

The Groceries and Markets herein mentioned are co-operating with the City Health Department in every effort to safeguard Public Health. They are Sanitary, Clean and Careful, therefore they are entitled to public confidence and the patronage of people who love cleanliness.

**W. J. BYER.**

"The Sanitary Grocery." That's the name of the establishment conducted by W. J. Byer at 1537 O street. When Mr. Byer found it necessary to move from Fourteenth and O, he made up his mind to have a grocery store to his own liking. Hence he fitted up his new and present place of business just as he found after years of experience at the business he needed. The result is a model grocery in every respect. The fittings are the very latest in design and finish and if there is any possible way to insure goods against infection or contamination, you'll find it in this establishment. The postiferous fly that ventures into this store would do well to carry its provisions with it, for it will stand an awfully slight chance of getting a bite out of stock. And speaking of groceries—if it is anything good in the grocery line and Byer hasn't got it, don't waste time looking for it anywhere else. It is not to be had. Same way as to fruits and vegetables. Mr. Byer operates a bakery in connection with his grocery, and all the good things in the line of fresh bakery goods may be found here, always fresh and handled in the most approved sanitary manner. In language understood by all of us, "Byer is nutty on the subject of cleanliness." "He's always there and over" in keeping his store looking like a brand new pin. A visit to his store is worth a dozen visits of the doctor to the dyspeptic, for the sight of the complete stock temptingly displayed under sanitary conditions would create an appetite in the most hopeless victim of dyspepsia. Inspectors from the health department would be wasting their time and the money of the taxpayers in snooping around Byer's Sanitary Grocery.

**THE STANDARD MARKET.**

A model market, both in its arrangement, and in its perfect cleanliness, the Standard Market at 1535 O street does a thriving business, catering to the highest class of trade—the trade that wants the best at a fair price, and wants that best delivered under perfectly sanitary conditions. In a building especially designed for a market, this place will appeal to lovers of cleanliness and perfect sanitation. It is one of the largest markets in the west, and growing in popular favor every day. Here may be found everything in the line of fresh and salted meats, fish, poultry, etc. The service is always prompt, and courteous employees are always on duty. At any time, day or night, the inspectors will be welcomed to this place. And always the verdict, "Approved," must be rendered, for there is no cleaner, more sanitary market in the country.

**R. B. SUTER.**

Twenty-five years ago this month R. B. Suter engaged in the grocery business in Lincoln. For nineteen years he has been doing business at his present location, 1018 South Sixteenth street. During all these years of business he has been building up a class of trade that stays by him. He is selling to the sons and daughters of the men and women who were his first customers in Lincoln. The Suter store is now, and for years has been, the supply house of a constantly enlarging circle of patrons. Experience has taught them that Suter handles only the best in the line of staple and fancy groceries, with fruits and vegetables in season. They know that as he has never required any notices from

the health department to make his premises clean and sanitary. They know that a grocerman of Suter's long experience realizes the value of keeping in touch with modern thought and modern demands. As a result he always keeps his stock neat, always looks after its protection against contamination and looks carefully after sanitation. Mr. Suter has built up a successful business by giving it prompt attention, and seeing to it that his customers were promptly and courteously served.

**BRAUN'S MARKET.**

In the meat market world the name of Braun is synonymous with neatness, with cleanliness, with courtesy and with promptness of service. Beginning in a small way in the outskirts some years ago, Louis Braun has worked his way to success, and today his meat market at 1425 M street is a model in every respect. If it is the best in refrigerating apparatus, Braun has it. If it is a new and improved method of handling meats, Braun follows it. If it is a new wrinkle in deliveries, Braun has it. In short, Braun does business on the up-to-the-minute plan, and his rapidly widening circle of patrons have implicit confidence that he will supply them with the best at the lowest possible price, and deliver them goods that are thoroughly free from contamination. If the health inspectors call on Braun he will meet them at the door with the glad hand and invite them to make themselves thoroughly at home and remain as long as they please. He isn't worrying any over the rules and regulations. He beats the health department to them by a wide margin.

**A. JESSEN.**

Any time a health inspector employed by the city wants to inspect the market operated by A. Jessen at 815 South Eleventh street, he will be courteously welcomed and shown about. He will find everything in ship-shape, for Mr. Jessen fully realizes the necessity of looking after sanitation and cleanliness if he would retain his customers. He conducts a meat market that is up-to-date in every respect, and he caters to people who use judgment in buying. By courtesy, fair dealing, prompt delivery and the handling of only the best goods in his established lines, Mr. Jessen has built up a business of which he may well be proud.

