

DEPUTY-SPANGLER HAT CO. 227-229 NORTH NINTH ST.

This is the best equipped wholesale hat company in the west. This company has been in business one year, and is known to everyone throughout the city. By their thorough honesty and integrity, their courteous treatment of customers, their close prices, and the general excellence of the goods they handle, they have built up an enviable patronage. It is such home concerns as this that deserve the hearty endorsement and co-operation of our citizens. This company are wholesale dealers in fine hats, caps and gloves, and their goods are the best on the market. They have in connection a factory for leather working gloves. Wage-earners should demand the goods made by this firm. This company is friendly to labor, and we should give them our co-operation. It is with pleasure that we heartily recommend them to our friends. Patronize this home concern and you will help build up a home institution. The officers of this company are E. R. Deputy, president; G. W. Becker, vice-president; Geo. A. Spangler, secretary and treasurer.

GREEN, BELL & COMPANY, 121 SOUTH TENTH STREET.

These gentlemen are among our particularly successful business men, who by sound, progressive, yet conservative principles, have advanced themselves to prominent positions as citizens and as representative type of hustlers. Green, Bell & Co. have acquired a conspicuous position in our business progress, the result of enterprise, thrift and keen business intellect. In the real estate, insurance and rental business, the city of Lincoln recognizes Green, Bell & Company. The present patronage they enjoy is a tribute to their zeal and well-directed efforts to render a square deal to every man. Green, Bell & Company have been in business since 1892 and enjoys extensive patronage among the people of our city. Mr. Green is a firm believer in home patronage, and has done much along this line. He organized a club to advocate a preference for Lincoln made goods and in so doing made Lincoln a one hundred thousand city by 1910.

H. A. ANDERSON & CO., 143 NORTH THIRTEENTH STREET.

Merchant tailoring in its highest development is more than a profession. To adapt the apparel to the man means more than to simply fit him; it means to harmonize colors and patterns to the wearer's individual peculiarities of build, to emphasize the good points and reduce the bad. Few tailors possess this really artistic faculty, but among the few may be mentioned Mr. Anderson, located at 143 North Thirteenth street, as one of the high class tailors in this section. Mr. Anderson has been furnishing custom made clothes at a price that suits wage earners. He is a pleasant gentleman of strict integrity and has been in business twelve years. Mr. Anderson is very friendly to labor, and we should give him our hearty co-operation. When you buy your next suit call on our friend Anderson; he will treat you right. Remember the location, 143 North Thirteenth St.

F. N. HOTALING, 1541 O STREET.

One of the particularly good groceries of Lincoln, and one deserving of generous patronage, both for the excellent quality of goods handled and their uniformly friendly attitude towards labor, is that of F. N. Hotaling. The gentleman carries a full line of groceries and provisions, teas, coffees, spices, provisions and everything to be had in a first-class store of this kind. In addition to a favorable grade of goods, this firm is most courteous to and painstaking with their trade. This has enlisted a number of wage earners. An order over the telephone is given as much care as a customer at the store, and goods are promptly delivered to any part of the city. Mr. Hotaling has just started in business at this new location and will appreciate any orders. His motto is, that there are no orders too small and none too large. Remember the location, 1541 O street.

THE LINCOLN TAILORING CO., 132 SOUTH TWELFTH ST.

Lincoln has long since demonstrated her rightful claim as one of the most thrifty, energetic and up to date cities to be found in the west. This claim is not, however, gained by virtue of a few struggles, but through the ceaseless efforts of men who are quick to grasp the needs and demands of the people. By strict application to business, by fair and impartial dealings with all their customers, and by prompt and courteous treatment, this firm has long since taken its place in the ranks of live business houses. The Lincoln Tailoring Co. readily conceived the idea that high prices for custom made clothes were prohibitive and promptly slashed such prices until today hundreds of men who labor, wear their tailor-made suits and overcoats. Their prices, coupled with excellent quality and style, have created a popular favor for clothes made by this firm. This company has always displayed a friendly feeling to organized labor. This company is located at 132 South Twelfth street.

THE LINCOLN DRUG CO., WHOLESALE DRUGS.

Lincoln is rapidly growing in every essential element and her commerce and manufacturers have multiplied at a very satisfactory rate. At the present time our business men are reaching out in all directions and bringing under commercial tribute to this city vast areas of territory hitherto but little reached from here. In like manner our great manufacturing concerns are constantly invading new territory, so there are at the present time but few places in the country where the articles from Lincoln are not to be found in greater or less profusion. A field of industry that has gained immense proportions in this city is that of the Lincoln Drug Co., an industry that is one of the foremost factors in promoting the commercial importance and general development of the community. The marked success of this company is attributed in no small de-

gree to the able management of their business and honorable methods of dealing with trade. Their stock is large, comprehensive and attractive, and all goods are sold at the lowest possible prices consistent with legitimate business methods. This is a home institution that the people as a whole should foster and encourage. This company has been in business ten years.

