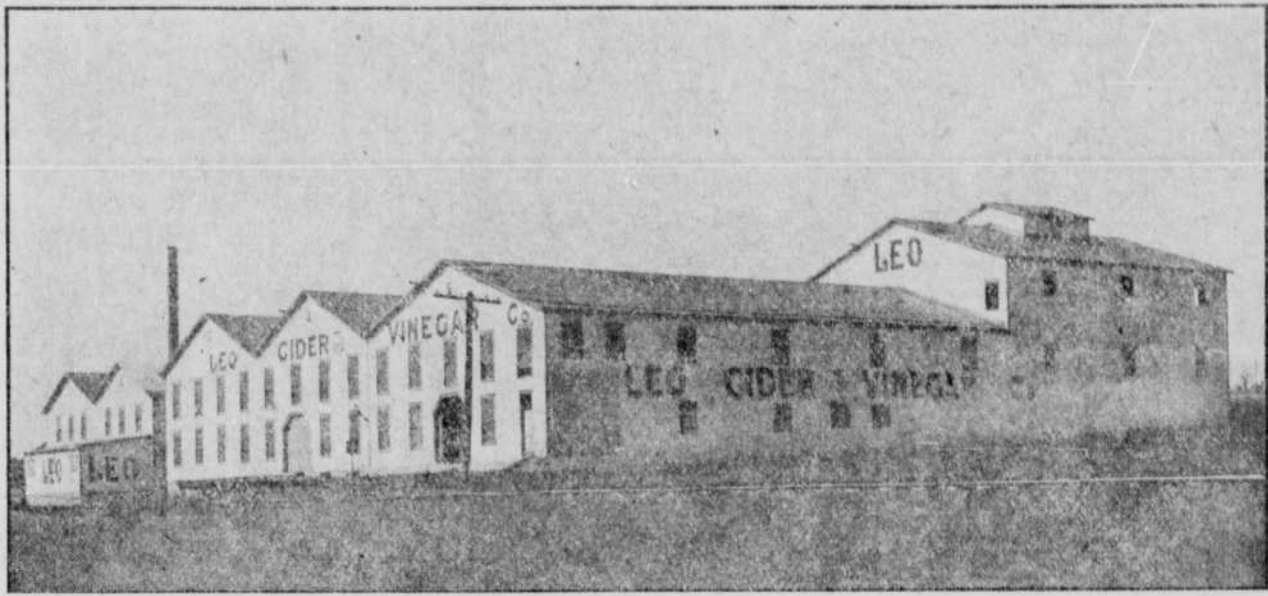


Leo Cider & Vinegar Company Plant



The best advertiser for a town is the product made in it and Leo Vinegar is advertising Falls City all over the country. It means something when a merchant says, "O, that vinegar is made in Falls City, Nebraska. Another person, the customer, has been introduced to Falls City and so little by little, the town becomes known abroad.

The Leo Cider & Vinegar plant was established in this city in 1906. Its growth has been phenomenal and it now stands one of the largest of its kind in the United States. In 1909 it was entirely re-built and although it was thought at the time that the plant was built large enough to permit the growth of several years, it has been running at full capacity this year and it has been found necessary to install eight new generators and nine new tanks giving a storage capacity of 18,000 barrels or about 1,000,000 gallons of vinegar.

The plant comprises five large buildings with a frontage of 265 ft. depth 200 ft. the buildings being two and three stories high. Every modern convenience and improvement has been put in. Twenty-five cars

is the capacity of the improved self-unloader and no customer is ever taxed in time or strength to unload the apples taken to this establishment. His convenience has been well considered.

