

The E. R. Deputy Co.

Lincoln people who have kept their eyes on the E. R. Deputy company believe that in its line this thriving concern will soon establish itself as one of the big hat-and-cap concerns of the country. Deputy hats already house several thousand good Nebraska brains and the intention of the company is to keep on until most of them are so housed. The company has gained in business steadily from the outset, and in the future the owners do not expect to do anything that will alter that record.

Experience and a desire to give the retailers the utmost for the money have been the impelling reasons for the success of the company. E. R. Deputy himself is a man who understands every phase of his business and when he backs up his trade movements with his business sense and his judgment, he attains the goal toward which he strides.

The Deputy company always keeps up to the moment on its styles and Nebraska people who await its offerings are sure of getting the last word in this line. That is one important feature of the service which the company offers the retailers—and there are others which are of interest to Nebraskans and which many retailers, to their delight, have learned in their dealings with the company.

Nebraska Sanitarium

The Nebraska Sanitarium is situated at College View, about four miles southeast of Lincoln and is reached by two lines of the Lincoln Traction company.

The sanitarium is one of the best equipped in the west and with about fifty nurses has a large and increasing business and plenty of assistants to care for those who go to the hospital for treatment.

The institution is about twenty years old and has always been a popular resort for people coming from the east who have been sent to the mountains for a change of air and who stop in Lincoln for a

period that the change from the low altitude of the east to the high altitude of the mountains may not be too much of a change. Usually they find that the bracing air of Nebraska is all they need and instead of being a temporary stopping place for a few days the patient is content to remain at the Nebraska Sanitarium until entirely relieved of his ailment.

Dr. J. D. Shively, a very experienced physician and surgeon is at the head of the institution and is ably assisted by his wife, Dr. Eva Shively, while Dr. D. W. Thompson of Lincoln is called in cases of consultation.

Kimball Bros. Co.

Years of faithful service to the moment trade of that and other parts of the state have given the Kimball Brothers company of 100 O street, Lincoln, a reputation that now adds an apparent wholesome dignity to their business dealings. The company has been making rapid forward strides during the last several years, and today stands as one of the largest in its line in the middle west.

The company started out with men who knew as its chief asset. And since the first day that the doors of this model institution swung outward to admit the public that principle has been accented in every phase of its business. These men who knew, knew enough to keep the public in mind at all times. They bought the things in the wholesale market they knew would appeal most to the retail trade in the state. They furnished every service, in line with their business, which might be looked for by a discerning and exacting public. These men who knew, in other words, anticipated every wish of the purchasing public and were ready to meet the trade that later came to know them as masters of their line.

This is the asset of the firm. It is simple when analyzed, but strange to say it is something that many firms have lacked—and to their extreme financial discomfiture, too. Kimball Brothers are looked upon as strong assets in the business life of Lincoln and their friends—made by their effective service—are many and legion.

Lincoln Entertains Its Visitors Well

(Continued from Page Eight.)

state who visited the Lincoln building during state fair week last year, and the boys are looking for an increased number this year.

The Elks' building is at Thirtieth and P streets. It cost nearly \$9,000 for construction and furnishing, and they are rightly proud of it. It is the first Elks' building erected in the state—and its erection has been followed in the last two years by the construction of Elks' buildings at Plattsmouth, Nebraska City, Alliance and North Platte.

The Y. M. C. A.

Young men of the state will find enjoyment in the Young Men's Christian association building located at the northeast corner of Thirtieth and P streets, and younger women visitors at the state fair will find enjoyment in calling at the Young Women's Christian association building at 4th N street.

At the Young Men's Christian association the young fellows and boys find a mammoth dormitory system in operation, a gymnasium well equipped, large and well ventilated, and reading and game rooms such as are provided in associations of much larger towns than Lincoln. The officers are always glad to have callers from out of the city and during state fair week take pleasure in showing outsiders through their institutions.

A short excursion of the important industries of each of the suburban towns at Lincoln, their population and how to reach them has been prepared by the Lincoln Commercial club. It follows:

The Suburbs.

HAVELOCK—Five miles northeast of Lincoln; has a population of 4,000. The locomotive works of the Burlington system, giving employment to 1,000 skilled mechanics, are located here. Electric street cars to and from Lincoln every thirty minutes. Five-cent fare transfers to all lines.

UNIVERSITY PLACE—The home of Nebraska Wesleyan university, has a

population of 1,800. Reached by electric cars direct, fifteen-minute service. Three and one-half miles northeast of Lincoln. Five-cent fare transfers to all lines.

BETHANY—Five miles east of Lincoln. Two interurban lines, the Lincoln Traction company and the Omahas, Lincoln & Bethany, operate cars alternately every fifteen minutes between Lincoln and Bethany. Five-cent fare Lincoln Traction company issues transfers from and to Bethany line cars. Home of Cotner university. Population 1,200.

COLLEGE VIEW—Located five miles southeast of Lincoln. Population 2,600. Home of Union colleges and Seventh Day Adventist schools and sanitarium. Two electric lines operate cars every twenty minutes between Lincoln and College View. Five-cent fare transfers to all lines.

NORMAL—Four miles east of Lincoln on College View and Summer electric line. Home of William Jennings Bryan. Three and one-half miles east of Lincoln. Reached direct by College View and Summer line electric cars. Forty-minute service. Five-cent fare transfers from and to all lines.

LINCOLN PARK—A natural park, two and one-half miles southwest of Lincoln. An abundance of shade trees and stream of running water adds interest to these grounds. Electric cars and boulevard direct to gate.

