

# The Concern that Made Clay Center a Famous Nebraska Town

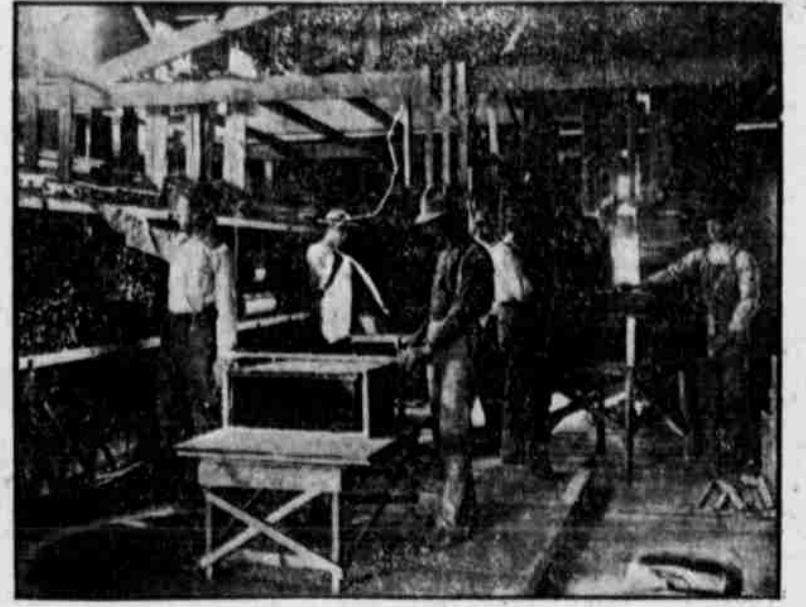
Office Building, Factory and Warehouses of the Sure Hatch Incubator Company and the Processes of Preparing Its Finished Product Ready for Its Ever-Widening Market



A SCORE OF STENOGRAPHERS REQUIRED TO GET OUT THE DAILY SURE HATCH MAIL.



MAIN OFFICE, FACTORY AND WAREHOUSE OF SURE HATCH INCUBATOR COMPANY AT CLAY CENTER, NEB.



FLOOR WHERE FINISHED INCUBATORS ARE BOXED FOR SHIPMENT.

**C**LAY CENTER, NEB., is a small town, but it is the home of a very large manufacturing plant exclusively engaged in making machines for artificially hatching and raising chicks.

One of the first sights that forcibly strikes the stranger's eye, a few steps after he leaves the Burlington depot on his way "up town" is a large, red two and a half story corner building, the length of half a city block and half as wide as it is long, upon which a huge sign, the entire length of the building, displays the legend, "Sure Hatch Incubator Company."

**View of the Warehouse.**  
A few steps further and the other corner of the same block comes into view, showing the large warehouse and office building, reaching from the street curb line back to the alley line, 140 feet long and seventy-five feet wide. Lumber sheds, oil roofs, chicken houses, testing laboratories and an elevated tramway connecting the factory to the warehouse, cover nearly the entire block occupied and owned by the company.

Entering the main office, you hear the click of half a score of typewriters, gaze down long tables at which are seated an equal number of young women—mailing out circulars, catalogues and letters by the tens of thousands.

**Tremendously Active There.**  
Everything has the aspect of tremendous activity. And no wonder. It is the beginning of the selling season of the world famed Sure Hatch machines.

**Swear by the Managers.**  
He was right, as I afterwards learned. Though but a young man, every employe, both in the office and factory—some of them more than twice his age, swears by him.

**The Sure Hatch Itself.**  
But I must not write of the manager at greater length. The Sure Hatch itself is what I prefer to tell about, and no doubt it is that to which most interest attaches.



THE SHEET METAL DEPARTMENT IS A MAZE OF 'TINSMITHS' TOOLS.

of the tens of thousands of letters of recommendation sent in by the users of the Sure Hatch, which I selected at random from the files. To read that great mass of correspondence, accumulated in one year's business, would require months, so I had to content myself with a process of selection. I afterwards looked through the Sure Hatch catalogue, and I must say the letters and pictures there reproduced are but fair samples of thousands more just like them in the company's files.



