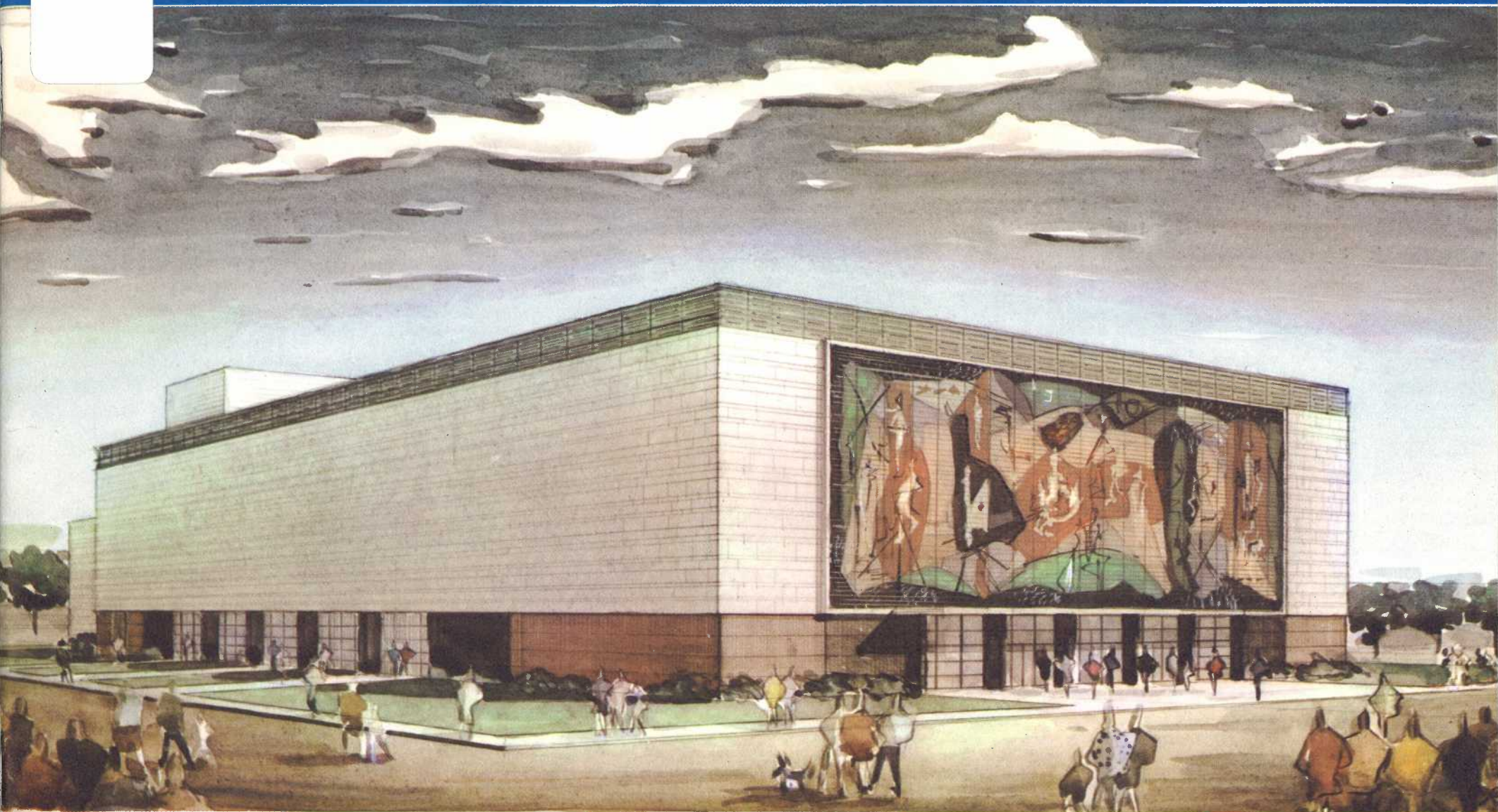


725.83
P466m
C.3

PERSHING MUNICIPAL ★ ★ ★ AUDITORIUM ★ ★ ★



LINCOLN, NEBRASKA

NEBRASKA STATE
HISTORICAL
SOCIETY

725.83

P466m

c.3

Violet Gulley

Gift

With great pride, Lincoln chose in the naming of its new auditorium, to honor one of the city's and state's outstanding military leaders and statesman, the late Gen. of the Armies John J. Pershing. His illustrious career, including commander in chief of the American Expeditionary Forces in Europe during World War I, ended with his death in 1948 at the age of 87. His connections with Lincoln and Nebraska are many and the old Pershing family home at 1748 B still stands, although it has passed now into other hands and uses.



In the Beginning



Fire swept with destructive force through the old red brick Playhouse at 13th and M in the early hours of April 15, 1928.

But this burning of Lincoln's memorable auditorium was not to be the end of the many things it meant to the city. Rather, 11 years later, the fire proved but a spark igniting within the citizenry a spirit of achievement culminated today in the magnificent Pershing Municipal Auditorium.

However, 19 years elapsed between 1938, when the first thoughts of a new auditorium developed within the membership of the American Legion, and the 1957 opening of Pershing Municipal.

At the request of the Legion, the City Council submitted to the voters on May 2, 1939, a proposal to levy a tax of \$75,000 annually for the next 10 years for an auditorium and to open 15th Street.

Voters endorsed the proposal but the funds proved insufficient. Authority was sought and received on May 6, 1941, for a proposal providing the same \$75,000 annually but extended over 20 years.

The city's first Auditorium Advisory Committee was appointed Feb. 13, 1940, and consisted of J. W. Kinsinger, Dr. Charles H. Arnold, T. B. Strain, Charles Elce and Frank H. Woods. Shortly thereafter, John K. Selleck was also appointed.

The year 1941 was one of hope and progress as the 15th and N site was purchased, the 15th Street opening was pushed and plans submitted for a \$900,000 auditorium.

Following the plans by six months, World War II suspended auditorium

activity. The postwar era brought increased costs and voters responded May 3, 1949, with approval of an additional \$1.5 million for the auditorium.

During this period, the city had the active help of an American Legion committee composed of Dr. Charles H. Arnold, John F. Lawlor, Myron D. Noble, George X. Smith, James D. Reed and Clarence L. Clark. Their work followed the efforts of such other Legionnaires as Rolla Van Kirk, A. C. Eichberg, Virg Kittrell, Sam Smith, John Curtiss, Oakley Cox, Bernie G. Clark and many others.

But disappointment seemed predestined when, in October of 1950, a combination of low bids for the new auditorium totaled \$2,623,888. Exceeding the city's estimate, the bids had to be rejected.

Once again, the Council turned to the voters but on June 17, 1952, was denied authority to issue another \$750,000 in bonds.

Another stumbling block, an acute steel shortage, lasted until Jan. 7, 1953. The following February the City Council appointed a new Advisory Committee composed of Flavel Wright, Grace A. Trott, Archie J. Baley, Dean A. L. Forrest and Myron D. Noble. The City Council also employed Benjamin Moore of Spokane as a consultant.

The group recommended abandonment of previous plans for a theater and sports arena combination building. Committee studies led to submission by the architects in September of 1954 of plans for a multi-purpose structure.

It was March 22, 1955, when final plans for the Pershing Municipal Auditorium were adopted by the City Council. Approval in May of 1955 of contracts totaling \$2,093,689 for construction of the building was the final climax to the past 17 years of dreaming and working.



Fulfilling a long-felt need, Pershing Municipal Auditorium brings to Lincoln the facilities to attract many great local and national events.

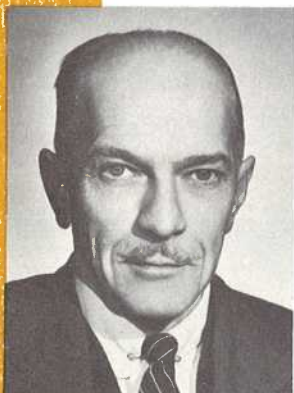
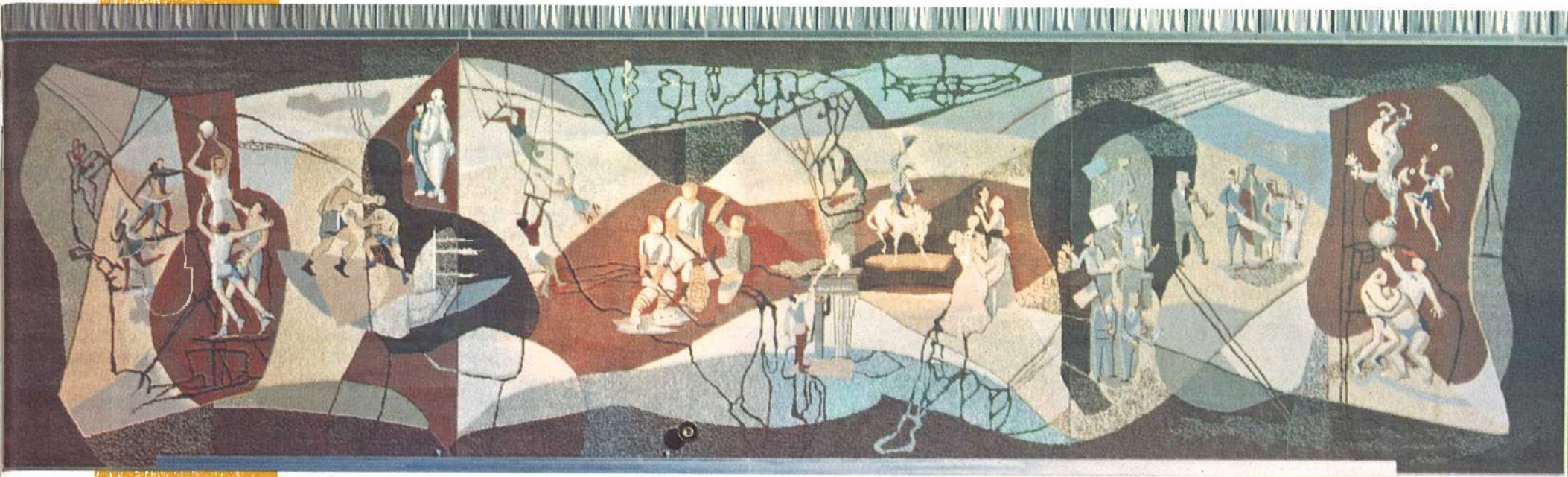
Multipurpose in design, the building can accommodate a highly diversified variety of activities. It is hoped the new auditorium will soon assume its rightful place in the community as a center of activity in the fields of religion, culture, education, entertainment, agriculture, industry and government. Its ultimate success rests with the support of the entire community—not only from the standpoint of attendance at attractions, but also in the full use of the building by local groups as well.

The beautiful arena is designed to bring to Lincoln area residents stage attractions, legitimate music, conventions, expositions, trade shows, sports events, and many other types of entertainment. It should also serve as a gathering place for large local meetings by church, civic and political groups.

There can be little doubt the new auditorium will have considerable effect on the economy of the community. Major attractions such as Ice Capades, the Auto Show, Home Show and others are expected to bring many thousands of people to Lincoln throughout the year. Of equal importance, the excellent facilities for conventions should also see the influx each year of many new delegates to attend state, regional and national conclaves here. Many conventions which have not met in Lincoln in the past are expected to avail themselves of these fine facilities. Other conventions, because of the large exhibit area in the building, are expected to demonstrate a steady growth in the years to come.



The purpose of the auditorium is simple. It is a well-designed, highly versatile structure capable of performing a broad variety of services to the public. It stands as a monument to the confidence and faith of Lincoln residents in the future of their city—built for their use and pleasure, and of many generations to follow.



