

DO YOU BELIEVE IN FOSTERING HOME INSTITUTIONS?

IF YOU DO

THEN SUPPORT THESE LOCAL CONCERNS

O. P. WATSON, Pres. E. H. Marshall, Sec. T. J. Brownfield, Mgr.

Union Fire Insurance Company

(Incorporated 1886)
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.



AFTER A LOSS YOU NEED THE MONEY
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

PROTECT YOUR HOME

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

Western Fire Insurance COMPANY

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

W. H. England, Resident Agent.

A PURELY NEBRASKA COMPANY.

PATRONIZE HOME INDUSTRY BY ASKING FOR THE

DIAMOND "C" BROOM

MANUFACTURED BY
J. H. CUNNINGHAM, LINCOLN
720 North Twelfth Street

EDUCATE FOR BUSINESS

-AT-

LINCOLN BUSINESS COLLEGE

THIRTEENTH AND P STREETS.

Roseine Oil...

A pure Pennsylvania Oil and sold by an Independent Company.

MARSHALL OIL COMPANY, Lincoln, Neb.

First Trust and Savings Bank

Owned by Stockholders of First National Bank.

INTEREST PAID AT 3 1-2 PER CENT

ROSS P. CURTICE CO.

PIANOS, PHONOGRAPHS, AND MUSIC.

1125 O ST. LINCOLN.

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.

Chas. W. Fleming



JEWELER AND OPTICIAN

1311 O STREET. LINCOLN, NEB. DOUBLE FRONT

H. HERPOLSHEIMER IMPORTERS AND CO. RETAILERS OF

Dry Goods, Suits and Cloaks, Furs, Millinery, Women's Furnishings, Fancy Goods, Jewelry, Books and Stationery, Shoes, Men's Furnishings, Carpets, Rugs, Draperies, China, Cut Glass, Toys, House Furnishing, Groceries.

Beatrice Creamery Co's. Label

"MEADOW GOLD"

It Represents Quality

COLLINS ICE CREAM COMPANY

ALWAYS OPEN FOR INSPECTION

Call and See Us. N. W. Cor. 7th and L. Sts.

.... USE THE

AUTOMATIC TELEPHONE

Secret Service

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

Contract Dept., 2225

LINCOLN TELEPHONE COMPANY

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.

Wilber and DeWitt Roller Mills

LINCOLN, NEB.

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

AMERICAN SAVINGS AND LOAN ASSOCIATION

PRINCIPAL OFFICE
1106 O STREET

SIX PER CENT PAID ON SAVINGS ACCOUNTS

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.

J. C. Wood & Co.

EXPERT CLEANERS and DYERS

1322 N ST., LINCOLN, NEB.

Castle Roper & Matthews

UNDERTAKERS and EMBALMERS

Private Ambulance. Office: 124 So. 13th St.

American Order of Protection

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

IF YOU HAVE NOT TRIED

Franklin's Ice Creams and Sherbets

YOU HAVE NOT HAD THE BEST.

FRANKLIN ICE CREAM CO., 1316 N ST. AUTO 331-BELL 205

Nebraska Paper & Bag Company

WHOLESALE

Paper, Stationery and Fireworks

109 North Ninth Street. LINCOLN, NEBRASKA

THE FOLSOM BAKERY

A. T. SEELEY & CO., Props.
FINE BAKERY GOODS, CONFECTIONERY, ICE CREAM
QUALITY—Our Motto. 1307 O Street.
Phone 2214-456.

LINCOLN PAPER CO.

1315-19-21 P ST.

Wholesale Paper, Stationery, Paper Bags, Etc.

HARRY FLETCHER, Mgr.

When you want to sell or buy Second Hand Furniture or Stoves, Cash or Trade

See W. C. VanAndel

132 South Tenth

HUTCHINS & HYATT CO.

COAL and WOOD

1028 O STREET

WOODMEN ACCIDENT ASSN.

A Home Company Furnishing Accident Insurance Only

SURPLUS OVER \$100,000

OFFICE: FRATERNITY BUILDING

KELLYS PLUMBERS

THAT'S ALL

Both Phones 1111 N St.

JOHN BAUER WHOLESALE LIQUOR DEALER

Distributor of Dick & Bros. Quincy Brewing Co's Celebrated Lager Beer

PHONE 817 Office 901 O St., Lincoln

The Security Mutual Life Insurance Company

Of Lincoln, Nebraska

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.

OFFICE: SECURITY MUTUAL LIFE BUILDING, Twelfth and O Streets

W. J. BYER

STAPLE and FANCY GROCERIES

1401 O STREET Both Phones

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.

Call Auto Phone 5951

T. H. McGAHEY
Manager.