

Lincoln's Business Growth Shows Much Progress

BY EARL B. GADDIS.

FORWARD MARCH has been the only order observed in the ranks of Lincoln business men during the last year and a half. There has been no retreat order heard, and no order that savored of even a halt.

While many sections of the country have been complaining of the condition of business Nebraska's capital city has been doing very well indeed and the business men here admit it, too.

During the year of 1914 the total wholesale business amounted to more than \$33,000,000. That was a gain of more than \$2,000,000 over the previous year—and in the face of what has been said to have been adverse conditions.

During the period Lincoln continued its march as one of the leaders of the country as a center for the sale and distribution of creamery products. Its record as a fruit center was not approached in the Missouri valley. Its wholesale grocery business showed a most encouraging growth in the time.

The automobile and accessory trade leaped ahead wonderfully in the year 1914 and thus far in 1915 and promises at the end of the present year to fulfill the prediction of Harry B. Bushnell that it would show the city to be a most important center in that respect. The location of one of the largest distributing agencies here has increased the interest of western automobile buyers in the city and naturally brought up the accessory business to a marked degree.

In the jobbing of building materials there was a little change from the previous year. The fact that the market remained firm in this respect is taken as a healthy indication, however, and there are none of the men engaged in this line of business who have been heard to complain particularly of their lot.

Just now they are much elated at their business and believe that the 1915 figures will show up well and that the record of 1914 will be slightly eclipsed.

The steady gain of the city's wholesale business may be seen from a partial of the table below. In 1909 it amounted to \$24,000,000 and every year since has increased gradually until the last year's business of \$33,000,000.

Here is the record as given out in the annual review of the Lincoln Trade Review:

1909	\$24,000,000	1912	\$23,200,000
1910	26,450,000	1913	25,150,000
1911	27,600,000	1914	33,000,000

The total is arrived at by computing the business of some twenty-five different wholesaling lines. They are given herewith, together with the amounts of business done by each during the year:

Butter, eggs and poultry	\$ 5,200,000
Groceries	4,100,000
Automobiles and auto parts	3,500,000
Threshing, harvesting machinery and implements	1,150,000
Leather, saddle, boots and plating	1,000,000
Mill products	2,800,000
Fruits, vegetables and produce	2,350,000
Flour, feed and hay	1,900,000
Paints, oils, glass and stone	1,875,000
Coal, fuel and building material	1,540,000
Shoe, gas engines and power	1,350,000
Hardware, casting, cornice and metal	925,000
Plumbing, water supplies, furnaces and tanks	920,000
Confectionery, ice cream and baked goods	915,000
Drugs, cigars and liquor	850,000
Hats, gloves, overalls, furnishings and notions	775,000
Brick and manufactured stone	740,000
Harness, leather and shoes	635,000
Seeds, plants and flowers	635,000
Lighting rods and electrical supplies	590,000
Hotel, billiard supplies, paper and wall papers	585,000
Jewelry and corsets	560,000
Furniture, mattresses and school supplies	540,000
Brooms, whisks and vacuum cleaners	445,000
All other jobbing lines	775,000

Total business, 1914.....\$33,000,000

During the year 1914, many of the Lincoln jobbing houses extended their territory into new fields. Some forty-five traveling salesmen were added to the long list of traveling salesmen working out from Lincoln. This city is also headquarters for a large number of traveling men representing houses in other cities,

Remodeling One of Business Blocks



Ganter Building at 12th and O Sts.

making this a center for traveling men in the largest way.

During the last year there were many adjustments on rates largely advantageous to jobbing business in Lincoln. Efforts made to increase rates on certain lines handled by Lincoln wholesalers were successfully met and overcome in hearings before commissions. In the matter of service, which is one of the largest assets of Lincoln jobbers, constant attention paid to this feature in business has made the city more than ever the wholesale center of quick response to buyers throughout the territory covered by Lincoln houses. Jobbers in the city of Lincoln are able to deliver goods to the trade in four-fifths of the towns of the state from twenty-four to forty-eight hours in advance of any other competing city. The same percentage of quick service applies to the territory supplied by Lincoln jobbers beyond the state boundary.

