

A pull all together will remedy most any evil. With wage earner and merchant in unison a city thrives. Its people are made prosperous and the avenue of endeavor made easy. Home patronage enlists the co-operation of each.

NEW IDEAL LAUNDRY.

When the New Ideal Laundry started, it fixed upon a policy of management and character of work that has been steadily maintained. This policy was to have all the latest up-to-date methods and appliances known to the trade and to turn out only the latest style and finishes in a superior manner. The people of Lincoln have been convinced of this fact. As a result this laundry enjoys a magnificent patronage in which trades unionists form a large part. Every known appliance that goes to make up an up-to-date and modern laundry is found here, and the patrons are served with promptness and satisfaction in every instance. This concern is located at 1846 O street. It is one of the most sanitary institutions in the city of its kind, and its employees are shown every consideration where health and comfort are at stake. This laundry enjoys a large and growing trade and is one of Lincoln's most commendable enterprises.

NEBRASKA SCHOOL OF BUSINESS

The ignorant person of today is confronted by intelligence. His life is a warfare of weak ignorance against its 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. The business course as laid down by the Nebraska School of Business is complete in every detail and enables the student to step from the college to the office fully equipped for and ready to take up their duties in the business affairs of the world as experienced men and women. The school is located at 1519 O street, and furnishes a course of instruction notable for its productive results.

WILBER & DE WITT MILLS.

In the wholesale business in Lincoln no concern ranks higher in the estimation of its citizens than Wilber & De Witt Mills, whose offices are located at 145 South Ninth street. This company handle one of the finest lines of flour in the city and enjoys an enviable reputation for fair and honorable dealing. They handle all kinds of mill stuffs and are prepared to furnish the same in all quantities at all times. Besides carrying a complete line of these goods they are large dealers in flour and enjoy a large patronage in this particular line among wage earners. Their leading brands of flour are the Little Hatchet (patent) and rye flour. Their sales in the former are increasing constantly and is one of the finest patent flours sold in the city. The management of this commendable enterprise are men of the highest character and enjoy a large circle of acquaintances in the ranks of labor.

THE BOSTON STORE.

The Boston store is a place where the price is right, the quality good and where your dollar is good for full value. This Boston store enjoys a large patronage and the stock carried is of that quality which makes customers. They carry a large and select stock of dry goods, notions and furnishings, and the prices such that purchasers invariably bear the stamp of genuine satisfaction. It is a pleasure to note that in the conduct of their large volume of business this firm has always adhered to the principle of fairness and justice and has gained a reputation that cannot be excelled. The stock carried is complete, the attention paid every purchaser painstaking in its detail, and a policy that has the zeal and enterprise of modern storekeeping. This store is located at 1138 O street.

ELITE AMUSEMENT CO.—ELITE NO. 1.

That Lincoln people are fully up to an appreciative standard of an amusement-seeking people is attested by the patronage given this popular amusement

house located at O street, which is catering to the people of this city with the finest picture films obtainable, presenting attractive moving pictures which are both entertaining and mirth provoking. Besides these splendid features it must also be mentioned that the films used by this company are the only union made films used in the city. This splendid amusement place is just opposite Elite No. 2, also owned by this company. These places are convenient of access and the pictures shown are always different at each place. Mr. L. B. Stever is the manager and it is his boast that nothing but the first class pictures will be allowed to be placed before the public. Wage-earners will find here a place well worthy of patronage.

AMERICAN SAVINGS BANK.

Not many years ago it was almost impossible to arouse general interest in the large questions of trade and industry. Today the least educated are talking freely and intelligently about these questions and eagerly increasing their store of knowledge of them and applying the benefits. Banks have become more in favor, until today thousands of wage earners have either a commercial or savings account drawing interest. In Lincoln an institution that takes a most active part in the garnering of the savings of the workman and making them independent when they are no longer in their prime is the American Savings Bank, located at 132 North Eleventh street. It is the oldest savings bank in the city and does on exclusive savings bank business. Four per cent. interest is paid

decide to invest. Mr. Knapp's latest offer in this line is the Park View addition. This addition has all the modern conveniences, sewers, water, gas, cement walks and trees, and the prices are much below anything in that vicinity or any other choice part of the city. Park View is inside the city and within a short walk of the new high school location. It overlooks the splendid park system now being improved and beautified by the city. In fact this is one of the choicest offerings in the real estate line in Lincoln at the present time. Mr. Knapp is one of the hustlers of the city and as a man he stands among the best. He will be pleased to have you call and see him about this addition.