Leonard Thiessen



William Hammon

To be known in the future for many things, the Pershing Municipal Auditorium already occupies a place of distinction among buildings of its class.

This point of pride for Lincoln is found in the ceramic mosaic tile mural which decorates the front of the auditorium. Measuring 140 feet, 8 inches wide and 38 feet, 3 inches high, the mural is the largest work of its type ever undertaken in the United States.

In their creation the mural designers, Leonard Thiessen and William Hammon of Omaha, present a montage-type of work depicting the many activities to be seen with the building.

More than 763,000 individual pieces of tile, each of them one square-inch in size, went into the mural. The panel was constructed by the Cambridge Tile Co. of Cincinnati, O.

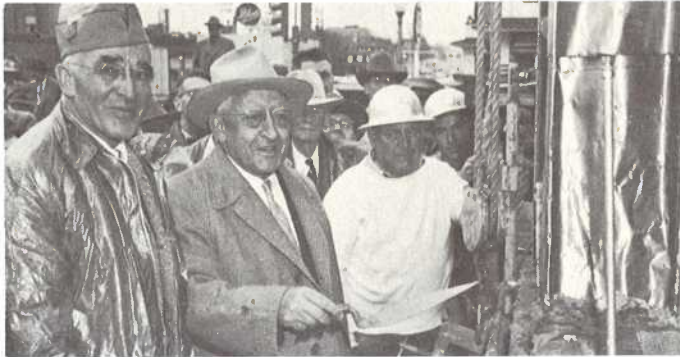
Some three months were spent in construction alone. The mural was assembled in one by two foot sections and shipped to Lincoln.

Working from numbers on the back of each piece rather than sight of the picture, tile setters mounted the sections against a plaster base on metal channels projecting out from the building.

Installed for little more than the cost of stone, the mural has a life expectancy equal to that of the building.

Forty different shades of color, delicate and subdued, are found in the design. Mural builders have confidently predicted the work of art will be widely copied.

Construction...



From the time bulldozers removed the first tree from the building site until workmen applied the final touch of the paint brush, construction of Lincoln's sparkling new auditorium had lasted nearly 22 months.

Interested citizens watched the activity in anticipation of future shows which would be scheduled in the new Pershing Municipal Auditorium.

Construction work got underway shortly after the City Council approved the final auditorium plans in April of 1955.

The first equipment moved into the 15th and N Streets location on May 4 and began removing trees and old sidewalks.

Huge earthmovers began excavation of the basement early in June and by the end of the month had left a gaping hole in the square block area. Work proceeded on laying footings for the concrete walls.

The basement walls began taking shape early in July and were completed by mid-August. Construction workers then started work on the basement flooring.

Plumbing and heating facilities were installed during this time, and by late February the basement was virtually completed.

Then acrobatic work that found sidewalk superintendents and photography fans working overtime got underway.

Trucks began carrying huge sections of structural steel down Lincoln streets towards the auditorium on March 2, 1956.

And as men and machines put the girders in place, the steel skeleton of the city's new auditorium took its place in Lincoln's skyline.

The framework was approximately half completed by April 1 and the steelwork operation was finished by the first of May.

Meanwhile, workmen started laying concrete for seating and platform beams in the arena. Masonry work on the outside of the building got underway.

The buff-colored brick at the stage end of the structure was put in place.

April 23, 1956, a Monday, dawned cool and wet in Lincoln. But despite the rain, it was Auditorium Corner Stone Laying Day and a significant date in the Capital City's history.

Mayor Clark Jeary and Dr. Charles H. Arnold, a member of the original American Legion Auditorium Committee, were principal speakers.

The red granite cornerstone put in place on the northwest corner of the building weighs 300 pounds and is three feet high and five feet wide.

A copper box inside the stone contains a picture of the artist's conception of the auditorium, building specifications, microfilm reproductions of clippings on the auditorium history, the day's official weather forecast, lists of the 1939 and 1956 City Council members and the American Legion Post No. 3 committee names, newspaper clippings of the ceremonies and a tape recording of remarks made at the dedication.

Work progressed on the outside of the building. The mural was started early in September and was completed in approximately a month.

By December 1, as winter closed in, the auditorium exterior was completed and work inside progressed rapidly.

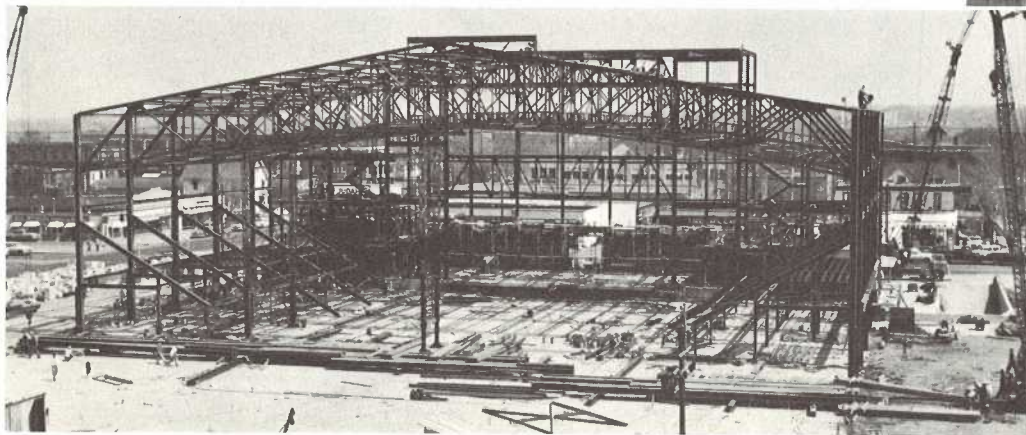
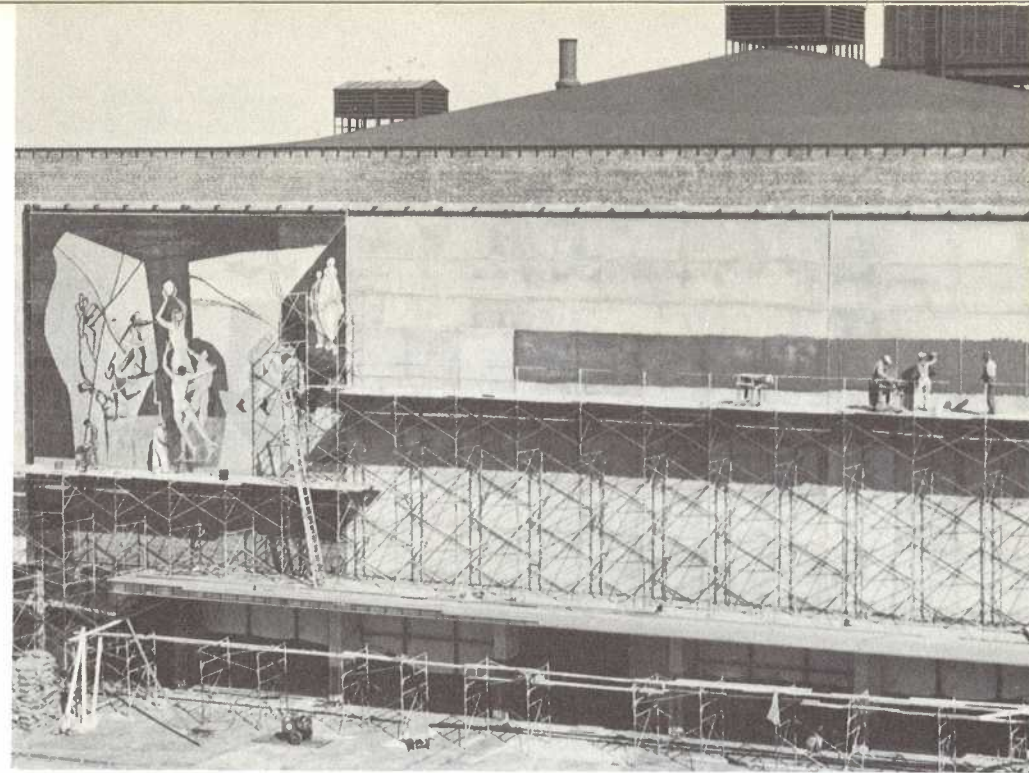
The ice floor had been completed in mid-October and the last section of the aluminum ceiling was put in place and installation of permanent seating completed by January. The permanent seats in the arena were all installed in February.

Then the finishing touches that make a building beautiful.

The arena and exhibition hall were painted. The concourse was sprayed with Vitro Glaze cement enamel—tile was laid in the front lobby.

Auditorium Manager Don Jewell experimented with making the first ice and gave other equipment a final check.

Then opening day, a dream realized. The modern building opened for public inspection. And Lincolmites attended the first show in Pershing Municipal Auditorium.



THE ARENA



The heart of Pershing Municipal Auditorium—the multi-purpose arena—displays none of the coldness so common to arenas of such size. The light ceiling, pastel green walls, padded seats and excellent lighting system all combine to present a warm, theater-like atmosphere which will heighten the enjoyment of stage shows, sports events and other auditorium activities.

Most important, the acoustics are virtually perfect.

The fixed seating capacity surrounding the main auditorium floor is 4,570. Another 2,250 chairs can be set up on the flat floor and the stage will hold 800 chairs, making a total auditorium seating capacity of 7,620. With the use of risers on the main floor, however, as many as 8,000 persons will be able to watch a boxing match at one time.

Virtually any type of auditorium activity can be staged in the arena. The building is equipped to handle road shows, legitimate stage productions, opera, musical concerts and a variety of athletic events.

Even the circus hasn't been neglected. The floor is 90 feet wide by 181 feet long, allowing sufficient space for a three-ring show. Ring and trapeze inserts in the floor and walls and the 50-foot high ceiling make a circus event possible.

The ice floor, 80 feet wide by 165 feet long, is adequate to handle any traveling ice show and ice ballet productions. For commercial skating and hockey events, the floor will be surrounded by wood protective barriers and protective screens.

Ice is made by circulating cold brine through a maze of eight miles of pipe under the concrete floor and spraying the area with water. The process takes about 24 hours.

To remove the ice, the brine is heated and circulated through the piping. A tractor with a cultivator-type tool on the rear loosens the ice from the floor. Two pusher blades, each eight feet wide and two feet high, are mounted on the tractor and a jeep to push the broken ice toward the stage and into two traps on either side of the stage. The openings are eight feet wide and two feet high and the traps 17 feet deep and 12 feet wide.

Steam heat units melt the ice and the water is drained away. The removal process takes approximately one hour.

Portable goals and a basketball floor will be set up to handle ball games. The floor contains inserts for the erection of equip-

ment for tennis, badminton and volley ball events.

Lights in the aluminum ceiling can be pre-set in a variety of arrangements to provide any degree of lighting on the arena floor. The fixtures for 120 bulbs of 1,500-watt power each and 168 bulbs of 500 watts can provide up to 85 foot candles of light on the arena floor.

House lights are controlled by an operator seated at a console table at the top and rear of the arena.

An excellent Altec-Lansing sound system will carry words and music to all parts of the arena simultaneously and at a common level. All the speakers in the arena are located behind the wooden screens above the 70 by 25 foot proscenium opening of the stage and are directed at different sections of the audience.

The sound can be piped to public portions of the building and to the dressing rooms where artists will receive their cues. A phone system connecting the console table with the stage will permit the console operator to advise the stage manager of reception at the rear of the building.

The auditorium also is equipped with a phone cuing system. Ten outlets in different parts of the arena will permit employees to plug in earphones to receive instruction from backstage about throwing spotlights on the stage and floor.

Stage footlights have been replaced by a battery of 16 overhead spotlights in the ceiling in front of the stage. Other illumination is provided by four portable spots, four border lights and another eight portables which may be plugged in at different parts on the stage.

