

# State Fair Program Holds Much to Warm the Sporting Blood

If there is one thing more than any other that the people of Nebraska look forward to with supreme pleasure, it is the annual meeting of the Nebraska State fair. This fair might more truly be classified as an exposition, for it is to the west what some of the great expositions have been to the country.

Just because it is called the Nebraska State fair does not mean that none but the people of Nebraska attend. Far from it. They come from the states of the middle west in great numbers, for the people of this great agricultural territory comprising the country embraced in half a dozen of the best states in the union, have long ago learned to know that the Nebraska State fair is one of the best, if not the best, in the whole west and that in its display of fine stock the best in the country can be seen.

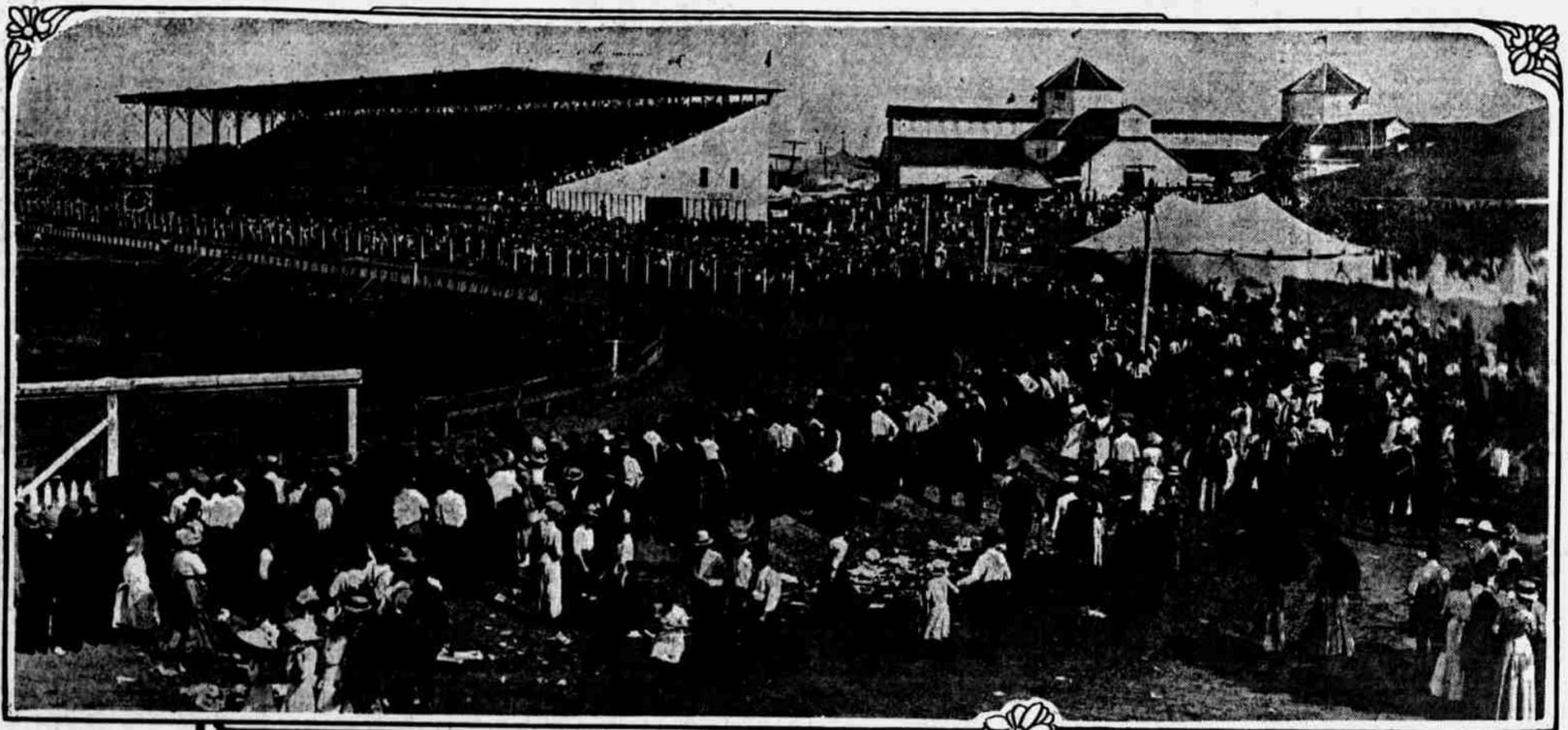
As an indication of the drawing power of the Nebraska exposition it is only necessary to refer to the attendance as shown in the six big state fairs of the west. Taking the population in a radius of ten miles of the fair in each state, in the state of Minnesota the attendance was 55 per cent of the population within that radius. In Iowa, 22.7 per cent; in Illinois, 33.9 per cent; in Michigan, 37.6 per cent; in Wisconsin, 31.8 per cent, while in Nebraska it was next to Illinois—30.2 per cent. This in spite of the fact that all the other states had a population within the ten-mile limit of from 10,000 to over 500,000 more people than Nebraska.

While the fair has and is supposed to be an incentive to greater work along agricultural lines, it is a great help in all other lines. The policy of the management has been to provide a well-balanced fair in all departments. In addition to offering premiums sufficiently attractive to bring together splendid displays in the various departments, the amusement end is a feature which is not forgotten.

In selecting the amusement features the management makes an especial effort for none but those of a clean nature and so in selecting the attractions the management seeks to please the patrons of the fair and endeavors to send them away without a feeling that some of the things they have seen should have been left out.

The race program has always been a good one and will be better this year than ever. In fact, the management is seeking to bring to the fair a program of races which will appeal to the lovers of fast horses and give them something to talk about when they go home.

