



**"A WORD TO OMAHA CITIZENS"**

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WE HAVE IT—"BLUE RIBBON BEER" IS PERFECT and all the virtues and strength of the best ingredients possible go to make it so—besides it is thoroughly sterilized, killing all unhealthful germs—"BLUE RIBBON" has made its record-winning prizes and medals wherever shown. You can make no mistake, order that which you know to be right and that which has proven all that is claimed for it.

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gives more pleasure to more people than any other whiskey on the market. It is prescribed by more physicians on account of its high medicinal qualities, and particular drinkers agree that of all malt whiskeys Iler's is the purest, smoothest, mellowest and best. This whiskey has been on the market for thirty years and more people are drinking it every day. If you will try it once, you will begin to realize how really good and satisfactory a whiskey can be.  
The Willow Springs Distillery  
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About One Year Ago the Management Adopted a Gold Bond Policy and Agents of

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Say That no Life Insurance Contract in the Field is so Popular or so Profitable.

"About one year ago we began writing the form of policy we denominate our Gold Bond policy," said Mr. Robison, president of the Bankers Reserve Life Association of Omaha.

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"Our underwriters tell us there is nothing in the field which pleases business people so thoroughly and they declare it is more easily sold to insurers of all classes than any other form of contract offered by any company.

"The year has been a most satisfactory one. The western people are awakening to the necessity of loyalty to western institutions. They are giving us a magnificent support.

"It is becoming apparent to well informed financiers that the great combines of eastern capital, popularly known as trusts, are largely dependent upon eastern life insurance companies for the capital with which to finance their enterprises, popularly called trusts.

"In other words the resources of the great life insurance trust are the basis for successfully exploiting nearly all the other trusts of the country.

"As a matter of self-interest and protection to local enterprises, therefore it becomes necessary to build up fiduciary institutions of strength in the west.

"This explains why the Bankers Reserve Life will go into the year 1903 with a magnificent increase of volume of business and assets. It explains also why this vigorous institution is the favorite western life company. It has led the fight for home institutions. It is daily receiving applications for insurance on the lives of the leading citizens of the west. The best life underwriters are joining its field staff, are rapidly taking the positions to be filled in Nebraska and outside states on the liberal terms to be secured for handling the superior policies and plans of the BANKERS RESERVE LIFE, OMAHA."

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**He Didn't Guess It**

Brooklyn Eagle: "Oh, I have such a lovely conundrum for you," she exclaimed, delightedly. "I know you'll never guess it."

"Oh, I don't know," he replied, confidently. "Let's have it and we'll see."

"When is a gown not a gown?" she asked. He looked dubious.

"I know an answer," he said, "but perhaps you'd better give me yours first."

"When it's a dream," she exclaimed.

"I never would have guessed it," he admitted.

"What was your answer?" she inquired.

"When it's an extravagance," he answered.

**Wise Marriage Broker**

Cleveland Plain Dealer: "Frisleigh acted as a marriage broker once. Yes. He was engaged by an impecunious German count to secure an American heiress for him. Frisleigh was to get 10 per cent of the girl's estate for arranging the match. He did better than that. He took it all." "Eh! How could he do that?" "He married the girl himself."

**Chicago Man in Greece**

Chicago Tribune: "And now," said the guide, having saved the best for the last. "I will show you the ruins of the Parthenon."

The sallow-faced man of the party—the man with the goatee—demurred. "Durn the ruins," he exclaimed. "Show us somethin' fresh. Where's the midway?"



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When you are ready to buy Diamonds come to us. Our business standing and reputation is your safeguard. Write us for anything in the jewelry line. We have the largest stock and lowest prices.  
**Mawhinney & Ryan Co., Dept. B, 15th and Douglas Sts., Omaha.**



"What is the mother of invention?" and when soft coal was discovered it was necessary for some one to invent a heating stove to burn it in. Dr. Benjamin Franklin invented the stove shown in our cut. It combined the cheerfulness of an open fireplace, gave perfect ventilation and radiated heat in a way that surprised everyone who used them. It was the only stove made in the eighteenth century that was a perfect success from the very start, and practically remained unchanged from 1775 to the present time, covering a period of over 155 years. It is the oldest stove we carry repairs for. Should you need repairs for your stove, and if made prior to 1775, it would hardly pay you to visit the Omaha Stove Repair Works, 1307 Douglas street, where over 2,000,000 pounds of stove, range and furnace repairs are carried in stock.

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The Oldest Remedy, has a national reputation and has never been equalled for the instant relief and permanent cure of Catarrh, Colds in the head and the attendant Headache and Deafness. No stores at House of Snuff. Immediate relief guaranteed. Guaranteed perfectly harmless. Ask your dealer for it. It flows all substitutes. Price 95 cents. All drugists, or by mail postpaid. Circles are free.  
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