Adequate dressing room facilities are provided in the stage wings. There are 13 group dressing rooms, two star dressing rooms and two team dressing rooms.

The stage itself is 40 feet deep, 110 feet wide and 60 feet high and is equipped with 40 sets of lines to control six curtains.

A center trap in the floor measures 45 by 24 feet and is built in 36 panels which can be removed separately or in combinations. The trap can be used in scenes in which an actor disappears into the floor and is large enough to contain a swimming pool.

The orchestra pit is 2½ feet deep and is directly below the three attic tone chambers for the electronic organ donated for the auditorium by the late Nebraska Governor Samuel McKelvie.

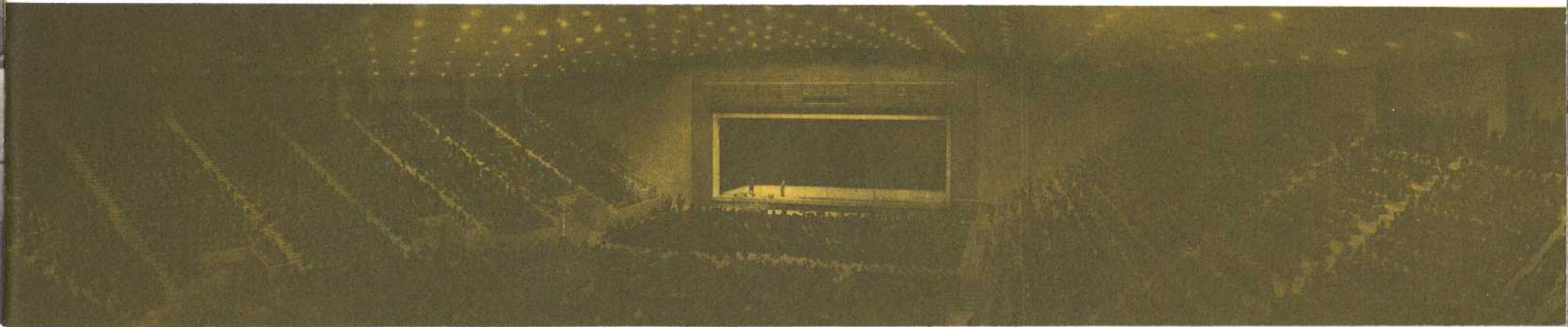


Exhibit Halls

Multi-purpose has become a term synonymous with the new Pershing Municipal Auditorium and is symbolized in the variety of special meeting areas found within the building.

In addition to the many other facilities located off the concourse surrounding the arena are two main meeting rooms, each 40 by 21 feet and seating from 50 to 75 persons. Above the lobby on the west side is another larger room measuring 21 by 88 feet and seating from 250 to 300 persons.

The west mezzanine room may be used as a single meeting hall or divided into two smaller rooms.

All of these facilities are specially equipped to accommodate the showing of films.

Should demand for meeting facilities call for it, the utility of other parts of the auditorium may be brought into play. The 40 by 110 foot stage is easily converted into two or more meeting rooms, as are the 19 different stage dressing rooms.

With curtains or portable dividers, the basement exhibition hall can also serve as another four or more meeting rooms.

Any conceivable combination of large and small gatherings can thus be accommodated in the auditorium. Political gatherings or professional conventions could meet en masse in the exhibition hall or arena, devote the other area to displays and still find ample quarters for smaller sectional meetings.

Expected to be popular attractions for small Lincoln groups are the three main meeting facilities around the concourse and above the lobby. Business, civic, professional, religious, charitable and many other types of organizations—all will find the auditorium a convenient and pleasant meeting place for their every demand.





Facilities

Multi-purpose has become a term synonymous with the new Pershing Municipal Auditorium and is symbolized in the variety of special meeting areas found within the building.

In addition to the many other facilities located off the concourse surrounding the arena are two main meeting rooms, each 40 by 21 feet and seating from 50 to 75 persons. Above the lobby on the west side is another larger room measuring 21 by 88 feet and seating from 250 to 300 persons.

The west mezzanine room may be used as a single meeting hall or divided into two smaller rooms.

All of these facilities are specially equipped to accommodate the showing of films.

Should demand for meeting facilities call for it, the utility of other parts of the auditorium may be brought into play. The 40 by 110 foot stage is easily converted into two or more meeting rooms, as are the 19 different stage dressing rooms.

With curtains or portable dividers, the basement exhibition hall can also serve as another four or more meeting rooms.

Any conceivable combination of large and small gatherings can thus be accommodated in the auditorium. Political gatherings or professional conventions could meet en masse in the exhibition hall or arena, devote the other area to displays and still find ample quarters for smaller sectional meetings.

Expected to be popular attractions for small Lincoln groups are the three main meeting facilities around the concourse and above the lobby. Business, civic, professional, religious, charitable and many other types of organizations—all will find the auditorium a convenient and pleasant meeting place for their every demand.



Meet Your Auditorium Manager

Don Jewell, 36-year-old business manager of Pershing Municipal Auditorium, came to Lincoln highly recommended for his position.

In 1953, when he was managing the Shrine Auditorium in Billings, Mont., he was selected by the International Association of Auditorium Managers as one of four outstanding managers in the nation.

And in 1956, he was featured in Billboard after his project for putting the Shrine Auditorium basement to better use and providing banquet facilities for large conventions proved more than successful.

Jewell is a native of Springfield, Ill., a Navy veteran and ex-newspaperman. He attended Taylorville High School near Springfield and Illinois College in Jacksonville.

After spending four years in public relations work with the Navy, Jewell joined the staff of the Billings Gazette as sports editor, a job which kept him busy nights but left him time to do free lance writing for a number of magazines.

He was named manager of the Billings auditorium in 1950 and held the post until accepting the Lincoln position in September, 1956.

Jewell's fine work at the Shrine Auditorium did much to make Billings a popular location for road shows, sports events and conventions. He founded the Midland

Empire Golden Gloves boxing tournament, the Billings Home Show and other attractions staged annually in the building.

The annual Jaycee Varieties Show which he wrote and directed was a popular hit.

Jewell was hired by the Lincoln City Council in September, 1956, to manage the Pershing Auditorium. He returned to Lincoln in November with only four months remaining to see the building put in final shape and to make arrangements for opening attractions.

He also spent many hours outlining the auditorium's facilities to many Lincoln civic groups.

Jewell stresses that the Lincoln auditorium must be a community service.

The future of the building, he says, "depends on the support we receive from Lincoln and neighboring communities."

Nebraskans will hear more from the young manager as the variety of activities depicted on the huge outdoor mural become a reality.

Jewell has brought some talent of his own to the Capital City. He played a euphonium in high school, but plays a slightly smaller instrument—the musette—in the Lincoln Shrine's Oriental Band.

He and his wife, Elaine, have one daughter, three-year-old Kerby. The Jewells are building a new home at 2520 Stockwell.



Advisory Board

While under the direct management of Don Jewell, policy matters regarding the operation of the auditorium are determined by the Auditorium Advisory Committee.

This group, subject to the final authority of the City Council, was appointed June 4, 1956. Appointed for six-year terms are Archie Baley, Sam Haupt and Richard W. Chapin. Serving four-year terms are John

E. Curtiss and Philip S. Hardy, Committee chairman. Mrs. Richard W. Smith and Verner Meyers, now resigned, were appointed to two-year terms.

Recommendation to the City Council of an auditorium manager was the Committee's first task. Many long hours were spent by the group in screening of candidates before a final selection was made.

Since that time, the Committee has functioned in an advisory capacity on the purchase of some equipment items, including the seating, and the determination of operational policy matters. The group has engaged in establishment, with Jewell, of rates for use of the auditorium, of early programming of events and other matters concerning the beginning of activities within the structure.

Intended as a permanent group, the Committee will continue as needed to assist the auditorium manager and advise the City Council on major operational questions.



Advisory Committee, left to right: John Curtiss, Philip Hardy, Richard Chapin, Mrs. Richard Smith, Sam Haupt and Archie Baley.

A Word from Your Mayor . . .

It is my happy privilege to be Mayor when Lincoln's new Auditorium finally is completed and dedicated. However, the seven previous Mayors who served during the eighteen years which have elapsed since the first constructive step was taken in 1939 deserve the credit for giving Lincoln this fine, modern and beautiful new facility.

Each Mayor wrestled with the problem, complicated by two wars and inflation, but I honestly believe that my predecessor, the Honorable Clark Jeary, contributed the most in shaping the final, happy result. Great credit, too, is due to our veteran finance director, Theo Berg, whose astute management of the Auditorium funds for nearly two decades provided a goodly share of the \$2,500,000.00 invested in the building.

The Pershing Auditorium, being dedicated as Lincoln approaches its 100th birthday, should serve not only our own citizens, but also those of our surrounding area, for most of the Capital City's second century.

This is a truly happy occasion for all Lincoln-land, and I am proud to have the honor of representing all our people in this memorable dedication.

*Bennett S. Martin
Mayor*



Your City Council



Ray Osborn



Reese Wilkinson



Joe Fenton



Hugh Thorne



C. Kinsey



Pat Ash



Clark Jeary

Realizing the citizens of Lincoln had waited nearly two decades for the event, the Auditorium Dedication Committee placed special emphasis on plans for the dedication.

Proposing an elaborate dedicatory program, the committee selected as general chairman, former Mayor Clark Jeary—a man recently was so closely associated with construction of Pershing Municipal Auditorium.

To assist in creating the program, Jeary called upon citizens from all parts of Lincoln. Nearly 100 men and women were organized into committees and sub-committees required to create an event of this magnitude. The fruits of their efforts are seen in this March 10, 1957 opening.

While the program, music and special guest com-

mittees were busy arranging details of the formal ceremonies other groups were concerning themselves with additional features of the day. The Brochure Committee produced this 40-page souvenir of the occasion. The Display Committee developed an outstanding exhibit of materials, equipment and supplies used in the building.

Still more committees arranged for decorations, building inspection and publicity. Assisting as necessary to bring realization to over-all committee plans were the vital finance and executive committees.

Through the scheduled tours and activities of Dedication Day it was hoped that all the people of Lincoln and their neighbors from nearby communities would come to know the auditorium and gain an appreciation of the many advantages it offers them.

DEDICATION COMMITTEE



Equipment

Costing \$2,093,689 for construction alone, the Pershing Municipal Auditorium is equipped at a cost expected to approach \$350,000 when all expenses are met.

In equipping the building, officials kept two things uppermost in their minds—the pleasure and convenience of patrons and economy of operation.

There was \$67,290 spent on permanent seats—padded for comfort—and \$25,000 for portable wooden folding chairs which can be erected and taken down with a minimum of time. A major job, the stage was equipped for \$41,937, providing facilities to meet the demands of any production.

