

A DOLLAR SPENT AT HOME RE-ACTS IN ITS BENEFITS WITH UNCEASING GENERAL PROFIT

ASPEGREN & STRAND LUMBER COMPANY.

Unlike a great many cities Lincoln has no boom features or institutions which have been built up by speculation, nor is its growth being forced by hot house methods, but our trade expansion in commerce and manufactures is being gained along sound and substantial lines, hence, while it may not be generally known throughout the country, few cities of its size can compare with her in the substantial character of her industrial enterprises. It is the aim of this movement to demonstrate these facts more fully and forcibly by endeavoring to show just what business elements go to make up all that is seriously entitled to consideration in the commercial life of the city. Nor could we cite a more conspicuously worthy example than the Aspegren & Strand Lumber Co., one of the largest of its kind in the city. They have yards in five other cities besides Lincoln and are easily the largest dealers in lumber, coal, hardware and farm implements in the state. The reputation of this company has been built and the confidence of dealers throughout the state gained through the fact that they have made it a point to offer only such a product as would be eminently satisfactory to the consumer as well as the dealer. Their main office is located at 943 North Twenty-seventh street. The gentlemen comprising this firm are among the city's most progressive business men and have a host of friends and a large and growing list of patrons.

BENNETT'S RESTAURANT.

The Bennett restaurant, located near the Burlington depot, is one of the most popular places of its kind in the city. The Bennett brothers, proprietors, are men in whom the laboring man has always had the best friends and in return have been successful in the highest degree. They know how to provide "good things to eat" and in addition always have on hand a fine line of fruit and cigars. Workingmen make no mistake in giving the Bennett restaurant a call when in quest of something to please the inner man.

THE FOLSOM.

The Folsom bakery is well worthy of mention in these columns of this review, and it merits the attention and patronage of all our readers. It is located at 1307 O street. The store is ample in space and thoroughly up to date in equipment, and here will be found at all times a full assortment of wholesome and delicious pies, cakes, pastries, bread, rolls and bakers' supplies of all kinds and sold at most reasonable prices. This place and its surroundings are faultless in

cleanliness and orderly condition, and the most exacting person would be satisfied with its neat and attractive appearance. Besides the full line of bakery goods, a most modern soda fountain supplies all kinds of cool and refreshing drinks and many are the patrons here who not alone find comfort and good things to drink, but who also are most courteously treated, giving the place an air of friendliness not found elsewhere. It also affords patrons the best service and its success is based entirely on the merits of the establishment and its superior management. They manufacture all kinds of confections as well as do a general jobbing business in ice, cream, fruits, leas, paper bags, etc. A. T. Seeley, the proprietor, is a most affable gentleman and is deserving of the success which he is enjoying.

H. P. LAU COMPANY.

The Lau Grocery Company is one of the most substantial, heaviest stocked, best equipped wholesale establishments in all the great western better between Chicago and the Rocky mountains. It was established in a modest way by Hans Peter Lau in 1869. The senior Mr. Lau passed away some years ago and the business has since been ably conducted



by surviving members of the family—Frederick Lau, president; A. C. Lau, vice president; J. D. Lau, secretary and treasurer. J. D. Lau is manager and main spoke in the wheel. He is a thorough business man, affable and unassuming and is much liked and respected by his associates, employees and customers.

This thrifty and enterprising house carries a \$250,000 stock, embracing everything pertaining to the wholesale grocery business. The business in 1909 amounted to over \$1,000,000, and this year will show a very satisfactory increase. To handle this immense business 65 people are employed, including 15 traveling salesmen. The territory reached covers Nebraska, Kansas, Wyoming and South Dakota.

The splendid building of the Lau Co., at Eighth and Q was

built four years ago, of red pressed brick, 130x142 three stories and basement, and modern in every particular. It is the only jobbing house in the city with railroad trackage right at the door which greatly facilitates packing and shipping operations.

They roast all their own coffee, and "fresh roasted" is always obtainable here, a very desirable requisite in the purchase of coffee in point of fine aroma and delicious flavor. A mill has recently been installed at a cost of \$2,000 which steel cuts and removes all chaff from their famous "Double Value" coffee.

"Lau Brand" is the leader in all canned and package goods. These goods are put up expressly for this great house and take rank with the best brands of fancy and staple goods in the world. "Black Bird" is the second grade brand and are very substantial and satisfactory goods.

They enjoy an extensive cigar trade and handle two of the best cigars manufactured—La Perennia 5 and 10 cents, and Smokecraft 10 cents. These cigars stand the test and fully back up the endorsements given them by the sellers.

UNION COAL COMPANY.

There is no place in the city of Lincoln where people can secure bet-

GREEN GABLES SANITORIUM.

