

EVER SEE A One Fire, 3-Oven Range

We sell and guarantee the NEVER BREAK Range to save fuel, save repairs, and do first class work. We have installed kitchen equipment in the

Lindell Hotel Victoria Hotel
Windsor Hotel St. Thomas Orphanage
Union College

and the majority of the restaurants in the city.
Write for information

State Agents for P. W. Favorite Furnaces

1517 O St. **HALL BROS. CO.** Lincoln Neb.

HARRY DOBBS General Contractor

Jobbing a Specialty. Remodeling
of the Hotel Victoria done by me

329 So. 27th St. - Lincoln, Neb.

HOTEL SUPPLIES

Ranges, Steam tables, Coffee Urns, Refrigerators, Dishwashers, Sinks, Ovens, Plate Warmers, Cooking Utensils of all kinds. China, Glassware, Silverware. Visitors to this Hotel see our equipment. Send for Catalogue.

The Lincoln Fixture and Supply Company

(Successor to T. F. MEMMEN CO.)

HOTEL OUTFITTERS

1116-1124 N St., Lincoln, Nebraska

Thousands of Yards of CARPETS

Car Loads of Furniture and Many Other Items
were furnished by us to the Hotel Victoria.
---We satisfied them and we will satisfy you

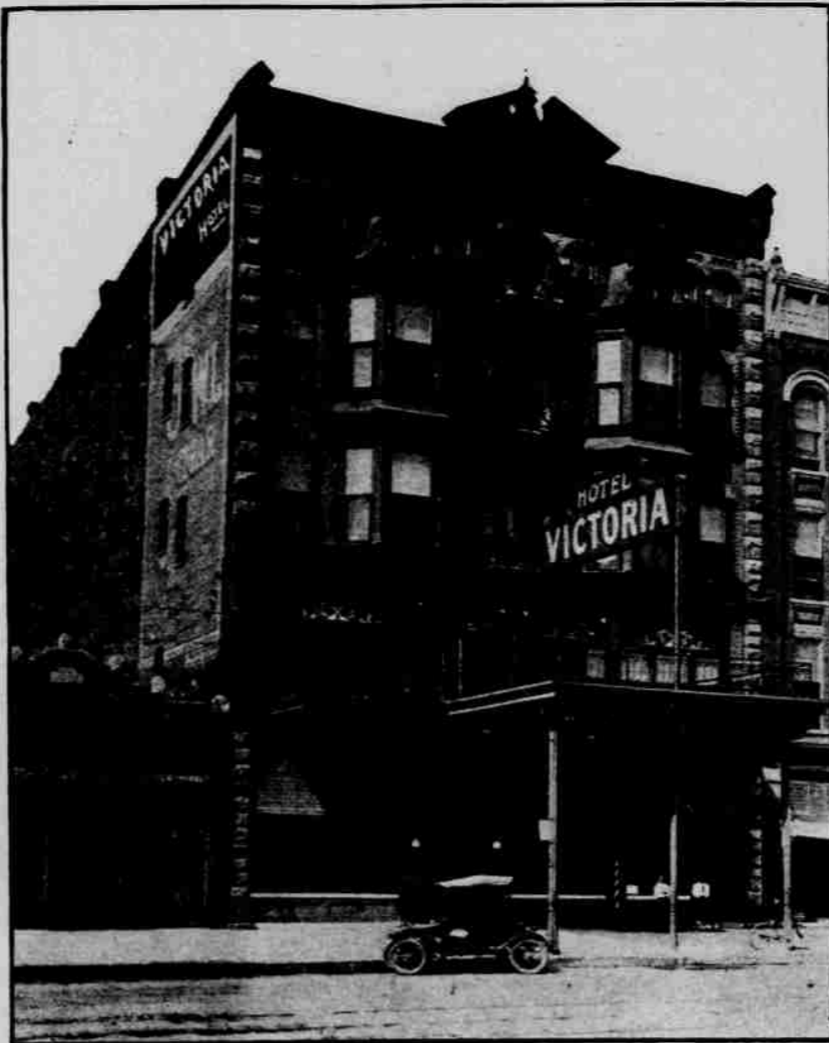
Write us

WATCH OUR WINDOWS
ROBERTSON
Furniture Company

15th & O Sts. Lincoln, Neb. Robertson's Corner

The meeting of Governor Wilson and Governor Marshall, democratic nominees, at Seagirt, Tuesday, for the first time in over a year, was most cordial, and their greeting was a hearty one.

