

# Lincoln's Commercial Activity Keeps Step With City's Life

An eastern advertising man who came west with the crowd of experts The Bee and World-Herald and a number of other loyal Nebraska newspapers had here several weeks ago, walked down the streets of Lincoln one Friday afternoon.

He stopped in, here and there, at the stores, he saw the kind of goods the people were buying, he saw the discrimination with which they bought each kind, he noted how they traveled to and from market, and his mind grasped a number of other points a lot of us pass up, in all probability.

At the end of a couple of hours he had seen enough to give him a clue to the situation. He turned, then, to one of the Lincoln men, who accompanied him on the tour and said:

"Your folks out here are the best buyers in the world. I have seen most of 'em, too. The chief thing that appeals to me is that they don't quibble about the prices if they get the quality. And another thing—they have the money and they spend it

when they have it. I see that very clearly."

That is the secret of Nebraska merchandising nowadays—in these days of prosperity over the state—and it is the secret of the trade which has developed so marvelously at Lincoln during the last few years.

Lincoln is a town of good retail stores. Starting with the gigantic new institution which Miller & Faine have made over in their bright new home at Thirteenth and O streets and going from there to institutions of the same class, Rudge & Guenzel's and Herpolsheimer's and all the way up and down O street and on some of the side streets now, one finds modern ideas worked into every stock.

These ideas have not come from the desire of the tradesmen to force them upon their customers. They have come because the people are ready for them, and because they are availing themselves of them to the utmost. The people at Lincoln, as at other points of the state, have said that they wanted these changed and the storekeepers have responded with alacrity to their demands. It has paid them to do so. Their trade has been stimulated by it and it has been money in their pockets to do so, in short.

People buy better clothes than they used to at Lincoln. Men as well as women do that. The fair sex have nothing on the stronger sex when it comes to draping their backs with the

latest creations of the designer. Common sense is shown generally in all of the costuming, of course, and there are few who give way to extremes in either male or female adornment.

Likewise the people buy better things for their homes. By this is not meant furniture alone, or hardware. But they are adding phonographs and more extensive libraries and more elaborate lighting effects, more pictures, more musical instruments, more of these things in short which instruct and amuse. Homes in Lincoln are no more mere places to exist—they are places where the family has at least a portion of its entertainment and where it gets additional reasons for staying in spite of the multitude of attractions the outside offers.

Enterprising firms are selling all these things to the people. While it might be said that it is selfish for them to do so, nevertheless it is true that the firms are doing much to aid people of even moderate means to have some of the home advantages their neighbors possess.

It is easy, if a man is half way fair with his merchants, for him to have a victrola or a gramophone in his home, for him to have a set of Britannica and for him to gather around him any number of easy payment plans which the merchants have offered.

The firms of the capital city are progressive. They do business on lines that their fathers might have sniffed at, but which they would most certainly approve of if they knew as much as these merchants know. Bookkeeping systems are thorough and efficient in every sense of the word, salesmen are courteous and know their goods, the bosses are masters of their business and they think from the standpoint of the customer because it pays them to do business that way.

What the retail store has learned by its contact with the new Nebraska, the most prosperous Nebraska, the wholesalers and jobbers have learned, too. This class of Lincoln tradesmen have kept pace with the new thought. They have measured up to every change in trade conditions and have been the first in fact to jump in and give impetus to the movement for

more business-like conduct of the retail trade.

Lincoln jobbers reach a territory which jobbers of many other parts of the country would give a whole lot to handle. Lincoln is in the heart of Nebraska wealth, and Nebraska wealth, continuing, is in the heart of national wealth.

In every direction from the city there are located thriving little towns, and some of them not so little, where the bank deposits are exceedingly high per capita, and where the people are spending money right and left for the things they want and the things they need.

This territory has not been developed in a day. Many of the Lincoln jobbers have been built up with it. They have stuck by the merchants when the times were not so prosperous and when it was a real sacrifice to do so. And now that the times are better and the merchants have the wherewithal to meet their bills they are sticking by their old jobbers and wholesalers in a way that is most commendable. Both are sharing now the rewards of business persistency and business justice and both are glad that they are.

There has been no more remarkable forward stride in all wholesale and jobbing lines than in these products which go on Nebraska tables. Grocery concerns and fruit jobbers have increased in number and business output most astonishingly in the new era that has come to Nebraska. Where once not a man outside Omaha knew what grapefruit was—and very few there knew it intimately—now that product is eaten from one end of the state to the other.

And lettuce no longer looks queer on a winter table set somewhere out in the state, and it is not a cause for excessive comment at the small town grocery any more when some of the families there have strawberries and radishes at the tag end of a severe winter.

Syrup has supplanted molasses, a corn syrup taking the place of the slow running product. Canned goods are bought by the case in most Nebraska towns by any number of families and stored away for winter use—and fewer mothers stew and fret over

the canning season than used to when incomplete or pioneer jobbing methods made it impossible to obtain fruits and vegetables at a moderate price.

