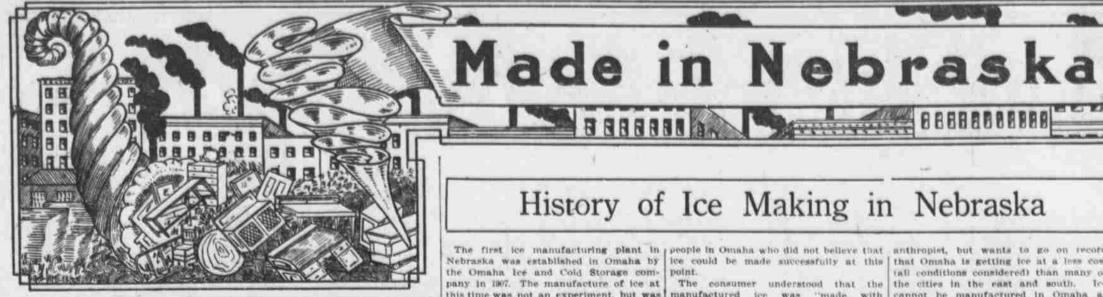
THE BEE: OMAHA, SATURDAY, MARCH 15, 1913.





When you patronize us you trade with the only tailors making all clothes in Omaha and trying on every coat in its basting at these prices. When you order a tailor made suit demand a try-on -We give you it without extra charge.

in Omaha.





History of Ice Making in Nebraska The first ice manufacturing plant in people in Omaha who did not believe that anthropist, but wants to go on record

Nebraska was established in Omaha by lee could be made successfully at this that Omaha is getting ice at a less cost the Omaha les and Cold Storage compoint. The consumer understood that the pany in 1907. The manufacture of ice at

this time was not an experiment, but was manufactured ice was "made with ully demonstrated to be practicable in ammonia" and they refused to accept H. certain localities. However, the local and it was with the greatest difficulty Chicago, Cleveland, Detroit and other reditions previous to 1907 apparently did that the purest ice they had ever had ot warrant an extravagant investment | was introduced. It was hard to convince the consumer at the beginning that the The Omaha public has been educated in product did not contain ammonia and the use of natural ice for domestic pur- that ammonia was simply used as a refrigerant and did not come in contact poses and the large storage capacities of natural ice surrounding Omaha were sufwith the ice. It was some time before ficient to supply the demand for both the consumer realized that the manufachousehold and wholesale purposes, but tured ice was "just what the doctor the uncertainty of the weather condi- ordered," but after seven years' educations, and with the idea that the public's tion they found it necessary to more than iealth should be considered. Mr. John A. double their capacity last year and the increased popularity of distilled water ice Doe erected the first ice manufacturing is well deserved. The expensive and inplant in the state of Nebraska at Omaha, tricate machinery, labor, fuel, etc., makes . and this certainly was an innovation in the manufacture of ice a very expensive the ice business in this city. At the time operation, still the Omaha consumers are the Omaha Ice and Cold Storage comobtaining their ice at the same price as pany crected this plant there were thousands of other ice manufacturing when natural ice was being used enplants working successfully throughout tirely. The company does not wish to have it understood that is is a philthe east and south, but there were many

tall conditions considered) than many of the cities in the east and south. Ice

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cannot be manufactured in Omaha as cheaply as in Kansas City, St. Joseph, citles of the east and south, owing largely to the cost of fuel at this point, but the consumer is being supplied with ice at ruling prices in effect in all of the above citles.

The most important feature of the business in which the Omaha Ice and Cold Storage company engage is the delivery to the customer. This portion of the business requires a very entensive organization to be maintained. Regular prompt service is most essential and every one of the 5,000 domestic consumers know of the splendid record which was made with its service department. The company announces that it is instituting a plan by which it expects to further improve its service for the coming season and it hopes that the Omaha public will take advantage of these efforts.



The Show Is Over

You have seen many remark-

able exhibits and wondered at

the great number of excellent

products manufactured here in

WE WISH TO REMIND YOU

of another very remarkable product made in our own state

**Rigg's Sanitary Brands** 

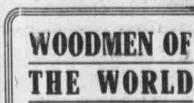
of 5c and 10c Cigars

we are doing things every day

We were not at the show, but

Nebraska.

and that is the



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88 88 88

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13

888

Made in Nebraska.

Most popular and financially largest Fraternal Life Insurance Society in the United States.

Made in Omaha. Assets ...\$17,500,000.00 Monthly Rates established Sept. 1st, 1901, and no change contemplated.

Largest Fraternal Life Building

in America. A profitable asset. A very few desirable office rooms and two store rooms for rent, 14th and Farnam Streets, Omaha.

J. C. ROOT. Sovereign Commander. W. A. FRASER, Sovereign Adviser.

> J. T. YATES, Sovereign Clerk.





The Alamito dairy, 1812 Farnam street, Chicago. a famous in this terrioty for the purity Exhibit of the Omaha Leather Novelty Co.

in Omaha to Suit

**Tastes of Everyone** 

Monheit's, 400 South Sixteenth street, is ne of the firms that makes its goods

n Nebraska. Men's wigs and toupees of

the highest quality and workmanship are

nanufactured by this company. The store

specializes in hair goods for women, and

is the most prominent firm of its kind

in the state. It always gives satisfaction.

Its Customers All

Alamito Dairy Gives

maintains a high standard of efficiency and conducts a dairy that is sanitary in every way. **Only Concern** of Its Kind in the

sells Fer-mil-lac, which is considered one

of the best health drinks made. It has

wide sales in Omaha. The Alamito dairy

About a year ago the Omaha Leather Novelty company commenced operation in

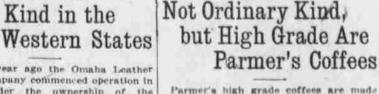
Omaha under the ownership of the Mark's brothers saddlery company. The purpose of this concern was to give the merchants of this territory an ity and, therefore, the homes that have opportunity to buy western-made leather the Best Products novelties, there not being any manu- again. Parmer's concers are good to facturing concern of this kind west of cause the growth and preparation of novelties, there not being any manu- again. Parmer's coffees are good be-

The business, under the direction of not content to get medium goods, but

UMAHA LEATHER NOVELTY CO.

Manufacturers of High Grade Leather Novellies

of its products. The milk, cream, butter Anton Marshall, who is superintendent, who roast and blend the coffees in such and cheese sold here is the best that can and Frank Marshall, designer, has had a way as to produce the kind that will be bought. The Alamito company also a steady growth, and the company will give great satisfaction,



work from its patrons.

Parmer's high grade coffees are made so good that no great arguments ar taken to sell them. They have the qual once used them are sure to order then them are in the hands of experts who are

1251/265

## **Everyone--**

Not just for this or that man-but for you and your family and for all.

Old Age....

## Genuine Old German Double Beer

protected from the penetrating rays of light by amber bottles, and kept, therefore, pure, sweet, wholesome and delicious at all times.

No matter how long you keep Jetter's OLD AGE -a genuine old German Double Beer it is always appetizing-always good. It mellows in its sweetness as it grows older.

No beer is so well made; no beer is so good for any occasion.

Family Trade Supplied by South Omaha, William Jetter, 2502 N. St.; Tel. South 868; Hugo F. Bilz, 1324 Douglas St.; Phone 1542.



Hastings' Celebrated (Old German Styl:) Ritter Brau also Prairie Pride and Personal Liberty Beers Brewed and Bottled by the Hastings Brewing Co.