LINCOLN TELEPHONE CO.

The telephone is the most indispensable necessity of today. It unites a family and annihilates time and distance, travels as it were, in the fraction of a minute, answers to your whim and humor, and generally speaking is the least expensive of all public service. Telephone service as rendered by the Lincoln Telephone Company represents that great efficiency, the brains and genius of matured telephone experts, it is an era when wage earners now can avail themselves of its great features. The Lincoln Telephone Co. is purely a home institution and is owned entirely by local people. This company has in operation over nine thousand phones, and connects with over one hundred thousand phones in the south Platte and neighboring states. With Denver and Omaha both adding independent local plants it is made possible for Lincoln users of the Automatic Telephone to talk with either city, and all important points. The growth of this company has been phenomenal and it is the earnest desire of its management to give to subscribers the best possible telephone service. A large number of new subscribers are being daily added to their new list. Every dollar paid to this company for service rendered and wages and salaries paid to its employees is spent right here at home among our home merchants, and does not go abroad. We urge our citizens to co-operate and patronize this worthy home institution. The most successful of the independent exchanges are those that are equipped with the automatic system. With the automatic there are no delays, no ringing connections, no nerve-racking service with operators. You operate the simple calling machine yourself; you ring your party's bell yourself, and you know the party has been called and rung. If he is busy you get a busy signal; if he is out you get no reply. This is simple and business-like. Uniform courtesy to patrons is an imperative rule of this company. The officers are F. H. Woods, president; A. W. Field, vice-president; W. E. Sharp, secretary and treasurer; L. E. Hurtz, general manager.

SECURITY INVESTMENT CO., 148 SOUTH THIRTEENTH ST.

Real property, land improved or unimproved, has since and before the time of Abraham and Lot, been considered the most secure holding a man or woman can have. The land can neither be burned up, torn down or stolen bodily. It is always worth something, and upon it one may build or plant, or in it die. In this country not enough stress is laid on the value of private ownership. The poor man and the members of that vast throng who labor for a daily wage would well indeed invest their small surplus of earnings in real estate by means of small but regular payments if necessary, that time would enable them to call themselves owners of real property, instead of these small earnings being frittered away in the numberless ways which yield a slight and unsatisfying satisfaction, but do not bring substantial returns. In the firm of the Security Investment Co., the city has one of the most reliable firms to represent her in this important line of business. They deal in all kinds of real estate, choice farm lands in Nebraska and surrounding states. Their offices are located at 148 South Thirteenth street. The officers are R. E. Moore, president, and John Moore, vice-president.

M. H. HICKMAN, 143 NORTH FOURTEENTH STREET.

Mr. Hickman is entitled to as great a distinction as any business man in our city. He conducts one of the best grocery establishments in the city, and is among the best known and most successful of our merchants. His wide range of experience and more than ordinary ability to grasp and take advantage of every condition and opportunity places him in that class of merchants and business men which are a credit to a city. In presenting his case, it is with a spirit of courage a more active contact with a man who has nothing but the friendliest interest in union labor. In this city Mr. Hickman's record of four years' business activity is a monument to his character. He enjoys the patronage of the best people, who wish him continued success.

LINCOLN GAS & ELECTRIC LIGHT COMPANY.

The Lincoln Gas & Electric Light Co. is one of our largest institutions, and employs an army of men. They have always paid the highest wages and believe in good organizations when well conducted. This company has always taken a leading part in any movement that would benefit Lincoln. The lighting facilities of a city are of vital importance to the community. This is an enterprise that has demanded an immense outlay of money without at first an immediate return for the investment, and few cities in the United States can boast of a better equipped electric light and gas system than is afforded by this company. This company has been instrumental in bringing in commercial institutions from the fact that it supplies excellent light and gives the people a good quality of gas. Everybody has learned that gas is the perfect fuel. If a housewife once cook with gas it is almost impossible to get along without it. It is so clean, so quickly handled and gives such steady and perfect heat. The company set up more stoves in the last year than in any other two years of its history. The people at large are awakening to the fact that gas is the cleanest, most economical and best fuel in the world. This company is growing with the city in every respect, and, in fact, giving the public a service that a city of three times Lincoln's population would be proud

BROWN'S BUSINESS COLLEGE, 1519 O STREET.

