

HOME TRADING THE CHEAPEST

We, the Undersigned Merchants and Business Men of This City, Respectfully Solicit Your Trade, and Hereby Agree to Duplicate Prices Made by Any Mail Order House on Same Conditions.

After we have given you figures and you do not find them satisfactory, we will not ask you to buy from us. All we ask and all that you can ask—a square deal all around. We make this offer in a spirit of fairness and with a view of getting your trade on legitimate lines.

We are a part of the common household that constitutes this great county. We are mutually dependent upon each other for prosperity and we cannot exist as a prosperous, progressive community without the harmonious relations that should exist in one large family. We have our capital invested here. It is part of the common wealth of the community, contributing its share toward the payment of taxes, toward the support of schools and churches, toward the creation of substantial values for farm property and toward the highest welfare of all our people.

It is a matter of common knowledge that a large sum of money is being diverted from the local channels of trade annually and being sent to the mail-order concerns of the large cities by many of our citizens. This money is forever lost to the county and represents a drain that can never be filled. The goods that are purchased of these houses can be as cheaply purchased here and all that we ask is an opportunity to convince you of the truth of this. Try us on your next order.

All who have the welfare of the city and county at heart are respectfully urged to assist us in defending the common welfare of our town and county against the encroachments of this evil by doing their trading at home, by supporting all our local business and industrial institutions, all things being equal. It will help every one of us.

A. Herpolsheimer Co.

We have a well equipped Mail Order Department and will fill Mail Orders and furnish as good or better values than any catalogue house.

Famous

Fine Millinery, Gloves, Corsets, Shirt Waists, Ladies Furnishings and Hosiery. We want your trade because we live here, and know we can do as well by you as you

can do any place on earth. Cor. O and 13th street.

G. A. Tucker, Jeweler and Optician

The Store of Values. Watches, Diamonds, Clocks, Jewelry, Cut Glass, Hand Painted China and Silverware. We are always willing to meet any and all competition. Our stock and our customers who have traded with us for years are our best recommendations. Repairing and Engraving. 1123 O Street.

Weinberg's

1341-1343 O. Street, Lincoln, Neb.
WEARING APPAREL FOR WOMEN
STYLE + QUALITY + ECONOMY
Money cheerfully refunded on any unsatisfactory purchase made from our house.

The Farmers Grocery Company

Groceries, Dry Goods, Shoes, Queensware, Crockery, Fresh and Cured Meats. The best way to curtail the mail order business is to sell the best goods at "live and let live" prices, and that is what you get when you trade with us. We take your Produce. 226 to 236 N. 10th St.

Lincoln Clothing Co.

An up-to-date stock of Clothing, Hats, Shoes and Gents' Furnishing Goods. Why send away from home to buy clothing when we can sell you a better quality and in most cases for less money? We make this offer in a spirit of fairness and want your trade.

FRED SCHMIDT AND BRO.

Dry Goods, Groceries, Shoes, Ladies' and Children's Cloaks and Furnishings. We are always willing to meet any and all competition. Our stock, and our customers who have traded with us for years, are our best recommendations. 917 to 921 O Street. We take Produce.

Cerf's CLOTHING HOUSE

925 O St. Lincoln, Neb.

We meet all competition and guarantee every article we sell in Clothing, Gents' Furnishing Goods and Hats. Why send away from home to buy Clothing when we can sell you a better quality and in most cases for less money.

Roy S. Smith, Jeweler

High Grade Watches, Diamonds, Clocks and Silverware. Why go away from home to buy these goods when we can sell you a better quality and in most cases for less money? We make this offer in a spirit of fairness and want your trade. We fill mail orders. 114 So. 12th St.

Schmoller & Mueller Piano Co.

Wholesale and Retail Dealers in High Grade Pianos. We have the stock right here and will meet all catalogue prices and will not be undersold by anybody on the same quality of Pianos. All the Best Makes. 135 S. 11th St.

Miller & Paine

We guarantee everything we sell, and sell nothing we could not guarantee. Our corps of shippers who have the control of all mail orders give expert and painstaking attention to all mail orders—an attention that is even closer and more painstaking than such would be if practised by yourself. We stand ready to rectify and make good any errors that may at times occur.

The A. D. Benway Company

Complete House Furnishers. A square deal is yours when you buy any goods in our line. Our motto is: "Good Goods, and Prices Right to Everybody." We carry a large line in every department to select from 1112-1114 O Street.

