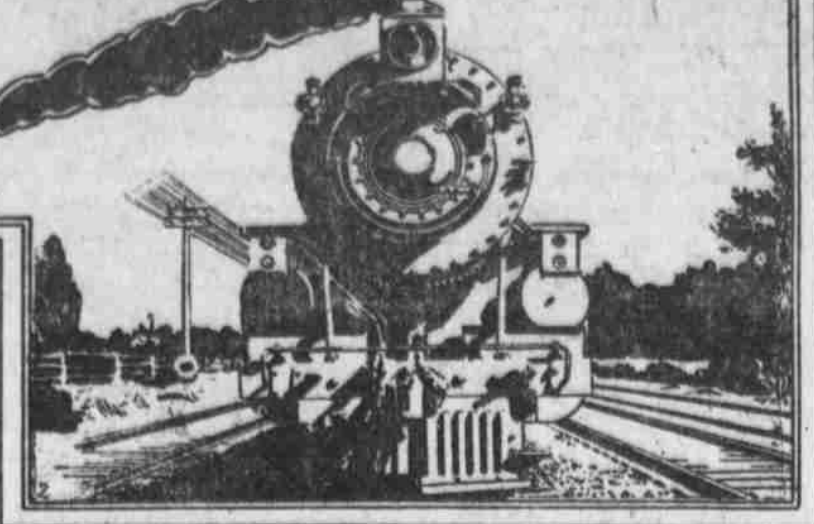




Made in Nebraska



Modern Cigar Factory at Hastings

Perhaps in all the world there is not another cigar factory like this one. Mr. Riggs started this factory in March, 1911, not in an "upstairs" room or dingy ramshackle building, but he first built a modern brick factory building especially designed for the sanitary manufacture of high class cigars. He then stocked this modern clean building with the finest leaf tobacco, both imported and domestic, that the soil produces. Starting in a modest way as to number employed about a year ago, the plant today presents a scene of business activity that is hardly believable and nearly forty people are busy as bees turning out the finest cigars that modern methods can produce.

His product is sold all over the mid-west and repeat orders and "boosting" letters are the rule. A visit to this clean sun-lit factory is as interesting as it is instructive, and upon entering, one is impressed with the business like and spotlessly clean appearance of the entire plant. Everything is so different from the ordinary run of cigar factories. Floors, benches, tools and everything pertaining to the business are the personification of order and cleanliness. Cigar makers work in a brightly lighted room with perfect ventilation, sunlight and air streams in from all sides. No workman thinks of touching the cigar to the mouth or using saliva on them in any way.

Mr. Riggs has provided them with the sanitary paste cups and moisteners and the product of the Riggs factory is as clean as the cleanest article of diet that enters your home. No tobacco is spread to dry on the floor, but is spread on white canvas racks elevated ceilingward. The basement under the entire main building is said by leaf experts, that have visited the place, to be the finest and cleanest storage room for the scientific storage of leaf tobacco in the world. It is provided with a special heating, ventilating and moistening device that makes these elements so important in the manufacture of cigars, absolutely under the control of the factory foreman.

Advantage of Starch Made in Omaha

"Defiance Starch" is pronounced to be not only the best starch on the market but the least expensive to the consumer. It is a cold water starch and needs no cooking. Yet for that class of goods where boiled starch is required, this same "Defiance Starch" excels the old-fashioned gloss or lump starch. It gives a better finish, works easier, goes further, therefore costs less. Not only this, the lump starch will blow out and freeze out, which is not the case with "Defiance Starch." Its ingredients are such that no chemicals, the presence of which in many other starch compounds has proven injurious to linens, are required in its manufacture. It contains nothing that can in the slightest degree injure the most delicate fabric, which must commend it highly to those who have had

their garments ruined by the use of other starches. "Defiance Starch" contains ingredients that remedy all the objectionable features of other starches. It will not blister, nor does it break the fabric. It does not stick to the iron during the process of ironing and does not stamp unsightly streaks upon colored goods. It gives a beautiful, stiff and durable finish to fabrics and makes them look new. Possessing so many points of superiority over rival preparations, and avoiding so many of the latter's faults it is somewhat surprising to note that one can secure for the same amount of money one-third more of the Omaha-made article than of any other. Heretofore starch consumers have been paying 10 cents for a twelve-ounce package of starch. A

package of "Defiance Starch" weighs sixteen ounces and costs no more. Its manufacturers offer no chromos nor premiums to encourage its sale, but they do offer a better starch than any other and one-third more of it. Having utilized every medium of excellence which modern ingenuity has devised in the preparation of its product, this Starch manufacturing company offered their "Defiance Starch" with the most firm conviction that it would give perfect satisfaction and the results of a year's work have proven that they made no mistake. Many a miserable commodity is sold by the use of premiums, but "Defiance Starch" stands on its own merits. Its makers guarantee all consumers that dealers are authorized to take back any starch that a customer claims to find unsatisfactory in any way.



Half a Million Bell Telephone Calls Are Daily Made in Nebraska



35,000 Telephones

Connected to the System of the Nebraska Telephone Company in Omaha and South Omaha there are over 35,000 Telephones.

35,000 Terminals from which talk trains will carry the voices of friends and business associates here — there — everywhere almost instantly.

