

Dollars with wings is a truthful fact, when you patronize the firm or business not a fixture in this city. The home merchant gives a return wherein we all reap a dividend.

**LINCOLN CARPET CLEANING.**  
The Lincoln Carpet Cleaning Co. has the reputation of doing high grade work promptly and satisfactorily. We ask you to remember them and at the same time save your rugs and carpets. They clean all kinds of carpets and rugs and in all instances have given satisfaction. They take up, clean and return carpets and rugs the same day, thus avoiding all delay. They have the confidence of the people of Lincoln, with whom they have cast their lot and have become successful business men here. They know the business of house cleaning as well and guarantee all work. Give them a call when in need of any work in any of these lines. Their place of business is located at Twenty-fourth and O streets.

**LINCOLN BUSINESS COLLEGE.**  
In this progressive age the young man or woman who enters upon a business career without proper preparation is badly handicapped. A thorough business education is an essential qualification, and an institution which specializes along the line of practical business methods is today a necessity. If you wish to make a success in any branch of the business world, The Lincoln Business College offers an opportunity to those who are desirous of obtaining an education of this kind.  
Each department is under the personal supervision of competent instructors, and the standing of the institution is excellent. Every branch in business and commercial lines is here taught and the student who desires to take up any special course will find the Lincoln Business College an institution that will qualify him in whatever branch he chooses. If you have any sons or daughters who will be of more lasting benefit than to send them to the Lincoln Business College.  
The College occupies excellent quarters in the Oliver building, Thirteenth and P streets, and is equipped in a manner which assures comfort and convenience to the student. The officers and corps of teachers are men of high standing in Lincoln, and the college ranks among the foremost in the state of Nebraska.

**THE LUDWIG CO.—TAILORS.**  
There is no branch of commercial achievement that is more worthy of mention than that of the merchant tailoring trade, and occupying an important position in this particular line is The Ludwig Co., located at 1028 O street. The salesroom of this most commendable concern is finely fitted and appointed, has every facility for the display of the large line of imported and domestic goods and suitings of the choicest weaves, and also medium priced goods, the newest designs, most fashionable shades and pleasing patterns, and the products of the house are distinguished for faultless fit and fine workmanship. Customers will find here every convenience for their care and are assured of satisfaction upon every occasion. Mr. Ludwig personally supervises the business and takes a personal pride in the care of the large and ever increasing trade.

**SPEIER & SIMON.**  
In mentioning the different retail interests of Lincoln we wish to call attention of our readers to the clothing store of Speier & Simon, located at 104 and 106 North Tenth street, one door north of O street. The concern handles a most complete line of ready-to-wear clothing for men, youths and boys, shoes, hats, furnishings, etc. Here you will find clothes in all the latest styles and patterns, clothes to fit and at prices to suit. In fact, good clothes at most moderate prices. The management of this store has always evinced a friendly interest in whatever advances the city's welfare and the wage worker has been no exception. If courteous treatment and honorable business methods are sought here you will find them.

**DON CAMERON'S RESTAURANT.**  
A good, comfortable restaurant at reasonable rates is what the public is seeking for at all times. The above restaurant and lunch room fills the want. Here you will find at all times the best possible service and courteous treatment. Mr. Cameron numbers many wage workers among his customers and he is friendly to their cause. Through the generous policy adopted by this genial proprietor a splendid business has been established and we wish him continued prosperity. This restaurant is located at 119 South Twelfth street. For a meal that is served right and that satisfies the most fastidious the Cameron place is noted.

**GILLEN & BONNEY**  
As one of the best adapted distributing points for all articles of commerce, the city of Lincoln has among other notable things developed a wide reputation for its extensive manufacture of candy and in this connection mention must be made of the Gillen & Bonney company. This concern manufactures candy upon a scale second to none in this section and has attained a reputation for excellence of quality that is most commendable. Their factory is most modern and the utmost care is exercised in the manufacture of the many and excellent grades of confections put on the market. Their specialties are Golden Rod chocolates, Mound Gold butterscotch, Italian creams and fudges. They also manufacture soda fountain

fruits and syrups. Beside the large line of confections and syrups manufactured, they also carry a line of confections and line of show cases, and in fact here can be found everything that goes to make up a first class candy store. The business of this enterprising company enjoys a steady and increasing growth and the mere mention that the products are from this firm assures a ready sale. The men comprising this firm are among the city's best citizens.

