

al Harvester Co.

ense warehouse and business offices at
be welcomed and courteous atten-
you will see the greatest display of

RY ENGINES, Etc.

World's Largest Makers of Farm
ng equipped with every device for

al Harvester Co.

ERICA

BUILDING NEBRASKA

spent at home is a dollar that you stand some chance of seeing again. Every dollar sent abroad to purchase something that is produced at home, is a dollar that you kiss goodbye. Nebraskans should study this phase of industrial development. It means more to her future prosperity than any other one thing.

The business concerns represented on this page are trying to do their share in the upbuilding of Nebraska. They recognize the value of printer's ink as a factor in the building up of a business, a community, a county or a commonwealth. They invite you to visit their places of business and become acquainted. They want you to study Lincoln's great advantages as a Market City. Lincoln is connected by rail directly with more Nebraska cities and towns than any other wholesale or manufacturing point. Lincoln is the greatest railroad center in the west. A train is arriving in or departing from Lincoln on an average of every seven minutes during every twenty-four hours. They want you to be proud of your Capital City, in which every Nebraskan is directly interested financially, socially and educationally. They want to help you and all other patriotic Nebraskans in the building up of Nebraska, in developing her resources and her possibilities. They want to have a part in the great campaign of building up the "home patronage" sentiment; in the great campaign of "Know Nebraska Better;" in the great campaign of advertising Nebraska as she is to all the world.

Let us all know Nebraska better! Let us all work harder for the upbuilding of the commonwealth. Let us all join hands in standing by and boosting for our own home institutions.

LIVE STOCK MARKET

Commercial Institution

market and third largest cattle market.

ive demand for all classes of live stock.

or more accessible live stock markets,
antage to sell at his NEAREST BIG

d not a patron of the South Omaha
" and help boost the big market
n the realm of commerce.

OMAHA

J. Forburger

C. W. Forburger

FORBURGER COMPANY

CUT STONE
CONTRACTORS

11th and W Streets

LINCOLN, NEBR.

The Lincoln Tannery

Manufacturers of
Horse and Cattle Hides Robes and Coats

Highest Prices Paid for Hides
Robes Lined and Fur Coats
Made to Order
917-919 Q Street
Bell Phone F995

Custom Work Our Specialty
Leather Exchanged for Hides
Hides and Furs Received for
Tanning

Henry Holm, Prop., Tanner and Currier. LINCOLN, NEB.

VISITORS

Spend Part of Your Evenings
at the

Elite Picture Theatre

Look for the Word Elite
in Red

THE FIRST NATIONAL BANK of Lincoln

Capital and Surplus\$765,000.00

Time determines whether the policies under which a bank is operated are safe.

This bank has been in business forty-one years. It has grown steadily until it has one of the strongest and most prosperous financial institutions in the west.

S. H. BURNHAM, President. H. S. FREEMAN, Cashier.

Hargreaves Mercantile Co.

Wholesale Groceries, Notions
and Furnishings

LINCOLN, NEBRASKA

Lincoln Business College

Thirteenth and P Streets, Lincoln, Nebr.

Summer school will be in session until August 9. Enroll now and improve the summer months. Write for full information.

E. C. Bigger, Pres. W. N. Watson, V-Pres. W. A. Robbins, Sec'y.

The Lincoln Hotel

F. J. RICHARDS, Mgr.

EUROPEAN---Rooms, 75c to \$3

Finest Cafe Service in West

We Welcome Visitors—Especially Members of the Press

Standard Oil Co.

LINCOLN BRANCH

1220 North 14th Street

Either Phone

C. A. TUCKER, Jeweler

S. S. SHEAN, Optician

1123 O STREET

YOUR PATRONAGE SOLICITED

THE LINCOLN TRACTION CO.

Every day its cars covers more miles than the distance between Boston and San Francisco.

It furnishes employment to more than 400 men.

It pays upwards of \$350,000 a year in wages.

Its tracks cover 70 miles of streets in Lincoln and its suburbs.

It carried more than 12,000,000 passengers in 1911, and carried them at a lower average fare per passenger than any other street railway in America.

Its daily car mileage is greater than that of any other street railway company operating in cities of Lincoln's class.

The interests of the community, the commonwealth of Nebraska and The Lincoln Traction Co. are mutual and interdependent.

The Midwest Life

OFFICERS.

N. Z. Snell President
Dr. B. B. Davis, Omaha Vice President
A. J. Sawyer Secretary
Dr. M. H. Everett Medical Director
C. R. Easterday Actuary

INSURANCE IN FORCE.

December 31, 1906	\$ 559,000
December 31, 1907	1,152,250
December 31, 1908	1,453,218
December 31, 1910	2,641,084
December 31, 1911	3,587,519
May 31, 1912	4,174,000

LOCAL AGENTS WANTED

in every town in the state. Liberal commissions are paid. The Midwest Life is a clean, live, progressive Nebraska life insurance company, with its home office on the seventh floor First National bank building, Lincoln. Write for an agency.

Meadow Gold Butter

is an every day delicacy that all
can afford.

A few cents a month covers the difference
between ordinary butter and "Meadow Gold."

Butter is one of those "big little things"—a poor
quality can leave a feeling of dissatisfaction with an
entire meal, while good butter lends an additional
charm

The delicious flavor of "Meadow Gold" Butter
is particularly enticing. Its rare richness
appeals to the most fastidious palate.



Sold by all
dealers who are
butter particular.

Its Flavor
Wins Favor

BEATRICE CREAMERY CO.
Lincoln, Nebraska



BEST YOU CAN BUY

You Want

Good Pure Candies

Insist on Your Dealer Supplying
You with

Gillen & Boney's

Take "NONE" Just as Good
MADE IN LINCOLN