Automobile racing was inaugurated



VIEW OF THE HOME STRETCH AND GRAND STAND DURING AN AFTERNOON OF STATE FAIR WEEK

last year with grand success. Two half-mile records on a dirt track were broken when Ramey beat the five-mile record and "Wild Bill" Endcott went twenty-five miles faster than an automobile had ever gone before on a half-mile dirt track.

Then there is the music. Music lovers this year will be especially pleased. The management has made selections that cannot but help to swell the attendance and the music enthusiast who passes up the state fair in 1916 will long regret it.

Last year the display of farm products at the state fair was exceptionally good. Many counties competed in the

county exhibits and agriculture had an inning which will be long remembered by those who attended the exhibition.

However, the prospects this year are equally good, and if nothing arises to prevent the 1916 exhibit of farm products will be great.

The bringing in to the state fair of the county exhibits carries with it a degree of co-operation which always tends to give farmers new ideas which they put into effect. Those in charge of the different exhibits fraternize and swap ideas which simply means that all are benefited by the intercourse.

Then, too, the individual exhibits, notably those made by the boys and girls from the farms, have a tendency

to create greater results next year. The contests which have been brought about by reason of the part the state fair has taken in promoting contests among the youngsters of the farm has sometimes taken on a phase which appears ludicrous. Last year at one of the exhibits given by the corn growers' association, a lad of less than a dozen years competed with his father, who for many years had been a prize winner in the growing of corn. The lad was too much for his dad and copped many prizes.

Such things as these has worked a degree of interest among the boys and girls on the farm which has done more to stop the flow of country boys

and girls to the cities than anything else.

Each year brings to the state fair some new machinery. Last year the steam and gasoline tractor for plowing appeared to draw the most interest along the lines of agricultural machinery. What it will be this year remains to be seen.

Gasoline and oil are doing wonderful things in helping the farmer solve the hard questions before him. Twenty years ago, yes, ten years ago, the farmer was plowing all day behind his plow and then when evening came he hitched his tired horses to the old wagon and went to town to do the trading, or if he lived too far away,

was compelled to spend a whole day in the trip to town.

Now all is different. Behind his oil propelled tractor he plows all day, turning several furrows at once where only one was turned under the old system. After supper is over he goes to the barn and drives up to the house with his automobile, and taking in Mary and the kids drives to town before the stores are closed, while old Dobbin and his mate, deprived of the work of plodding around and around the field all day, stand in the cool barn or feed from the green grass out in the pasture. Such a picture drawn ten years ago would have caused the average farmer to shake his head in

disgust and turn from such a vision. But such things have come to pass, and as the farmer goes to the Nebraska state fair he each year derives some new information which helps the farm work and the day does not seem to be very far distant when the farmer who does not keep a dress coat and a plug hat while his wife has the latest style evening dress, will not be recognized as much of a farmer.

Just what the agriculturist is going to find at the fair this year to make his life more enjoyable as he goes along will have to wait until he arrives. However, that there will be something along improvement lines can be assured.

## Telephone Policy



It is the policy of the Lincoln Telephone & Telegraph Company to operate along lines that meet with the approval of the public.

We believe that the people have a right to know what we are doing and why we are doing it, and we welcome an opportunity to explain the reasons for any of our policies or practices.

All our accounts are kept in strict accordance with the instructions of the Interstate Commerce Commission and the Nebraska State Railway Commission so that the public may know at any time through their governing bodies how much money we take in and what we do with it.

It is our aim to use the best and most advanced equipment, and to render the public the most dependable service of which modern brains and science are capable.

Years of experience has taught us what it costs to produce telephone service, and we know that we are furnishing good service at the lowest possible rates at which such service can be produced.

We aspire to win and merit a reputation with the public for furnishing efficient service, and for integrity, courtesy and absolute fairness in all our dealings.

The Lincoln Telephone and Telegraph System has attracted the brightest and most capable people for each branch of its work. The training is thorough and the worker must be especially fitted for the position held.

It is our plan to have all our workrooms healthful and attractive and provide every possible mechanical device that will promote efficiency, speed and comfort.

Good wages, an opportunity for advancement and prompt recognition of ability is a part of the recognized policy of the Lincoln Telephone and Telegraph System.

We strive to assist worthy employees to accumulate by making it easy for them to acquire finan-

cial interest in the business. Nearly one-fifth of all the employees are stockholders.

111,400,000 local messages and 1,200,000 long distance messages a year are handled by the Company, and the task is entrusted to 1,085 loyal men and women.

We are confident that the public welfare is best served by our constantly making extensions and improvements to our existing property to meet the continuing requirements of the public for additional service.

In order to get new money for these extensions, it is essential that we pay fair dividends. No man will put his money in an enterprise unless he is reasonably sure that it will be safe and that fair dividends will be paid promptly.

We have absolutely no "watered stock." A dollar has been invested in physical property for every dollar's worth of securities issued.

There are 1,543 stockholders in the Lincoln Telephone and Telegraph Company, 202 of whom are employes and over 70% residents of Nebraska. Last year the company paid an average of only 5.6% on its outstanding stock and interest on outstanding bonds at 5%, but we were able to set aside only 3% for depreciation, only one-half the amount that should be set aside for that purpose.

The records of our Company upon file at the State Capitol and in Washington, D. C., show conclusively that our operating expenses are as low as it is possible to make them and give good service to the public, and fair treatment to our employes. These records also show that our net returns are not sufficient to pay necessary depreciation charges and operating expenses for the maintenance of our service and leave a fair return upon the capital actually invested in our Company by the men and women of Nebraska.

These facts are submitted for the unbiased consideration of the citizens of Nebraska, knowing that we can rely upon them for a just verdict and helpful co-operation.



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Lincoln, Nebraska