



History of Ice Making in Nebraska

The first ice manufacturing plant in Nebraska was established in Omaha by the Omaha Ice and Cold Storage company in 1867. The manufacture of ice at this time was not an experiment, but was fully demonstrated to be practicable in certain localities. However, the local conditions previous to 1867 apparently did not warrant an extravagant investment of an ice manufacturing plant.

The Omaha public has been educated in the use of natural ice for domestic purposes and the large storage capacities of natural ice surrounding Omaha were sufficient to supply the demand for both household and wholesale purposes, but the uncertainty of the weather conditions, and with the idea that the public's health should be considered, Mr. John A. Doe erected the first ice manufacturing plant in the state of Nebraska at Omaha, and this certainly was an innovation in the ice business in this city. At the time the Omaha Ice and Cold Storage company erected this plant there were thousands of other ice manufacturing plants working successfully throughout the east and south, but there were many

people in Omaha who did not believe that ice could be made successfully at this point.

The consumer understood that the manufactured ice was "made with ammonia" and they refused to accept it. And it was with the greatest difficulty that the purest ice they had ever had was introduced. It was hard to convince the consumer at the beginning that the product did not contain ammonia and that ammonia was simply used as a refrigerant and did not come in contact with the ice. It was some time before the consumer realized that the manufactured ice was "just what the doctor ordered," but after seven years' education they found it necessary to more than double their capacity last year and the increased popularity of distilled water ice is well deserved. The expensive and intricate machinery, labor, fuel, etc., makes the manufacture of ice a very expensive operation, still the Omaha consumers are obtaining their ice at the same price as when natural ice was being used entirely. The company does not wish to have it understood that it is a phil-

anthropist, but wants to go on record that Omaha is getting ice at a less cost (all conditions considered) than many of the cities in the east and south. Ice cannot be manufactured in Omaha as cheaply as in Kansas City, St. Joseph, Chicago, Cleveland, Detroit and other cities of the east and south, owing largely to the cost of fuel at this point, but the consumer is being supplied with ice at ruling prices in effect in all of the above cities.

The most important feature of the business in which the Omaha Ice and Cold Storage company engage is the delivery to the customer. This portion of the business requires a very extensive organization to be maintained. Regular and prompt service is most essential and every one of the 5,000 domestic consumers know of the splendid record which was made with its service department. The company announces that it is instituting a plan by which it expects to further improve its service for the coming season and it hopes that the Omaha public will take advantage of these efforts.

The Show Is Over

You have seen many remarkable exhibits and wondered at the great number of excellent products manufactured here in Nebraska.

WE WISH TO REMIND YOU of another very remarkable product made in our own state and that is the

Rigg's Sanitary Brands of 5c and 10c Cigars

We were not at the show, but we are doing things every day at our sanitary, sunbiny factory at Hastings, Neb.

W. E. RIGGS, Maker. HASTINGS, NEBRASKA.

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.

\$15.00



\$18 **\$20**

Every Coat Tried on in the Basting

Orders taken before Wednesday will be delivered before Easter.

Mid-West Clothes Have not only Made Good in Omaha, but they Are Made Good in Omaha.

When you patronize us you trade with the only tailors making all clothes in Omaha and trying on every coat in its basting at these prices. When you order a tailor made suit demand a try-on—We give you it without extra charge.

MID-WEST TAILORS
ARTHUR L. LEMON, Mgr.
1505 Harney St. So. Omaha Store, 428 No. 24th St.

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**

A Beer for Everyone--

Not just for this or that man—but for you and your family and for all.

Old Age... Genuine Old German Double Beer

protected from the penetrating rays of light by amber bottles, and kept, therefore, pure, sweet, wholesome and delicious at all times.

No matter how long you keep Jetter's OLD AGE—a genuine old German Double Beer it is always appetizing—always good. It mellows in its sweetness as it grows older.

No beer is so well made; no beer is so good for any occasion.

Family Trade Supplied by
South Omaha, William Jetter, 2502 N. St.; Tel. South 868; Hugo F. Bilz, 1324 Douglas St.; Phone 1542.

Jetter Brewing Co.
South Omaha, Neb.

Hastings' Celebrated
(Old German Style)
Ritter Brau also Prairie Pride
and **Personal Liberty Beers**
Brewed and Bottled by the
Hastings Brewing Co.
HASTINGS, NEBRASKA.