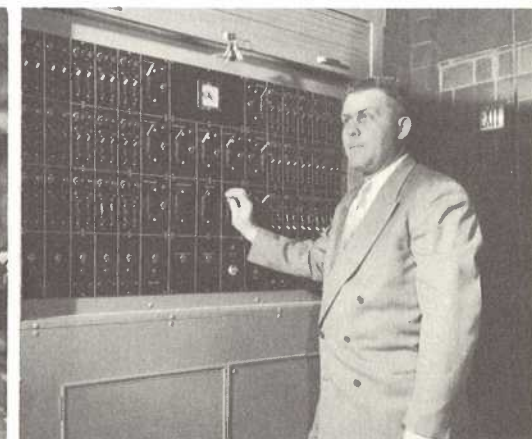
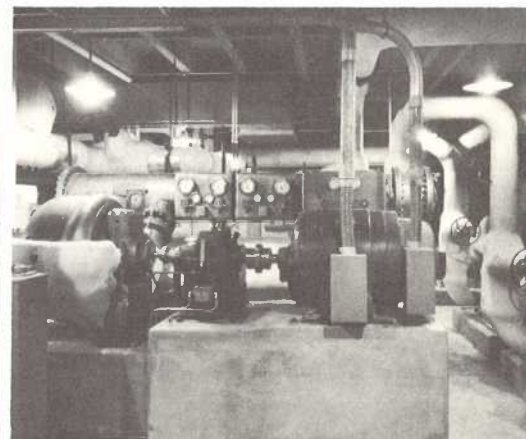
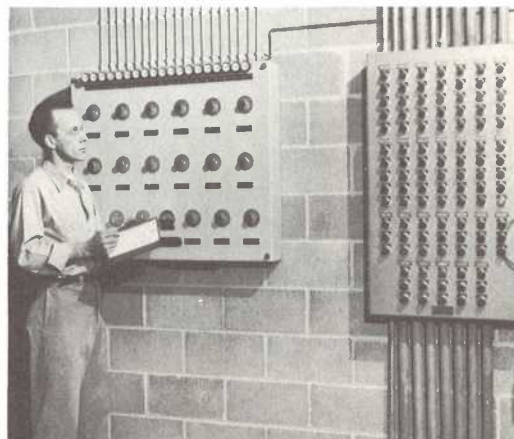
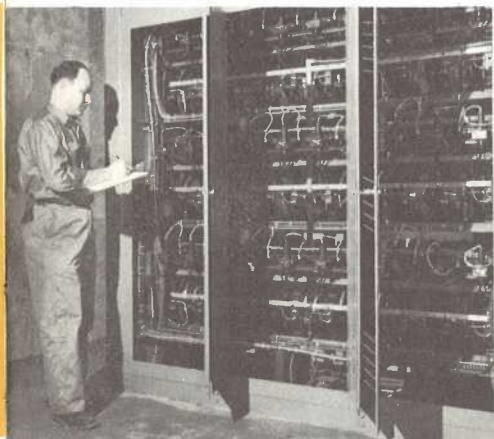
A 250-ton air compressor for freezing the ice rink floor and cooling the basement cost \$48,694 and the acoustical ceiling for perfect hearing was installed for \$32,684.

In addition to this, there were a host of other items needed to complete the building. The equipment list includes such things as risers for seating on the arena floor, concession materials, the sound system, freight elevator, hand trucks, a jeep and tractor for ice floor work, turnstiles, painting, lockers, refrigerators, janitor supplies, clocks, freezers and office supplies.

Some 40 firms were called upon for supplying auditorium equipment.

All purchases were handled through City Purchasing Agent Wayne Harvey. Invaluable assistance was given him by Steve Cook, project architect.

Don Jewell, auditorium manager, took an active part in purchasing upon his arrival on the job. Many hours were also given by the Auditorium Advisory Committee in the equipping process.



The Architects

An unique organization was formed in Lincoln in 1939—the Associated Auditorium Architects—and from it has come the structure pictured on the front cover.

Quick to sense the opportunity of performing a historic service to the community, four Lincoln architectural firms combined their skills to produce the finest auditorium their years of experience could conceive.

The group was composed of the firms of Fritz Craig, Hazen & Robinson, Schaumberg & Freeman and Davis & Wilson. From 1941, when the first auditorium plans were submitted, to this day, the architects have worked hand in hand with city officials on a variety of building proposals and bid considerations.

Construction of the auditorium was nursed through to completion by Steve Cook of the firm of Davis & Wilson. Willing at all times to go beyond his normal responsibilities, Cook was an invaluable help to the city, not only in guiding work on the building according to plans, but in the purchase of all equipment.

It was first in the minds of the architects to provide as flexible an auditorium as possible to permit a great variety of uses. Both the main arena and the basement exhibition hall are designed for maximum utility—permitting one use now and an entirely different use within a matter of hours.

Auditorium patrons are certain to notice, in addition to the utility of the building, these three major points achieved through the design of the structure:

1. The best possible accoustical treatment—complementing an elaborate sound system—assures perfect hearing in every single square foot of the arena.
2. A seating arrangement, both on the main floor and in the permanent tiers, assuring comfort and good vision for all types of spectator productions. Portable risers will provide sloped seating on the main floor for improved sight lines toward the stage.
3. Adequate artificial lighting throughout for exhibits and all types of entertainment.

Never forgotten during the years of planning for this building was its setting near the State Capitol. The exterior of the building with its Bedford Stone rising from a granite base is in character with the State Capitol at the south end of 15th and the State Historical Society building to the north.

Jim Tippery (Natkin & Co.)
Steve Cook, Supervising Architect (Davis & Wilson Architects)
Bud Jensen (Commonwealth Electric Co.)
George Alt (Olson Construction Co.)



Centrally Located

The Finest Hotel Accomodations ... within walking distance

Certain to prove an essential factor in the success of Lincoln's new auditorium is its strategic downtown location.

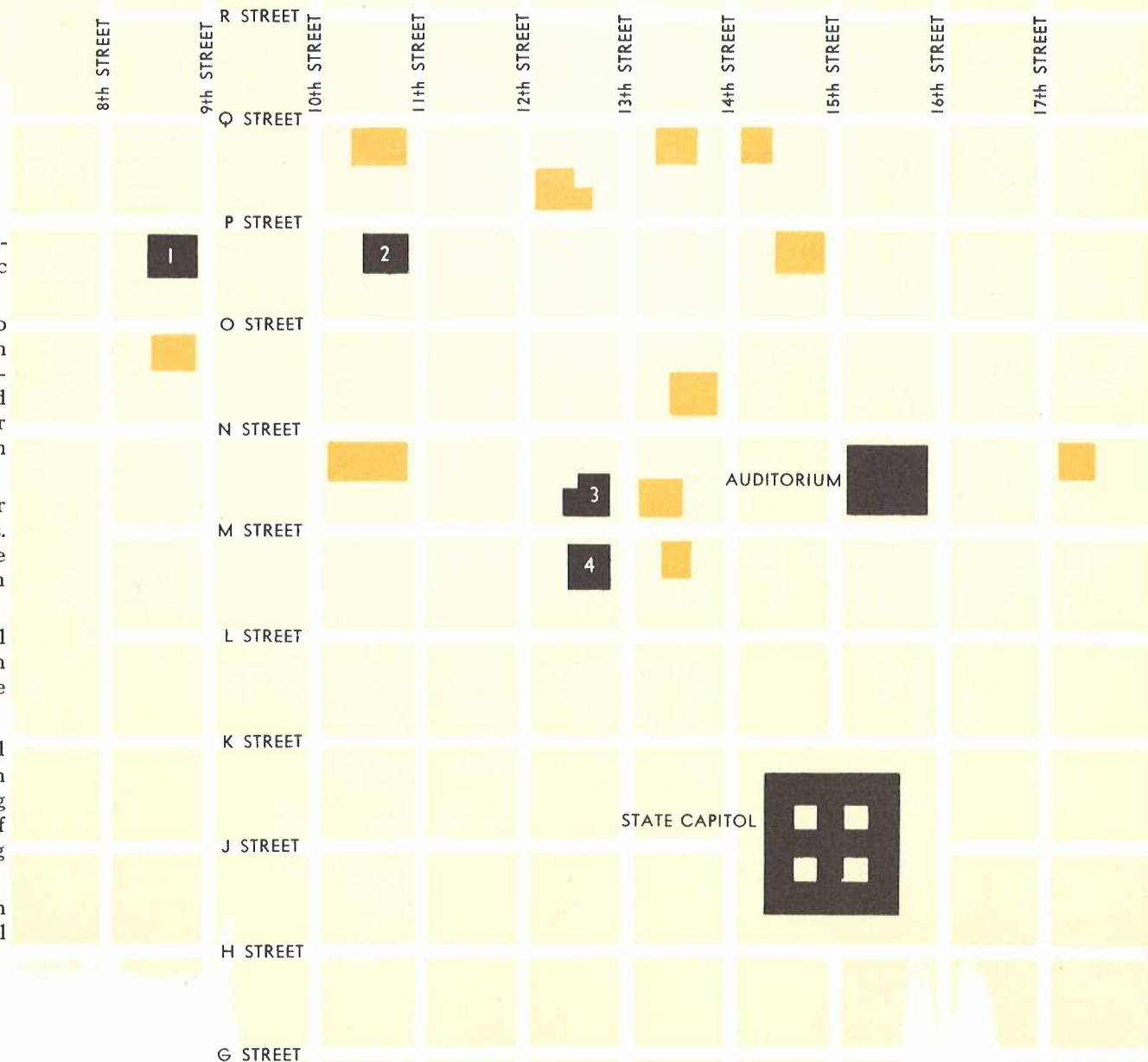
The structure will be as well a complement to what has long been planned as a mall along 15th Street from the State Capitol to the State Historical Society. From both its physical aspects and use, the auditorium will blend perfectly with other public or semi-public structures now located on 15th or planned for the future.

Auditorium patrons will find the building near the hub of the city's mass transportation facilities. They will find it offers, only a few blocks away, the convenience of the finest shops and restaurants in the Middle West.

Modern off-street parking garages, ground-level lots and curb parking provide the motorist with parking convenience within a close radius of the auditorium.

Lincoln guests at auditorium functions will find that no other such facility offers more than Pershing Municipal in proximity to modern living accommodations such as hotels and motels. All of the city's finer hotels are within easy walking distance of the auditorium.

In the 15th and N location, there has been provided a rare combination of aesthetic appeal and practical convenience.



