

Lincoln's Wholesale District is Busy : : : : : : :



Typical Wholesale House



Elevator and Warehouse



Creamery and Cold Storage

NEW FOOD PRODUCTS FACTORY AT LINCOLN

All Goods Will Be Cooked by Electricity, Insuring Cleanliness; Will Operate on Large Scale.

People of Nebraska and especially of Lincoln are just now very much interested in a new industry started by the Gooch Milling company and to be known as the Gooch Food Products company of Lincoln.

Herbert E. Gooch of the milling company is the head of the new concern, which in itself is a sufficient guaranty of its ability to succeed. Several well known Omaha business men hold stock in the company and are looking forward to good things from their investment.

The Gooch Milling company in the few years it has been in existence has made a good record, sending its products all over the world. It is expected that the products of the Gooch Food Products company will have as wide a reputation. Macaroni and its kindred products will be manufactured by the new company as well as bread and other eatables.

Large Electric Oven.

The largest electric oven in the world is being placed in the new building which is being made sanitary in every way. Every product of the factory will be baked in this big oven by electricity, insuring a clean and wholesome product. The factory, which will occupy two floors of the big new brick building, with 23,000 square feet of floor space, is erected close to the big Gooch mill and is made entirely of brick with concrete floors throughout.

This factory is considered the most up-to-date concern of its kind in the world and a great deal of interest is being taken in the concern by those who handle the kind of products which will be manufactured. The fact that everything will be prepared and cooked by electricity insures a degree of cleanliness that is drawing the attention of food products people all over the United States and may mean a revolution in the production of food of the kind to be manufactured by the Gooch Food Products company.

Western Supply Company Is a Leader in Its Line

The Western Supply company of Lincoln, wholesale dealers in plumbing and heating material, Trahern pumps, Perkins windmills, etc., started business in May, 1895, and since that time have enjoyed a steady and consistent growth through their energetic methods. Their traveling salesmen cover the entire state of Nebraska, parts of Kansas, Colorado, Wyoming and South Dakota and shipments of material have been made as far west as Montana and Utah and points in Arizona.

H. M. Rathburn, general manager of the Western Supply company, has been connected with this progressive concern in an executive capacity since its inception and his twenty-two years of experience together with his complete knowledge of every angle of the business and with the assistance of the competent force that he has built up around him, this concern is destined to be a leader in its line of endeavor in the central west.

Beautiful High School Pride of the Citizens

The new high school at Lincoln is one of the sources of pride to all Lincoln citizens. The high school plant cost \$350,000. It was built in 1913. Standing at the edge of Antelope park, the beautiful landscaping of the grounds merges into the landscaping of the park in such a way that the pupils are afforded almost the surrounding of a country home while at their study and work. Thus the place is far removed from all annoyance of the down-town traffic, and a restful atmosphere prevails.

The ward schools preparing the children for the high school comprise twenty-nine buildings and 300 teachers are employed.

Green Gables is Away From Noise and Dust

Situated in the suburbs away from the noise and dust of the city of Lincoln in a park of twenty-five acres, is Green Gables, the Dr. Benjamin F. Bailey Sanatorium. The red brick buildings with their green roofs are a prominent part of the landscape as viewed from the hills for miles around. Dr. Bailey is the president and chief of the staff of the institution. Dr. May L. Flanagan is vice president and assistant physician. Dr. Ira Lockwood is assistant physician and surgeon. Dr. Paul Royal is assistant physician and has charge of the laboratory. All of this staff live upon the grounds. The intention of Dr. Bailey when this institution was opened was to furnish a place, restful and replete with all the atmosphere and surroundings of a great home, yet lacking nothing that might be found in the well-equipped hospital for the treatment and care of the sick.

The amusement rooms, the music provided, and the fine circulating library furnishes to the convalescent relief from the monotony and inertia which is only found in the institution which has for its ideal the home.

Lincoln Has Municipally Owned Public Utilities

Lincoln owns its lighting plant, a municipal plant valued at \$98,586.82. This furnishes current for 400 arc lights, while the business district is lighted by incandescent lights on ornamental pillars.

The municipal water plant is valued at \$1,500,000. It furnishes free water for sewerage and for fire protection. Water is supplied to the householders at a nominal cost, and the plant still produces a neat revenue for the city.

JOHN H. MOORE, Pres. C. H. MOORE, Sec'y.
W. H. H. MOORE, Vice Pres.

Security Investment Company

(Incorporated)

148 South 13th Street. Lincoln, Neb.

REAL ESTATE LOANS, 5, 5½ AND 6 PER CENT

Loans on farms, 5 and 5½ per cent. Loans on residence property, 6 per cent. Privilege of repayment on loans granted. Parties desiring loans are requested to call.



METROPOLITAN HOTEL

One room with bath and kitchenette furnished completely or as desired. Heating system in building. Reasonable rates. Furnished completely with gas and cooking utensils and dishes for State Fair visitors.

W. B. SHURTLEFF, Owner

Do You Know the "Deputy" Hat?

If not you will find it worth while to get acquainted with this famous hat whose friends are legion. It travels on its shape and is so well backed and reinforced by super quality that



The "Deputy" Never Loses a Battle

Thousands of Nebraska men who face front and are first line boosters for things worth while are wearing "DEPUTY" hats. If your dealer does not sell them drop us a postal and we will tell you of a nearby live wire merchant who can supply you.

The Deputy Die Is Only Found In Hats of Character

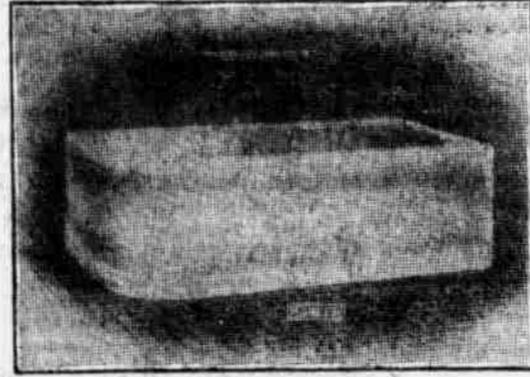
The E. R. Deputy Co.

227-231 North 10th St. WHOLESALE DISTRIBUTORS Lincoln, Nebraska.

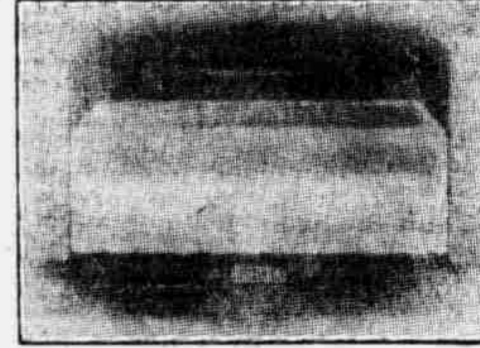
WESTERN SUPPLY COMPANY

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Bath Tubs, Lavatories, Brass Goods, Fittings. Every effort to supply the trade promptly. Write us or consult our salesmen as to your needs.

WESTERN SUPPLY COMPANY

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139 South 11th Street

Lincoln - - - Nebraska

When Buying Advertised Goods Say You Read of Them in The Bee