EPWORTH LAKE PARK—Home of the Nebraska Epworth assembly. Two miles southwest of Lincoln, adjoining Lincoln Park on the south. Reached direct by Epworth Lake Park or Lincoln Park electric cars.

ASYLUM—Two and one-half miles southwest of Lincoln. State Hospital for Insane reached by "State Hospital" cars. Five-cent fare transfers from and to all lines.

BURNHAM—Three miles southwest of Lincoln. Largest stock feeding yards on the Burlington system are maintained at this point, also the largest brick manufactory in the state has its plant here. Reached by "State Hospital" cars—forty-minute service. Five-cent fare transfers from and to all lines.

HAWTHORNE—Three miles west of Lincoln. Home of the Nebraska Military academy. Not served by any street car

line, "State Hospital" cars reach nearest point.

LANCASTER—Three miles south of Lincoln. The Nebraska state penitentiary is located at this point. Twenty-minute street car service.

LAK VIEW—One mile west of Lincoln. The Burlington railroad freight yards and roundhouses are located at this point, and is reached by Capital Beach cars. Frequent service. Population, 600.

Nebraska Wesleyan University

SIX DEPARTMENTS
College of Liberal Arts
Teachers' College
Academy
Conservatory of Music
School of Expression
School of Arts
Also Courses Leading to Any County or State Certificate

Gymnasium
Athletics
Debate
Glee Club
Band
Orchestra

Delightful Environment
Advantages of Capital City
Expense Reasonable

CATALOGUE FREE
Address
THE REGISTRAR
Department N
University Place, Lincoln, Neb.

Benway Furniture Company

1112-1114 O Street, Lincoln, Neb.

The only exclusive Home Furnishing House in Lincoln, will be pleased to check your packages while you visit the Fair. Will also be pleased to have you use our store as a place to meet friends. Remember the Place—

Benway Furniture Co.

1112-1114 O Street.

Headquarters for Furniture, Carpets, Rugs, Draperies and Kitchen Utensils.

Welcome State Fair Visitors

Make this store your headquarters. Meet your friends here and make yourself feel at home. We will be glad to give you all information available.

Our employes will be glad to serve you, so don't forget to meet me at

"WEINBERG'S,"

the store of popular priced
**Suits, Coats, Skirts,
Dresses, Waists, Furs and
Millinery**

WEINBERG'S
-1337-1343-O-ST-
LINCOLN, NEBRASKA



The Lindell
Lincoln, Neb.

HEAL QUARTERS
Rates: \$1.00 Without Bath
\$1.50 With Bath
Sensibly Priced Cafe
New Lunch Room
R. W. JOHNSTON, Owner and Manager.

Fred Whittemore
LOAN BROKER
Rooms 202-203, First National Bank
Nebraska Farm and Ranch
Loans Made and for Sale

Communication Solicited From Those
Wanting to Borrow on Land

Money on Hand No Delays

Visit Us
During State Fair

Pick out what you want, Mr. Merchant, in

UNDERWEAR,
SWEATER COATS,
MACKINAWs,
HOSIERY,
GLOVES,
MITTENS,
FLANNEL SHIRTS,
ETC.

BUY HERE AND
YOU'LL BUY MORE

J. C. RIDNOUR CO
813-15 "O" STREET.

JOHN ROHRIG
1119 P Street, Lincoln, N.braska.

**High Grade Wines,
Liquors and Cigars**

DISTRIBUTOR FOR
Jetter Brewing Co's.
OLD AGE BEER

**There Is Health, Energy
and Strength in All
Good Beers**

NONE BETTER THAN
Stars and Stripes
AND
Old Tyme Bottled Beers
BREWED AND BOTTLED BY THE
WILLOW SPRINGS BREWING CO., Omaha

PAUL BIEBERSTEIN
AGENT
Phone B1399 126 South 10th St.
LINCOLN, NEB.

Spirella Corsets
"Made in Nebraska"
THE SPIRELLA COMPANY
(Inc.)
211 So. 11th St., LINCOLN, NEB.



Grafonolas
\$17.50 to \$500
State Fair Exhibit
Sept. 6-11

An opportunity to see and hear the world's original talking machine.

Grand Prize at San Francisco

You are cordially invited to visit our exhibit at the State Fair.

Merchants should examine our goods and investigate our proposition. Both are very attractive to the wide-awake dealer.

The Grafonola Co.
Wholesale-Retail 1541 O Street, Lincoln
220 34 Ave., Cedar Rapids, Iowa.

EFFICIENCY, SERVICE and SAFETY
May Be Obtained by Placing Your Risk With
The American Life Insurance Co.
Of Des Moines, Iowa.

By the issuing of a large range of policies the buyer is more likely to procure the kind of Policy "that suits his need."

A variety of contracts for Corporation, Co-partnership, Individual and Monthly Income Protection. We may have what you want.

Send for Free Illustration
Age.....
Occupation.....
Address.....
Name.....

H. B. Lames
State Agent
220-221 First National Bank Bldg., Lincoln.
Local and district agents wanted.

Boston Store
1. NATHAN & CO., 1138 O St., Lincoln Neb.

We originated this Fair Week Sale 10 years ago. It will repay you to attend this our 10th and best one.

We start the Fall Season of 1915-1916 with Special Sales on all Ready-to-Wear Apparel for Women and Misses. The very newest in Cloaks, Suits, Skirts, Dresses, Furs and Shoes at special prices commencing Sept. 6th and lasting throughout Fair Week only!

You are cordially invited to inspect these new stocks and take advantage of our Low Sale Prices inaugurated simply for advertising purposes and good for this week only.