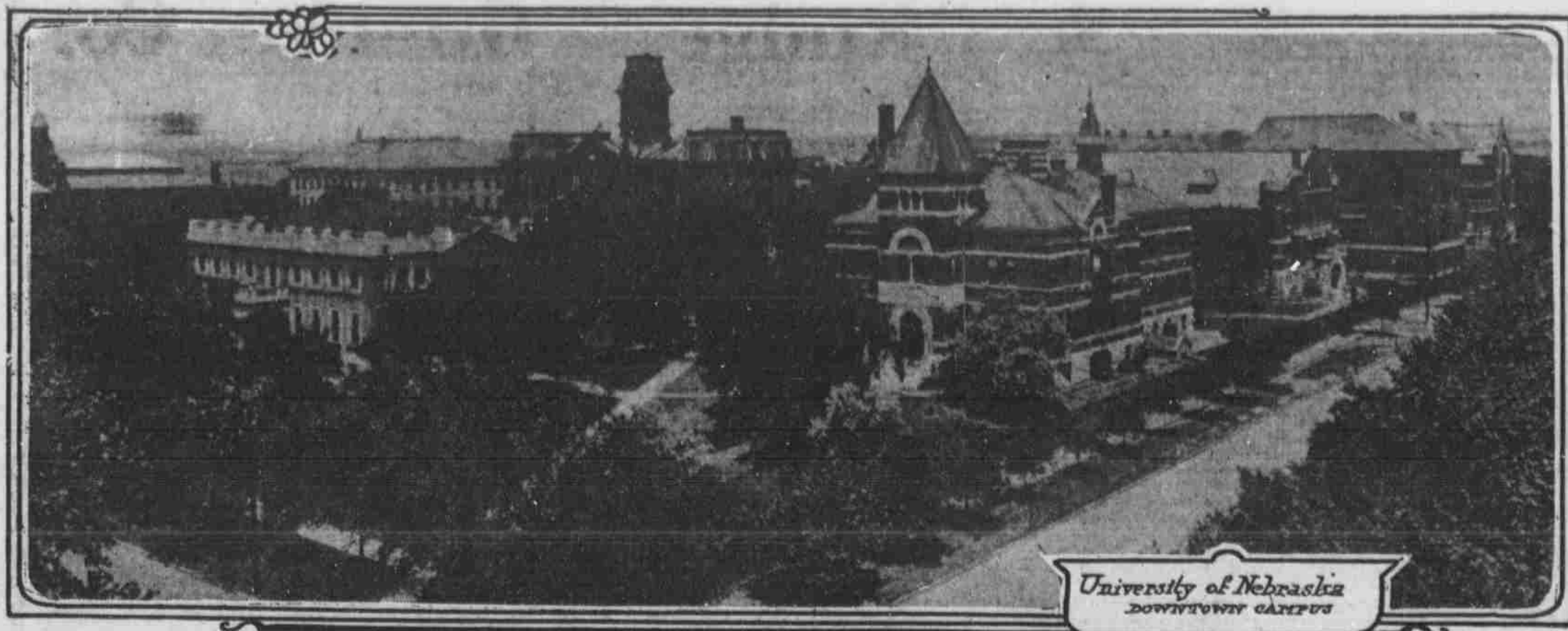


Prosperity of Capital City Rests on Solid Foundation



LAVING the pleasure side of a visit to Lincoln for a little while, the visitor will find much to interest him in the business life of the city. The industrial growth of Lincoln has been very rapid in the last few years. It has at the present time about 135 manufacturing plants of different kinds, representing over fifty different industries. This does not include the railroads. Then, too, the city has over 150 jobbing houses. One thing which has made Lincoln the home of so many big wholesale houses is its good switching facilities. By its peculiar situation, with five big railroads running out in a dozen different directions, quick service can be given buyers of the middle west. Special merchandise trains are run daily throughout Nebraska, northern Kansas, Colorado, the Black Hills country, the Rosebud agency of South Dakota, Montana and the Pacific coast.

Great Distributing Depot. Lincoln is the distributing point for the Burlington railroad to the west. The new yards just completed are the largest and most complete of any railroad yards west of Chicago. Its principal machine shops, employing over 1,000 men, are located at Havelock, a suburb of Lincoln.

Nearly all of the great threshing machine manufacturers make Lincoln their distributing headquarters for the big agricultural states in this section of the west and their large brick buildings add greatly to the appearance of the wholesale district.

