



Made in Nebraska

First Brewery Founded Here Fifty Years Ago

More than fifty years ago Fred Krug, president of the Fred Krug Brewing company, who still enjoys good health, although past 75 years, established the first brewery in Omaha. It was a small, primitive, one-man concern. Mr. Krug was brewer, general manager, cashier—in fact, the only employer as well as the only employee.

This little plant was located near Tenth and Farnam streets, in a one-story frame building, quite pretentious in those days, when the buildings in Omaha did not number very many. Fred Krug crossed the Missouri river young, strong and ambitious, willing to work and endure hardships and incessant toil, and honest dealings enabled him to continue improving his little plant from time to time, until in 1882 he erected a new brewery on Jackson street, between Tenth and Eleventh street, until after adding building upon building, he was on account of lack of room for expanding compelled to locate on a larger tract, and in 1892 he incorporated and started to erect the

present modern plant at Krug avenue and Twenty-fifth street. Since then the business has been conducted in the name of the Fred Krug Brewing company, Fred Krug having turned the management over to his son, William Krug, under whose management, assisted by his brothers, Albert, Fred H. and J. M., new territory has been bought, continually, until now the sales force covers the entire west as far as San Francisco.

Extensive Improvements.
In the last six years extensive improvements have been made to the plant. Four new (225-horsepower each) B. & W. boilers have been erected, equipped with automatic stokers, coal and ash conveyors. These boilers can burn either coal or fuel oil. Large generators, dynamos and motors have been installed, furnishing power and light.

In the bottling department constant replacing of machinery is necessary, owing to the phenomenal improvements accomplished in the last ten years and the great and steadily increasing demand for

bottle beer.
Last year a new and one of the most handsome office buildings in the city was erected on the corner of Krug avenue and Boulevard, adjacent to the plant. In architecture it conforms with the brewery buildings. To afford as much comfort as possible was the main object in view, and it is roomy, with plenty large windows to admit air and light.

Luxus Good Beer.
Since 1892 to 1911 William Krug was at the head, but in June, 1911, he met with an unfortunate accident, causing instant death. Since then his brother, Albert, has managed affairs in a very successful and efficient manner.

Luxus, the beer you like, is the pet product, and its sales have increased wonderfully since it was put on the market. The management has always insisted that only the choicest and finest materials be employed in its manufacture, and it can truly be said, "No better beer made—no beer better made."

CIGARS Not at the Show
You Know

Don Alberto 10c
Little Don 5c
Riggs 5c

But Smoked and Enjoyed Everywhere

W. E. RIGGS, maker
RIGGS' SANITARY CIGARS
111 South Denver Ave.,
Hastings, Neb.



SILKO
MADE FOR THE LITTLE CHICKEN.
No Screens or Weed Seed
Laid in Our Food.

ARE YOU GRITTY? Eat some SILKO CHICK FOOD
HASTINGS MILLING CO.
HASTINGS, NEB.

WRITE US FOR PRICES.

LA PRECIADA KINNEY'S "103"
"MADE IN NEBRASKA."
L. A. KINNEY CIGAR CO.
HASTINGS, NEB.

TRY OUR **"SENATOR BRAND"**
KANSAS BACON—LARD.
Our Specialty
HIGH GRADES OF SAUSAGE.
KAUF & RINDERSPACHER CO.
HASTINGS, NEB.

The Best of the Entire Show,
Z. S. FISHER'S
LA ZEUS CHOCOLATES
For sale by J. J. MOYSTER,
Cepheus Theater Candy Shop.
See the new miniature hotel, which is being erected in Hastings, Neb., made in candy.

MADE IN NEBRASKA
Schmoller & Mueller
PIANOS and PLAYER-PIANOS
Five Years to Pay.
Terms as Low as \$1 a Week.
See them in Booth 32.

Important

And urgent matters should be handled by the dependable, direct and personal route, over the Long Distance Bell Telephone.

Daily Half a Million Bell Telephone Calls are "Made in Nebraska."

NEBRASKA TELEPHONE COMPANY
LOCAL LONG DISTANCE TELEPHONE
BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO.

Bell Lines Reach 668 Nebraska Towns

J. A. ROSE
Manufacturer
Hastings - Neb.

Nebraska & Iowa Steel Tank Co.
MANUFACTURERS OF
Steel Tanks, Troughs,
Grain Storage Tanks,
Feed Bins, Etc., Etc.
Highest Grade Material and Workmanship.
Special Designs to Order.
OMAHA, NEBRASKA.

