

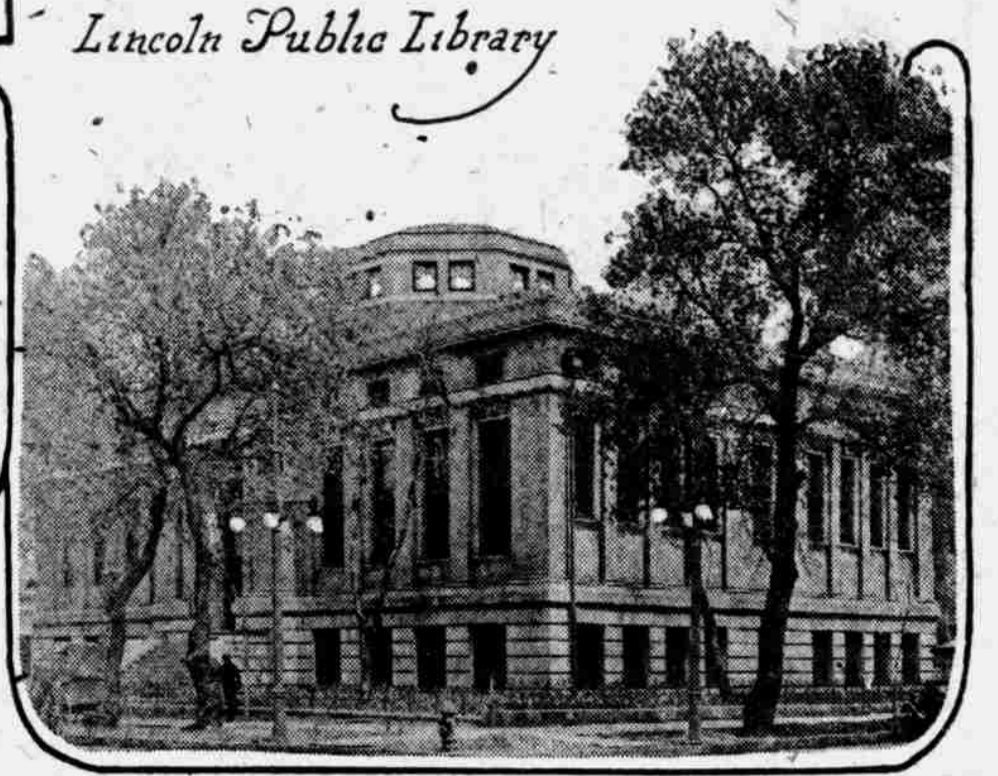
# Lincoln's Beautiful Public Buildings



Lincoln City Hall



New High School Building



Lincoln Public Library

## BUSINESS SCHOOL HAS NEW COURSES

Will Take Up Big Business Helpers That Will Aid Greatly if War Causes Shortage of Men.

"The qualified office help situation is the most critical at present that we have ever known it to be," declared President T. A. Blakeslee of the Nebraska School of Business, Lincoln, in an interview for the press a few days ago. He then went on to relate the difficulties experienced by his institution in its endeavor to supply the employing public with all the competent help that it asked for. Carefully tabulated statistics on file in Mr. Blakeslee's office go to prove the truth of his assertion. That despite the unusually large number of bookkeepers and stenographers produced by his school the past nine months, it has been impossible for his employment bureau to supply more than one-fourth of the calls for help, so heavy has been the demand. It may be difficult for the skeptical to take this without the proverbial "grain of salt," but the figures on file are convincing, and those interested are invited to investigate.

### To Have Fewer Employees.

Realizing that many business firms are going to have to operate with relatively fewer employees, the coming year than ever before, the management of the Nebraska School of Business has installed at considerable expense the latest of labor-saving and efficient devices used in the modern business office. Expert instruction is offered to students in these various courses, and business men of Lincoln are becoming much interested, even to the extent of letting off some of their employes for an hour or two each day, in order that they may enroll for these special courses and become the more efficient.