Girls in seven states are trying to have Dr. William F. Cutler, state food and drug inspector of Missouri, start a matrimonial bureau for city girls, who are willing to become the wives of farmers.



THE NEW VICTORIA

On Thursday, August 1, the Victoria Hotel, Fifteenth and O streets, was thrown open to the public. The Victoria occupies the site of the old Royal hotel, but patrons of the former hotel would not recognize the new one. The site is the same, but there is as much difference between the old Royal and the new Victoria as there is between the old "pot and crane" and the new gas range—with the difference in favor of the Victoria.

The Victoria is absolutely new throughout. The old Royal hotel building has been thoroughly remodeled—new front, new interior, new everything. It is as modern as human ingenuity can make it, and furnished in the most modern style. The Victoria Hotel will be under the management of I. W. Bradt, one of the most experienced hotel men in the country. Mr. Bradt has been connected with the leading hotels of Seattle, Los Angeles, and other famous resorts. He knows what the traveling public wants and knows how to supply what is wanted. In remodeling the hotel Mr. Bradt showed the right spirit, in that so far as possible everything necessary to making the hotel up to date was bought of Lincoln dealers. The furniture, carpets, tapestries, curtains, tables, chairs, crockery, etc., etc., were all supplied by local firms. "Patronize home" has been the watchword throughout, and while in some instances a few dollars might have been immediately saved, Manager Bradt has preferred to await future developments and patronize the home dealers.

About \$100,000 have been expended in remodeling the hotel, and today it is unexcelled in the accommodations it offers to its guests. There is hot and cold water in every room, telephone connections, etc. There are forty rooms with bath, and ample sample rooms for traveling salesmen. From basement to attic everything is new—not a single article of furnishing is carried over from the old management. The management of the New Victoria expects to make up what the hotel may lack in size by the superior attractions it offers to the traveling public.

A superior feature of the Victoria will be the modern cafe. It will be conducted on lines new to Lincoln, and is bound to become a favorite resort for those who want the best service at moderate prices. Taken as a whole the Victoria starts off ranking among the best hosteleries of the state. It is the center of the city and on every care line that connects with all depots. It is the most conveniently located hotel in Lincoln.

To the Royal Realty Co., owners of the hotel property, is due a great amount of credit for enterprise and faith in the future of Lincoln. They have invested a huge amount of money in the remodeling of the property, and they have invested for the future. They believe that Lincoln is destined to become one of the great business centers of the west, and have invested with that idea in

mind. And always they have given a preference to Lincoln merchants and to Lincoln labor.

The Victoria starts off under auspicious circumstances. It will be managed with a view to pleasing that portion of the traveling public that cares. It is a big addition to the business interests of Lincoln, and promises to develop into one of the city's big advertising assets.

BUILDING UP EAST "O"

THE STORY OF A BUSINESS SECTION'S REMARKABLE GROWTH

The business growth of East O street during the past two or three years has been little short of phenomenal. Today this thoroughfare, east of Fourteenth street, presents all the appearance and conveniences possible in a big city, with the added merit of newness and avoidance of that overcrowded condition prevalent in congested centers. Practically every line of business is now represented by enterprising firms.

The opening of the new Victoria hotel at Fifteenth and O is one more addition to the business life of this section. The Victoria begins by taking front rank among the first-class hotels of the west. Not only is it handsome in appearance and up-to-date in its equipment, but its manager, Mr. I. W. Bradt, saw to it that every dollar possible spent in the remodeling of the building and the furnishings of every department was spent with Lincoln merchants. Upwards of \$100,000 have been expended in remodeling the building and furnishing it in splendid style, and practically every dollar was spent with Lincoln contractors, Lincoln merchants and Lincoln labor. This fact is only one of many that will attract patronage to the Victoria. It will attract attention because of its splendid location, its superb equipment and its capable management. It is all that a first-class hotel should be.