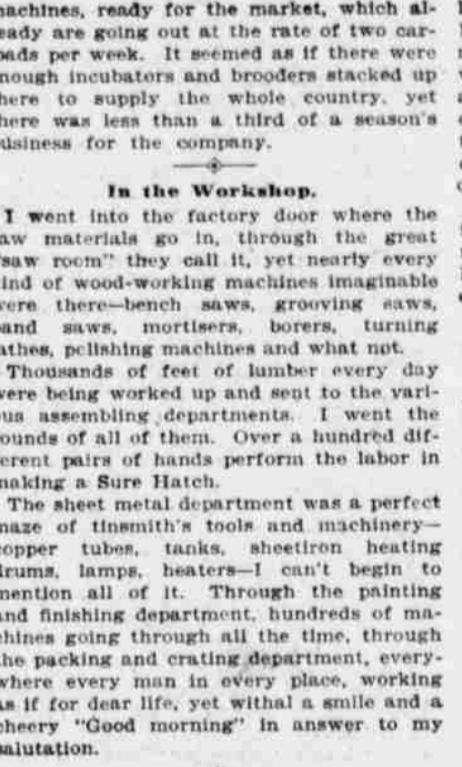
WORKSHOP

**Intelligence and Skill.**  
I was struck with the high degree of intelligence displayed upon the features of every employe I met, and with the skill and dexterity with which the work was performed. I also noted the entire absence of child labor.



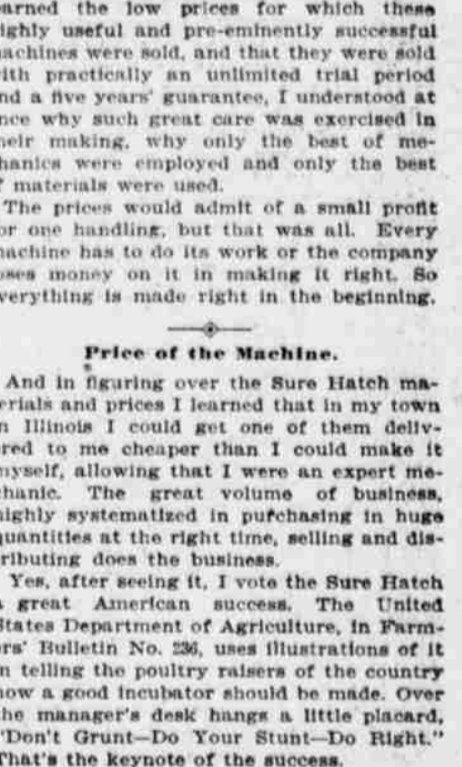
WORKSHOP

**Becoming a Household Word.**  
This catalogue, as well as all of the rest of the company's advertising matter, is sent free to all who request it, and I only wish that every poultry raiser in this great country would get one of these catalogues and learn from it of some of the great things I saw in Clay Center, which name, now, together with that of the Sure Hatch, are household words over the entire world.



WORKSHOP

**Price of the Machine.**  
And in figuring over the Sure Hatch materials and prices I learned that in my town in Illinois I could get one of them delivered to me cheaper than I could make it myself, allowing for that I was an expert mechanic. The great volume of business, highly systematized in purchasing in huge quantities at the right time, selling and distributing does the business.



WORKSHOP

learned the low prices for which these highly used and pre-eminently successful machines were sold, and that they were sold with practically an unlimited trial period and a five years' guarantee, I understood at once why such great care was exercised in their making, why only the best of mechanics were employed and only the best of materials were used.

## Nebraska Boy a Hero of the Bennington Disaster

**T**HE announcement of the awarding of a medal and \$100 in cash in honor of the gallantry of Otto D. Schmidt, one of the eleven members of the crew of the United States ship Bennington, for extraordinary heroism displayed at the time of the terrible disaster to that ship in San Diego bay, California, came as a surprise to Otto D. Schmidt, whose home is at Blair and who is one of the eleven mentioned in the list. An interview with Mr. Schmidt, who has been at Blair since he was mustered out last August, drew from him only a few remarks in regard to the awarding of the rewards to himself and comrades. The only merit that he could think of over others of the crew was that when the officer of the deck called for volunteers to go below for their comrades, eleven responded to the call. He has his honorable discharge with the words, "Survivor of the Bennington" printed across the face of it.