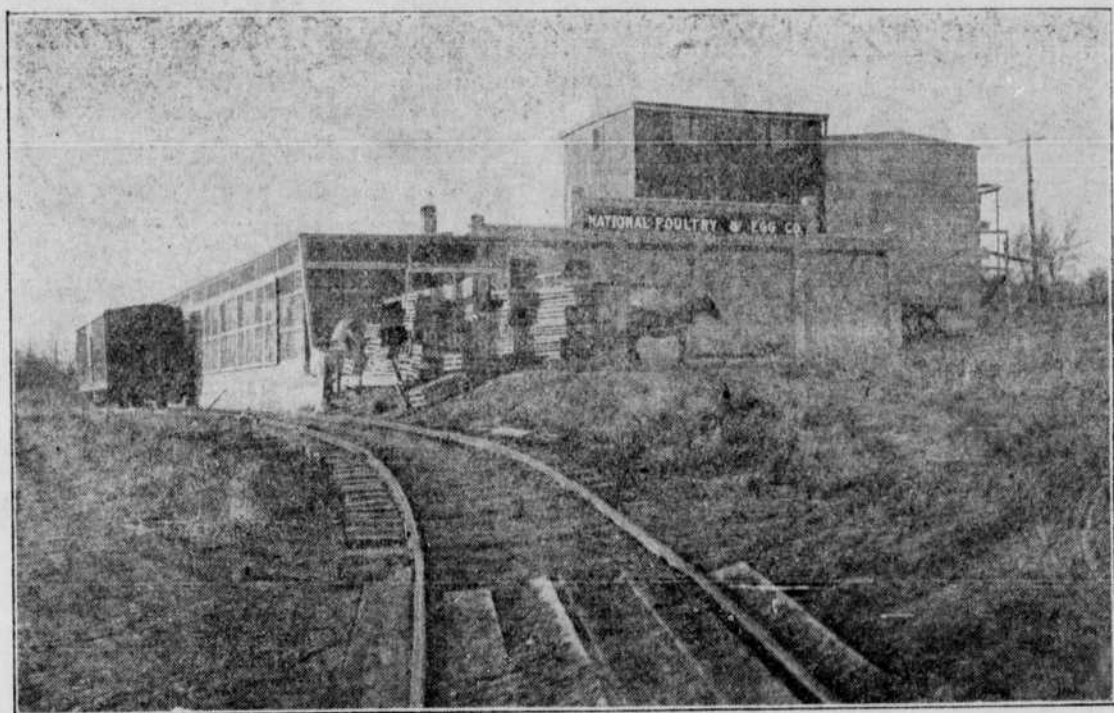
In speaking of the process used at the plant, Mr. Leo says the cider is turned into 20,000 gallon tanks where it goes through the stages of fermentation, always kept at an even temperature and is racked off from one tank to another many times until it is entirely free from all traces of pumace; that injures the quality and color of the product. After it has reached a certain degree of alcoholic fermentation it is acidified by the generator process which consists of large tanks of various shapes and sizes, those in use at the Leo plant being 6x16 which are set off in partitions and layers and contain a specially prepared beechwood shavings. The liquid is started down through the top of the tank, or generator and on its downward course naturally comes in contact with the shavings which are encircled with a fungus growth called Mother of Vinegar. This preparation of beechwood also acts as a clarifier and purifier. The in-

side of the generator obtains heat from the vinegar fermentation bacteria by coming in contact with the oxygen from the air which comes in from the bottom of the generators by vent holes. The temperature must be even and the air pure to assist the fermenting bacteria to propagate rapidly. After the vinegar has reached maturity it is pumped into large air tight tanks to be aged during which time it takes on strength and aroma.

This plant is as yet in its infancy but under the efficient management of Mr. Leo it will likely equal its rapid growth of the past four years in the same period in the future. Already the products are sold and are in great demand by all the big jobbers in the west. It stands at the head of the list for purity in the list made by the state pure food commission.

A number of Falls City capitalists are interested in the corporation and its growth and products as well as the volume of business done, are pointed to with pride by our citizens. Mr. Leo invites people to visit the plant and is pleased to show visitors through it.

NATIONAL POULTRY & EGG COMPANY



The National Poultry & Egg Company began the first work on their plant after the middle of February 1910—in other words is less than a year old. The first business was transacted March 7, when the construction was only fairly under way. The plant as it stands represents \$20,000 in buildings and equipments, exclusive of stock products. The most recent building erected is the extra large ice house and storage.