In view of Mr. Bradt's loyalty to home institutions, his faith in Lincoln and his investment of so much money among us, the undersigned business men located on East O street, extend to Mr. Bradt a hearty welcome, and while assuring him of our appreciation of his loyalty to home firms, desire to thank him for the establishment of another great business institution in this rapidly developing business section. We pledge him that same loyal support that he has shown for Lincoln institutions, and commend his actions to others of our city.

The undersigned also want to make acknowledgement of Mr. Bradt's enterprise, which promises so much for the further upbuilding of this section of the city. We bespeak for him the patronage and good will of those who favor home patronage and the building up of home enterprises.

LINCOLN FEED & FUEL CO. LINCOLN DEALERS IN HAY, GRAIN & COAL

Main Office, 1626 O Street

DAN BERGMAN Shoes & Furnishing 1521 O St.	THE SUGAR BOWL C. L. Olds, Prop. 1545 O St.
THE IMPERIAL —Good— Confections & Cigars 1601 O St.	E. R. GUTHRIE Victor Victrolas Pianos 1540 O St.
PHIL MOUDRY Fresh & Choice Meats 1641 O St.	W. J. BYER Grocer 1537 O St.
DAVOLL & WILMETH Motor Cycles & Bicycles 1531 O St.	STANDARD MARKET Sanitary Eatables 1535 O St.

The Lincoln Frozen Dainty Company

Owned and Operated by Lincoln People
2026 O STREET

Manufacturers of Frozen Confections and
Ice Cream of Purity and Excellence

Hotel Furnishings

Whether it be Furniture, Carpets, Kitchen Equipment or Chinaware,
forms one of the large special departments of our business

NO OTHER INSTITUTION hereabouts is so splendidly equipped to give you the best of service and supplies as this store. All we ask is an opportunity to bid on your requirements.

We Carry a full line of Bar Supplies. All the best shapes in Pressed, Blown and Cut Glassware are carried in stock, and while this is practically a new line with us our prices seem to be attracting a very large class of trade. We shall be pleased to quote you prices.

Use either Auto or Bell Phone, and our hotel supply man will call upon you immediately.

Rudge & Guenzel Co

Royal Smokeless Boilers are installed in the Hotel Victoria

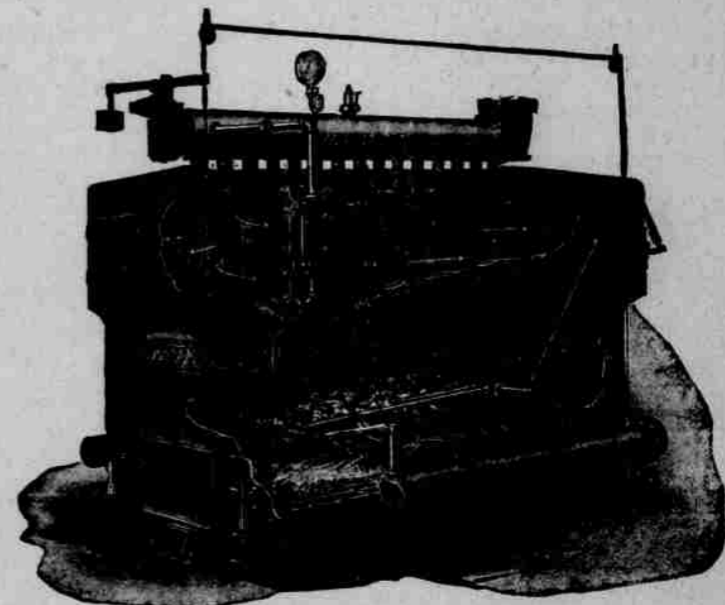
All Plumbing
Heating and
Ventilating

work in the Hotel
Victoria was done
by me. Estimates
furnished a ny-
where. No job
too big nor none
too small

Let me know
What You Need

GEO. H. WENTZ, Lincoln, Nebr.

Member American Society of Heating and Ventilating Engineers



A SAVING OF
 $\frac{1}{3}$ in FUEL

is guaranteed over
the ORDINARY
Method of burn-
ing soft coal

Write For Book

of Testimonials
and Estimates of
Cost for Heating
your Building