COLLINS BROS. ICE CREAM CO.

The question of pure ice cream and finest ices has been a topic even

HARRISON PLANING MILL CO.

It is coming to be realized in the industrial world that no arrangement is permanent that is not regarded as being beneficial to both. In other words, the only healthy industrial condition is that in which the employer has the best men obtainable for his work and the workman feels that his labor is being sold at the highest market price. The important thing for the average workman is not that he shall have exceptionally high wages during times of great prosperity, but that he shall have continuous employment at fair wages at all times. The interests of both great forces of production are mutual and identical. There should, therefore, be the most friendly and unprejudiced attitude possible toward such capital as is fair and reasonable in its actions toward labor in order that as much harmony as possible may prevail to bring the greatest prosperity to both.

made this restaurant an ideal place. About a month ago this place was purchased by Mr. C. E. Finch, who is a member of the Brotherhood of Locomotive Engineers, and no place is more worthy of the patronage of the union man than is the Hendry restaurant. Mr. Finch still retains his membership in the organization and is a thorough believer in the principles of organized labor. His motto is, Good service and courteous treatment and he is deserving of the fullest success. Union men should remember him when in need of something good to eat. Mr. Finch is a courteous and affable gentleman and we bespeak for him the greatest measure of success.

WESTERN SUPPLY COMPANY.

Of the many wholesale houses in Lincoln there is none that deserves greater credit for advancing the material welfare of the city than the firm above mentioned. The large and extensive establishment of this concern is located at 820 N street. They are state agents for Trakern Pump company, Perkins Windmill company, elevator and mill supplies, also deal extensively in steam, water and plumbing supplies. In fact, everything pertaining to the plumbing trade. Their business of late years has increased wonderfully, until today they cover a territory most extensive. They also carry a full line of goods for the fitting up and operating of elevators and a full line of threshing goods. In fact it is the most complete house of its kind in the west. The management comprises gentlemen of ability and integrity well known in commercial circles. They believe in Lincoln first, last and all the time and are counted among the city's most enterprising and energetic citizens.

WOODS BROS. & BOGGS.

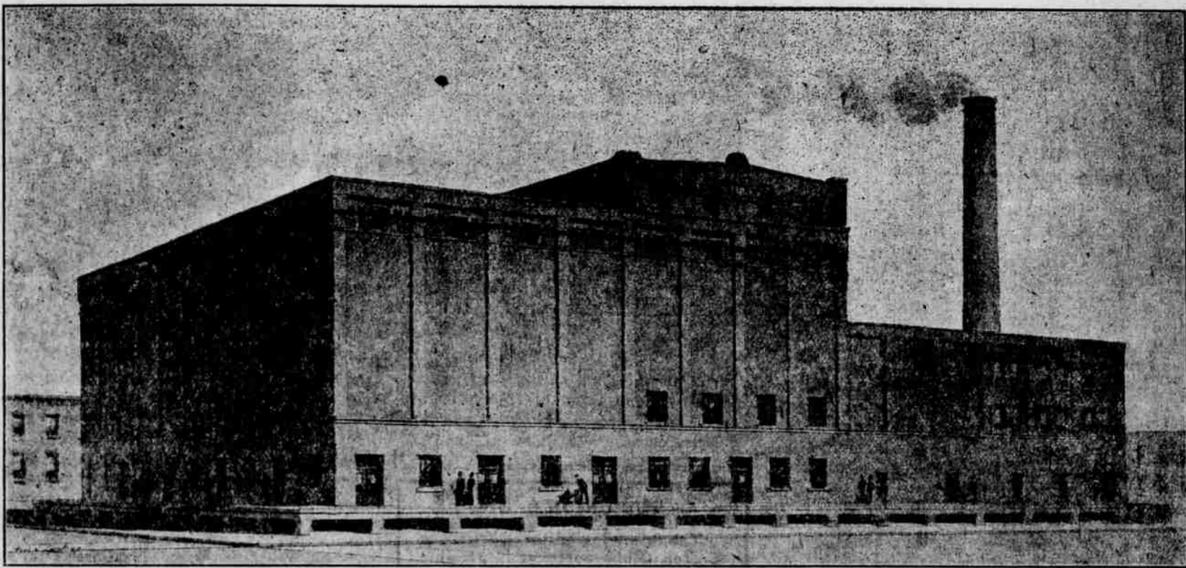
The rapid progress of the city of Lincoln and the wonderful development of her real estate interests is largely due to the well-directed efforts of her real estate dealers, prominent among whom is the firm of Woods Bros. & Boggs, located at the corner of Ninth and P street. These gentlemen have an intimate knowledge of every section of the city, and offer the most desirable bargains in all kinds of improved and unimproved property in every section of the city. This firm is an authority upon values both present and prospective, and have developed widespread connections, carrying through to a successful issue many large and important transactions. Those contemplating investing in Lincoln real estate will find it to their advantage to call upon them. They are selling lots at the rate of 10 to 30 a day in their latest addition to the city, Peck's Grove, and no better investment can be made than the purchase of a lot in this addition. The gentlemen comprising this concern are men of the highest integrity and a square deal is assured all who patronize them.