From twenty-five to thirty, people are employed at an aggregate salary of from \$250 to \$300 per week which is paid to people who spend their money here. The output of the plant is from 20,000 to 40,000 lbs per week and it will likely surprise many people to know that the volume of business done during the first eight months was \$221,000. It is only just the past two weeks that the plant has been running up to full capacity.

E. E. Marr has had charge of the plant as manager since its location here and has made of it such a success that it is considered by the company as one of their most prosperous stations.

G. E. Hanna, president and general manager of the Atchison Produce Co., of which this plant is a branch feels so well satisfied with the results of this year's operations that he says a

milk feeding station where thousands of fowls will be grown, will be opened here in the early summer, for which preparations will begin next spring.

In a milk feeding station pens are constructed along certain improved lines, the system used providing for cleanliness, the care and health of the fowls, their comfort and growth and the easiest and most successful means for the care taker in handling such an immense family of birds.

A special line of feeding is followed, the feed comprising 70 per cent pure buttermilk, 20 per cent pure bolted corn meal, 2 per cent to 5 per cent mica grit, 2 per cent or 3 per cent pure beef tallow. The fowls taken at from 1½ to 2 lbs weight gain about 40 per cent per month under this systematic feeding.

There are numerous advantages in preparing fowls in this way. They are always available when a certain weight is desired which is not always true when the rural supply must be depended upon. Then, too, there are vast numbers of people, and numerous denominations and sects beside the Jewish people who rigidly bar scavenger fowls. The advantages of a company in placing pen-fed fowls on the market are readily seen.

The plant has an ideal location for

shipping purposes. It is situated at the south end of Stone street about midway between the Missouri Pacific and Burlington stations and both lines have built tracks to the plant. The buildings are all kept clean and orderly and though at first it was hard to get women to go there and work, now that the methods employed and the surroundings are better known more women are applying and they stay by the job.

Mr. Marr invites strangers to visit the plant and it is really worth while to investigate. You will find a cordial welcome awaits you, a clean and orderly establishment and obliging people who are always willing to show you about and give to you such information as they possess.

Considering the development of this first year, the National Produce Company bids fair to soon become one of the really big enterprises in this section.

Nebraska State Farmers' Congress
The Nebraska State Farmers' Congress will hold a very important meeting at Lincoln during the week of organized Agriculture, January 16 to 20, 1911. Every farmer in Nebraska interested in the future welfare of the farming industry should be present.

Why Not Build a Few Houses?

Railroad people have already begun to move to Falls City and there will be many more here before spring, consequently there's going to be a great demand for houses. Better build on those vacant lots.

We Can Supply the Material

For any kind of house from our large and complete stock and would be pleased to furnish figures and estimates on all kinds of building material.

TOWLE Lumber Comp'ny

FALLS CITY,

::

NEBRASKA

Sweeping Reductions

of prices in Men's Suits and Overcoats now in full blast

We are determined to sell every suit and overcoat within the next 10 days if prices will do it.

Any \$25.00 Suit or Overcoat in the store now	\$17.50	Any 15.00 Suit or Overcoat in the store now	\$10.75
Any 22.50 Suit or Overcoat in the store now	\$16.50	Any 12.50 Suit or Overcoat in the store now	\$8.75
Any 20.00 Suit or Overcoat in the store now	\$14.75	Any 10.00 Suit or Overcoat in the store now	\$6.75

Come in and see the house full of bargains which we cannot mention here. Special reduced prices on Shoes, Hats, Caps, Gloves and Neckware, which will make appropriate Christmas gifts.

M. SEFF

FALLS CITY, NEB.

The quicker the cold is gotten rid of the less danger from pneumonia and other serious diseases. Mr. B. W. L. Hall, of Waverly, Va., says, "I firmly believe Chamberlain's Cough Remedy to be absolutely the best preparation on the markets for colds. I have recommended it to my friends and they all agree with me." For sale by all druggists.

If you want to reach the people who buy advertise in The Tribune.

Have

KNIGHT

TAKE 'EM