

Lincoln---Capital of Nebraska, Home of the State Fair, the Educational Center of the Commonwealth, City of Beautiful Residences and Prosperous Business Establishments

"Lincoln--Its Attractions as a City"

By J. E. Miller, Mayor of Lincoln

You ask me to write of Lincoln and at the same time inform me that commerce, industry, education, churches and society must be eliminated. What have you left me but green grass, blue sky and folks?

The first two of these must also be eliminated, for while we all know that our fields and lawns are greener than those of any other place west of the Missouri and that our sky is bluer than that of any other section east or west, north or south, neither green fields nor bright skies are peculiar to Lincoln. They are the heritage of Nebraska, from the banks of the Missouri to the sand hills of the north-west.

What a land of delight is this in which we live! For some the altitude may be a little too high; for others too low. For a few our winters may be too cold and for others our summers too hot. We have not the mountains of our neighbors to the west, the abundant lakes of our neighbors to the north, or the seashore of the extreme east and west; but for average folks for the year 'round, all conditions considered, we have the best for health and comfort that the earth affords.

In the dog days we like to fish in the lakes of Minnesota; but who wants to spend the winter there? In January and February Florida and California attract us for a little while; but who would spend the summer there? Our grains, grasses and live stock have a greater value than all the metals of our western mountains and the fruits of the whole Pacific and gulf coasts.

Wealth of Climate.
But I do not want to boast, for all the world knows of our wealth of climate and soil. I only want to congratulate my fellow citizens of Nebraska.

Occasionally I have heard someone speak disparagingly of Nebraska; those who have lived all their days in the mountains and who do not appreciate our great plains and broad valleys; those who have lived among factories or mines and have no appreciation of our fields of golden grain and rich grasses, or those who have lived all their days in the narrow environment of great cities and can therefore have little understanding of the democracy which so fully permeates the social, business and political life of a great western state; but native sons and daughters of Nebraska are all loyal, and however far they may wander to see the rest of the world, they return, rejoicing that their lot has been cast in so goodly a land.

But, I repeat, I do not care to boast; but speaking to fellow Nebraskans, I do want to say, surely we have a great inheritance. As most of our wealth was a free gift, we can best express our feelings in the language of the 4-year-old boy who, upon the arrival of a baby sister, was asked whether he did not feel very proud, and replied, "No, not proud; just thankful!"

Conditions the Best.
It is hard to discuss the people of Lincoln without some reference to the conditions under which they live, the intellectual, religious, social and political atmosphere which surrounds them; for largely, we are creatures of environment, even though the environment is of our own creation. Almost two-thirds of my life has been spent in Lincoln, and someone may say I am prejudiced; but the one-third was spent in a goodly state, and much of it in a city not without natural and acquired attractions. It has also been my privilege to travel in other countries; but calmly and without hesitation I say no other state equals Nebraska; no other city attracts me as Lincoln does; and no other folks are equal to Lincoln's folks.

All things are not quite perfect in Lincoln. With all due respect to the pioneers who founded our city and whose deeds we this week celebrate, I venture to say that it would have been better if they had planted the city a little farther east and south; but we are now overcoming the disadvantages of the Salt Creek bottoms, and soon, I hope, all that part of the city not actually used by the railroads will be public parks.

The checkerboard plan borrowed from William Penn's Philadelphia was unfortunately everywhere the standard for cities in the period when Lincoln was founded, and while that was an improvement on the cow

paths which determined the direction of streets in many cities of an earlier period, it was nevertheless far from ideal. If to our straight streets east and west, north and south, we had added wide, diagonal avenues, we would have saved much present inconvenience and future expense.

Learn Better Planning.
In recent years, we have been learning to do better. Our latest additions have wide boulevards and winding drives which make for convenience and comfort and appeal to good taste.

We were slow to appreciate the need of public parks. Our streets were wide and we had open prairie all around us, so that many good people honestly thought that parks would never be needed. We have learned better, however, and now we are progressing toward a real park system.

We have many miles of perfectly paved streets, but a few that should have been paved years ago remain dirt roads. When we take our guests about the city we avoid these unpaved by-ways for in our fierce democracy we have no way to correct this blemish without the consent of abutting property owners.

In the matter of sidewalks, I say it with all proper humility, Lincoln has much to be ashamed of. We have argued, quarreled, resolved and legislated about sidewalks for thirty years and yet we are far from perfect. We have followed neither straight nor curved lines. Until very recently each property owner has done about as he pleased. Lot lines, street lines and grades have all been ignored. The result is that as a whole our sidewalks are worse than those of any other city, large or small, I have ever visited.