Beatrice Iron Works Youngster that Has Astounded with Rise

The Beatrice Iron works was incorporated in 1907, starting with a machine shop with a floor space of 4,000 square feet. Today it covers 21,800 square feet. In 1908 a foundry was added and the manufacture of implements was begun. The first in this line being the "Beatrice" two-row cultivator and the "Little Beatrice" one-row cultivator, both riding. The sale of these two splendid agricultural implements was very encouraging and it was soon found necessary to enlarge the plant and increase its capacity. Since then the manufacture of grain drills, alfalfa cultivators and seeders, land rollers, two-row disc cultivators, walking cultivators, combined walking and riding cultivators, road drags, the "Evans" mower bar and a number of other staple and useful items have been added to the line. The latest addition is the manufacture of the Bertha "Improved" grinding mill, a mill that will grind from eighty to 100 bushels of shelled corn per hour, depending upon the degree of fineness. Demonstration tests have proven it much superior to any feed grinder ever produced. During the last year one of these machines ground 1000 bushels of corn without renewal of burrs or at any cost for repairs. The foundry is well equipped and is prepared to furnish anything in the line of heavy iron castings. A large quantity of casting for manufacturers of other goods are made here and at the present time the miller posts for the city of Beatrice are being made.

Fine Display Made By Hastings Foundry.

The Rose Manufacturing company of Hastings, is making a fine display of goods at the "Made-in-Nebraska" show. This firm has a large and complete brass foundry and machine shops, and in the present show is giving the public a splendid chance to inspect some of the best goods of their kind that are made in the state. The booth is not only an interesting and visitors are finding many things here to entertain and educate them.

WOULD MAKE FOURTH OF JULY ELECTION DAY

CHICAGO, March 6.—The plan to make the Fourth of July an election day for the entire country and Memorial day a primary day was proposed by Samuel Alshuler, a former democratic nominee for governor of Illinois, yesterday in an address.

"We must do something to stir up the voters of this nation," said Mr. Alshuler. "They must be aroused to a sense of their duties. Too little interest is taken in elections and primaries. At some judicial elections hardly any one turns out. We should all have our primaries on Memorial day and election on the Fourth of July—real holidays, not merely days when the saloons, banks and public offices are closed.

"We should have separate ballots for the judiciary, the state, the nation and the city. Let us devote as much of those days as possible to voting. No holiday could be more patriotically or more advantageously spent."

Omaha Brewery Now Coming Right Up to the Front Ranks

That the Willow Springs Brewery company, though one of the youngest, is one of the fastest growing industries of Omaha, is shown by the fact that the increase in the sale of their product demanded an addition to their plant. Last summer a new bottle house and brew house were erected at a cost of over \$150,000. The most up-to-date equipment that could be procured was installed. They now have one of the finest and most sanitary breweries in the west. The brewery has been under the able management of Mr. Walter Moise and H. V. Hayward since it started eleven years ago.

They attribute the popularity of Stars and Stripes beer to the fact that along with the use of best materials procurable they use the famous Willow Springs water, from which the brewery derives its name, in the making of their beer.

Hastings Beer Goes to Front Rapidly in Very Few Years

Another instance of a Nebraska product's making good is that of the beer made by the Hastings Brewing company, a firm that has grown to five times its original size in less than five years. Persons who are familiar with brewing declare that the quality of the Filter Brau is the highest. One of the best brew masters in the state makes this Hastings beer, Harry Hish, who has just taken charge of the brewing, is expected to increase the business greatly.

First Small Girl—Your papa and mamma are not your real parents, you know. They just adopted you.

Second Small Girl—Well, that makes it all the better. My parents picked me out and yours had to take you just as you came.