A few years ago this practice of going to school "on the boss's time" was a thing unheard of; but the modern employer has not been slow to see the economy involved. If by taking the special work for an hour or two each day for six months the clerk or bookkeeper becomes twice as efficient as formerly, the employer is money and satisfaction ahead. Besides, if it becomes necessary for him to run his business with half the clerical force he formerly employed, it naturally followed that each employe must do twice his former amount of work, unless business is to suffer.

In addition to courses offered in such new labor-saving devices as the shortwriter, the ledger-posting machine, and the automatic calculator (sometimes erroneously called the "comptometer"), the regular courses will be offered in shorthand, typewriting, normal training, civil service, bookkeeping, banking, farm accounting, commercial law, business English, arithmetic, rapid calculation, penmanship and pen art, office practice, etc.

The same reliable and highly efficient faculty will be found on duty this coming season, as formerly. The whole institution has been put in prime order, and all things are ready for an unusually heavy fall enrollment.

### Lux Manufacturing Co. Making Rapid Growth

Some one has said that "nothing succeeds like success," and the rapid growth of the Lux Manufacturing company since it came under the management of G. H. Lux would prove the saying true, at least in this instance.

The company was first started about three years ago and was known as the Zimmerman Manufacturing company. Soon after its organization Mr. Lux purchased a half interest in the business and last May secured the entire stock. Under his management the company has rapidly increased its output until today it is one of the most flourishing business firms of its size in the city of Lincoln.

The company, situated at Twenty-third and X streets, on the Missouri Pacific tracks, employs fifteen men at the present time, although the capacity of the plant would give employment to many more. However, men are hard to find and the kind that is required by the Lux people must be mighty good. The company does a general sheet metal work, making a specialty of reconstruction and repair of automobiles. Old dilapidated affairs that would seem to have out-lived their usefulness are made to look like new machines, under the system of reconstruction used by the company.

### Suburbs Big Factor In Growth of Lincoln

Lincoln is surrounded by suburbs, industrial and educational. The chief industrial suburb is Havelock, where the great Burlington shops are located, employing over 1,500 men.

The suburbs which are the seat of educational institutions are College View with its Union college, Bethany with its Colner college, and University Place with its splendid institu-

tion, the Nebraska Wesleyan university.

These colleges, together with the University of Nebraska and the various business colleges in Lincoln proper, actually bring a great flood of students to Lincoln and its suburbs, so much so that the entire city and its suburbs take on the appearance of a great cultural community of students and educators.

### Uni-Lectric System Attracts Attention

The Uni-Lectric Light and Power plant will be of great interest to visitors at the state fair. Knowing that nowadays there are thousands of people anxious to install a plant in their homes where they may be able to burn from one to fifty lights, and that is what we claim can be done with this wonderful machine. The demand for electricity for both lights and power is universal. We are sincere in our belief that the Uni-Lectric system, some three years ago, marked the arrival of the first truly practical home size plant.

### Founders' Plans Care For Increasing Population

The city of Lincoln has more people today within five miles of its post-office than the entire state had when the city was surveyed and laid out. Yes it has more people by half. When Lincoln was surveyed the entire popu-

lation of the state was 40,000. Now the population of Lincoln alone is something like 65,000.

The founders were wise, however, and had an idea the city would grow. They laid it out with wide streets, and planned the entire plat with a view to accommodating a big population some day.

Indeed They Do. Little Willie, although not much of a singer, has the spirit all right. He was

reading an especially erratic version of "Columbia, Gem of the Ocean," the other evening, and an entirely new, though suitable, interpretation of the words of the song. He began: "O Columbia, gem of the ocean. The home of the brave and the free—" The listeners withstood several painful lines of this, and there wasn't a break. "A world offers homage to thee," he screamed. Then came the triumph of the song. "Thy banners make Germany tremble." And the little group of listeners broke out into cheers.—Indianapolis News.