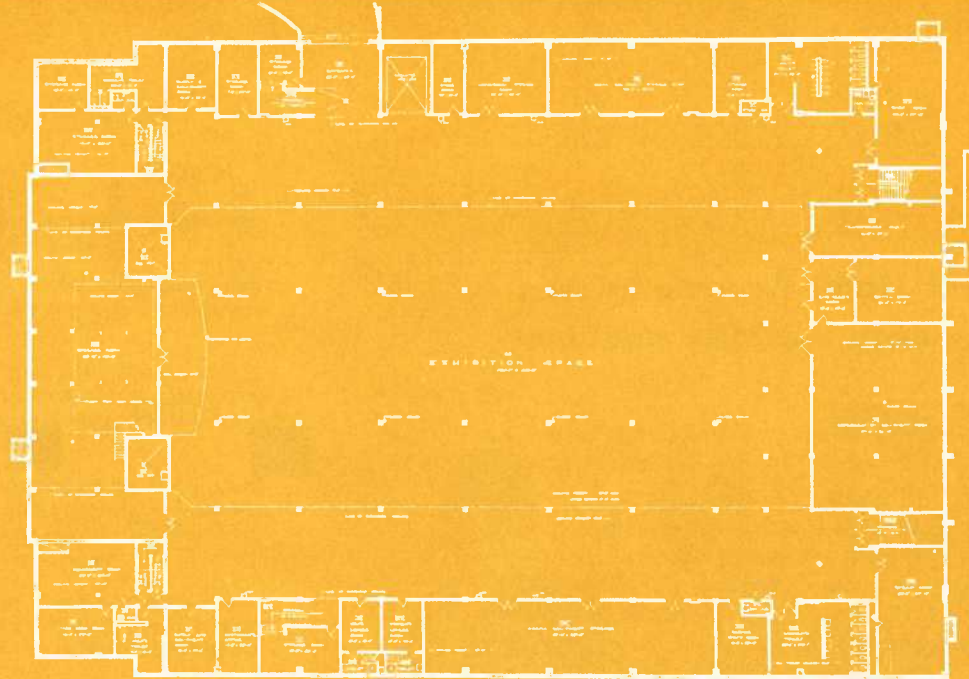
PARKING AREAS



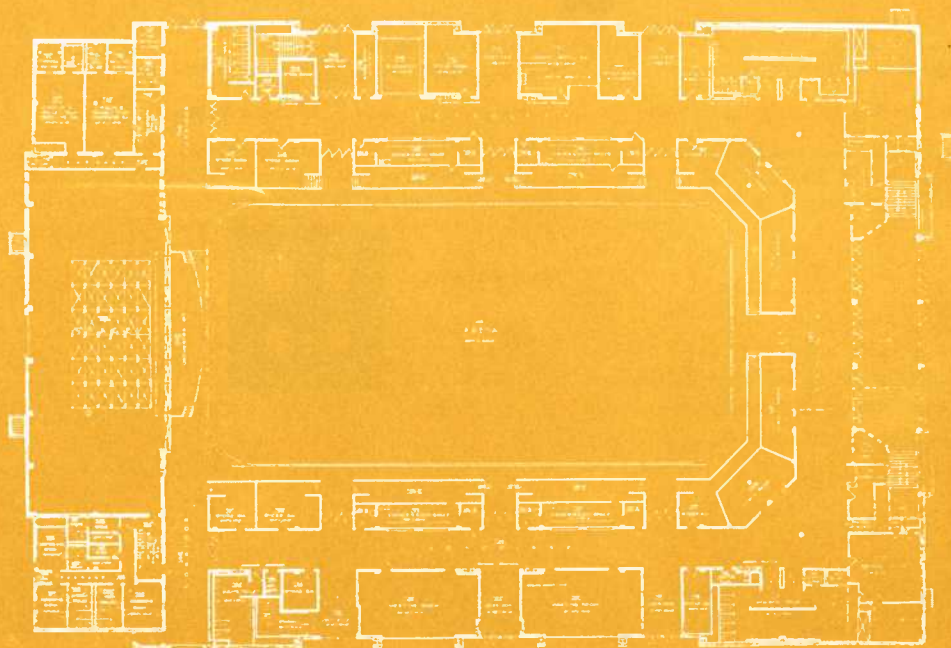
HOTELS

- 1 HOTEL LINCOLN
- 2 HOTEL CAPITAL
- 3 HOTEL LINDELL
- 4 HOTEL CORNHUSKER

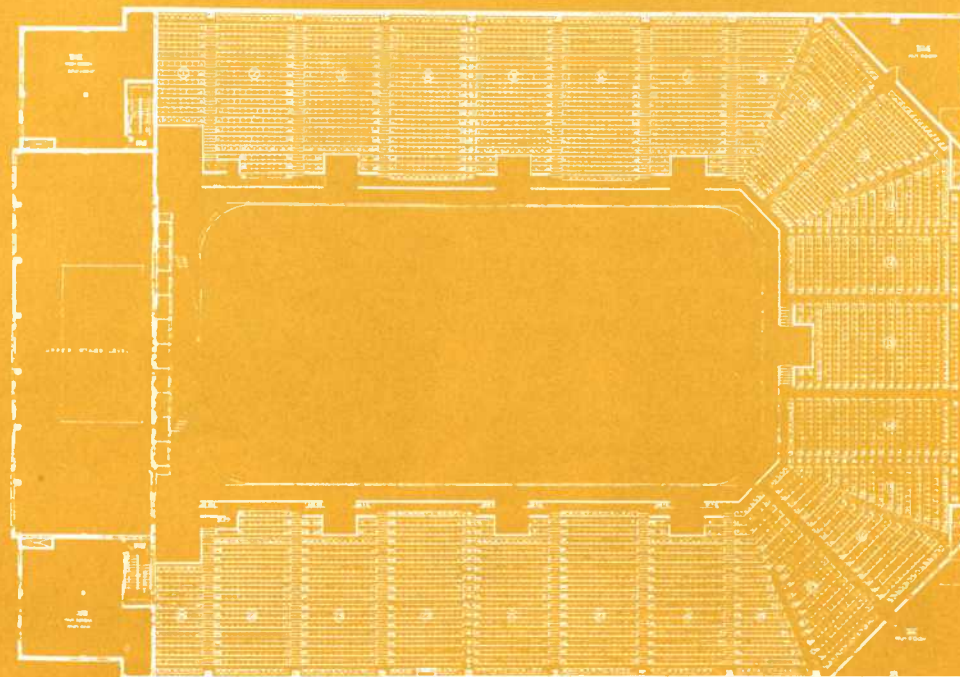
Floor Plans



EXHIBITION HALL



FIRST FLOOR



ARENA FIXED SEATING

Specifications

It took determination, foresight and planning to bring about the realization of Lincoln's new auditorium, but it also took an enormous amount of raw materials.

Specifications for the building called for the use of materials which, if used in other ways, would have provided the means for erecting a substantial part of a large housing development.

The 6,500 cubic yards of concrete which went into the building would have provided for many a residential driveway. The material would cover six square city blocks with a layer of concrete four inches thick.

A wall seven miles long and four feet high could have been built with the 167,000 concrete blocks which went into the auditorium.

There is enough steel in the building to manufacture 700 automobiles.

Insulation is another important feature of the auditorium. There is a two-inch layer of cork in the roof and a four-inch layer under the ice floor—enough cork, shipped to Lincoln from Portugal, to completely fill two average three-room houses.

Electrical service to 200 homes could be provided with the 4,000 amp service installed in the auditorium. These homes could be more than adequately served with plumbing with the eight miles of piping in the ice floor.

Free movement into and out of the auditorium is assured through the total of 46 doors around three sides of the building.

The quantity of all materials as well as the method of construction and obligations of the contractor are spelled out in the specifications—a 225 page document about one and one-half inches thick which took three months to prepare.



DEDICATION

1:30-2:00 p.m. Organ Music

2:00 p.m. Call to OrderMr. John E. Curtiss

2:01 p.m. Presentation
of ColorsAmerican Legion Drum Corps

Presentation of Pershing Rifles
and Honor Guard
of the Military.....Major Gen. Guy N. Henninger

2:08 p.m. National Anthem—
Audience SingingCaptain Walter Kennedy

2:10 p.m. Invocation Rabbi Wolfgang Hamburger

2:12 p.m. Presentation of
Distinguished GuestsMr. John E. Curtiss

Governor and Mrs. Victor E. Anderson

Judge and Mrs. John W. Delehant

Mr. and Mrs. Warren Pershing

N P R O G R A M

2:25 p.m. Address Hon. Robert G. Simmons
Chief Justice, Supreme Court of Nebraska

2:45 p.m. Prayer of Dedication Dr. C. Vin White

2:50 p.m. Presentation of Key
to Auditorium..... Mr. Clark Jeary
Acceptance of KeyMayor Bennett S. Martin

3:00 p.m. Benediction Rt. Rev. H. B. Hart

3:30-4:00 p.m. Lincoln Symphony Orchestra
Mr. Leo Kopp, Conductor

- I. Prelude to the MeistersingerWagner*
- II. Bugler's HolidayAnderson*
- III. Pizzicato PolkaStrauss*
- IV. Thunder and Lightning PolkaStrauss*
- V. Overture to the Merry Wives of WindsorNicolai*
- VI. National Emblem MarchBagley*
- VII. Stars and Stripes ForeverSousa*

4:30-5:00 p.m. Organ Music

The City of Lincoln ...



Nebraska's magnificent capitol building, a hallmark of architectural imagination and genius, pushes its way 400 feet into the sky. At its top is the giant bronze Sower, typifying the nation's breadbasket.

Around the base of the towering building lies Lincoln—capital of the state, seat of Lancaster County, and commercial, industrial, educational and cultural center for surrounding counties.

Technically, the year 1959 marks the city's 100th birthday. More practically, its centennial might well be 1967, a full century after Nebraska became a state and the village of Lancaster was renamed Lincoln and selected as the state capital.

The first interest in the present location of Lincoln, lying some 50 miles west of Nebraska's Missouri River eastern boundary, was caused by the unusual surface salt deposits—a natural resource of great economic value from 1853 to 1888.

The salt industry never materialized, but the village was platted and named the county seat in 1859 by a group of salt prospectors working claims.

The first true impetus toward a great city was establishment of the state capitol. In one year, the population jumped from 30 to 500.

In December of 1868, the first of three capitol buildings was rushed to completion. The first state Legislature convened in early 1869 and established the University of Nebraska in Lincoln.

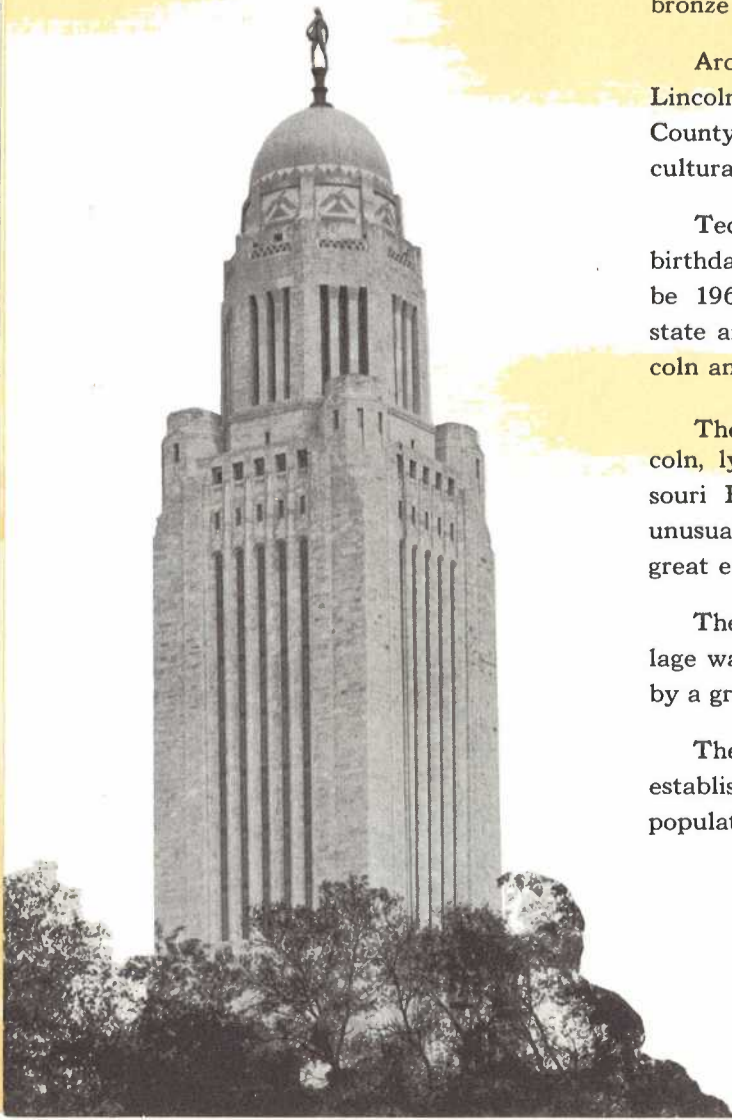
Other state institutions located here in succeeding years included the College of Agriculture, the State Fair, penitentiary, reformatory and mental and orthopedic hospitals.

Nearby towns sprung up. Three developed around denominational colleges—University Place with Nebraska Wesleyan University, Bethany with Cotner College and College View with Union College. Havelock developed around the Burlington Railroad shops, and today all these communities are a part of Lincoln.

The city has continued to grow and in 1957 had a population estimated at 128,000.

Reactivation of the Lincoln Air Force Base in 1953 had a major impact on the economy of the city. The proposed construction of an atomic power plant in southern Lancaster County is expected to bring new industry and new residents to the Lincoln area.