**THE ELAM RESTAURANT.**  
The Elam restaurant is known to everyone in Lincoln and requires no introduction. This first class place is located at 134 South Tenth street, and is one of the old and well established houses and has always catered to the wants and tastes of its large and increasing patronage. Mr. J. A. Elam, the proprietor, is well known to everyone in Lincoln, and he numbers his friends among the wage earners by the scores. His experience in the line of catering to the tastes of the public and serving them acceptably is too well known to need comment. This place is neatly appointed and tastefully arranged and the service and cuisine of the best. This fact is attested by the large and constantly increasing patronage accorded this popular place. Mr. Elam believes nothing is too good for his patrons and serves the best the market affords at all times.

**SEARLE & CHAPIN LUMBER CO.**  
In every growing community more than ordinary interest attaches to the concerns which supply the lumber etc., for that particular section. In this important branch of commercial endeavor particular recognition should be accorded the above company, located at 737 N street. This company is one of the most extensive dealers in lumber in Lincoln and through its able and conservative methods in meeting the competitive spirit of the age has built up one of the finest lists of patrons in this section. Everything in the lumber and builders' line can be secured and at the lowest market price. Its yards are well stocked, its lumber well seasoned and the quality the best. The gentlemen comprising this company are some of the city's foremost citizens, ever taking a lead in affairs where the city and its citizens are best conserved.

**BROWN & DOYLE, UNDERTAKERS**  
If there is one business more than another that requires for its successful prosecution a large amount of fine taste, delicacy of thought and expression toward its patrons and a tender respect and regard for their feelings, it is that of the funeral director. We refer with pleasure in this respect to the firm of Brown & Doyle,



located at 206 South Eleventh, who have a wide prestige among the wage earners of this city. These gentlemen stand unexcelled in this particular profession, taking charge of funerals from the time of death until the interment, and never fail to give perfect satisfaction, and have the good will and patronage of wage earners and other good people of Lincoln. This latter fact is attested by the fact that during the past year they had complete charge of over 180 funerals. Mr. Brown has lived here for the last nineteen years during which time he has been in business in his chosen profession. One year ago he entered into partnership with Mr. Doyle, who came here from Belleville, Kan. Mr. Doyle is also an experienced man in the undertaking business, having been engaged in the same in Kansas for over 26 years. When our loved ones are laid away they can be placed in no better hands for embalming and interment than these gentlemen. They are open day and night and their phone numbers are Auto 2016 and Bell 1674.

**GEO. W. HOLMES.**  
In the insurance business in Lincoln, Mr. George W. Holmes, whose place of business is located at 115 South Tenth street, is one of the foremost, and the volume of insurance done by this progressive and energetic hustler is constantly on the increase. He makes a specialty of writing fire and lightning and tornado policies and numbers among his customers some of the largest and most prominent people in this section. The companies represented by this gentleman are the best in the country and no matter in what company you wish to take out a policy he can accommodate you. Mr. Holmes by his honorable and public spirited methods of dealing has built up a large and constantly increasing business and social circles he is exceedingly popular.

**GLOBE LAUNDRY CO.**  
For first class work and promptness it is safe to say that no other establishment of its kind can compete with the Globe Laundry, which is located at 326-340 South Eleventh street. The quarters occupied are spacious and equipped with the latest improved machinery and appliances. Attention to the business, while sanitarily they are perfect. The work turned out at this laundry is not excelled anywhere and every care and attention is paid to fine fabrics, which are laundered without injury. All work is promptly done and



called for and delivered. A large staff of competent help is employed, which comprises many skilled and experienced laundry hands. The management of this laundry is in the hands of men experienced in the business, who give their personal attention to every detail, thus assuring their customers only first class and reliable work. E. W. Truman is president and A. S. Truman secretary treasurer. These gentlemen are hustlers and stand high in the ranks of the city's business circles. Among the wage earners they number hosts of friends who rejoice in their success.

**DE LOSS T. SMITH, JEWELER.**  
Mr. De Loss T. Smith, jeweler, is one of the old-time standbys of the city. Mr. Smith is one of the best known jewelers in Lincoln. His place of business is located at 132 North Tenth street opposite the postoffice, and here will be found a fine stock of all that goes to make up a first-class store of this kind. He has been in business since 1890 and by strict attention to business and fair and honest methods has been signally successful.

**CHICAGO DENTISTS.**  
The Chicago Dentists, located at Thirteenth and O streets, under the management of Dr. A. T. Withers, has built up a large and growing practice. Dr. Withers is a dentist who keeps in touch with all the discoveries of modern dentistry and all work executed by the Chicago Dentists is scientifically done and strictly up-to-date. Mr. Withers is a gentleman, who by his uniform courtesy and honorable methods has built up a large and constantly increasing practice. All the latest appliances known to the profession are constantly added and the work executed in a manner that pleases all.