All Are Not Perfect.
While I am cataloging my deficiencies and shortcomings, I want to be careful not to miss anything, but to make the list complete. I want to lay a proper foundation for the other and pleasanter part of my story. I must admit, therefore, that we have a few folks in Lincoln who are not just perfect. They don't intend to be wrung-headed, but, due to early influences which they have not been able to get away from or forget, they lag behind Lincoln's present standards. Some of them—not all—have grown rich, and for that they take all the credit to themselves and declare on all occasions by word and deed, "What's mine is mine." They object to good pavements, public parks and modern school buildings. Some of them live in personal luxury, but they would have municipal affairs conducted on a poverty basis. They object to paying taxes and their names are seldom seen on subscriptions for charitable or other community benefits. There will be fewer of such individuals in the next generation, and Lincoln has less than its proportion, even now.

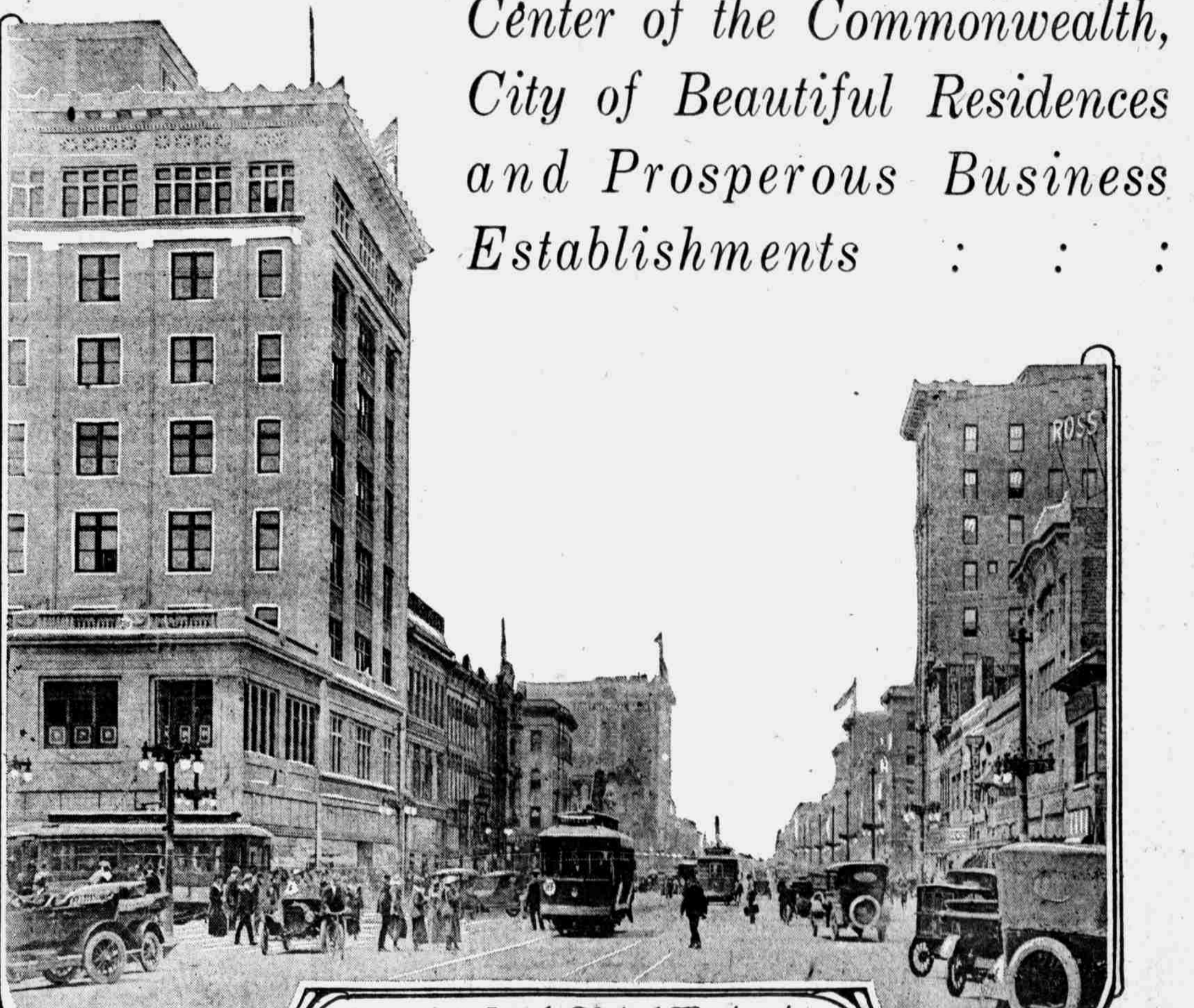
And now I have told you the whole of the dark side of my story. Everything else in or about Lincoln is just right. We have no slum district; not even a section of the city set apart for poor folks. Some poor and unfortunate we have, to be sure, and a few are with us who are unthrifty and shiftless, but relatively very few. A large proportion even of those we call poor own their own homes and cultivate their own gardens. We have no very rich. I have no personal objection to riches, but the absence of great wealth has saved us from some troubles and many temptations.