**C. A. BUETHNER.**

With the knowledge gained by long experience, C. A. Buethner is conducting at 821 South Eleventh street, a grocery store that is attracting an increasing patronage because of its prompt service, its excellent goods and its sanitary condition. Mr. Buethner "beat 'em to it" in the matter of cleanly premises, for his experience taught him long ago that the public appreciates regard for its health. He carries a fine line of plain and fancy groceries, with fruits and vegetables in season, and he spares no efforts to give the public the very best, both in goods and service. The "Welcome" sign is just as much for the health inspectors as it is for the cash paying customer. The public will find this grocery entitled to confidence and patronage.

**WEILER PACKING CO.**

All that modern sanitation can secure may be found on the premises of the Weiler Packing Co., 214 North

Tenth street. The premises are maintained at a high standard of cleanliness, and every precaution is taken to guard the perishable goods against contamination. Here those who are looking for the very best in the lines of fresh and salted meats, poultry and fish, may have every want filled. And everything may be depended upon to be free from any contaminating influences. This is one of the long established business firms of the city, and it has built successfully upon the sure foundation of good goods at honest prices, coupled with courtesy and promptness.

**J. C. DICKS.**

A new store building, with new and up-to-date fixtures throughout, and conducted along lines learned through years of experience—this is what makes J. C. Dicks' new store at Twenty-ninth and U streets a model of its kind. In constructing this store and fixtures Mr. Dicks bore in mind the necessity of providing for the complete protection of perishable food-stuffs, and as a result the patrons are guaranteed the best in the grocery and meat lines, coming to them in a perfectly sanitary condition. Mr. Dicks handles a complete line of staple and fancy groceries, with fruits and vegetables in season, and his meat department is always supplied with the very best. The service is courteous and prompt. The public may feel amply guaranteed when patronizing this establishment.

**O. J. KING & SON.**

People who care about the kind of groceries and fruits they buy, and who are insistent upon careful attention to sanitation and cleanliness, long since learned to put complete confidence in the wares purchased of O. J. King & Sons, grocers, whose handsome store is located at 1126 N street. This firm goes the limit in protecting perishable goods from any possible infection or contamination, and the premises are always in the best possible sanitary condition. There is no better grocery store in the country. And in addition to ranking with the best it holds a high place in the volume of business transacted. This gratifying patronage is the result of catering to the public in a courteous manner, making prompt deliveries and selling only the best goods. The fruit and vegetable department is a model of its kind. King & Son have through years of painstaking effort built up a splendid business that is a monument to their ability as grocers. They have established confidence, without which success is impossible. The news that the city's health department was going to wage war on the unsanitary groceries and fruit stores did not disturb this firm in the least. That has been the rigid rule of O. J. King & Son through all the year they have been engaged in business.

**F. H. FINKE.**

"As welcome as the flowers in spring" is the way Mr. Finke expressed his feelings towards the city's health inspectors. Long before the present crusade began Mr. Finke fully realized the value of cleanliness and respectment. He knows that the public is quick to appreciate regard for its health and convenience. Upon that, and the quality of his goods and service, he has built up a good business in the grocery line. His establishment at 140 South Tenth is always well supplied with the best in season. The meat department is given especial attention. Everything in the store is carefully guarded against infection or contamination, the goods are always fresh, and the service is always courteous and prompt.

**FRED VOIGT & SONS.**

At 115 South Ninth, Fred Voigt & Sons conduct a meat market that is entitled to patronage because of its cleanliness and attention to sanitation. The perishable goods are carefully protected, and the refrigerating devices are the latest and best. There is nothing in the line of meats, poultry and fish that may not be had here, and always of the very best. Long before the public agitation against the unsanitary market Voigt & Sons were maintaining a place that would meet with the approval of the most rigid inspector now on the job. This well known firm is enjoying a thriving business as a result of its efforts to furnish the best at fair prices, and serve the people promptly and with unflinching courtesy.

**SANITARY MEAT MARKET.**

Dolph Peterson's "Sanitary Market" at 219 North Tenth is well named, for it is sanitary in every respect. Here everything in the meat, fish and poultry line is handled, and everything is carefully refrigerated and protected against contaminating influences. The condition of the premises is always such as to merit the commendation of the most rigid inspectors. This is not because the ordinance requires it, but because Mr. Peterson is catering to a class of trade that is attracted by cleanliness, combined with excellence of product. He sees to it that patrons are served promptly and with courtesy. People who trade with the "Sanitary Market" may feel well guaranteed as to goods and protection. The "Sanitary Market" does only a cash business.