**HENRY PFEIFF—GROCERIES AND MEATS.**  
Henry Pfeiff, who is located at 314 South Eleventh, conducts one of the most modern meat markets and groceries in the city and is enjoying a large and liberal patronage from his hosts of friends. His grocery is replete with the finest line of seasonable goods at all times and in his meat market the choicest cuts are always to be had. Mr. Pfeiff is one of Lincoln's pioneer merchants and has proven a successful one by treating his patrons right in giving them both quality and quantity at all times. Being one of the oldest merchants in the city he has a large following and many are the wage workers who count upon him in every instance for friendly council and help when most needed, which he ever stands ready and willing to give.

**LAWLOR CYCLE COMPANY.**  
That the bicycle is with us still, and just as popular as ever, is evidenced by the large number of building and repair work. One of the best and most prominent in Lincoln is the Lawlor Cycle Co., located at 1324 O street. Having outgrown their present quarters they will move Sept. 1 to 1421 O street, where they will be able to supply the demands of their large and constantly increasing trade. Besides a full line of bicycles this concern carries a large number of motor-cycles, and supplies. They have built up a fine business by honest and fair dealings and number many wage workers as patrons. Here can be found a line of Edison sporting and athletic goods.

**DIRKS LUMBER AND COAL CO.**  
Of the various enterprises that have made Lincoln a commercial center, the lumber trade has always held an important place. Among the many concerns along this line there is none which ranks higher or has a higher commercial standing than the above named firm. This firm has been in business 30 years and does both a wholesale and retail business. They have the largest yards in this section if not in the state and have under shed one of the most extensive stocks in Nebraska. Besides lumber they

also are large dealers in coal and in this particular branch do an immense volume of business. The management of this company has always been conducted along broad-minded and public-spirited lines, and they have always maintained an attitude of fairness toward the wage earner, which has won them many and deserving friends.

**ERNEST HOPPE—HARDWARE.**  
This is one of the leading firm of Lincoln dealing in hardware, stoves, cutlery and tools. Mr. Hoppe's place is located at 108 North Tenth street.

small, and all shipments receive careful and faithful attention. The members of the firm are well known to our people and are business men of ability. The quarters of the Grainger Brothers are commodious and every facility for the care of the large and growing business is here found. The quality of the goods carried and the care exercised in the filling of orders is one of the features of this company. The men who compose this most commendable institution are among Lincoln's most enterprising citizens and they enjoy the confidence and good will of all its citizens.

the business welfare of the city if you buy goods made elsewhere, when you can get better goods for the same money made in Lincoln. You are not a consistent union man if you buy non-union made goods when the union made goods for the same money are superior. Julius Pepperberg, manufacturer of cigars, located at 815 O street, is one of the city's largest manufacturers of cigars, employing a large number of union cigarmakers. His factory is sanitary in every respect and every care and convenience for the welfare of those in his employ is considered. His leading brands are Flor de Pepperberg, Buds and Little Flor de Pepperberg. That he is one of the city's most enterprising citizens is an acknowledged fact, and that he is also one of labor's best and truest friends is also true. Mr. Pepperberg deserves the success that is his and union men should remember the Pepperberg brands at all times.

**E. E. NORTHRUP—DENTIST.**  
The care of the teeth has never been so thoroughly associated with health as of late years. This is due to the changes that man have wrought by great study, until today the dentist is a practitioner of much and growing importance. The primitive method of teeth extraction has changed; in fact, the dentist of today is for the protection of teeth and not their loss; to keep them and guard against decay and retain their beauty. In this respect the greatest skill is required. Dr. E. E. Northrup, whose offices are located at 1315 O street, has done much for the people of Lincoln. Dr. Northrup represents the refined and advanced type of modern dentists and by consistent and painstaking work has built up a practice that is second to none in the city. His office is equipped with all the best known modern appliances and his prices are moderate.

**THE FARMERS GROCERY**  
One of the particular good stores in this city and one deserving of generous patronage both for the excellent quality of goods handled and their uniformly courteous treatment is the grocery and general merchandise store of H. Fogelson, located at 226-240 North Tenth street. This store carries a fine line of staple and fancy groceries, fruits and vegetables and offers one of the best selections in Lincoln. Besides a general line of dependable dry goods and merchandise is carried and the prices here are as low as the lowest. The quality of the goods here offered is of the best and the patronage accorded this concern is constantly increasing.

Beginning Friday Morning; July 1st

# BENWAY'S

July

## Clearance

## Sale!

Moore's Stoves Always Please

FURNITURE, CARPETS  
RUGS and DRAPERIES  
AT PRICES WAY BELOW REGULAR

Everything for the Home

# BENWAY'S

1112-1114 O Street