

Lincoln as a Railroad Center

As a railroad center Lincoln has few equals in the west. Five big railroads, the Chicago, Burlington & Quincy, the Union Pacific, the Rock Island, the Northwestern and Missouri Pacific, diverging from the capital city makes the latter a hub from which the spokes of the wheels in steel rails run in every direction. Six lines of the Burlington run out of Lincoln in different directions; two of the Rock Island's to the east and southwest; two of the Union Pacific's to the north and south, while the Missouri Pacific to Kansas City makes a rail service that few cities of the size of Lincoln enjoy.

The passenger traffic in and out of Lincoln last year amounted to a few dollars short of a million, while the total freight and passenger receipts amounted to over three million and a half. It was natural that the Burlington should do the bulk of the business because of its location and the many roads which run in all directions. The figures for freight and passenger traffic of the several roads were as follows:

Burlington	\$2,348,740
Rock Island	432,831
Union Pacific	508,532
Missouri Pacific	285,704
Northwestern	153,381

As an indication of the passenger traffic and how it was divided, the Lincoln Trade Review gives the above and the following in its summary of railroad business for 1915:

Burlington	\$667,124
Rock Island	124,454
Union Pacific	43,841
Northwestern	86,483
Missouri Pacific	36,433

When Lincoln gets its new union station, for which it has been contending for many years, and which at this time appears to be an assured fact, the city will be better able than ever to take care of the passenger traffic. At the present time each railroad, with the exception of the Northwestern and Missouri Pacific, which have a union station, maintains a separate station in different parts of the city, but with the union station idea carried out much of the inconvenience which comes from having different stations will be entirely overcome.

The big Burlington shops at Havenlock, a suburb of Lincoln, five miles away, adds immensely to the importance of Nebraska's capital city as a trade center and with the large additions which are expected to be made within the next year will increase the efficiency of the Burlington and add materially to the business interests of Lincoln.

How to Reach the State Fair. The train service to the Nebraska state fair is unexcelled. In years past it has been the custom of the railroads

to run special trains into Lincoln on all lines, reaching the city in the middle of the forenoon and leaving in the evening. This, with the regular train service, has made it easy to attend the fair and return the same day.

In this day of the automobile, while thousands of people ride to Lincoln in their own cars, the railroads have not given up the special train idea and notwithstanding the people have access to their own method of transportation, the railroads appear to have just about as many passengers and the extra trains are crowded.

After reaching Lincoln, provided that trains passing the fair grounds do not stop and let off passengers, which is done in some instances, one will find getting to the grounds from the city an easy solution.

First, the Lincoln Traction company has a double track to the fair grounds, starting from Tenth and P streets, and cars run as often as the needs of the occasion demand. The Burlington also runs a shuttle train from its station directly into the

grounds and with a five-minute service gives the state fair visitor quick transportation to and from the grounds. Then, too, there is the automobile transportation, which is another way to reach the fair grounds.

Beatrice Creamery Company

The Beatrice Creamery company started as a small concern in Beatrice and moved to Lincoln in 1898, and has since grown from the little acorn to the mammoth and wide-spreading business oak. Annually it sends out 7,000,000 pounds of its famous brands of butter. Its product goes to every corner of the United States and into other countries as well, this only faintly showing what the Beatrice Creamery company is to the state of Nebraska as a part of its manufacturing and dairy business.

And so as one visits the Nebraska state fair this fall, failure to see the great exhibit of the Beatrice Creamery company will mean that you have lost an opportunity to see something well worth while. Do not forget it.

He Taught Them How to Milk

A lot of broken down old milk cows that eat up twice as much as they turn out in the lacteal fluid, form no criterion by which to judge the dairying possibilities of this state.

Prof. J. H. Frandsen of the State Agricultural college staff says so, and he ought to know.

"The dairying industry," says the professor, "is very much on the upgrade in this state, but there is plenty of room for improvement. The big problem is to get the farmers and dairymen to see that they are losing money by keeping low grade cows. When they do that, ordinarily it doesn't take long to convince them that they improve. For no man will throw money away when he knows it—and they are shown to be throwing money away when they keep cows that eat more than they return to the owners."

A few steps taken during the last two or three years at the insistence of Prof. Frandsen, are worth while. He has had most striking exhibits at the state fair and has shown farmers who have visited him that there are vast differences between some of the cows which to all intents and purposes look alike and which ought to return money in the same proportion.

There were farmers who disputed him and who thought that he didn't know what he was talking about. One of them who lived a few miles

from Lincoln was insistent during a study of the professor's tables, and when he got back home declared to his county demonstrators that neither he nor Frandsen knew anything about it.

