaching to Havelock, Bethany, University Place, Normal and College View, Lincoln is fortunate in her transportation facilities. It is comparatively easy to reach any part of the city by street railway. Every depot is reached by street railway, and every line with two exceptions touch upon postoffice square, and these two reach within one block of that center. By street railway one may easily and quickly reach several pleasure resorts, such as the State Farm, Capital Beach, Lincoln Park and Epworth Park. Lincoln enjoys the "six-for-a-quarter" fare, with ten school children's tickets for a quarter during the school year and between 8 a. m. and 5 p. m. This means a lower average fare per passenger than any other city of Lincoln's class in the United States, and lower than any other city in the United States with possibly two exceptions. Transfers are universal.

THE PHOTOGRAPHIC ARTS.

There is a peculiar charm about an art gallery that few are able to resist. The photographic arts appeal to everybody. Whether it arises from a natural love of art, or is caused by some force that allures and gratifies the senses, we will not attempt to explain; we only know that the influence is magnetic. Everybody loves a good picture, and those who visit the Grand Studio, 132 South Twelfth street, will be fully satisfied in this respect. Mr. A. Ashton, the artist, possesses an inborn love for all that is beautiful in nature and art, which enables him to produce portraits that are of genuine artistic worth. The practical eye and delicate touch of the photographer whose heart is in his work is noticeable in the charming effect, the harmonious tones and clearness of finish of all his work. If it is photography you desire, in any style, large or small, a visit to the Grand Studio will be most gratifying and beneficial, and you will find the prices most reasonable.

BOOSTING FOR HOME INSTITUTIONS.

The Bankers Reserve Life Company, B. H. Robinson, President, Omaha, Nebraska, May 13, 1912.—Editor Will Maupin's Weekly: We note with pleasure an article in a recent issue of the "Weekly" in which you make a plea for fair treatment of Nebraska insurance companies by the state legislature. The article hits the nail squarely on the head. If every Nebraska Editor was conversant with the facts related by you, there would be loud calls for safe and rational laws to encourage and foster insurance companies chartered in this state, in order that the insurance interest may be built up to large proportions. When the idea that life insurance is an important wealth producer in any State becomes general in the

minds of legislators, they will permit the enactment of no law to cripple and harass the home companies.

There is no doubt that the adverse sentiment respecting insurance companies was created by arbitrary and unfair treatment of Nebraskans by the big insurance trust having its headquarters down East, but the time is near at hand when our home companies will be exempt from punishment for the sins of outsiders.

The Nebraska Legislature will in time adopt a policy in consonance with the tone of your editorial, based upon the motto: "Nebraska for Nebraskans" and our law makers will see the wisdom of according fair treatment to Nebraska Insurance Companies that comply with every requirement of just laws for the protection of policy holders.

Yours very truly,

J. B. HAYNES,
Publicity Manager.

A MODERN MOTION PICTURE THEATRE.

The opening of "The Lily," the new motion picture theatre at 1422 O street this week gave the people of Lincoln an opportunity to see not only a splendid program but also to see a theatre that has been arranged with a view to absolute safety to the public. Mr. Armstrong, the proprietor and manager, has adopted a new plan of seating. The picture machine in the rear and outside of the auditorium and fire proof is wholly detached, and in case of accident automatic devices instantly shut the port-holes of the building entirely from the auditorium. The screen upon which the pictures appear is at the front of the building, with the entrances on either side. At no time does a patron pass the machine department, and it is there that fires usually originate. The aisles are wide, the seats comfortable and the ventilation as near perfect as human genius can devise. Beyond doubt it is the safest possible. Mr. Armstrong is going to see to it that "The Lily" caters to women and children especially, by showing clean pictures, eliminating everything of questionable taste. In addition to the best motion pictures Mr. Armstrong will provide other attractions calculated to appeal to good taste. Patrons of "The Lily" may feel perfectly safe, for with its four wide entrances and exits and the elimination of danger through explosion, the new theatre is a model of modern safety construction.