Lincoln has many churches—Protestant, Catholic and Jewish—and all unite in works of charity and benevolence.

City of Churches.
Lincoln is certainly a religious center. Religion may not mean the same thing to all those who in some form profess it, but Lincoln's churches have certainly had much to do with making our city a good place in which to live.

Lincoln has benefited greatly from being the political center of the state—the center of state government. Governors, judges and other state officers are sent here for a few years, and many of them electing to remain when their terms of office have expired, help to raise our average of intelligence and character.

Of Lincoln's many attractions as a place to live, perhaps its schools rank first. From the very beginning, the university has had a profound influence upon the character and ideals of Lincoln people. Not only the wealthy



Lincoln's Lively Retail District

and the moderately well-to-do, but even the poor—sometimes the very poor—have taken direct and full advantage of the opportunity it offers. Hundreds of our best young men and women have profited by it, and many of like character from other parts of Nebraska and other states have remained with us after graduation, and to our great benefit.

Of Benefit to All.
But the benefits of the university are not confined to those who are able to take direct advantage of its courses of instruction. Through lectures, clubs and ordinary social and business intercourse, university men and women have had a wide and elevating influence.

For awhile, Lincoln's public schools lagged behind; but, thanks to the far-sightedness and courage of recent school boards, we have made rapid progress, and now can safely say that our schools are equal to the best.

But I have no intention of discussing Lincoln's educational institutions, except by way of calling attention to the great part they have had in making this a most desirable place to live. I believe that the university has attracted more families to Lincoln than any other influence. Many have come for business, professional and social reasons; but many more have come that their families might enjoy the direct and indirect advantages of the university.

I cannot claim that Lincoln is the commercial center of the state. We are not lacking in commercial advantages, in commercial ambition, and in a considerable measure of commercial success; but we take off our hats to the metropolis of the state and have our share of pride in its success.

In all modesty and humility, may I not claim that Lincoln is the religious center of the state, and that this one of our attractions as a city? The political scepter remains with us, and is likely to remain despite the efforts of a few envious rivals; and that is an attraction by no means to be despised.

No one will deny our prestige in educational lines when we remember that, in addition to the state university, we have Wesleyan, Cotner and Union college almost within our city limits. It would seem that this advantage is always to ours.

Many Attractions.
What are Lincoln's attractions? Churches, schools, a high average of education and culture, commercial success as evidenced by exceptional wholesale and retail business buildings and a commercial club quartered in its own magnificent home; lodges and fraternal societies with fine temples and buildings of their own; many fine private residences and thousands of modern comfortable homes, surrounded by lawns and gardens, and all located on wide streets and boulevards; an abundance of clear, wholesome water supplied at a moderate price; electric current for heat and light at 5 cents per kilowatt hour for the smallest consumer; well paved and well lighted streets; a low tax rate for everything but schools, and of that we are not ashamed; a very small municipal indebtedness, and a patriotic citizenship as evidenced by enlistments in the officers' reserve corps, the regular army, the National guard and the navy, and evidenced also by the cheerful and enthusiastic response on the recent registration date. A wisely generous and charitable citizen-

Fair Week Entertainment Down Town

This year there will be plenty of entertainment down town for those who do not care to go back to the fair grounds in the evening to see the evening show and the fire works. Two new theatres and possibly three, will greet the people when they come to the Nebraska exposition of 1917. The former Orpheum theatre building which was vacated some time ago and the Orpheum programs moved into the brand new building built expressly for the Acme Amusement company. Since that time the old building has been used as a motion picture house under the name of "The Majestic." The lease on the building expired this summer and the owners, Kimball Brothers, the monument men, have entirely rebuilt the building on the inside and have placed a new front on the outside facing O street.

