

DO YOU BELIEVE IN FOSTERING HOME INSTITUTIONS?

IF YOU DO THEN SUPPORT THESE LOCAL CONCERNS

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Union Fire Insurance Company

(Incorporated 1888)
301 TO 306 BURR BLOCK, LINCOLN, NEBRASKA

This company confines its business to farm property, detached dwellings and contents in towns, churches and school houses and contents in both country and towns. It insures no commercial business whatever. This company is the oldest and most successful farm company in Nebraska.



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Friends may sympathize; We pay cash. A Home Institution which **PAYS PROMPTLY**
FARMERS & MERCHANTS INSURANCE COMPANY
THE OLDEST STATE COMPANY. ESTABLISHED 1885.
Fire, Lightning and Tornado Insurance ON CITY AND FARM PROPERTY. Over a Million and a Quarter Dollars Paid to Policy Holders.

ARMSTRONG CLOTHING COMPANY

- GOOD CLOTHES MERCHANTS -

LINCOLN, NEBRASKA

Miller & Paine

(INCORPORATED)

DRY GOODS

O AND THIRTEENTH STREETS

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Instruct Your Agent to place your Fire and Tornado Insurance in the

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Home Office 201 So. 11th St. Both Phones.

W. H. England, Resident Agent.

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A pure Pennsylvania Oil and sold by an Independent Company.

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Owned by Stockholders of First National Bank.

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Gillen & Boney's Candies

Are too well known to say much. Insist on your dealer supplying you with "Golden Rod" or "Bitter Sweets" when you want something good.

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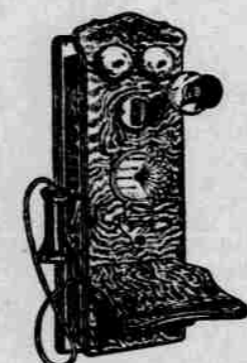
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PRINCIPAL OFFICE
1106 O STREET

SIX PER CENT PAID ON SAVINGS ACCOUNTS



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AUTOMATIC TELEPHONE

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Patronize a HOME Company which is Fair

Automatic service costs no more than the inferior kind. Get the best your money will command

Long Distance Service Everywhere

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Ride On the White Cars; Why?

Because, 1st, The Citizens Railway Company is owned by our own people; 2nd, this Company sells 6 tickets for 25c, and 10 to school children for 25c; 3rd, it pays its taxes and obeys the laws and ordinances. Because the Management Does Not Object to Unionizing the Line.

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Producers of the well known Little Hatchet, Golden Thistle, Boss, and Shogo brands of Patent Flour; Fine Wheat Farina Breakfast Food; and Golden Bell Rye Flour. Our Flour can be bought of all dealers.

ARE YOU LOOKING...

FOR The Best Return on Your Savings? Assistance in Buying a Home?...

LET US POINT THE WAY.
FIDELITY SAVINGS & LOAN ASSOCIATION
1307 N ST. - FRATERNITY BLDG.

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CLEANERS and DYERS

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A FRATERNAL ORDER ADMITTING MEN AND WOMEN ON SAME BASIS. GRADING PAYMENTS ACCORDING TO OCCUPATION. PATRONIZE THE HOME ASSOCIATION - SUPREME HARBOR. - LINCOLN, NEBRASKA.

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Franklin's Ice Creams and Sherbets

YOU HAVE NOT HAD THE BEST.
FRANKLIN ICE CREAM CO., 1316 N ST.
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Paper, Stationery and Fireworks

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A Home Company Furnishing Accident Insurance Only

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A Home company. The only life insurance company that owns its building. When you think of life insurance, think of The Security Mutual. Good, active agents wanted.

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STAPLE and FANCY GROCERIES

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WHEN 'WALK-OVERS' GO ON SHOE TROUBLES GO OFF

ROGERS & PERKINS CO.

1129 O Street.

Farmers and Merchants Bank

FIFTEENTH AND O STREETS.

Capital Stock \$50,000.00 Deposits \$202,090.66
Surplus and Profits 5,460.49 Total Resources 269,561.15

3 1-2 PER CENT INTEREST PAID ON TIME DEPOSITS

Compressed Air Carpet Cleaning Company

Carpets and rugs cleaned on the floor. Mattresses, pillows, upholstered furniture and hangings cleaned without removal from the room.

Quick, efficient, sanitary, economic. We also clean the old way at the old price. Take up your carpets and clean at factory.

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Manager.