The result was that a test was applied to the old mooley—and very much to the surprise of the farmer she did not show up at all well in it. She was losing money every day she stayed on his place. It was as if he had tossed so much money in a rat hole each day.

He didn't lose much time in separating her from his payroll. He then ambled meekly over to where Prof. Frandsen works and asked him what kind of cow to buy and why—and followed the professor's advice quite as eagerly as if he hadn't pretended to know all about it in the first place.

"This state is a most excellent place for the dairying industry to flourish," Prof. Frandsen contends. "There are facilities here which some of the European countries, like Denmark and Switzerland, would give everything for. Yet we get less out of them by far than they do. When we begin to avail ourselves of our opportunities to the same extent that they do then we will begin to make dollars where we now make cents—and farmers will be owning interurban lines through their districts instead of merely being contented to ride about in small cars of a popular make."



THE LARGEST MODERN BUILDING IN NEBRASKA

Occupied Exclusively by a Department Store

Every foot of the more than THREE and a half acres of floor space in the NINE floors of this building is devoted to some department of the store.

Fixtures of artistic and practical design, are of American walnut throughout, Carpets and floor coverings in harmony. Decorations are in Ivory.

Acres of glass admit SUNLIGHT to practically every nook and corner of the store. When artificial light is needed, the latest type of indirect and semi-indirect lighting is used.

Fresh air washed and cooled in summer (heated in winter) is forced through the store. Temperatures are controlled by automatic electric regulators. A complete system of vacuum cleaning keeps the building free from dust and dirt.

Four electric passenger elevators, of the most modern type, serve to convey our patrons to every floor, quickly and safely. A large electric freight elevator operated independent of the passenger elevators, takes care of all incoming and outgoing freight.

A double spiral package chute extending from top floor to basement, and endless belt conveyors, deliver parcels from every floor and from every counter on the street floor and in the basement, to delivery room in less than TWO minutes.

A complete Cold Storage plant furnishes refrigeration for the Fur Storage Vaults, for the Tea Room, Kitchen, the Candy factory and wherever else needed in the building.

The BEST EQUIPPED—BEST ARRANGED—BEST LIGHTED—BEST STOCKED department store, we believe, in Nebraska, or for that matter, in the central west. This is the store to which we invite you when you come to

THE STATE FAIR IN LINCOLN

Visitors to the Fair are invited to see Lincoln from the Tower of this building—158 feet above the street—a wonderful view.

There are 37 Distinct Departments

—with many subdivisions for the accommodation of various lines of merchandise.

READY-TO-WEAR GOODS

This is one of the most important departments in the store, occupying almost the entire second floor. One of the largest, most perfectly lighted and best equipped departments of the kind in Nebraska. Here you will find splendid stocks of carefully selected garments for Women, Misses and Children, in the most approved FALL and WINTER styles. Besides Coats, Suits, Skirts, Dresses and Waists, you will find Kimonos, Petticoats, Sweaters, Corsets, Underwear and Babies' Goods.

THREE SHOE SECTIONS

Women's, Misses and Children's shoes will be found on the second floor. The selection of up-to-date, well chosen shoes is unequalled. Every care and attention is given to proper fitting. MEN'S SHOES will be found in the "Men's Corner" on the first floor where both popular priced and high grade lines of men's shoes are shown. The lower priced lines of Men's, Women's and Children's shoes will be found in the Basement.

SILKS AND DRESS GOODS

The greater portion of our third floor is devoted to the display and sale of Silks, Wool Materials and Wash Goods in the latest weaves, patterns and colors, for suits, coats, skirts, waists, dresses, etc. The lighting of this section is IDEAL—you can SEE shades and match colors without difficulty. A dark room with special lighting, is provided for showing evening shades and materials. Pictorial Review-Patterns.

JEWELRY AND SILVERWARE

A complete Jewelry shop, where you may buy the best grades of plated table silver, Sheffield plate, Sterling Silver pieces, up-to-date jewelry novelties, Watches, precious and semi-precious stones set artistically and moderately priced.

LEATHER GOODS

In this section, on the first floor, will be found a carefully selected showing of up-to-date hand bags, shopping bags, purses, bill rolls, music rolls, card cases, etc. Here will also be found a very complete selection of French Ivory toilet articles, Thermos bottles and electrical novelties.

OUR BASEMENT STORE

This is a store complete in itself—devoted to the lower priced lines of merchandise. Here you will find practically all lines represented—Ready-to-wear Goods, Millinery, Shoes, Silks, Dress Goods, Domestic, Wash Goods, Hosiery, Underwear, Draperies, Men's Furnishings, Notions, Toilet Goods, Linens, White Goods, Corsets, etc. The economically inclined may purchase dependable goods at a decided saving in the BASEMENT.