The Capital City's newest facility, Pershing Municipal Auditorium, will serve as one more symbol of a community dedicated to service of its state.



COMING EVENTS



A wide variety of events await citizens of Lincoln and neighboring communities during the Dedication Festival of Events at Pershing Municipal Auditorium.

Many of these attractions are listed on the following pages. Other activities at the new auditorium include the Nebraska Funeral Supply Salesman's Club Convention, Nebraska Grand Chapter, Order of Eastern Star and a basketball game featuring the Peoria Caterpillars versus Kitlow Business Institute.

June will see the opening of public skating in the arena. The 1957-58 fall and winter schedule will include the Passion Play, Ballet Russe de Monte Carlo, American Ballet Theater, stage shows, dances, concerts, sports attractions plus a number of conventions.



MARCH 10
The
Roger Wagner
Chorale

and

Johnny Carson

8:15 P.M.

Pershing Auditorium



STECHE-HOROWITZ
Duo-
Pianists



Hailed by critics as the finest singing group in America today, the Chorale makes their first appearance in Lincoln for the opening of the Pershing Municipal Auditorium. Headed by its dynamic French-born director, the 24-voice chorus will present a program of songs varying from classical and religious music to folk songs. This unique ensemble has earned its name through recordings, TV, films, and on the concert stage. They have toured Europe as well as the United States and participated in the Coronation Festivities in London. Adaptability to any form of music is the hallmark which has won for this ensemble the title of the nation's most unique singing group.

Stecher-Horowitz, the talented duo-pianists, will be featured with the Chorale. The two became familiar to the public after a spectacular stint of 80 performances in Radio City Music Hall.

WAVES of FUN...



17th Annual Festival
Square Dancing

MAY 3-4, 1957

Pershing
Municipal Auditorium

Sponsored by

LINCOLN FOLK AND
SQUARE DANCING COUNCIL

The University of Nebraska's
KOSMET KLUB

Rogers and Hammerstein's

Presents



SOUTH
PACIFIC

MAY
24-25

Pershing Municipal Auditorium

Adapted from James A. Michener's
Pulitzer Prize Winning

"Tales of the South Pacific"

WATCH YOUR DAILY NEWSPAPERS
FOR TIME AND ADMISSION
PRICES!

LINCOLN'S
FIRST modern
auto show

CARS OF TODAY AND TOMORROW

SPONSORED BY NEW CAR DEALERS ASS'N. OF LINCOLN, INC.

FEATURING

★ **GUY MITCHELL** ★

the "Singin' the Blues" Star

AND A HOST OF OTHER TOP TALENT

2 SHOWS DAILY

Auditorium—MAR. 13-17



MARCH 26—31

JOHN H. HARRIS PRESENTS

12th Edition

ICE CAPADES

PETER PAN

FEATURING

JUST ONE OF 10
EXCITING PRODUCTIONS
AND 20 STARRING ACTS

PERFORMANCES:

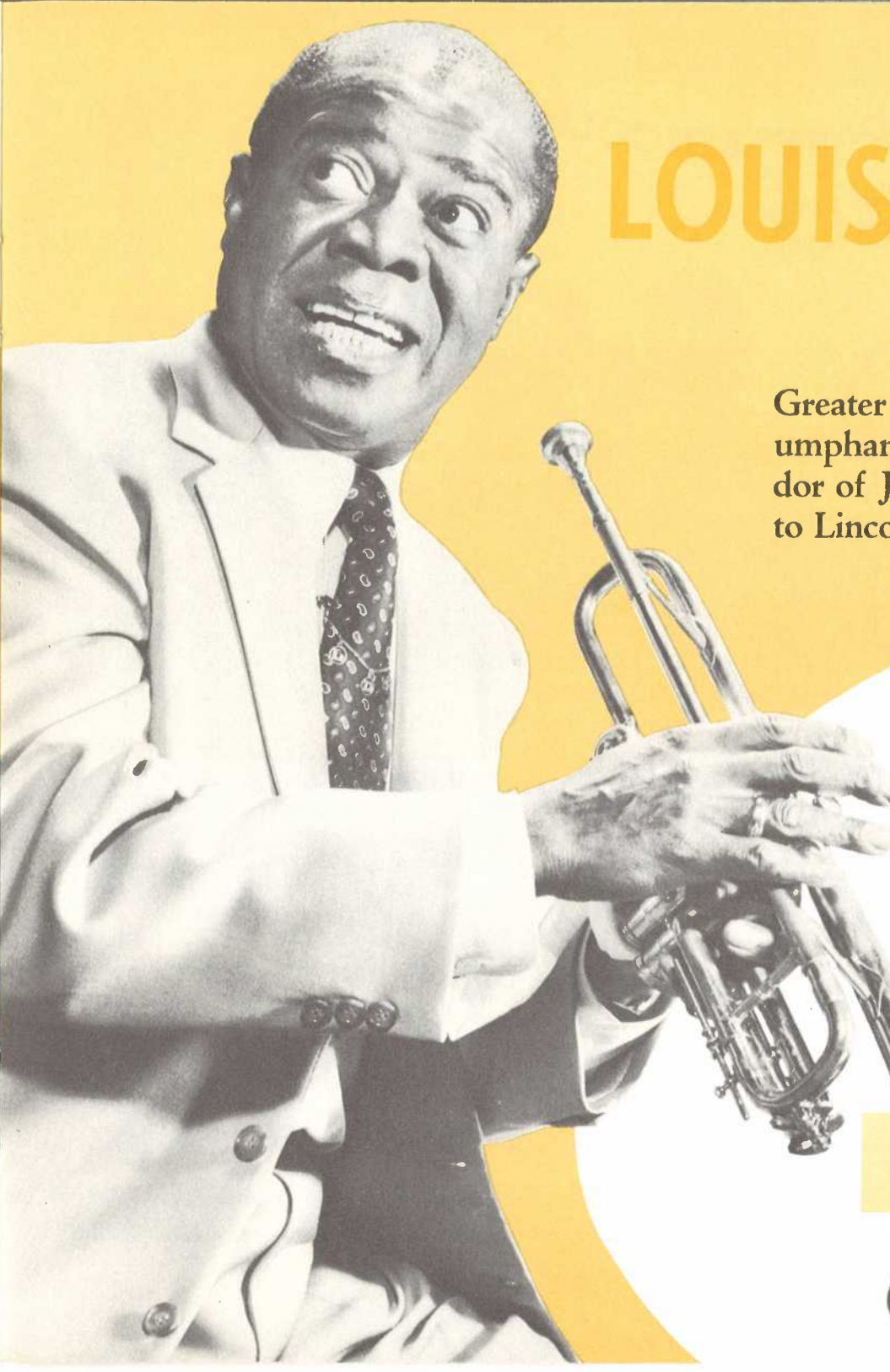
March 26, 27, 28, 29, 30—8:30 p. m.
March 30—2:30 p. m.
March 31—1:30 and 5:30 p. m.

Aja Zanova, Czechoslovakian beauty,
who was twice world's champion figure skater.

PRICES:

Evenings and Sunday—\$3.00, \$2.50, \$2.00,
\$1.50; Saturday matinee (non reserved)
children 90 cents; adults \$2.00.





THE INCOMPARABLE

LOUIS *Satchmo* ARMSTRONG

Greater than ever—returning to the United States after a triumphant tour of Europe—acclaimed as America's Ambassador of Jazz. Satchmo will bring his real, live New Orleans music to Lincoln's new Pershing Municipal Auditorium . . .

8:30 P. M.

FRIDAY, MARCH 22

Featuring: ☆ Velma Middleton, Vocalist
☆ Trummy Young, Trombone
☆ Barret Deems, Drums
☆ Edmund Hall, Clarinet
☆ Squire Gersh, Contra Bass
☆ Billy Kyle, Piano

TICKETS NOW ON SALE AT AUDITORIUM BOX OFFICE
MAIL ORDERS PROMPTLY FILLED

Reserved Seats \$2.50, \$2.00, \$1.50
(TAX INCLUDED)

LINCOLN'S HOME SHOW

SPONSORED BY LINCOLN BUILDERS BUREAU

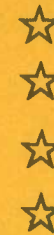
A Ventriloquist using four life like figures. Five distinctly different voices are singing and talking all at the same time. THE ONLY ACT OF ITS KIND IN THE WORLD TODAY.



CO-STARRING

BRUCE SIDLINGER
& COMPANY

COMEDY TRAMPOLINE



BOB CARL

"The ILLUSIONIST
of VOICES"

PERSHING MUNICIPAL AUDITORIUM

APRIL 2-7

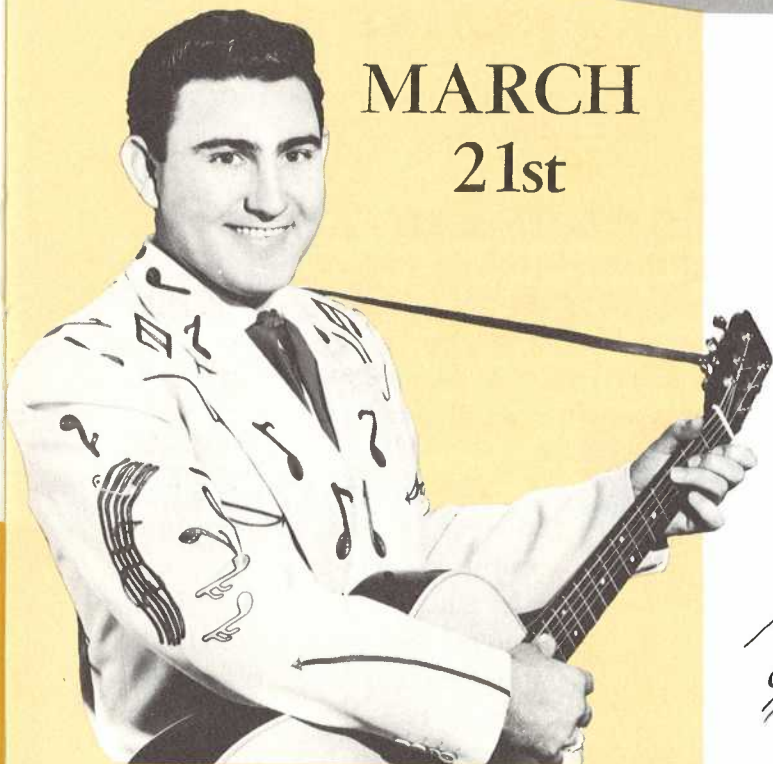
Recently Steve Allen Show,
Super Circus, Garry Moore
Show. Featured Attraction
Cleveland Sportsman's Show.



Admission: 50¢

CHILDREN UNDER 12 WITH PARENTS FREE.

See tomorrow's home ideas today, everything for modern and gracious living



MARCH
21st

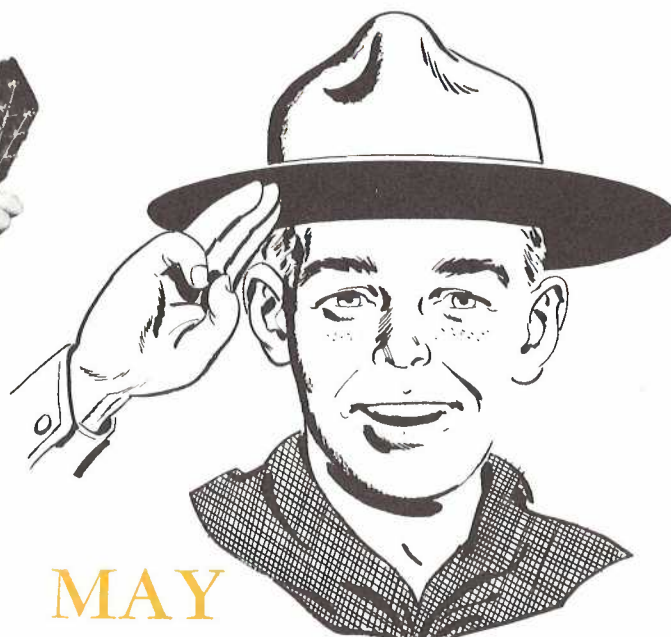
"GRAND OLE OPRY"

STARRING WEBB PIERCE
and an ALL STAR SHOW

PERSHING MUNICIPAL
AUDITORIUM

Watch Your Newspaper for Admission
Prices . . .