If there is one institution in Lincoln of which the city should be more proud than of another it is Green Gables, the Dr. Benjamin F. Bailey Sanatorium, which is located at Normal, three miles east of the center of the city. Though only established a few years this institution has a national reputation for the treatment of all non-contagious chronic diseases. Dr. Bailey has practiced this profession in Lincoln many years and is prominent in medical circles throughout the state and nation. This institution is the most modern and best equipped one in the west and no expense has been spared to make it complete in all of its appointments and details. It is supplied with every sanitary convenience—baths of all kinds, the various electric currents useful in the treatment of the sick, the X-ray and hot air treatments, and contains large amusement rooms, and throughout is commodious and comfortable. It is a delightful place for convalescents. In addition to the physician in charge there is a skilled corps of nurses, masseurs and physical instructors. Mr. Bailey is a broad-minded and public spirited citizen and he has always manifested a friendly interest in the cause of labor.

CORNELL ENGRAVING CO.

The Cornell Engraving Company, which has recently moved to their new quarters at 1140 O street, having outgrown their old place of business, is one of the largest concerns of its character in the state. They are equipped to do all kinds of half-tone work, doing everything from the taking of the photographs to the producing of the engravings in the most artistic and scientific manner. Mr. U. G. Cornell is the genial and capable manager and is a gentleman who is thoroughly versed in his profession and a man of wide experience. Besides doing engraving of all kinds this company also handles a most complete line of independent cameras and supplies. Their new quarters are modern and everything in their line is of the best. By their uniform courtesy to all and the high standard of quality which is being maintained on all goods, a large and constantly increasing business has been built up, and they are worthy of the trade of all people.

A. BRANTHWAITE—SHOES.

This gentleman enjoys the good will and confidence of the people of Lincoln. Mr. Branthwaite carries one of the finest lines of men's shoes in the city and enjoys an extensive trade in this line. Making a specialty of men's shoes he is enabled to cater to this class in a manner that assures the best and most up-to-date styles at all times of the year. His stock is complete in every line of men's footwear and his leading brand, the Ralston Heath Shoe, which carries the label, is without doubt the best to be had in the city. In addition it must be said that this gentleman carries the largest line of union made shoes for men in the city. Mr. Branthwaite holds the good will of the laboring men of Lincoln and is entitled to trade of this character, catering as he does almost exclusively to this class and believing in the cause of the workers. His store is one of the best and neatest in the city, and is located at 115 North Eleventh street. Don't forget the place and remember you can be fitted with union made shoes, and thereby stand by the principles you hold so dear.

LINCOLN DRUG COMPANY.

Among the prominent institutions that go to make up the wholesale mercantile industry in Lincoln, the Lincoln Drug Company takes high rank. It is the only concern in the city doing an exclusive wholesale drug business. Besides its wholesale drug business it is also a large dealer and jobber in paints, oils, brushes, glass, druggists' sundries and stationers' supplies. The men comprising this large and commendable Lincoln industry are men of the highest integrity and in the upbuilding of the city have played a most important part. They are enterprising and energetic and anything that will in any way serve to promote the city's prosperity has their hearty co-operation. The management have always maintained a friendly attitude toward the wage earner and are entitled to the co-operation of all who have the best interest of labor at heart. The company is located in handsome quarters at Eighth and P streets.

HUTCHINS & HYATT CO.

The most important factor in the coal, coke and wood trade in Lincoln is the well known firm of Hutchins & Hyatt Co., whose office is located at 1049 O street. This business is one of the best established in Lincoln and has been conducted with rapidly increasing success since its foundation. They are prepared to furnish anything in their line in any quantity, and in the most satisfactory manner. This enterprise is conducted upon liberal methods in all its departments and forms a valuable feature of the trade resources of the city. This firm is one of the best known in this section and have a pleased list of patrons and satisfied users. The company by its broad and liberal policy has gained an advanced position before our people. The trade of this company is steadily increasing, and in all transactions with this company its patrons have been well treated and satisfactorily served at all times. J. F. Hutchins is president; J. H. Amos vice-president; C. D. Hyatt, secretary-treasurer. These gentlemen are enterprising and wide-awake citizens and where Lincoln had no interest was

be bettered they are always ready to lend their assistance. They are conservative and fair-minded and believe in fair treatment to one and all.

LINCOLN CANDY KITCHEN.

Every one in Lincoln is familiar with the long list of delicious dainties which may be had at the above confection shop. This concern has



Co., located at 128 North Tenth street. Here is a place that is the center of brisk and active trade, and its popularity is readily attested to by the large and influential trade it is enjoying. This place has an enviable reputation for the superior quality of its goods and fair prices and the volume of trade as a result has steadily increased as a consequence. The stock is most complete

DEPUTY-SPANGLER HAT CO.