35,000 Stations where valuable time may be saved in arranging business and social affairs.

35,000 Helpers in decreasing the labor of everyday work.

35,000 Guardians ready to bring aid quickly in case of accident or emergency.

35,000 Telephones bringing every day, thousands of people closer together in all their relations, adding to their pleasures, increasing their home comfort and convenience and making it possible to work effectively and to play with minds free from worry.

And each of these telephones is the center of a System that reaches 7,450,000 telephones in the United States and Canada.

Bell Lines Reach 668 Nebraska Towns.

NEBRASKA TELEPHONE CO.

Million Pounds of Butter Turned by Active Golden Rod

The Golden Rod creamery, Fremont, Neb., is not a large institution, but is a busy bee, and has made excellent growth since it started in 1901. It has had no set back, and Mr. F. E. Pratt, owner and proprietor, feels that he has had results shown for his efforts. During the past year the plant has turned out over 1,000,000 pounds of butter, besides all the wholesale and retail milk and cream business, making over \$300,000 checked out to the farmer for the raw material used by the establishment. The plant is modern in every way and has within the past few weeks added

over \$5,000 worth of new machinery and equipment, making it second to none as to appliances for making the very best quality of butter, and the handling of these late improvements the plant seemed to the general public to be a model plant. Sanitation, quick service and quality are the prime factors that have made the Golden Rod creamery a success. In the collective display from Fremont manufacturers, the Golden Rod creamery is simply stating to the retail dealers that they can call up the Fremont plant and get the goods in the way of fancy butter and sweet cream in any quantity, with quick service and prices right. These facts help to build up any retailer's business, when they are sure of having that kind of services at all times from their wholesaler.

New Firm in Omaha Is Composed of Men Who Grew Up Here

The Omaha Marble and Tile company, successor to F. M. Hamling, is a new firm in Omaha. Its members are Omaha bred men who believe in Omaha and Nebraska. Their policy is to have their work stand as their best advertisement. Their office and show room is at 116 North Fourteenth street, where they have a large stock of mantels in tile and samples of marble, onyx and roofing material. The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

VISITORS

To the "Made in Nebraska" Show

ARE CORDIALLY INVITED to call at our exhibit, and inspect our Nebraska HAND MADE SCHMOLLER & MUELLER PIANOS and PLAYER-PIANOS. The sweet-toned Schmoller & Mueller, controlled and sold exclusively by our company, are shipped direct from factory to home, thereby saving purchasers the middlemen's and agents' profit.



\$175 BRINGS ONE OF THESE BEAUTIFUL INSTRUMENTS, FULLY GUARANTEED FOR 25 YEARS to your home at the unheard of terms of \$3.00 per month. No matter where you live — we will sell you a brand new, sweet-toned Schmoller & Mueller piano, any one of our five styles, in oak, mahogany or walnut cases, and if it does not prove to be the best piano in the world at the price, you may return it AT OUR EXPENSE.

This offer is directed to every RESPONSIBLE MAN OR WOMAN IN AMERICA. Under this plan you can purchase our

Style A, Regular Retail Price\$275;	Factory to Home	\$175
Style B, Regular Retail Price\$325;	Factory to Home	\$225
Style C, Regular Retail Price\$350;	Factory to Home	\$250
Style D, Regular Retail Price\$375;	Factory to Home	\$275
Style E, Regular Retail Price\$450;	Factory to Home	\$325

Free Delivery Free Stool Free Scarf Free Life Insurance
And our 25-year Gold Bond Guarantee, insuring you against any loss whatsoever.

The sweet-toned SCHMOLLER & MUELLER Piano fits the richest home and is within reach of the smallest purse. It comes direct from us to you, and is backed by a capital and surplus of over \$1,000,000 and by our experience in the piano business for OVER HALF A CENTURY.

We save every SCHMOLLER & MUELLER purchaser from \$100 to \$150 — a saving made possible only when the maker dispenses with the services of DEALERS and AGENTS and sells to the people direct, thereby eliminating the enormous excess profits that under old methods of piano selling goes to JOBBERS, DEALERS, AGENTS or MUSIC TEACHERS.

We have been selling pianos in this country for the past 54 years, and point with pride to our past record. Our motto is: "THE BEST PIANOS AT THE LOWEST PRICES AND ON TERMS TO SUIT ALL CLASSES OF PIANO BUYERS." Satisfaction guaranteed in every instance or MONEY REFUNDED.

If you will visit our booth on the south side of the Omaha Auditorium, facing the stage, a beautiful souvenir, the S. & M. Triumphal March, and the hit of the season, will be presented to you. Call or write TODAY for FREE catalogue, prices and terms.

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Store and Office Outfitters
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"MADE IN NEBRASKA." Don't forget that here in Omaha we manufacture the best you can buy in ice making and refrigerating machinery for all purposes.

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Whenever you think of Refrigeration think of "BAKER." The association of names is your guarantee of an absolutely efficient and reliable outfit. Call or write and tell us your requirements. Our experience and advice will prove valuable to you. Don't miss seeing our exhibit in Booth L at the "Made in Nebraska" Show.

Each dot represents one of our refrigerating plants doing actual work. Our representative there is at your service. **OMAHA, NEB.**

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