Lincoln is the largest jobbing center for threshing machinery in the Missouri valley. There are eight of the largest manufacturing houses with headquarters for distribution centered here. In the jobbing of automobiles, Lincoln is taking front rank in this territory and it possesses in the Nebraska Buick Automobile company one of the largest houses in the entire west, they handling from Lincoln upward of \$2,000,000 worth of automobiles in 1914.

The year has been a growing one in the distribution on the part of many of the smaller jobbing houses in the city. The M. H. Tilton Furniture company, that has been steadily building to large business, reports an increase of 25 per cent in its business for the year 1914. In hats, caps, gloves and notions there has been a good increase in volume of business, and the two houses handling these lines each report a year with a good percentage of increase over the previous year.

The wholesale seed and flower business is one of the lines of large importance in this city. Lincoln distributes cut flowers over a territory reaching a half dozen states and has four of the largest green house and flower distributing plants in this entire section. The volume of business in this line is scarcely appreciated. In the distribution of gas engines, the Cushman Motor company is steadily increasing its business. It has behind it a remarkable record of progress in this line, with its engines distributed throughout the United States and to many foreign countries.

Manufacturing in Lincoln has kept pace with the wholesale and retail trade. The

volume of business for 1914 exceeded \$17,000,000, and a total of some 135 manufacturing plants contributed to this activity.

Some of these are well-developed concerns, others have begun in a humble way and are forging ahead as rapidly as could be expected. There is a general tone of confidence in the trade apparent in the business offices of each and every job concern. This leads the Commercial club officers to believe that the future will take care of itself abundantly and that when the count is made this city will not be so very far behind any other city of the land in the holding of its old trade and the gaining of new trade. The probable coming of water power within the next few years will open a golden era to this city, as well as to other cities of the state. It will solve the problem of both fuel and power and will put the manufacturing industries in a position to compete with the big plants of the east.

The milling and packing businesses show greater development here than people first imagined they would. Last year's business was very satisfactory to them.

Lincoln manufacturing amounted to \$11,000,000 in 1910 and from that time has climbed upwards to more than \$17,000,000. Each year there has been an increase over the previous year. The record is shown below:

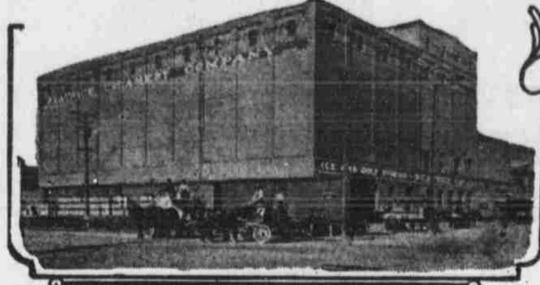
1910	\$11,000,000	1913	15,110,000
1911	12,940,000	1914	17,850,000
1912	13,780,000		

Twenty different manufacturing classifications are included in the table of business listed last year. These include everything from ice cream cones to mill products and the list with a total of more than \$4,000,000. The other range from that amount to \$270,000 as the total of the monument and cut stone work business. The list follows:

Butter and cream products	\$ 4,100,000
Flour, feed and mill products	1,850,000
Sash, door, wood work and mill products	1,450,000
Printing, publishing and binding	1,450,000
Confectionery, ice cream and cones	1,140,000
Brick, artificial stone and cement products	995,000
Gasoline engines, motors, casting and steel	810,000
Gas and electricity	805,000
Silos, tanks and water supplies	650,000
Lighting rods, cornice, roofing and iron work	550,000
Women's apparel, tailoring and corsets	520,000
Artificial ice and refrigeration	450,000
Harness, saddlery, automobile tops and leather work	420,000
Brooms, whisks and boxes	350,000



Home of a Jobbing Firm That Has Added Importance to the Wholesale Business of the Capital City.



Nebraska Produces About Ninety Million Pounds of Butter Annually, and Lincoln is the Home of the Largest Creamery Company in the World.