CARPETS AND DRAPERIES

The entire sixth floor is devoted to Carpets, Rugs, Drapery materials, Made-up Curtains, Linoleums, Shades, Vacuum Cleaners, Suction Sweepers, Cedar and Matting Boxes. You will find the products of the most reputable manufacturers shown in a splendidly lighted, well appointed salesroom.

THE MEN'S CORNER

Here in one of the most accessible locations in the store you will find grouped the things of interest to men. Men's Shoes, Haberdashery, Rain Coats, Umbrellas, Bath Robes, etc. Boy's waists will also be found in this section.

BOOKS AND STATIONERY

Another corner of the Main floor is devoted to Books of every kind and character. Over 15,000 volumes in stock. We can supply either from stock or will order for you—ANY book in print. There is also an up-to-date line of stationery, paper novelties, dinner cards, personal cards, etc. You may also order high grade engraving and printing in correct social forms. A LENDING LIBRARY of over 200 new books, enables you to read the late fiction by paying 2c a day.

LINENS AND WHITE GOODS

A large section of the main floor is devoted to the best grades of Table Linens, Fine White Materials, Towels, Fancy Linens, Art Linens, etc. We strive to show at all times, complete lines of both foreign and domestic goods.

OUR CANDY SHOP

A complete and up-to-date candy shop in the basement, in connection with a beautiful new soda fountain, where all the popular drinks and light lunches are served. We make practically all the candies we sell, in our own sanitary sunlit candy factory, where only pure and wholesome materials are used.

THE TEA ROOM

A well appointed—perfectly lighted—splendidly ventilated room, on the fifth floor, accommodating over 300. Service is maintained throughout the day, from 8:15 a. m. to 6 p. m. with special menus at noon and for afternoon lunches. The kitchen is modernly equipped—much of the cooking being done by electricity. An average of 500 to 700 people take lunch here every day.

THE FIFTH FLOOR

This large, well lighted section of the store is devoted to the display and sale of Household goods, Fine Chinas, Cut Glass, Pottery, Statuary, Laundry Supplies, Paints, Polishes, Cleaners, Wheel Goods, Electrical Goods, Dinnerware, Glassware and many other useful household articles.

THE FOURTH FLOOR

Here you will find a perfectly appointed Millinery shop where the latest creations of eminent designers are shown in advance of the season.

This section also includes the department of Furs, where handsome garments of beautiful furs in the latest styles may be purchased—ready-to-wear or to your order.

Art Needle Work and embroidery materials will also be found on this floor in most complete assortment.

You will find the newest ideas and the latest novelties displayed here—first.

Pictures and picture framing, and a complete stock of VICTROLAS and Victor records fill the balance of the floor.

TRUNKS AND BAGS

A large section of the basement devoted to the showing of a very carefully selected stock of dependable trunks and hand baggage, including both popular priced and high grade lines. We are the Lincoln retailers of INDESTRUCTO Wardrobe trunks, Steamers, Dress, Trunks, Hand Bags and Suit Cases, all of which are fully guaranteed.

HAIR DRESSING DEPARTMENT

Just from the women's rest room on the second floor, will be found an up-to-date, perfectly appointed Hair Dressing department, where milady may have her hair coiffed, nails manicured, scalp treated, face massaged in the latest and most approved manner, by experts. Children may have hair bobbed or nails manicured with the same care and attention.

THE STREET FLOOR

Besides those departments already mentioned, there are sections devoted to Laces, Trimmings, Embroideries, Hosiery, Handkerchiefs, Gloves, Neckwear, Toilet Goods, Ribbons, Notions, Buttons, which are carried in remarkably complete assortments at all seasons.

OUR CONVENIENCES

We have endeavored to provide every convenience consistent with good business, for our patrons. On the first floor, will be found Free Telephones and Free Checking stand for parcels, hand baggage, wraps, umbrellas, etc. Here is also located the "Lost and Found" window, where you may ask for things lost in the store and recover them if they have been found. On the second floor is the Women's Rest Room, with every modern convenience at hand.

The Wright Cafe

"The Right Place to Eat"

New Location, 129 S. 12th St.

All Old and New Customers Are Welcome

ERNEST F. WRIGHT, Proprietor

"Old Man Wright is Still on Top"

N. S.

CAFE

139 South Eleventh
Lincoln, Nebraska

Miller-Paine

LINCOLN, NEBRASKA.