

DRY GOODS

AN ANNOUNCEMENT

GROCERIES

# FRED SCHMIDT & BRO.

This firm, one of the oldest General Merchandising concerns in Lincoln, begs leave to announce again its Mid-summer Clearing Sale. Not the stereotyped "Clearing Sale," but the mid-summer event which this firm popularized and which has made it a recognized leader in the business life of Lincoln. In every department genuine bargains that will appeal to the discriminating buyer are offered in rare profusion. The simple announcement from 20 to 35 per cent off, backed by the well-earned reputation of this store, will suffice to convince.

## WITH LINCOLN AND NEBRASKA

This store in its business growth has kept full pace with the advancement and development of Lincoln and Nebraska. It has been a factor in, not simply a result of, this advancement and development of city and state. It represents a large force in the industrial life of the community. It is proud to be counted as a part of a progressive city and state. By deserving your patronage and good will it hopes to continue to exert and influence in its circle for many more years to come in busy Lincoln and wonderful Nebraska.

SHOES

LINCOLN NEBRASKA

FURNISHINGS



KENNETH L. MURRAY.

Mr. Murray is local manager of the Beatrice Creamery Co., which is sufficient evidence of his hustling ability. The Beatrice Creamery Co. is the largest company of the kind in the world. Mr. Murray has been connected with it for many years, but it must be remembered that he began when quite a small boy. Mr. Murray attends to the immense advertising of the company, and being an artist as well as a business man he makes all the designs for the advertisements. He has made "Meadow Gold" a trade mark synonymous with best butter the world

over. Mr. Murray was born in South Carolina, and, as he frankly admits, began life as a worker in the milk business.

O, quit your complaining! Nebraska will thresh as much wheat as usual this year, despite the howls about drouth. E. E. Shuck, living a mile south of Bethany,

Lancaster county, has just threshed 1,133 bushels of wheat from twenty-two acres.

Easterners who, while traveling, order their dinners in Rhode Island, eat it in Connecticut and tip the waiter in New York, have little idea of the immensity of Nebraska's domain.

## The New Lindell Hotel

IN THE HEART  
OF LINCOLN

RATES \$1.00 PER DAY AND UP  
(EUROPEAN PLAN)

The Meeting Place of  
THE LINCOLN AD CLUB