Manufactured paints and lubricators	350,000
Mattresses, upholstering, seats and awnings	330,000
Cigars, bottling and bottled goods	330,000
Coffee, spices, extracts and pickles	330,000
Monuments, granite and cut stone work	270,000
Forty-eight minor manufacturing lines	685,000
Total	\$17,850,000

In the manufacture of butter and cream products, Lincoln and Omaha are the two largest cream cities in the country, and both are located in Nebraska, and they find in this state their first near market for raw material. Creamery interests have worked diligently in developing dairy interests in this state. The Fairmont Creamery company of Omaha, one of the oldest and in every way successful creamery plants of the state, and the Beatrice Creamery company, that has been for twenty years an industry of Lincoln, have been the pioneers in creamery development in this state.

Second perhaps in volume of business and output in the state and in Lincoln is the milling industry, and here again we have the raw material right at the door for grinding under the most favorable auspices. The Gooch Milling company, the big mill of Lincoln, has to its credit for the last year an increased output of over 25 per cent, and a volume of business that in the last six months has caused the plant to run night and day without cessation. Eight hundred barrels of flour daily is the average output, beside the other mill products, and this plant is one of the big things of Lincoln in which this city takes great pride.

The development of the sash, door and mill work industry has for many years been prominent in Lincoln, and in the

last year, notwithstanding the fact that building was seriously curtailed on account of restricted financial conditions, the wood working plants, owing to the large territory reached by them, did a volume of business in excess of that of the previous year. The Curtis-Towle & Faine company reach out in a half dozen different states and territories with substantial contracts on both public and private building.

In the manufacture of confectionery and ice cream, Lincoln has become a center and the distribution of ice cream from this city reaches every section of the surrounding territory. In lines of baked goods, Lincoln houses are constantly expanding and putting forth an increased volume of products.

Postal Receipts. An unfailing barometer of a city's business importance is the volume of business done by its postoffice. In 1914 the total postal receipts were \$425,281.53, or double the figure of ten years ago. So rapid has been its expansion that the government has authorized the construction of a \$75,000 addition to the original structure, completed but a few years ago. The salary roll of the Lincoln office, including the railway mail clerks whose headquarters are here totals over \$325,000 yearly. Lincoln is also a depository for the surplus money orders of several hundred Nebraska postmasters; a depository for certain surplus money of the postal savings bank and a sub-agency for the distribution of postal supplies for a large territorial area.

Lincoln Bank Clearings. During 1914 Lincoln, in proportion to their total volume, made the largest per cent of increase in bank clearings for 1914 over 1913 of any city in the entire

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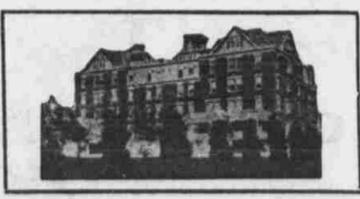
The Nebraska Sanitarium

COLLEGE VIEW, NEBRASKA

The system of curative methods used at this institution is the development of nearly fifty years of experience and research by a large number of physicians and scientists. The institution is one of more than eighty allied sanitariums employing all the curative methods included under the term "Physiological Therapeutics." The institution is founded upon the broad principles of training the individual back to health.

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Health--is the One Essential and Rest Under Proper Conditions is the Road to Health

Rest restores the weakened vitality and lengthens life. It fits one's body for service. Sleep and quiet are important agencies in the upbuilding process, but we must go further: the tired body needs revitalizing by special massage, electrical treatments, and invigorating baths scientifically given. Pure and wholesome foods air that is full of bracing ozone, home-like surroundings that add to one's peace of mind and comfort,—all these are necessary to give complete rest to the body and restore it to its normal condition.

A tired mind goes with a tired body, and so, many times, it seems harder to leave your present surroundings, even for the sake of acquiring a physically better body and a more active mind.

There is no mystery about what a little rest of this kind will do. The only mystery lies in the fact that people will continue to be weary and suffer, forcing their bodies unnaturally and harmfully with stimulating medicines and neglecting the opportunities that nature has provided for them; for health and happiness are the heritage of every human being—of some more fully than others, but of all more than they realize, if they will only seek it.

Above all, remember that you will find here no atmosphere of depression, but, on the contrary, a pervading spirit of buoyant happiness resulting from returning health and vigor.

Write us for any special information you may desire. We want 'o be of service to you. Individuals suffering from diseases of a contagious character are not received.

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