No firm in the city of Lincoln has come to the front with the steady and prosperous growth that denotes popular endorsement with better claims for supremacy than he above company. The company does a wholesale business in hats and during the years of its business career has built up one of the finest and most extensive trades in the state. The company has steadily increased its capacity and adding new territory to its field of operation. The members of the firm are active in the upbuilding of the city and are numbered among the city's most progressive citizens. They are men of liberal and progressive ideas, and have seen the city advance to its present state of prosperity and who can be relied upon to further any movement tending to increase its development and greatness.

E. L. TROYER, UNDERTAKER.

The undertaking business is one that requires most painstaking and capable efforts and to be recognized as pre-eminent in this important branch of business is certainly worthy of mention in an issue intended to set forth an accurate list of concerns worthy of commendation. E. L. Troyer is recognized by our people as well as by the public generally as a most capable and experienced undertaker, who can be depended on to relieve in a most considerate manner a great deal of anxiety that is always associated with the care and burial of the dead. He thoroughly understands all the minutest details of the business and is a gentleman with whom it is a privilege to deal in times of sorrow, when the services of an undertaker are required. His place of business is located at 325 South Eleventh street.

HARPHAM BROS. CO.

In the wholesale district of the city of Lincoln may be found many houses whose business extends over large territory, and among them perhaps no name is more widely known than the above concern. Having been established many years they have built up an extensive business and are known in all parts of the country. They are located at 808 to 814 P street, in a four-story building, and are wholesale dealers in all kinds of leather goods, carriage trimmings, etc. Their plant is modern in every way and the latest machinery has been installed for the manufacture of their special lines. This firm carries at all times a large and comprehensive stock, while the trade enjoyed is very extensive and reaches over a vast territory. The members of this company are well known and progressive business men.

WOODMAN ACCIDENT ASSOCIATION.

Lincoln has reason to be proud of its large and successful enterprises and institutions, but of none more so than of the Woodmen's Accident Association, with home offices in the Fraternity building. This company is the largest mutual accident society in the world, and is enjoying an era of prosperity at the present time that speaks well for its managers and the conservative manner in which its affairs are handled. The cost of carrying a policy in this society is about one-third that of the old line Eastern stock companies. Benefits are provided for bodily injuries of all kinds and the cost is the least that can be charged for the benefits derived. The company up to Jan. 1, 1910, has paid out in claims the enormous sum of \$1,268,018.15, and the number of claims paid to Jan. 1, 1910, 14,483. This speaks for itself and shows that the management of the association is such that the safety of the policy holders is at all times fully protected. The assets of the association are over \$175,000. The management comprises gentlemen of the highest ability, who are prominent in financial and commercial circles and who are well known throughout the state.

GOLD & CO.—DRY GOODS.

There is little need—in fact none—for wage earners to patronize any but the business houses in our midst. Many people of this city have experienced the uncertainty of mail order transactions and lost in the end. Even the purchases made on semi-occasional trips has furnished nothing in the way of benefits. A store noted for its good offerings in general dry goods and men's outfitings and one that has invariably given a close price is Gold & Co., which long ago established itself in the esteem and confidence of the wage earners in this city. Gold & Co. have long catered to the laboring people with an excellent variety of merchandise that has defied competition. These features of their contact with the purchasing public are not the exception but the rule. Gold & Co. are located at 112 North Tenth, and they are known as the "People's Store." Here every day is a bargain day and dependable merchandise is always on display.

LINCOLN CLOTHING CO.

Among the leading clothing stores which form the high-class of commercial houses of which this city is justly proud must be mentioned the establishment of the Lincoln Clothing

Grand 4th of July Celebration

AND OPENING OF THE REGULAR SEASON OF NEBRASKA'S CONEY ISLAND

New
Casino Theatre
Sensational High Wire Performance
High-class Vaudeville Every Afternoon and Evening
Daring Balloon Race

Fine Salt Water Bathing
CAPITAL BEACH
LINCOLN, NEBRASKA
\$1,000 Glorious Fireworks Display

NEW DANCING PAVILLION

Dancing Afternoon and Evening
FINEST BALL PARK IN THE STATE
Two Games July Fourth
Velvet Coaster
Jeffries-Johnson Fight Returns and Fight Pictures of Past Battles
Circle Swing
House That Jack Built
Merry-Go-Round
Ferris Wheel
Fun Palace
Bowling Alley
100 Other Attractions
Rowing
Sailing
Fishing
and
Motor Boating
Etc., Etc.

All the Pastimes that Make the World Merry
GO WHERE THE CROWD GOES

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