WESTERN BRICK & SUPPLY CO.

Prominent among the business enterprises of Lincoln is the Western Brick & Supply company, with office at 1312 O street. They are dealers in coal, lime, cement, sand, stone and all kinds of building material, making



a specialty of the artificial building stone which is being used so much. Their yards are most extensive and they are at all times prepared to furnish any material in the building line upon the shortest possible notice. The manager of this concern, Mr. H. S. Stephenson, is a most affable gentleman, and by the honorable and public spirited methods of dealing with the public and citizens in general this company has been signally successful. The material manufactured and handled is of the best and patrons of the concern are at all times assured of the finest the market can supply. They are extensive dealers in both wholesale and retail building material



BEATRICE CREAMERY & COLD STORAGE PLANT.

The new plant of the Beatrice Creamery Company now being constructed at the corner of L and Seventh streets will be one that Lincoln may well be proud of, for it will be the largest and best creamery in the United States, having a capacity of 12,000,000 pounds of creamery butter per annum. This plant will be equipped with the very latest improved machinery of every description and its apparatus for pasteurizing and sterilizing will be unsurpassed anywhere on earth. So great care is being given to sanitary features that the churn room will have tiled walls of Tiffany enameled brick, the whitest, cleanest, most sanitary building material in the world. In order "to make assurance doubly sure" every churn and every

other piece of machinery will be white enameled so that not one particle of guilty dirt can escape without detection. It will be a churn room that would do credit to "Spotless Town." The entire new building will be of Turner reinforced concrete construction. The floors, the stairways, and even the roof will be concrete, making the most fire-proof building known. Some idea of the size of this big plant may be learned from the fact that the main building will have two hundred feet frontage on L street and will be 142 feet deep, having seven floors in its highest part. Besides this there will be a power house 100 feet by 102 feet, with an immense smoke stack built of tile, concrete

and steel and reaching 165 feet in height. This power house will be equipped with the most modern water tube boilers developing 1050 horsepower, which will be continually and automatically fed with coal by the latest "Chain Grate Stokers." This avoids the arduous task of constantly shoveling in coal in the old fashioned way, twenty-four hours in every day, for it must be remembered that a cold storage plant can never stop, but must run every hour in every day, year after year. Should a machine break down there must be another one to take its place immediately. In this great plant all such contingencies will be provided against by duplicate machinery throughout. The refrigerating machinery will consist of three ice machines having

a combined capacity of 440 tons per day. The space devoted to cold storage will contain over one million cubic feet,—more than enough for 600 carloads. Probably a better idea of the quantity represented by 600 carloads can be gained from the statement that it would make a solid train over six miles long. The temperature maintained in these cold storage rooms is from ten degrees below zero up, according to the class of goods stored therein. You can well imagine that the men who work in these coldest rooms are in pretty good training for polar exploration. Should any of them decide to undertake such an expedition we wish them better luck than Dr. Cook.