The ignorant person of today is confronted by intelligence. His life is a warfare of weak ignorance against his powerful opponent, education. It means not only a life of embarrassment but of misery. Not only this, but an investment in education always pays the highest rate of interest and declares a dividend daily, hourly. A few years ago it was not necessary for a young man to have a business education. At that time a millionaire was an unknown product, but in these days of millionaire corporations and complicated business projects, it is an utter impossibility for the young man to succeed until he has acquired a business education. It is no longer possible for him to enter an office as an apprentice. Business men have no time to spend with an apprentice, but demand a trained mind in every one they employ. To meet this demand the business college was created, where the young man receives the benefits of the training of experienced men. In selecting a school it is to your interest to select one conducted by men who have had actual business experience. In recommending a school we know none better than Brown's Business College. No school in the west is widening its borders with more positive force than Brown's Business College.

FRED VOIGHT, 115 SOUTH NINTH STREET.

Fred Voight, who is located at 115 South Ninth street, conducts a modern and well stocked meat market and is enjoying a liberal patronage from his host of friends. His market is stocked at all times with the very choicest of meats. Mr. Voight is one of Lincoln's pioneer merchants and has proved a successful one by treating his patrons right in giving them both quality and quantity at all times. This gentleman has been in business eighteen years and has a large spot in his heart for

A. J. GRIEVISH, 224 NORTH TENTH STREET.

Druggist and dealer in paints, oils, varnishes, stationery and toilet articles.

UNION MADE CIGARS THAT ARE MADE IN LINCOLN

There are numerous reasons why Lincoln men should smoke Lincoln made cigars. First, there are none better made anywhere. Second, they are well made, in clean and sanitary shops by well paid labor--no sweat shop, Chinese, Childish or Tenement conditions. Third, every time you smoke a Lincoln made cigar you add to the volume of the City's business, build up Lincoln's institutions, and add to human happiness. The following firms are entitled to your patronage. Call for these brands and do your share towards making Lincoln a bigger and better city.

SURE THING 10c-15c
DOMINIO 10c

Standard, mild }
Extra Fina, medium } 5c
Bully, Little Havana }

P. J. WOHLBERG
128 South 11th Street

SMOKE
THE BEST

UNION  MADE

Manufacturers
WILLIAM SEELNFREUND
Wholesale
931 S STREET



Simmons & Eskew
MANUFACTURERS OF
Little Casino and C. B. & Q.
CIGARS
135 N. 12th St. Lincoln, Nebraska.

REMEMBER
BLUE RIBBON
5c 10c 15c

NEVILLE & GARTNER
1330 O STREET

of. The officers of this company are Henry L. Doherty, president; L. P. Funkhouser, vice-president; R. W. Harbor, secretary and treasurer; Homer Honeywell, general manager.

HENRY PFEIFF, 311 SOUTH ELEVENTH STREET.

One of the standard houses in the grocery line in Lincoln is that conducted by Henry Pfeiff at 311 South Eleventh street. Mr. Pfeiff is dealer in staple and fancy groceries, and the stock carried embraces everything to be had in a first-class store of this kind. The success he has achieved in building up such a large trade is due to honest and fair treatment of all patrons. He delivers goods to any part of the city and the clerks are always attentive to business and endeavor to please all customers. Mr. Pfeiff is in every way friendly to union labor. The wage earners in this city know Mr. Pfeiff well and patronize him generously, and in this they make no mistake. He also has a meat market in connection. Mr. Pfeiff has been in business twenty years.

LINCOLN PAINT & COLOR COMPANY.

Unlike a great many cities throughout the country Lincoln has no boom features nor institutions which have been built up by speculation, nor is its growth being forced by hot-house methods. Our trade expansion in commerce and manufactures is being gained along sound and substantial lines, and hence, while it may not be generally known throughout the country, a few cities of its size can compare with her in this substantial character of her industrial enterprises. It is the aim of this movement to demonstrate the fact more fully and forcibly by endeavoring to place before wage earners some intelligent and good reasons for supporting those within our own midst. This company was one of the first manufacturers in Lincoln, and was established in a small way, but has grown until today is one of our leading manufacturing plants. M. J. Waugh, president of the company, has done much toward advancing the interests of Lincoln. He has always been friendly in his relations with labor, and is always ready to help them when possible. This company's goods can be bought at Kostka's Glass & Paint Co., located at 1211 O street.

SINGER SEWING MACHINE CO., 1236 O STREET.

The perfection of modern mechanical art has produced many machines which are almost human in the scope of their possibilities and have so nearly revolutionized business methods that those of twenty-five years ago are looked upon as primitive and crude indeed. In no instance is this more true than in the case of the Singer Sewing Machine, and while there are many and varied makes of this household necessity on the market today, we feel justified in saying that the product of the Singer Sewing Machine Co., whose output reaches over 1,500,000 annually, leads all competitors. The Grand Prix at the Paris Exposition was awarded by the International Jury to the Singer Sewing Machine Co. for superior excellence and design, construction, efficiency and for marked development and adaptation to all work, either in the family or the factory. The only grand prize for sewing machines awarded at Paris was unanimously given to the Singer Co. At the World's Columbia Exposition in Chicago the International Jury awarded fifty-three distinct prizes to the Singer product, more than all others combined. At the Pan American exposition the highest award for sewing machines was also granted this company, which emphasizes the merits of a Singer. The branch in this city is located at 1236 O street, from which Lincoln's people have direct care and attention. Mr. J. R. Black is the general agent for the company in this city.