## Help! Help!

During the past several months we have had approximately four times as many calls for office help as we could fill. That means over four hundred more people could now be holding positions at good salaries had they prepared themselves in our school. A GOOD POSITION FOR EVERY ONE WHO QUALIFIES PROPERLY. Courses in Stenography, Bookkeeping, Farm Accounting, Banking, Civil Service, Commercial Teaching, etc. Modern Equipment; Best of Instruction; Happy Environment; Low Tuition Cost. Improve your time. Start now. Beautiful Catalog "B" free for the asking. FALL TERM OPENS SEPTEMBER 3, 1917.

**Nebraska School of Business**  
T. A. BLAKESLEE, President. H. F. CARSON Secretary.  
Corner O and 14th Sts., Lincoln, Nebraska.

# FIVE REASONS

Why the Twentieth Century Farmer Is a Practical, Reliable Live Stock Paper

E. Z. Russell, Editor, has been a breeder of pure-bred hogs for more than twenty-five years. For a number of years he was superintendent of swine at the Nebraska State Fair. He was general manager of the National Swine Show last year and has been again appointed to fill this position this year. He is in constant demand during the fair season as a judge at the various state fairs and other shows. His articles on hog cholera and tuberculosis are considered authoritative among college men and veterinarians.

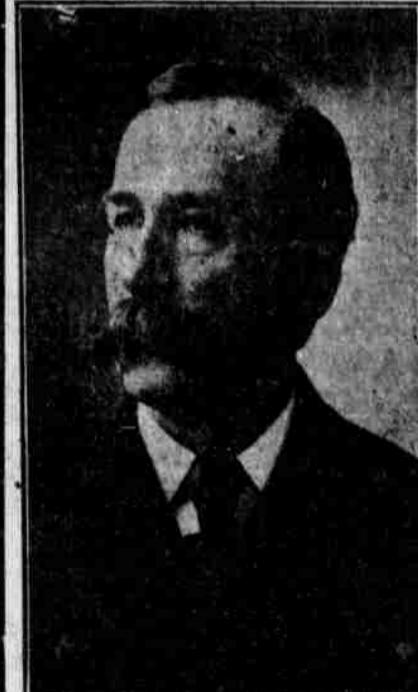


E. Z. RUSSELL

Dwight Williams, circulation manager, is another live stock enthusiast. He has one of the best herds of pure-bred Holsteins in the state and is manager, for the second year, of the Nebraska Holstein Breeders' Consignment sale. He knows the black and white cattle from A to Z, and his biggest ambition is to make Nebraska the best dairy state in the union.



DWIGHT WILLIAMS



G. W. HERVEY

G. W. Hervey, Associate Editor, was born and brought up on a pure-bred sheep farm in Ohio. He came to Nebraska in the early days and has taken a prominent part in developing the sheep and cattle industries of the state. He has bred pure-bred sheep and cattle on his farms and ranches at various times, but is now retired from active participation in the breeding business. He has a fund of practical experience from which he draws for his live stock articles and keeps abreast of the times by close attendance at all live stock meetings and conventions he can possibly attend. He judges the sheep at a number of the good fairs.



G. E. HALL



H. A. SEXSMITH

G. E. Hall, for a number of years live stock field man for the Twentieth Century Farmer in the territory north and west of Omaha in Nebraska, is another live stock enthusiast. He has a few head of pure-bred hogs on his place and is training up his boys to take care of them right. Mr. Hall is superintendent of the cattle department of the Nebraska State Fair this year, as he was last, and says we are going to have one of the best cattle displays that has ever been held in the state.

H. A. Sexsmith, live stock field man, has been a breeder of pure-bred sheep and later of hogs. They say that when he used to show his stock at the fairs it was mighty hard to beat. He covers the territory east and south of Omaha in Nebraska and Iowa, where he is very well known, as he has traveled over this same ground many times since he has been on the road.

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