BOY SCOUT CIRCUS



MAY
10th-11th, 1957

3500 CUB SCOUTS, BOY SCOUTS and
EXPLORERS, DEMONSTRATING
SCOUTING SKILLS in a THRILLING
TWO HOUR SHOW!

Pershing Municipal Auditorium

Admission

Adults	50¢
Children	25¢



Miss Nebraska PAGEANT

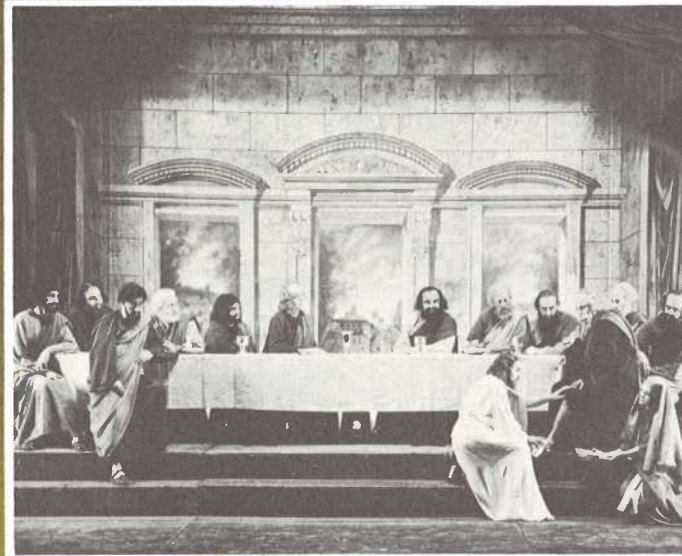
PERSHING MUNICIPAL
AUDITORIUM

JUNE 1st

SPONSORED BY NEBRASKA
JUNIOR CHAMBER OF COMMERCE

BLACK HILLS PASSION PLAY

September 29, 30
October 1, 2, 1957




The Passion Play is a non-denominational religious presentation which starts with the triumphal entry into Jerusalem and goes through the resurrection. The play consumes two hours and thirty minutes, and has twenty-two scene changes.

Price of Admission:

For the Sunday Matinee and all evening performances,
Reserved seats, \$1.00, \$1.50, \$2.00, \$2.50, and \$3.00
Plus tax.

Passion Play Headquarters, Latsch Brothers, 1124 O St. will be open from September 2, 1957 till opening day. Phone 2-6466. Exchange tickets will go on sale in advance of this date.

Sponsored by: Women's Division, Chamber of Commerce
and Lincoln Junior Chamber of Commerce
September 29, September 30, October 1



The men, women, firms and organizations listed in these pages have sponsored and financed the publication of this Souvenir Brochure. Members of the Women's Division, Lincoln Chamber of Commerce, provided the leadership and the arduous personal effort required. The Dedication Committee suggests that you keep this Brochure as a reminder of a significant milestone in Lincoln's history, and that you mail copies also to your friends in other communities. A supply is available at the Pershing Municipal Auditorium offices.


Abel Construction Company
Ackerman Animal Hospital
Addressograph-Multigraph
Advertising Club of Lincoln
Mr. and Mrs. John H. Agee
Mr. Martin I. Aitken
Altrusa Club of Lincoln
H. J. Amen Grocery and Market
American Business Women's Association
American Forward Association
American Legion Auxiliary Unit #3
Mr. E. C. Ames
J. Lillian Anderson
O. M. Anderson Supply
Governor and Mrs. Victor E. Anderson
Mr. and Mrs. Walter L. Anderson
Dr. Charles H. Arnold
Fred Arnold Printing Company

Mr. Pat Ash
Assenmacher Construction Company
Atlas Sewing Centers
Automatic Electric Sales Corporation
Ayres, Swanson and Associates, Inc.

Mr. and Mrs. Archie J. Baley
Bankers Life Insurance Company of Nebraska
Mr. Chauncey E. Barney
Mr. George P. Barney
Marjorie L. Barstow
Mr. C. R. "Chick" Bartlett
Mr. Wheaton Battey
Beall Construction Company
Beal's
Chris Beck Tire and Rubber Company
Mr. and Mrs. Edward A. Becker
Mr. and Mrs. Raymond J. Becker

D. Beckman Advertising
Benevolent and Patriotic Order of Does, Drove #4
Best Laundry and Dry Cleaners
Bethany Lions Club
Beynon and Hecht
Colonel John M. Birkner Chapter Military Order
of the World Wars

Bishop Cafeteria
Mr. Hal J. Bowers
Bradfield Drug
Mr. Kenneth M. Brown
Bullock's Landscaping and Sodding
Burkey's City Clock Company
Bus Depot Arcade
Mr. John M. Campbell
Mr. R. E. Campbell
Canada Dry—Dr. Pepper Bottling Company



Capital City Kiwanis Club
Capital Mutual Insurance Company
Capital Self Service Drugs
Capitol Chapter No. 6, American War Mothers
Capitol Printing Company
Capitol Supply Company
Card-Adams Company
Carpenter's Local Union No. 1055
Earl Carter Company
Carveth Construction Company, Inc.
Catholic Daughters of America Court St. Charles
#472
The Catholic Parishes of Lincoln
Central Electric and Gas Company
Central Union Conference of Seventh Day
Adventists
Chambers Construction Company
Chambers-Dobson Agency
Cheapper Drug Store
Christensen's
Dr. and Mrs. Kenneth C. Christensen
Mr. A. C. Christopulos
Circle Drive In
Mr. C. L. Clark
Clark and Enersen
Clark's Clothing Company

Mr. Lloyd W. Cleveland
Dana F. Cole and Company
College Greenhouse
The Commonwealth Company
Community Savings Stamp Company
Congregation Tifereth Israel
Conservative Investment Company
Consumers Public Power District
The Continental Company
The Continental National Bank of Lincoln
Continental Trailways
Mr. George B. Cook
George Cook Construction Company
Cook Paint and Varnish Company
Cooper Foundation Theatres
Cornhusker Chapter, S.P.E.B.S.Q.S.A., Inc.
Cornhusker Heating and Air Conditioning
Cornhusker Hotel
Cornhusker Lodge No. 579
Cornhusker Lodge #579 IBPOEW
Cornhusker Rose Society
Cotner Terrace Restaurant
Cownie-Cadwallader Fur Company
The Credit Bureau of Lincoln, Nebraska, Inc.
Mr. John E. Curtiss

Dale's Sinclair Service
Mr. Thomas M. Davies
Davis and Wilson
Daughters of Columbus
W. L. "Bill" Day Insurance Agency
Mr. L. H. DeBrown
Denmark's Daughters Lodge No. 90
Mr. I. J. Devoe
Dictaphone Corporation
Mr. C. C. "Jack" Dill
Mr. Harold A. Dillman
Dobson Brothers Construction Company
Dodson Electric Company
Mr. J. S. Donovan
Mr. and Mrs. Byron Dunn
DuTeau Chevrolet Company

Mr. and Mrs. Fred R. Easterday
William S. Eastwood
Edholm and Blomgren
Mr. and Mrs. Bertrand L. Ehrmann
Charles Elce and Son
Ellis, Holyoke and Company
Mr. Winfield M. Elmen
Emerson and Hanigan
Equity Union Grain Company



Mr. D. L. Erickson
J. J. Exon Company

The Famous
Farmers Mutual Insurance Company of Nebraska
Mr. E. J. Faulkner
Federated Finance Company
Felton and Wolf Company
Mr. and Mrs. Joseph E. Fenton
Mr. Allen W. Field
Mr. Louis B. Finkelstein
First Baptist Church
The First National Bank of Lincoln
First National Life Insurance Company of the U.S.A.
First Presbyterian Church
Dr. H. E. Flansburg
Robert Flansburg Chapter #7, Disabled American Veterans
Fletcher-Mitchell Corporation, Radio KLIN
Folsom Brothers Company
Forke Brothers and Ficke
Fraizer and Fraizer
Freadrich Brothers
Freeman Decorating Company
Mr. and Mrs. E. A. Frerichs
Mr. and Mrs. Victor E. Friend

Fulton and Cramer
Funk Machine Works
Archie M. Furr Treasure House
Mr. Houghton Furr

Mr. and Mrs. Carl Ganz
General Cable Corporation
General Electric
General Steel Products Company
General Tobacco and Candy Company
Gerry's Sport Shop
Mr. R. K. Ghormley
Mr. F. J. Gibbs
Mr. Emmett A. Gillaspie
Sarah D. Gillespie Tent No. 7, Daughters of Union Veterans of the Civil War, 1861-1865
Mr. and Mrs. Wright W. Gillett
Gilmour-Danielson Drug Company
Mr. Nathan J. Gold
Mr. William Gold II
Gottfredson Motor Company
Goodyear Service Store
Del Gould Meats
The Grand Chapter, Order of the Eastern Star
W. T. Grant Company
Green Furnace and Plumbing Company, Inc.


Mr. and Mrs. Roy M. Green
The Greenwich Cafe
Greig Male Chorus
John J. Grier Company
Mr. W. N. Griswold
Wendell Groth and Associates, Inc.
Gulley's Pharmacy

Mr. Merle M. Hale
Mr. Howard E. Hall
Hank's Auto Stores
Hardy Furniture Company
Harrington Companies
Harris Laboratories
Mr. S. E. Haupt
Havelock Business Men's Association
The Havelock National Bank
Mr. Verne Hedge
Mr. and Mrs. Albert A. Held
E. E. Henkle Investment Company
Henkle & Joyce Hardware Company
Major General Guy N. Henninger
Mr. Alfred Henriksen
Mr. Paul H. Henson
Hill-Fairchild Feed Company
Mr. and Mrs. Harold C. Hill

International Brotherhood of Electrical Workers,
Local #265
Investors Diversified Services, Inc.