JACOB KLAMM, 1036 P STREET.

This is a pleasant place, well managed and conducted by a gentleman of strict integrity who has the good will of labor. Mr. Klammer, the proprietor has a warm spot in his bosom for the man who toils, having been one of them for many years. Mr. Klammer has one of the best stocks of wine, liquors and cigars, and the beer dispensed over this bar is always fresh and properly drawn. This is a favorite place for wage earners. Strictly orderly and frequented by men who form a goodly part of the wage earners of Lincoln. Mr. Klammer has been in business for nine years and is located at 1036 P street.

A. J. GRIEVISH, 224 NORTH TENTH STREET.

Druggist and dealer in paints, oils, varnishes, stationery and toilet articles.

the man who toils. He has on many occasions manifested a most friendly interest in the cause, and is entitled to our hearty co-operation. Patronize Mr. Voight and you patronize a friend.

FIRST NATIONAL BANK.

The First National Bank ranks among our leading financial institutions, and has retained the complete confidence of the community since its organization many years ago. This bank transacts a general banking business. It discounts commercial papers, loans on all approved collateral, buys and sells foreign exchange, issues drafts and letters of credit and receives the accounts of banks, bankers, corporations, firms and individuals on most favorable terms. The First National Bank has the accounts of many union men and are friends of organized labor.

CAPITOL CAFE, 121 NORTH ELEVENTH STREET.

This restaurant, conducted by E. J. Francis, located at 121 North Eleventh street and known as the Capitol Cafe, is a clean and home-like place, neatly furnished and inviting, where the most appetizing meals are served. It has been established for seventeen years, during which time a large patronage has been built up on its own merits. We take pleasure in recommending this establishment to our people, who desire a good meal at the most reasonable price. When you patronize the Capitol Cafe you can be sure that you are spending your money with a friend of union labor. Remember the location, 121 North Eleventh street.

JOHN BAUER, 901 O STREET.

Union men and the people at large recognize in this genial host a most hospitable and good fellow; a good fellow in this particular fact that he knows a man when he sees him. With our friend Mr. Bauer clothes do not make the man. And this spirit is dominant in his nature, whether in sunshine or showers. Mr. Bauer is a true friend of labor, believes in its principles and has a wide circle of friends among the laboring men. This is one of the best conducted saloons in Lincoln, and when you patronize Bauer's you know you are getting the best. Mr. Bauer is located at 901 O street.

STILL MAKING A PROFIT!

WE couldn't stay in business if we sold out at cost or below. We are not like the merchant who could afford to sell below cost because he "sold so much." But our profit is always reasonable. This means Lower Prices here than elsewhere because our expense of operating is smaller in proportion to amount of business done.

SOME SPECIAL INDUCEMENTS

We are overstocked in some lines, and in order to get rid of the surplus we are making the profit margin lower than ever.

MEN'S SUITS FROM \$6 to \$15
BOY'S SUITS FROM \$1.25 to \$6

Got a lot of Union Made Hats, too. They are worth every cent we ask for them. Got some "Scab", too. Sell them for a dollar, but you'll have to take chances on getting your money's worth. Oodles of Union Made Shoes, Shirts, Overalls, etc. What's the matter with investigating our goods and prices? That will be all you need to do. We'll take chances on getting your trade if you'll do that.

LINCOLN CLOTHING CO.
TENTH and P STREETS.



NEW PIANOS

We are receiving an entire new stock of Pianos. These are of the Highest Grades and latest Case Designs.

TERMS FROM \$5.00 PER MONTH UP.
SLIGHTLY USED PIANOS FROM \$50 UP.

Satisfaction Guaranteed or Money Refunded.

Schnaller & Mueller Piano Co.
135 So. 11th, Lincoln, Nebraska.



Watches

Make fine Xmas presents. Pick out one—we'll save it for you.

As an extra inducement, notice this—

7 Jewel, 25-year filled case . . . \$14.00
15 Jewel, 25-year filled case . . . 16.50
17 Jewel, 25-year filled case . . . 21.50

Examine our line of Solid-Gold Gent's Watches.

E. Fleming
1211 O Street

CARDIFF Lump and Washed Egg }
CLEVELAND Lump and Coarse Nut }
A FULL LINE OF COAL, COKE, WOOD AND MATERIAL.

The best Coal in the city for Heater, Range or Furnace; per ton . . . \$7.00
A splendid Coal for the price. Screened Nut, per ton . . . \$5.00

Whitebreast Coal & Lumber Co., 1106 O