**COLUMBIA FISH AND MEAT MARKET.**

If it is anything good in the meat or fish line, and the Columbia Market, Schneider & Lundholm proprietors, 124 South Twelfth street, hasn't got it, you'll be wasting time to look for it elsewhere. The Columbia market is always first with the best in the lines of fish and fresh and packed meats. The fish retailed at this establishment is received fresh every day, and comes from the best markets of the country. The premises are al-

ways kept in apple-pie order and nothing is exposed to contamination. Everything is amply protected, not because the ordinance requires it, but because this firm know what is best for them and their patrons. It is a pleasure to put the seal of approval upon this market, and that is what we are doing right now.

**H. C. SANDERS.**

Premises sanitary, stock amply protected, and everything up to the standards insisted upon by the city's health department, H. C. Sanders' grocery and market at 2004 South Tenth is entitled to the confidence of the buying public. He carries a complete line of groceries and meats, together with fruits and vegetables in season, and by unvarying courtesy and careful attention to the wants and desires of his patrons has built up a flourishing business. Mr. Sanders realizes the value of cleanliness and confidence in the establishment of a permanently successful business, and upon these he has relied. That he has not been mistaken is evidenced by the gratifying success that has been his.

**NEW KEYSTONE GROCERY.**

Harrison Bros., who conduct the New Keystone grocery at 820 South Sixteenth, are always ready with the glad hand to meet the inspectors who are looking for the unsanitary groceries and markets. They keep their place of business in perfect condition, and amply protect perishable goods from any possible source of contamination. Their stock of groceries, fresh and packed meats and fruits and vegetables in season, is always complete, and they make a specialty of prompt deliveries. They cater to a high class trade and are always on the watch that they may give their patrons the benefit of the best the market affords. They are experienced men in their business, and by looking after the interests of their customers they have established confidence, that always results in increased and permanent business.

**ASSMUSSEN & SON.**

The Assmussen—father and son—grocery at 1001 Wood street is always in shape to welcome inspection by any employe of the city's health department. Its proprietors did not have to be notified, and for the simple reason that they have always been ready to pass the most rigid inspection. Cleanliness and strict attention to sanitation are characteristic of this establishment, father and son agreeing that these things always more than pay for themselves in the increased patronage they inspire. The grocery stock is always complete, and always fresh because the policy is to carry a small stock and keep it constantly new. The standard brands of flour are handled, and prompt deliveries are always guaranteed. Lovers of good cigars will find here a fine assortment. Assmussen & Son, Lorenzo senior and Lorenzo junior, have built up a trade by close attention to business and making every effort to gain the "repeating customer"—the customer who returns again and again because he is satisfied with goods, prices and treatment.

**THE CORNER GROCERY.**

E. J. Kettering is one of the veteran grocers of Lincoln, and his establishment at Eleventh and G streets—801 South Eleventh street—is one of the best known business places in Lincoln. Here Mr. Kettering has conducted for years a grocery store that would serve as a model for any similar establishment. "Spotless Town" could not boast of a grocery kept in better sanitary condition, nor one freer from evidences of uncleanness. Mr. Kettering long since realized that neatness and cleanliness appealed to the best class of trade, and as that is the class of trade he seeks he sees to it that his business premises are always in apple-pie order. Perishable goods are properly protected, and the entire stock is displayed neatly and with regard to protection. He carries a complete line of staple and fancy groceries, and he has an established reputation for handling the choicest and freshest of fruits and vegetables in season. Inspectors, or critics of whatsoever kind, will find a warm and courteous welcome awaiting them at the Corner Grocery. Promptness and courtesy characterize this establishment, and the patronage extended is an evidence of the service rendered.

**REXALL GROCERY AND MARKET.**

"Bring your health department inspectors at any time, day or night," is the standing invitation of the Rexall Grocery and Market, A. F. Scheffert proprietor, at 1945 J street. Here we find the premises cleanly and in perfect sanitary condition, the perishable goods amply protected and the stock neatly and carefully arranged. Everything in the line of staple and fancy groceries, fruits and vegetables in season, and fresh and packed meats may be found here at prices that are as low as consistent with safe business. Courtesy is unflinching and promptness of deliveries is a marked characteristic. Patrons of the Rexall Grocery and Market have learned to place implicit confidence in its business methods, and the result is a large and constantly increasing business.