Hair Goods Made in Omaha to Suit Tastes of Everyone

Monheit's, 402 South Sixteenth street, is one of the firms that makes its goods in Nebraska. Men's wigs and toupees of the highest quality and workmanship are manufactured by this company. The store specializes in hair goods for women, and is the most prominent firm of its kind in the state. It always gives satisfaction.

Alamito Dairy Gives Its Customers All the Best Products

The Alamito dairy, 1312 Farnam street, is famous in this territory for the purity of its products. The milk, cream, butter and cheese sold here is the best that can be bought. The Alamito company also

sells Fer-mil-lac, which is considered one of the best health drinks made. It has wide sale in Omaha. The Alamito dairy maintains a high standard of efficiency and conducts a dairy that is sanitary in every way.

Only Concern of Its Kind in the Western States

About a year ago the Omaha Leather Novelty company commenced operation in Omaha under the ownership of the Mark's brothers saddlery company.

The purpose of this concern was to give the merchants of this territory an opportunity to buy western-made leather novelties, there not being any manufacturing concern of this kind west of Chicago.

The business, under the direction of Anton Marshall, who is superintendent, and Frank Marshall, designer, has had a steady growth, and the company will

work fifteen people this coming summer. Leather goods of every novelty variety are made and are sold to merchants only. Special orders for advertising novelties are also taken and the work which has already gone out has given perfect satisfaction. This firm also takes repair work from its patrons.

Not Ordinary Kind, but High Grade Are Farmer's Coffees

Farmer's high grade coffees are made so good that no great arguments are taken to sell them. They have the quality and, therefore, the homes that have once used them are sure to order them again. Farmer's coffees are good because the growth and preparation of them are in the hands of experts who are not content to get medium goods, but who roast and blend the coffees in such a way as to produce the kind that will give great satisfaction.

MADE FOR THE LITTLE CHICKEN.

SILKO
No Screens or Wood Seed Used in Our Food.

WRITE US FOR PRICES.

SEE OUR DISPLAY OF **Calabash Pipes**

AT "MADE IN NEBRASKA" SHOW
Grown in Nebraska.
Made in Our Factory.
TRACY BROS. CO.
1415 Douglas St.
Omaha, Neb.

FAMOUS COLLINS SADDLES

None genuine without the Collins stamp. The same old saddle at the same old price, the best saddle ever made and made by the same old men that have made it for 25 years. Write for free 1913 catalog.

ALFRED CORNER & CO.
1212 Farnam Street, OMAHA, NEB.

Exhibit of the Omaha Leather Novelty Co.

OMAHA LEATHER NOVELTY CO.
Manufacturers of High Grade Leather Novelties
HAWLEY AND BROS., BURLING AND CO., AMERICAN LEATHER ANGLERS
103 1/2 HOWARD ST. OMAHA, NEB.

TRY OUR **"SENATOR BRAND"** KANSAS-BACON-LARD.

Our Specialty **HIGH GRADES OF SAUSAGE.**

KAUF & RINDERSPACHER CO.
HASTINGS, NEB.

CALL FOR **ALAMITO Dairy Products**

Milk, Cream, Butter, Cheese, Fer-mil-lac.

1212 Farnam St., Omaha, Doug. 411.

Ice Making and Refrigerating Machinery

"MADE IN NEBRASKA"

Don't forget that here in Omaha we manufacture the best you can buy in ice making and refrigerating machinery for all purposes.

A continuous cold wave from shore to shore produced with Baker Ice and Refrigerating Machinery.

Whenever you think of Refrigeration think of "BAKER." The association of names is your guarantee of an absolutely efficient and reliable outfit.

Call or write and tell us your requirements. Our experience and advice will prove valuable to you.

Don't miss seeing our exhibit in Booth L. at the "Made in Nebraska" Show.

Each dot represents one of our refrigerating plants doing actual work.

Our representative there is at your service.

BAKER ICE MACHINE COMPANY, OMAHA, NEB.

The Lincoln Tannery

Oldest Tannery in Nebraska
Established 1895—Send for price list and catalogue

H. HOLM, Proprietor
LINCOLN, NEB.

Gentlemen's Shaving Combination



"Cooling and Healing and leaves a good feeling."

An everyday household necessity for chapped hands, face, lips and all skin roughness

Big Bottle 25 cents

Cheap Talcums are Positively Dangerous to Use. Velvetina Talcum Absolutely Pure.

Always 25 cents.

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MANUFACTURERS
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