Prosperity in Figures. It is said that a city's prosperity and business worth can be judged by the postal receipts. In 1910 the postal receipts at the Lincoln postoffice were \$33,538.46; in 1911, \$36,712.83 and in 1912 they reached \$381,636.54. On account of the rapid increase in business the present building, built by the government at an expense of \$274,000 will have to be enlarged and congress has just appropriated \$75,000 for that purpose. The present building is a large and beautiful stone building and with the addition will make one of the finest in the west.

An institution which Lincoln is proud of is that of the Cushman Motor works. This business was begun several years ago in a little building near the Rock Island railroad tracks. They soon took the lead in the manufacture of motors and today they ship out motors by the car loads. A short time ago the Cushman people exceeded the record in motor shipping by sending out by express sixty-five complete four-horse motors with binder attachments on a passenger train.



Bankers Life Insurance Co. Building

to Fargo, S. D. The manufacturing of these engines has easily put Lincoln to the front in this regard. They ship to all parts of the country in car loads lots and even into Canada.

Every year Lincoln gives a "Made in Lincoln" exhibition at the city auditorium lasting a week and that big building is filled with everything necessary to "run the country." Last year thirty-one new firms began business in the city handling everything from an automobile to a burial casket.

Building Enterprises. The building permits issued for the erection of residences last year amounted to \$788,185, while those granted for the erection of business houses and public buildings amounted to \$747,500.

Among the larger buildings erected in Lincoln in 1912 were a law building for the University of Nebraska costing \$65,000; a plant industry building, \$65,000; Lincoln Telephone and Telegraph company, \$30,000; hospital building at Insane hospital, \$50,000; Grace Methodist Episcopal church, \$45,000; Commercial club, \$100,000; Grainger Bros. addition to wholesale house, \$40,000; Stacy Bros. wholesale house, \$35,000; Lincoln Packing company, \$30,000; Armour Packing company, \$30,000, and many others costing from the latter amount down.

There was expended for new paving last year \$297,671, for sanitary sewers, \$4,427; for storm sewers, \$13,000.

Lincoln has one of the largest old line insurance companies in the country occupying a fine new building costing about \$200,000. The Bankers Life is considered one of the strongest old line companies in the west, and has insurance in force amounting to over \$40,000,000.

Traction Company Active.

A business enterprise which has had much to do with the development of Lincoln is the Lincoln Traction company, which at the present time has over sixty miles of track, several miles in the business section being of double track. The lines of the company extend as far south as College View, about five miles, and northeast through University Place to Havelock about six miles. The cars used in most instances are of a modern pattern and the company, owned partly by foreign capitalists and partly by local men is running an up-to-date system. An interesting item in their report to the railway commission shows that their cars ran in 1912 2,404,354 miles and carried 11,558,728 revenue passengers, bringing in \$465,393.54.

A few years ago an eastern capitalist came to Nebraska in search of a place to invest capital. He was at once attracted by the prospects of a line between Omaha, the metropolis of the state, and Lincoln, its capital. The line was started, but the rich man died just when things looked the brightest for interurban

development and his heirs did not care to carry out the project. Recently the railway commission of the state granted to a new company the right to build the road and in all probability before another year has closed the metropolis and the capital will be joined by interurban. However, other companies are looking into the situation. Other capitalists are looking up the great natural water power chances for development of power to run electric roads and electric plants, and before many years more are passed in all probability Lincoln will be the hub of interurban development, as it is now of railroad development.

Lincoln Institutions

(Continued from Page Two.)

each day. Besides the usual attractions of a summer resort, it is here that the Lincoln base ball club of the Western league plays its Sunday games and attracts thousands of visitors to the park.

Churches Are Beautiful. During the last two years the city has erected a large Young Men's Christian association building at a cost of \$100,000 and a Young Women's Christian association building at a cost of \$50,000.

Lincoln has some of the most beautiful churches in the west. Within its borders nearly sixty churches lift their spires toward the skies. Among the largest and most beautiful are St. Paul's Methodist,

Grace Methodist, Trinity Methodist, First Christian, Catholic, Christian Science, Second Presbyterian and others. Probably no city of its size in the United States has so many churches as Lincoln and so well attended. This with its great educational institutions are responsible for its moral conditions.

Amusement Parks. Lincoln park is another pleasant resort about two miles from the city, like Capitol Beach on the line of the Lincoln Traction company. This park is open free to all and its shady trees and luxuriant grass make it a place where people like to go. Amusements are also furnished for the visitor during the evening.