P. J. WOHLBERG.

In the manufacture of cigars many things are considered. In the first place the utmost cleanliness must be exercised, and in the second place the quality and the texture of the tobacco should be such as to merit the approbation of the most exact user of the weed. In this respect the cigar factory of P. J. Wohlberg takes first rank. This gentleman is an expert in the selection of tobacco and nothing that is not absolutely the best is permitted into the manufacture of the fine cigars he produces. His popular brands are "Sure Thing" and "Domino," 10 cent; and "Standard" and "Extra Fina," 5 cent. He employs a large number of men and his factory is located at 128 South Eleventh.

on savings accounts. The bank is one of the safest and best of its kind and cordially invites you to call and in this manner get the "saving habit."

CHAS. T. KNAPP—REAL ESTATE

It should be the aim of every workman to own his own home. This is not only a laudable ambition but is a matter you can accomplish if you go at the matter with a reasonable and proper understanding, and go to the right parties for information and advice. Mr. Chas. T. Knapp, located at 122 North Eleventh street, is the man that can supply you not only with the proper advice but will be more than pleased to show you lots and homes that will give you the desired location, and you will be satisfied with your choice should you

reaching into investigation by deputized government authorities and experts Pure ice cream, fruit ices, etc., are at all times of important concern. In Lincoln there is a concern that enjoys the endorsement of public patronage. As a producer of pure ice cream the home of Lincoln people are protected by this firm. Ice cream unless it is absolutely pure and properly made is an unwholesome article. When made with the aid of pure matter it at once is not only delicious but a healthful article of diet. The Collins Ice Cream Co., makes all kinds of frozen creams, ices sherbets, punches, individual and fancy brick cream. It is a sanitary factory and sparkles with cleanliness and is the finest of its kind in the state.

We refer to the Harrison Planing Mill Company, manufacturers of bank fixtures, show cases, stairs, veneered work—in fact all kinds of mill work. This company appeals to the people as a well directed institution fully entitled to the best co-operation. This is one of our leading industries. The factory and office is located at 1002 North Twenty-sixth street. Continuous employment is furnished a large force of workmen and the most friendly and agreeable terms exist between the employer and employee.

HENDRY'S RESTAURANT.

Lincoln is fortunate in having a number of high class restaurants, and one that deserves special mention at this time is the above named cafe, located at 129 North Eleventh street. Well cooked meals, polite service, good coffee and a desire to please has



This western country, and Nebraska in particular, is growing steadily and notwithstanding the fact that Nebraska has been paying tribute to eastern corporations in the way of premiums to both life and fire insurance companies. And the people of this state have done this notwithstanding the fact that we have com-

panies which are strong and well managed and which write policies that are as liberal as those issued by the eastern companies and backed by sufficient assets and written by companies which are conservatively and well managed. The Western Fire Insurance company is a company of-

fected by Nebraska men, a company which for every dollar of liability has assets as good as the oldest company in existence. The taking of a policy in The Western Fire Insurance company of Lincoln is supporting and co-operating with home industry, and this is the surest way

in building up home industry. The officers of the company are men of the highest integrity, and are as follows: George W. Holmes, president; Ernest C. Folsom, vice-president; Lee H. Hamlin, secretary and treasurer, and J. Barr Taylor, assistant secretary.

Modern progress is not better illustrated than in the dyeing and cleaning business so distinctively represented in Lincoln by The Lincoln Cleaning & Dyeing Works, located at 320-322 South Eleventh street. The day is past when soiled garments have been of no future service. Instead a treatment is now given them that is indeed a transformation. The Lincoln Cleaning & Dye Works has given Lincoln a service of this character that is easily distinguished for its perfect satisfaction to the grow-

ing patronage accorded this institution. They call for and deliver from any part of the city and guarantee satisfaction in every respect. The motto of this concern is good work at reasonable prices, and satisfaction in every way. In fact, no better work can be done than is here assured, and you will be well served if you let them do your work. The spots won't come back if they clean your clothes." E. W. Truman is the proprietor and Leo Soukup manager.