This is now one of the finest theatres of the kind in the west. A fine \$10,000 pipe organ has been installed and an orchestra secured which makes the musical part of the programs almost perfect. The shows consist of the very highest class vaudeville and two acts of high class pictures. The house is under the management of L. M. Garman, Lincoln's live wire along amusement lines which is an

zension is evidenced by the Young Men's Christian association building, the Young Women's Christian association building, the Charity Organization building and the large sums contributed annually for their support. It is demonstrated also by our contribution toward the past thirty months to Belgian relief, by our contributions for the support of French orphans, by our more than 22,000 members of the Red Cross and our contribution to that cause of \$27,000 and our decision to do our part toward the \$100,000,000 fund by giving about \$40,000 more.

Men and women of Lincoln, native and foreign born alike, are not only loyal to their city, but to the state as well. Men and women of Lincoln have a public spirit that prompts them to support with all liberality all community enterprises.

Men and women of Lincoln are democratic, not only in theory, but in all social and business affairs as well.

All Are Loyal.
Men and women of Lincoln have a high average of education and intelligence, as evidenced by their leadership in many social and political movements. The successful inauguration of state-wide prohibition and the partial success of the woman's suffrage cause illustrate this contention.

If you are just beginning life, Lincoln offers you wide educational, professional and business opportunities. If you are in the midst of your career and want a wider field for your energies, Lincoln will welcome you. If you have accumulated all that you need of worldly goods and want to spend your remaining years in the best possible social conditions and physical surroundings, where every opportunity is afforded you to serve your fellow man, make your home in Lincoln. J. E. MILLER.

indication that there will be nothing but the best all the time.

New Movie House.
A new motion picture house just west of the new theatre for motion pictures with the popular 5 and 10 cent prices, is another new amusement house which will also be under the management of Mr. Garman and will be a family house where the whole family can afford to come at a popular price and see the best in pictures. Mr. Garman will still run his popular "Strand" theatre on the south side of O street.

The new Orpheum theatre over on Twelfth and P streets is what can really be called a "dream." When the Acme Amusement company concluded to build on P street many were the prophecies that it would not do for "you won't be able to get the crowds to go over there for they ain't used to it." However Manager Frank Eager, who never is afraid to take a chance, believed that the move would be a good one and his judgment has been vindicated several times over for the new Orpheum has shown that but one mistake was made by Colonel Eager in his diagnosis of the theatrical problem of P street, and that was that he did not build larger, for times without number this beautiful palace has been crowded to the doors and the "S. R. O." sign has been in evidence quite frequently.

The new Orpheum is a beautiful theatre, in fact one of the most beautiful in the west and the seating of the same gives a feeling of comfort not only in the high priced seats, but back in the gallery. The programs for fair week will be of the first class, the best that can be secured for the week of high class vaudeville from the regular circuit on the last half of the week, while the bill for the first half will be of the best.

Old Kentucky.
The Oliver theater has been fortunate in securing for the fair week run that popular old play, "Old Kentucky." Manager Frank Zehrung could not have secured a more appropriate bill for fair week. This is the play which made Jacob Litt, its author, popular and lined his exchequer with millions of dollars. The play as many know is laid around the race track. Four real Kentucky blue bloods who have won laurels on the race track are with the show. These horses will make all lovers of good "hoss" flesh happy when they see these old racers as they appear on the stage on the race track. A real race and real conditions as were shown around the races in the old Kentucky days will be in evidence, and what is fine about the whole thing is that popular prices will govern the entire week. A pickaninny band is another feature of the show.

There will be plenty of other theaters for the people to attend. The ever popular home of Mary Pickford, known as the "Magnet," will have an especially fine program. The exceedingly popular little theater on the south side known to every man, woman and child in Lincoln as the Palace and run by the Hillman & Sandlovich Amusement company, which always goes farther to get pop-

ular programs than most any theater in its class, will have an especially fine run of pictures, while the Wonderland, the Lilly and the Muse all will do their part in the entertainment line.

Plenty of Entertainment.
With one theater of the regular line, one with entire vaudeville, three with mixed vaudeville and pictures and four more with entirely pictures, it would seem that the people attending the fair would have plenty of chance to be well entertained.

On top of this will be the ever popular Capital beach, with its swimming pool of nice fresh salt water, the big lake for boating, band concerts, outside theatrical shows, base ball games and every conceivable kind of amusement, one of the most beautiful resorts of its kind in the west, with nice shade, fireworks in the evening, good car service and what is always welcome, one of the finest cafes connected with any amusement place in the country. Capital beach is a gem and no state fair visitor can afford to go back home without at least taking one visit to this very popular resort.