Special Features at Auditorium Show

- FRIDAY, March 7.—South Omaha night. South Omaha High school orchestra and high school afternoon and night. Travelers' Protective association night, under direction of Omaha post A, Nebraska division, Travelers' Protective Association of America.
- SATURDAY, March 8.—Doors open 10:30 a. m. Omaha High school and public school day. Young Men's Christian association night. Modern Woodmen of America night.
- SUNDAY, March 9.—Doors open 1:30 p. m. Sacred concert afternoon and night. Bohemian society afternoon and night commencing at 2:30 p. m. The Laborers' society night. Special Ferrillo concert band concert.
- MONDAY, March 10.—Doors open 10:30 a. m. Scandinavian society night, including the Norden Singing society, Swedish Noorduay club, Swedish Singing societies, Danish brotherhood and Danish Singing societies.
- TUESDAY, March 11.—Doors open 10:30 a. m. Union of Nebraska Retailers' night. Nebraska State Manufacturers' night. Omaha Manufacturers' association night. United German society night. Concordia Ladies' Singing society night. State Automobile Association's Good Road day and night. Nebraska County Supervisors' afternoon.
- WEDNESDAY, March 12.—Doors open 10:30 a. m. Woman's club afternoon, including South Omaha and Council Bluffs clubs. "Made in Lincoln" day. Lincoln Commercial club day. Lincoln Manufacturers' association day. Nebraska Conservation congress day. Federation of Nebraska Retailers' night. Omaha Retail Grocers' association night.
- THURSDAY, March 13.—Doors open 10:30 a. m. Society night. Federation of Nebraska Retailers' Ladies' auxiliary night. Woodmen of the World night.
- FRIDAY, March 14.—Doors open 10:30 a. m. Federation of Nebraska Retailers' night. Ad club night. Newspapermen's night.

WOODMEN OF THE WORLD

Made in Nebraska.
Most popular and financially largest Fraternal Life Insurance Society in the United States.

Made in Omaha.
Assets \$17,500,000.00
Monthly Rates established Sept. 1st, 1901, and no change contemplated.

Largest Fraternal Life Building in America. A profitable asset. A very few desirable office rooms and two store rooms for rent, 14th and Farnam Streets, Omaha.

J. C. ROOT, Sovereign Commander.
W. A. FRASER, Sovereign Adviser.
J. T. YATES, Sovereign Clerk.

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WILSON STEAM BOILER CO.
Overhaul and Repair Boilers
Manufacture
Tanks, Smokestacks, Breechings,
Boilers and Sheet Iron Work.
OFFICE AND WORKS:
20TH AND CENTER STS., OMAHA.

Dayton Moneyweight Scales
Exhibit Near Stage
Merchants and visitors are cordially urged to inspect this complete line of modern computing scales.
MONEYWEIGHT SCALE CO.,
E. B. Marshall, L. B. Smith
Nebraska Managers

MR. RETAILER:
SEE
GARVEY'S
SHAKER BLUING
Something Entirely New.

FOR MORE THAN 50 YEARS WE HAVE MADE BEER RIGHT HERE IN OMAHA



REGISTERED, U.S. PAT. OFF. Brewed and Bottled by
FRED KRUG BREWING CO.
LUXUS MERCANTILE CO., Distributors. Opposite Post Office.

WILLOW SPRINGS DISTILLERY
OMAHA
DISTILLERS FROM GRAIN OF
GOLDEN SHEAF PURE RYE
AND SOUR MASH BOURBON
STANDARD SWEET MASH BOURBON
ILER'S PURE MALT WHISKEY
AND EAGLE GIN

75% of the Locomotives
Built in the United States for the year 1912 were equipped with PAXTON-MITCHELL'S METALLIC PACKING.

Visit Our Exhibit, Booth 11, Main Floor. ALUMINUM, BRASS and BRONZE CASTINGS and the Metallic Packing will be shown.

The Paxton-Mitchell Co.
FACTORY—27th and Martha Sts., OMAHA.

See Our Exhibit at the "Made in Nebraska" Show (AUDITORIUM)

Hydraulic-Press Brick Co.
ALSO
We cordially invite you to visit our new display room—
W. O. W BUILDING

The Velvetina Treatment, when applied to woman's face improves a bad complexion and lends an added grace.



This treatment will remove wrinkles, pimples, blackheads and bleach and whiten the skin. Directions:
FIRST—Cleanse the skin at night with hot water and Velvetina Complexion Soap, using hot towels to steam the face.
SECOND—Apply Velvetina Massage, using movements described in the Velvetina Book (free on request).
THIRD—In the morning bathe the face with clear cold water. This keeps the flesh firm. Then apply Velvetina Vanishing Cream. This protects the skin from the wind and sun.
FOURTH—Apply Velvetina Face Powder (flesh, white or brunette). This makes a beautiful make-up which cannot be detected except for its beautiful effects.

Velvetina Complexion Soap—price.....	\$.25
Velvetina Massage Cream—price.....	.50
Velvetina Vanishing Cream—price.....	.50
Velvetina Face Powder—price.....	.35
Complete Combination—price.....	\$1.60

For sale by all Omaha druggists and the most progressive druggists in every town throughout the United States.

Omaha & Council Bluffs Street Railway Company

Be careful in getting on and off cars while the large crowd is in the city for the "Made-in-Nebraska" Show and you will help us prevent accidents...