Mayer Bros

Lincoln's Greatest Clothing Store. Lowest Prices and the Truth. Clothing, Furnishings, Hats and Shoes - Mail Orders Filled.

Rudge & Gvenzel Co.

Any purchase made from us must be satisfactory or we quickly adjust it with you, therefore we can't afford to sell anything but reliable merchandise. We are known throughout the state as the greatest value givers in our lines.

Ernst Hoppe, Good Hardware

Hardware, Stoves, Graniteware, Tinware and Paints. We do not ask you to trade with us when we cannot meet any price on the same grade of goods. We want your trade because we live here, and know we can do as well by you as you can do any place on earth. 108 N. 10th Street.

Hardy's Complete Home Furnisher

THE PEOPLES STORE GOLD & CO.

12 TO 118 NORTH 10TH ST. We guarantee our prices and quality against all competition. Money back if quality or price are not satisfactory.

W. A. Doggett, Good Sewing Machines

All the Best Makes. We also carry supplies for all kinds of Machines. Repair work a specialty. We guarantee our prices and quality against all competition, mail order houses included. We will not be undersold by honest competition. 114 So. 12th St.

F. E. Volker FURRIER

We are exclusive Furriers. We carry a complete line of high-grade furnishing in Furs for Women and can make you anything you want in the fur line. We guarantee all our work and our prices are as reasonable as any place on earth. 146 So. 12th Street.

SANDERSON'S FOOT-FORM-STORE

1229 O STREET.

Up-to-Date Footwear

The best way to curtail the mail order business is to sell the best goods at live and let live prices and that is what you get when you trade at SANDERSON'S

The Prescott Music Co.

Wholesale and Retail Pianos and Organs. Why send away from home to buy Pianos when we can sell you better quality and in most cases for less money? We make this offer in a spirit of fairness and want your trade; we will not be undersold by anybody. 1210 O Street.

J. C. Wood & Co., Cleaners and Dyers

Largest Plant in the West. 5,000 Feet of Floor Space. 2,000 Garments per Day. While the Mail Order Houses do not effect us, we do know that Lincoln merchants sell goods as cheap as any Mail Order House.

Sutter-Henry Dry Goods Co.

Store of Values. High Grade Dry Goods, Ladies' Cloaks, Suits, Underwear and Shoes. We guarantee our prices and quality against all competition, mail order houses included. We will not be undersold by honest competition. 1012-1016 P Street.

A. Hospe Co., One-Price Piano Store

A full line of High Class Pianos. We are here to grant any accommodations consistent with good business and will sell you Pianos as cheap as can be bought anywhere, and will not be undersold on the same quality of goods. 1140 O Street.

Boston Store, Store for Everybody

Solomon & Nathan, Props. Outfitters for Men, Women and Children. Why send away from home to buy goods in our line when we can sell you a better quality and in most cases for less money? We make this offer in a spirit of fairness and want your trade.

Wm. Robertson, Jr., Home Outfitter

High and medium grade Furniture, Stoves and Carpets. We are here to grant any accommodations consistent with good business and will sell you goods as cheap as can be bought anywhere, and will not be undersold on same quality of goods. 1450 O. North Side.

The Matthews Piano Co.

Full line of High Grade Pianos and Musical Merchandise. We will be glad to have you do business with us. We are here to grant any accommodations that are consistent with good business and meet all prices. 1120 O street.

J. L. Woodworth, Good Harness

Hand Made Heavy Harness, Light Harness, Saddles, Robes, Collars, Whips, Blankets. We guarantee our prices and quality against all competition, mail order houses included. Money back if either quality or price are not satisfactory. Repair Work a Specialty. 1215 O street.

Knudsen & Lundholm, Groceries and Meats

An Up-to-Date Stock of Groceries, Pure Food and Fresh Meats. We guarantee our prices and quality against all competition, mail order houses included. Money back if either quality or price is not satisfactory. We want your Produce. See us first and we will save you money. 118 So. 12th St.

Lincoln Gas & Electric Light Co.

A full line of Gas and Electrical Supplies. While the mail order houses do not affect us, we do know that Lincoln merchants sell goods as cheap as any mail order house on earth. COOK WITH GAS.

PATRONIZE NEBRASKA INDUSTRIES

FARMERS AND MERCHANTS INSURANCE CO.

Established 1885. LINCOLN, NEBRASKA

Over \$1,500,000 Paid to Policy Holders in the Past.

FIRE, LIGHTNING AND WINDSTORM ON CITY AND FARM PROPERTY