Mr. and Mrs. L. M. Kalin
Mr. and Mrs. Merle C. Karnopp
Kaufman's Jewelers, Inc.
Kelso Chemical Company
KFOR
C. C. Kimball Company
Dick Kimball Company
Mr. H. P. "Jack" King
Knights of Pythias, Lincoln Lodge #16
KOLN-TV
The Korsmeyer Electric Supply Company
Kramer Electric
Harry Krusz and Company
Kwik Kafe Company of Lincoln

Latsch Brothers, Inc.
Lawlor's Hardware and Sporting Goods
Mr. Kenneth L. Lawson
Lebsack Brothers
Lee's Drive-In Restaurant
Leon's Food Mart
Rev. Leland H. Leshner
G. F. Lessenhop and Sons
William Lewis Camp No. 2, United Spanish War
Veterans, Department of Nebraska
Mr. and Mrs. Del Lienemann
Lincoln Air Force Base
Lincoln Army and Navy Stores
Lincoln Artists' Guild
Lincoln Association of Fire and Casualty Agents
Lincoln Association-United Nations
Lincoln Axis Business and Professional Women's
Club, Inc.
Lincoln Benefit Life Company
Lincoln Building Trades Council
Lincoln Business and Professional Women's Club
Lincoln Chamber of Commerce
Lincoln City Libraries
Lincoln Clinic
Lincoln Council of Catholic Women



The Lincoln Council of Churches
Lincoln Council of Parent-Teacher Associations
Lincoln Credit Women's Breakfast Club
Lincoln District Dental Society
Lincoln District Unit Reserve Officers Association
of the United States
Lincoln Drug Company
Lincoln Electric Supply Company
Lincoln Fire Department
Lincoln Folk and Square Dance Council
Lincoln Food Retailers Association
Lincoln Grain Exchange
Lincoln Junior Chamber of Commerce
Lincoln Lions Club
Lincoln Lodge No. 80 B. P. O. Elks
Lincoln Mattress Company
Lincoln Multiple Sclerosis Society
Lincoln Musicians Association, Local #463,
A. F. of M.
Lincoln Mutual Life Insurance Company
Lincoln National Farm Loan Association
Lincoln Oil Company
Lincoln Orthopaedic and Rehabilitation Center
Lincoln Post No. 3 of the American Legion
Lincoln Protective Service
Lincoln Retail Credit Men's Association

Lincoln Rotary Club
Lincoln Rug and Furniture Mart, Inc.
The Lincoln Salvation Army
Lincoln School of Commerce
Lincoln Steel Corporation
Lincoln Symphony Orchestra Association
Lincoln Teachers Association
Lincoln Tent and Awning
Lincoln Toastmistress Club
Lincoln Tour and Travel Agency, Inc.
Lincoln Typographical Union #209
Lincoln Unit #3 Nebraska State and National
Hairdressers and Cosmetologists Association, Inc.
Lincoln United Church Women
Lincoln Vending Company
Lincoln Woman's Bowling Association
Loomis and Johnson
Mr. William Lorenz
Loyal Order of Moose

Mack's Transport Service, Inc.
Magee's
Magnolia Camp No.44 Royal Neighbors of America
Mr. and Mrs. James Mallon
Marti and McCoid
Martin Investment Company

Mr. and Mrs. Henry Maser
McField Cleaners and Tailors
L. J. Messer Company
Midwest Life Insurance Company
Midwest Steel Works
H. B. Miles Company
John M. Miles Real Estate and Insurance Agency
Miller-Long Post #8009 Veterans of Foreign Wars
Miller and Paine, Inc.
Mrs. Donald W. Miller
Mr. Wilbur A. Miller
Modern Woodmen of America
Morrow Motors
Mr. and Mrs. Samuel Mozer
Mr. F. R. Mullen

National Bank of Commerce
National Business Institute
National Mutual Insurance Company
National Reserve Life Insurance Company
Natkin and Company
The Nebraska Farmer
Nebraska Neon Sign Company
Nebraska Salesbook Company
Nebraska Sheriff's and Peace Officers' Association
Nebraska Typewriter Company



Nebraska Wesleyan University
Nehi Bottling Company
Nelson Cleaners
Neylon Brothers Freight Lines
Norden Laboratories
Northeast Lincoln Rotary Club
Northwestern Metal Company

Mr. and Mrs. Lee A. Ow


Mr. and Mrs. Don I. Parker
P.B.X. Club of Lincoln
Pease Bindery
Peerless Cleaners
Pegler and Company
Penney's
Petersen Typesetting Company
Pete's Body Shop
Sidney C. Poska Insurance Agency
Prairie Maid Meat Products Company
Drs. Purvis and Stover

Quality Hat Cleaning and Shoe Repair
Mr. F. T. Quelvog
Quota Club of Lincoln

Mr. Donald R. Rager
Reinhardt Brothers Plumbing and Heating Company
Reliable Sewing Stores
Roberts Dairy Company
Mr. Irv Rosewell
Mr. C. G. Rowley
Ruppert's Pharmacy

Sam's Tailors and Weavers
Drs. Sanderson and Harrington
Sanitary Towel and Laundry Company
Mr. R. L. Schacht
Schaumberg and Freeman
Scheele and Fahrnbruch
Schmoker's I. G. A. Grocery
Mr. Paul Schorr, Jr.
Schwarz Paper Company
Securities Acceptance Corporation
The Security Mutual Life Insurance Company of
Lincoln, Nebraska
Mr. John K. Selleck
Sesostri's Temple A.A.O.N.M.S.
Severson Trailer Sales
Shurtleff Apartments
Mr. and Mrs. T. A. Sick
Sidles Company

Mr. F. B. Sidles
Mr. and Mrs. Phil L. Sidles
Siegel Office Equipment Company
Ben Simon and Sons
Skyline Farms Company
Smith-Dorsey Division of Wander Company
Mr. Richard W. Smith
Society of Hall in the Grove
Socony Mobil Oil Company, Inc.
Selmer A. Solheim and Associates
C. E. Speidell and Son
Sperry T. V. Service
Mr. M. L. Springer
Standard Market
Standard Reliance Insurance Company
Star Real Estate Company
State Farm Mutual Automobile Insurance Company
State Securities Company
Steckley Hybrid Corn Company
Mr. Ben M. Stephens
Bob Stephens and Associates
Storz Beer
Mr. T. B. Strain
Strauss Brothers Lumber Company
Stuart Investment Company
Mr. Thomas M. Sweeney



Tabitha Home
Taylor Tile Company
Telephone Answering Service, Inc.
Dr. Samuel T. Thierstein
Mr. and Mrs. Elwood N. Thompson
Mr. Hugh Thorne
Tillman's
Tony and Luigi's
Tree Site Trailer Court
W. J. Trump Memorials
Mr. and Mrs. Ralph W. Tyler
Tyrrel's Flowers

Union Bank
Union College
Union Insurance Company
Union National Life Insurance Company
United Rent-Alls Franchise Sales, Inc.
United Supply, Inc.
Universal Surety Company
University Publishing Company

Mr. P. J. Van Anrooy
John Van Bloom and Associates
Van Boskirk-Remington-Fry and Associates
Van Horn's

Van Pelt, Marti and O'Gara
Van Sickle Glass and Paint Company
Mr. and Mrs. Wilton Van Sickle
Vestal, Inc.
Mr. and Mrs. John E. Vestecka
Mr. George L. Vlasnik

Cecil E. Wadlow Mortuary
Lydia Elizabeth Wagner
Walt's Music Store
Mr. L. W. Wasemiller
Mr. E. P. Watkins
Mr. Steven N. Watkins
Mr. and Mrs. Samuel C. Waugh
Weaver-Minier Company, Ltd.
Mr. and Mrs. Myron Weil
Mr. and Mrs. Robert Wekesser
Welcome Wagon Service, Inc.
Wells and Frost Company
Wendelin Baking Company
Mr. M. Wendelin
Western Newspaper Union
White Electric Supply Company
R. L. White Company
Wickstrom Supply Co., Inc.

Wilson Construction Company
Mr. and Mrs. Howard S. Wilson
Mr. and Mrs. Joseph S. Wishart
H. A. Wolf Company, Inc.
Women's Division, Lincoln Chamber of Commerce
Women's Interclub Council of Lincoln
Mr. and Mrs. Leon M. Wondra
Woodcraft, Inc.
Woodmen Accident and Life Company
Woodruff Printing Company
Woods, Aitken and Aitken
Mr. and Mrs. Thomas C. Woods
Mr. and Mrs. Flavel A. Wright

Mr. and Mrs. Burnham Yates
Mr. Harris D. Yates

Mr. and Mrs. Glenn M. Yaussi

Dr. H. J. Zieg
Zolot Realty Company, Inc.
Zonta, International

Anonymous Donors

AUDITORIUM DEDICATION COMMITTEE

Honorary Chairman—Hon. Bennett S. Martin, Mayor

General Chairman—Mr. Clark Jeary

Executive Committee

Mr. Clark Jeary, *Chairman*

Mrs. Richard W. Smith	Mr. Philip S. Hardy
Mr. Joseph E. Fenton	Mr. John E. Curtiss
Mr. Don Jewell	Mr. Richard W. Chapin

Publicity and Advertising Committee

Mr. A. James Ebel, *Chairman*

Mr. Richard W. Chapin	Mr. Harry J. Krusz
Mr. Ivan Hoig	Mr. Walter Jancke
Mr. James I. Mitchell	Mr. Charles D. White
Mr. Frank Stubbs	Mr. Kenneth P. Lewis

Program Committee

Dr. Steven N. Watkins, *Chairman*

Mr. John E. Curtiss, *Co-Chairman*

Mr. Arnott R. Folsom, *Co-Chairman*

Dr. C. Vin White	Mr. Richard W. Chapin
Rabbi Wolfgang Hamburger	Rt. Rev. H. B. Hart
Mr. Elsworth F. DuTeau	Mr. John R. Hedge
Mrs. Don S. Bergquist	Captain Walter Kennedy
Col. Perry M. Hoisington, II	

Music Committee

Mrs. Richard W. Smith, *Chairman*

Mr. Oscar Bennett	Mr. John E. Shildneck
Mr. B. F. Nevin	Miss Josephine Waddell
Mr. Hugh T. Rangeler	Mr. Louis H. Babst
Mr. David B. Foltz	

Finance Committee

Mr. Joseph E. Fenton, *Chairman*

Mr. Emery R. Pont	Mr. Charles H. Wear
Mr. Percy Mays	Mr. Bennett T. Martin
Mr. Leo J. Beck, Sr.	Mr. Edward A. Becker
Miss Mayme Stukel	Mr. Gene C. Eaton
Mrs. Ethel Vanous	

Special Guest and Entertainment Committee

Mayor Bennett S. Martin, *Chairman*

Mr. Miles W. Johnston, *Co-Chairman*

Mr. Edwin Schultz	Mr. Philip S. Hardy
Mr. C. W. D. Kinsey	Mr. Ray Osborn
Mr. Pat Ash	Mr. Rees Wilkinson
Mr. Hugh Thorne	Mrs. Fern Hubbard Orme
Mr. Joseph E. Fenton	Mr. Duane E. Lake
Mr. A. J. Lewandowski	

Brochure Committee

Mr. Archie J. Baley, *Chairman*

Mr. Thomas C. Hickey, *Co-Chairman*

Mr. Don Jewell	Mr. Charles S. Elce
Mrs. Bruce N. Hazen	Mr. Flavel A. Wright
Mr. Walter F. Wilson	Mr. William O. Dobler
Mr. C. L. Clark	Mr. Delbert O. Snodgrass

Building Inspection and Ushers

Mr. Franklin White, *Chairman*

Mr. Philip S. Hardy	Mr. J. Arthur Curtiss
Mr. Ronald D. Dodd	Mrs. John C. Mason
Mr. Myron D. Noble	Mrs. James H. Swanson

Display Committee

Mr. Samuel E. Haupt, *Chairman*

Mr. Steven E. Cook	Mr. Fred T. Johnston
Mr. William Gold, II	Mr. Elmer E. Magee
Mr. John F. Lawlor	Mr. A. Q. Schimmel
Mr. T. A. Sick	Mr. Leonard J. Hines
Mr. Floyd Randolph	Mr. Carl W. Olson

Decoration Committee

Mr. James H. Ager, *Chairman*

Mrs. Richard W. Smith	Mrs. Hazel Stebbins
Mrs. L. A. Webster	Mrs. Dan Jones, Jr.
Mrs. A. E. Hanneman	Mrs. Alex Fischer

The Dedication Brochure Committee acknowledges, with deep appreciation, the special personal contribution made to this publication by William O. Dobler of The Lincoln Star and Delbert O. Snodgrass of The Lincoln Journal, copy writers; Richard H. Blomgren and Charles H. Edholm of Edholm & Blomgren, photographers; and Charles Johnson and William C. Goggins of The Nebraska Farmer Co., producers.

AN AUDITORIUM OF DISTINCTION..