A short distance from Lincoln park is the popular Epworth Lake park. It is here that the Epworth assembly, pronounced by those competent to judge as the organization which puts up the greatest literary, musical and educational program in the United States, holds a ten-day session every year. The best talent which can be secured is always found during the session of the assembly and people from all over the west come to the popular Epworth assembly. The park is filled with a growth of natural trees, large and beautiful and so close together that the sun hardly finds a place to peep through at the people under the shady trees. A beautiful little lake furnishes plenty of boat riding, and, take it all around, Epworth park is a good place to go.

Base Ball Is Popular. Next in importance comes Antelope park. This park covers forty or fifty acres along the banks of the Antelope stream on both sides. It is a public park in the fullest sense of the word and it is here where the children go to see the wild animals of different kinds—the savage bears, the pretty deer and antelope and the old, homely buffalo which are kept secure in fenced enclosures. At the north edge of Antelope park stands that most popular of popular enclosures with its high board fence, its big grandstand and long bleachers. It is not necessary to say what that describes to young America. It is the week-day resort of the Lincoln base ball club, where every game sees a large crowd out to cheer their heroes, and, what is appreciated by the visiting club, cheer the good plays of the visitors. Although next to the smallest city in the Western league, Lincoln stands each year second or third in point of highest attendance, which speaks well for Lincoln as a city of real game sports, and which has made Lincoln known over the country as the best base ball town of its size in the United States.

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An Exclusive Men's and Boys' Store--Full of Exclusive Men's and Boys' "Duds"

We've fired the first gun for

FALL '13

and you'll find our happy family of salesmen more than anxious to "just show you" all the new things for this Fall and Winter. You will find us all "chock full" of enthusiasm over our display for this season, and well we might be, for

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Clothes Are Here

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It's Truly a Gathering of Good Clothes

\$10 to \$40, with the "Armstrong" Label backing every garment.

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All that's new and good can be found here. The less we say about these departments the more they're appreciated. Just look us over and you will find volume, style and quality that will surprise you.

Our Boys' Store

Is of that same standard "The largest and best in the state, or none at all."

We want every visitor to Lincoln to visit this great boys' store.

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LINCOLN

THE UNIVERSITY OF NEBRASKA

The University of Nebraska Includes the Following Colleges and Schools:

THE GRADUATE COLLEGE—Course leading to the degree of Master of Arts and Doctor of Philosophy. Work may be pursued without reference to a degree.

THE COLLEGE OF ARTS AND SCIENCES—A four-year course leading to the degree of Bachelor of Arts or Bachelor of Science.

THE TEACHERS COLLEGE—A two year course leading to the Teachers College Diploma. Students register in this college in the Junior year at the same time retaining identity in another college of the University which grants the degree of Bachelor of Arts or of Science simultaneous with the granting of the Teachers College Diploma and University Teachers' Certificate by the Teachers College.

THE COLLEGE OF AGRICULTURE—Including general agriculture, forestry and general home economics groups. A four-year course leading to the degree of Bachelor of Science.

THE COLLEGE OF ENGINEERING—A four-year course leading to the degree of Bachelor of Science in Engineering—Civil, Electrical, Mechanical, Agricultural. Also a six-year Academic-Engineering course.

THE COLLEGE OF LAW—Course leads to the degree of Bachelor of Laws. One year of academic work in addition to full entrance is required for admission. A combined Academic-Law course is offered leading to the degree of Bachelor of Arts in four years, and to the degree of Bachelor of Laws in six years.

THE COLLEGE OF MEDICINE—A four-year course leading to the degree of Doctor of Medicine. A six-year course is offered leading to the Bachelor's degree and the degree of Doctor of Medicine.

THE SCHOOL OF COMMERCE—A four-year course leading to the degree of Bachelor of Arts, designed to provide vocational training for students preparing for business or allied lines of work.

THE SCHOOL OF PHARMACY—Two-year and three-year courses. Also a four-year course leading to the degree of Bachelor of Science in Pharmacy.

THE SCHOOL OF FINE ARTS—A four-year cultural course including the Fine Arts leading to the Bachelor's degree.

THE SCHOOL OF AGRICULTURE—A secondary school training primarily for practical farm life.

THE SUMMER SESSION—An eight-weeks course primarily for teachers.

The Nebraska Experiment Station, the new agricultural school at Curtis, and the Experiment Sub-Stations at North Platte, Valentine, Culbertson and Scottbluff are also in charge of the Board of Regents.

REGISTRATION:

First Semester 1913-1914 Opens Wednesday, Sept. 17.

On any Point of information, address **THE REGISTRAR, STATION "A," LINCOLN, NEBRASKA**

EXAMINATIONS:

Examination Week, Monday to Saturday, Sept. 15-20