Lincoln History Condensed

Darwin Peckham began the manufacture of salt in Lincoln in August, 1861.

The cornerstone of the present Lancaster county court house was laid in 1877.

W. T. Donovan, J. J. Forest and A. F. Wallingford were the first county commissioners.

The Pioneer hotel at Ninth and P streets was Lincoln's first hotel. It made history in its days.

The first letters of administration in Lancaster county were issued in 1860, covering the estate of Henry Cramer.

Lancaster county was organized in 1859. In 1861 the first election was held and twenty-three votes were cast.

Lincoln was laid out as a town-site in 1861, under the name of Lancaster. In 1864 it had a population of twelve.

In 1874 the Lincoln City Library was founded, the fund being \$300 appropriated by the city council to give it a start.

The first religious services held in Lincoln was by Rev. M. F. Platt, at a spot near where O street crosses Salt creek, in May, 1861.

The first insane asylum burned in 1871. It was about to tumble down, anyhow, and one historian insinuates that the insurance money was an item.

The first marriage license issued in Lancaster county was made out on the 22d day of September, 1866, to Alexander Burd and Mathina Porter, who were wedded three days later.

The capital of Nebraska was removed from Omaha to Lancaster in 1867, and the name of the town was changed to Lincoln. At that time its population numbered thirty.

In 1870 Lincoln had but one school house, a small brownstone building on Eleventh street, between Q and R streets. The city jail was then a dugout on O street, west of the post-office.

Lincoln women took part in the "crusade" of 1873, and, while they did not succeed in establishing prohibition then, they did get an ordinance passed forbidding the presence of women in saloons.

In the fall of 1868 the republicans and democrats each planted a flag pole at Ninth and O streets. Something happened to the republican pole, and no one has yet told who it was.

Lincoln is one of the finest railway centers in the west. The chief roads of the east touch Lincoln, and the main branch lines radiate in all directions. They reach the Puget Sound country, the Texas Gulf coast, the southern ports and the Great Lakes region, with equal facility.

Because there are so many roads radiating out of Lincoln, the switching facilities are excellent. Freight rates have been brought as low as possible, so that the jobbers of Lincoln are able successfully to serve a very wide area of trade territory.

Special merchandise trains are operated daily from Lincoln throughout Nebraska, northern Kansas, Colorado, the Black Hills country, the Rosebud country, Montana, and the entire Pacific coast.

Of 914 railway stations in Nebraska, 774 are nearer Lincoln than they are to any other jobbing center. Passenger or freight trains arrive or depart once every eight minutes throughout the twenty-four hours of the day.

The first line of the Burlington was completed in 1871. Today the Burlington, the Rock Island, the Northwestern, the Union Pacific, and the Missouri Pacific enter Lincoln.

Lincoln is the Center of Railroad Activities

Little Lines About Lincoln

Manufacturing.
Nearly \$23,000,000 of goods formed the output of Lincoln's manufacturing in 1916.

Lincoln is one of the two largest butter-making cities in the country, and has the largest creamery in the world.

Lincoln has the largest paint factory west of the Mississippi river.

Lincoln has the largest broom factory west of the Mississippi river.

Lincoln is one of the largest manufacturers of gasoline engines in the United States, and no engines are so widely distributed throughout the world as the Lincoln-made engines.

Jobbing.
As a jobbing center the volume of business done by Lincoln wholesalers in 1916 exceeded \$52,000,000.

Lincoln is one of the largest centers in the United States for creamery products.

Lincoln is the greatest fruit market in the Missouri valley.

Lincoln is one of the largest jobbing centers for threshing machines in the Missouri valley.

Educational.
Lincoln is the leading educational center of the west, having a student population of 8,500.

Its leading educational institutions are:

University of Nebraska, embracing seven colleges, including the College of Agriculture, which has a separate plant located two miles east of the main university.

Nebraska Wesleyan university, the central college of the Methodist Episcopal church in the west.

Cotner university, founded and maintained by the Christian church, a strong denomination in this section. Union college, headquarters in the west of the Seventh Day Adventists. Nebraska Military academy.

Two important business colleges. Three thriving conservatories of music.

Private finishing schools for girls and boys.

State Government.
In Lincoln are located: The state capitol, the state university, the state agricultural college and experimental farm, the state historical society, the state penitentiary, the state orthopedic hospital, the state hospital for the insane (one of three), the state fair, three-fourths of the political conventions are held in Lincoln and all of the state officers are required by law to maintain residences in city.