room at the time of the explosion and crawled out through a small window, and without clothes made his way to the deck and blew the danger whistle, remaining with his ship, helping to care for the injured and to bury the dead, and who reached San Francisco, after a term of service of four and one-half years. He was one of the five boys who made the start from Blair to join Uncle Sam's navy, enlisting with the Opahua draft May 11, 1901, and was assigned to duty on the Pensacola training ship at Goat Island, San Francisco. He was with his ship at the scene of the Panama trouble, which was the nearest he came to being in actual naval warfare. He has only good words for the navy and his papers show that he can enter the navy at any time.



Of the four companions who enlisted with him from Blair, Donald Kelly and Charles Evans are serving on the battleship Wisconsin at Manila, E. L. Parker Otterman received his discharge from the Philadelphia navy yard and Fred J. Taylor from the Adams at Samoa islands October 2 and 25, 1906, and are at present at Blair.

OTTO D. SCHMIDT OF BLAIR, A NEBRASKA BOY WHO HAS BEEN VOTED A MEDAL AND A MONEY REWARD FOR GALLANTRY ON THE BENNINGTON AT THE TIME OF THE TERRIBLE DISASTER IN THE HARBOR AT SAN DIEGO, CAL.

## Entertaining Little Stories for Little People

**A Coasting Experience.**  
THE hill was ready. The track, at first traced by the accommodating sleds and feet of a pioneer few, gradually had been packed and polished until now it lay smooth, straightaway, inviting.

**An Unexpected Party.**  
Little Warren Mansfield was never so happy as when his mother had a houseful of company.

**Doctor Brown.**  
I am going to tell you a story about Dr. Brown—not a man doctor like the one who comes with his bottles and his powders to make you well when you are sick, but a new kind that I don't believe you ever heard of before.

**A Race Against the Tide.**  
Grace Ellison and her three little cousins had been gathering mountain laurel and had walked farther than they realized. Now they were all tired, and the path back over the mountain looked steep and difficult.

**Local Color.**  
David Belasco, playwright and theatrical manager, was a newspaper reporter for some time. While so employed he put in a long day with a gang of tramps in order to get "color" for an article he had been assigned to write.

**Another Nebraska Golden Wedding.**  
MR. AND MRS. FREDERICK DIER OF LOUISVILLE, NEB., WHO RECENTLY OBSERVED THE FIFTIETH ANNIVERSARY OF THEIR MARRIAGE.

## Gossip and Stories About Noted People

**New Bedford's Blind Boy.**  
ALTHOUGH blind since he was 7 years of age, William B. Perry is now the legal adviser of New Bedford, Mass., a municipality of nearly 80,000 inhabitants. His ability alone won him the office.

**An American Exile.**  
Only a few weeks ago Theodore Tilton celebrated his seventieth birthday anniversary at his residence on the Avenue Elber, in Paris. As a rule, his natal anniversaries are marked by gatherings of the American literary set.

**John Hay's Premonition.**  
That John Hay, late secretary of state, had a premonition of his death months before he died, and that he was able to make a jest over the fact has been brought to light by the publication of a letter written by the diplomatist to his lifelong friend and college mate, Colonel William L. Stone of Mount Vernon, N. Y.

**A Marvelous Memory.**  
Louis N. Morgagne, the writer, who died a few days ago in Philadelphia, had marvelous tenacity of memory and power of sustained effort. These qualities were exhibited at the time Thomas A. Scott of the Pennsylvania railroad died. Morgagne was then on the staff of the old Philadelphia Times. Through some inadvertence the obituary notice had not been prepared in advance. Colonel A. K. McClure, editor of the Times, was a close friend and associate of Scott's, and at 4 o'clock in the afternoon of the railroad president's death he ordered that a complete biographical sketch be written and that a full history of Mr. Scott's life be presented, regardless of what space it might occupy.

## Another Nebraska Golden Wedding



MR. AND MRS. FREDERICK DIER OF LOUISVILLE, NEB., WHO RECENTLY OBSERVED THE FIFTIETH ANNIVERSARY OF THEIR MARRIAGE.