The automobile has been a great aid to the distribution of goods over the state. It has helped the retailer and it has helped the wholesaler. Now some of the merchants do their own shopping by means of the motor car, and frequently drop in at their houses to personally inspect the goods they want to buy. And deliveries have been quickened and stimulated by the use of the delivery truck in cities of almost every size over the state, and the trade, to some extent, has been increased through its use.

Lincoln does not satisfy itself with reaching in its immediate neighborhood either. Its goods reach far into the west and south, into Kansas and north to the Dakotas and into Colorado and Wyoming. It has extended its trade into channels where a few years ago some of the business men here thought it could not possibly go. The goods have made good in most every line and in almost all respects. There have been so few failures that they are negligible as far as this discussion is concerned. The slogan has been "Good goods at a reasonable price," and that slogan has been adhered to straight through the years.

Farm machinery has been sent out of Lincoln in wonderfully large amounts during the last few years. Some of the largest concerns in the world have made this a distributing point. The big buildings at the state fair grounds are used a portion of the year, for instance, for storage of some of this huge amount and it would surprise the nonbeliever to take a trip through the grounds some time during December or January to back up that statement.

Co-operation has been the word most used by Lincoln jobbers and wholesalers during the last decade. Through the agency of the Commercial club the interests of the city have been kept uppermost, and the trade has been promoted systematically and well, with the end in view of getting re-orders.

Lincoln has been impressed upon the retailers as a city of fair businesses, ready to work with them for the upbuilding of the retail business and to ultimately make more people pleased customers than was ever possible under the old hit-and-miss methods, and under the old system of fighting with consumers rather than making them friendly by making good goods and selling them right and backing them up in the proper manner.



Looking West From 13th and O Sts.



Looking East From 10th and O Sts

## GAS--THE IDEAL FUEL

Buy the Heat of the Coal Without the Waste and Dirt



**Gas is a Servant that can do a Lot of Things to Make Your Kitchen Work Easier and Pleasanter**

IT WILL give you hot water quickly and economically—send a steaming stream from the hot water faucet just when and where you want it.

Gas lighting is less expensive and more pleasing than any other—gas will burn your garbage—a gas iron will do a day's ironing for a couple of cents.

And one of the perfect new

**Detroit Jewel Gas Ranges**

will smooth out your cooking worries—cook quickly, thoroughly and economically.

You can enjoy the convenience and saving of an All Gas Kitchen at a surprisingly Low Cost. Let us show you how.

What do you really buy when you get a ton of coal? Heat, of course. If you could buy heat alone without getting the by-products of ashes, clinkers, slate, cinders, soot and dirt, you would tell the coal dealer to deliver the calories and keep the disagreeable concomitants. Make arrangements to do all the cooking in your home with Gas, then you can have HEAT of coal without its attendant waste and dirt. It is the cheapest fuel you can get, if care is maintained in its operation.

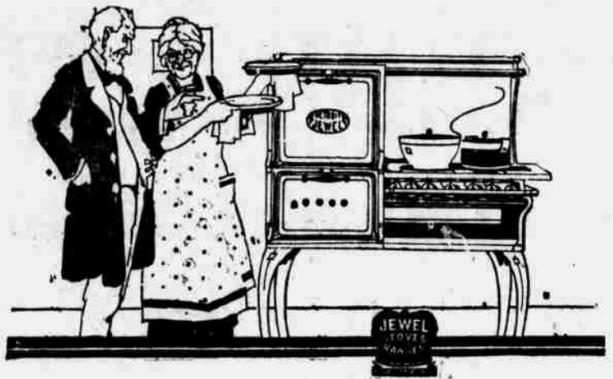
A clean fire when you want it, heat shut off when not needed, hot water instantly, and no bother with ashes—that's the results of using gas.

Lincoln Gas is highest quality, and you can always depend upon the pressure and heat units.

**If It's a Question of Illumination**

If you want to know the best way to light your residence, a apartment, stores, hall, garage, church or factory—if you want to know what is newest and most efficient in lamps, appliances or electric power—regardless of how little electricity you intend using—this company is always at your service without any obligation to you.

## A Cool Kitchen



**In Summer**

**Detroit Jewel Gas Ranges are built so that the heat stays inside**

YOU can face the hot days of mid-summer without dread if there's a Jewel in your kitchen. No super-heated kitchens—no working over a stove that's pouring out withering heat—no "all gone" feeling or heat prostration, when you cook on a Detroit Jewel Gas Range.

Real summer cooking comfort is yours with every one of these new Detroit Jewel Ranges—the stoves that have been the best since gas ranges were manufactured.

Keep cool this summer—put one of our 1916 Detroit Jewel Gas Ranges in your kitchen.

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# Lincoln Gas & Electric Light Co.

GAS & ELECTRIC BUILDING, LINCOLN, NEBRASKA