**DALTON & SON.**

Among the groceries and markets located in the suburbs, none have excelled that of Dalton & Son in the matter of establishing themselves in the good graces of the buying public. This firm, composed of William H., the father, and Hugh L., the son, is not at all disturbed by the crusade against filthy and unsanitary groceries and markets. On the contrary, Dalton & Son want it known of all men and women that they are co-operating in the crusade. They have always conducted their place of business in strict accord with the requirements

now set forth by the health department, and have done so because they realized the value of that sort of thing in building up a business and establishing confidence in the minds of the buying public. Everything the fastidious housewife may want in the line of groceries, meats, fruits or vegetables, Dalton & Son will furnish on short notice, guaranteeing freshness, cleanliness and close margin of profit. This well known establishment has grown up with the community about it, and is now an imperative necessity in the life thereof. The inquiries of this newspaper's representatives revealed a situation calling for the most favorable comment on this firm's methods of conducting their grocery and market. But all this was made manifest by its success in times past.

**VENNER & SON.**

Although engaged in the grocery and meat business for years, Venner & Son keep fully abreast of the times. For that reason their grocery store at 1905 South Seventeenth street is modern in every respect—which means that the health officers are welcome to drop in any old time and look things over. When they do they will find a store sanitary in every particular, and one where the goods offered for sale are amply protected against contamination from any outside source. They have built up a fine business by giving their personal attention to looking after the wants of customers, and seeing to it that each customer receives prompt and courteous treatment and gets good service and prompt deliveries. The firm handles the best in the grocery line, and in season always have a complete stock of fruits and vegetables. The representative of this newspaper found everything connected with this store worthy of commendation.

**JOHN STRASHEIM.**

At 628 C street John Strasheim has for several years conducted a grocery and meat market that is entitled to more than a passing commendation because of its sanitary condition. Mr. Strasheim is never in fear of a visit of inspection because he keeps the premises in ship shape all the time. He sees to it that the perishable goods are always amply shielded, and the

meat department is equipped with the best sanitary accessories. He handles a complete line of groceries and meats, with fruits and vegetables in season, and by always giving the best goods at the lowest possible prices, and maintaining a delivery department that is prompt, he has built up a satisfactory business. This establishment is entitled to confidence because it is always sanitary, the goods always fresh, the service prompt and courteous.

**FRED BUTCHER.**

Fred Butcher's grocery at 649 North Fourteenth street is always ready for the most rigid inspection by the most exacting official of the health department. Better still, it is always ready for the inspection of the most exacting and fastidious patron. Not because the law says it must be, but because good business sense directs that it should be. And having good business sense—evidenced by his business success—Mr. Butcher puts great stress upon cleanliness and sanitation, coupling them with freshness of stock and prompt attention to the wants of patrons. "Spick and span," and always looking like new, this grocery has attracted a profitable class of business, and a business that is marked by steady growth. Mr. Butcher goes the limit in striving to make every customer want to come back for more of the same goods and more of the same courtesy and fair treatment.

**I. B. ROBINSON.**

Any inspector of the city health department who visits I. B. Robinson's grocery and market at 1911 R street will find everything up to the standard, and a bit beyond. The premises are always in a sanitary condition and the perishable goods amply protected. Mr. Robinson carries a complete line of groceries and meats, together with fruits and vegetables in season, and has built up a thriving business by close attention to details and proper regard for the wants of the buying public. His patrons may place absolute confidence in the quality of the goods offered for sale, knowing that the prices will be as low as is consistent with conservative business.

USE  
**SANITARY**  
CANNED GOODS

**Sheik** **Polly**  
Brand Brand

ASK YOUR GROCER

**Nebraska Made**  
FOR  
**Nebraska Trade**

**Farrell's Wedding**  
**Breakfast Syrup**

A MAPLE DELICACY

**J. F. Garvey & Co.**

Has an A1 report from the State Department of Food Inspection

**Made in Lincoln**

Everything having the "Garvey Brand" is made in Lincoln

**Pure Cider Vinegar**  
Double Strained---In bottles

**Prepared Mustard**

**Peanut Butter**  
Bulk and Package

The "Garvey Brands" stand for Purity and wholesomeness

**Ask Your Grocer for Lincoln Gilt**  
**Edge Creamery Butter**

The best butter made in Nebraska. This butter is churned fresh daily and is absolutely pure, sweet and wholesome. Our Alfalfa Golden High Grade Process Butter is reasonable in price and excellent for cooking butter as well as table use. The public is cordially invited to visit our plant and see how these goods are made.