

Central Market No. 2 *Omaha's Newest Grocery and Meat Market* Opens Tuesday

We Installed
22
National Cash Registers
in the
New Central Market
insuring accuracy, saving of
time and labor.
National Cash Register Co.
H. B. Whitehouse, Sales Agt.
219 So. 19th Street
Jackson 0162

CENTRAL MARKET
Everything for the Table
No. 2
is an authorized downtown station of the
Alamito Milk White Dairy
"ALAMITO"
Quality Products
For your own health's sake, drink more milk,
"Mother Nature's" own health food.
Alamito "Milk White" Dairy
Leavenworth at 26th
Doug. 0409 —Phones— Co. Bluffs, 5354

C. W. Calkins, Pres. C. C. Calkins, Sec.-Treas.
CALKINS
COMPANY
Real Estate Investments
The lease for the New Central Market consummated by us. Our specialty—downtown property.
Desirable Space on Third and Fourth Floors to Rent

"Come Once, You'll Come Always"

CENTRAL MARKETS
"Everything for the Table"

16th and Douglas AT-5490 16th and Harney DO-1796

ANNOUNCING
for Tuesday, December 13th

The Opening of
AMERICA'S MOST BEAUTIFUL MARKET

The New Central Market, Sixteenth and Douglas

This new institution, this wonderful market, is made possible through the utmost confidence that Omahans have so generously placed in the original Central Market.

In the Heart of Omaha's Shopping District

This new market bids you welcome. A center wherein we have assembled from far and near the choicest in foods. Varieties so great, so comprehensive, that the Central's slogan, "Everything for the Table," means all that these words imply.

A Market of Dependability
The New Central, as has always been true with the old, shall relentlessly maintain that policy of honest values, honest service and truth in merchandising and advertising.

A Market of Rare Beauty
In beauty of appointments, in facilities for pleasant shopping, in equipment for the maintenance of sanitary perfection the New Central ranks as America's first market.

This new store was established with the idea that the Central Markets would be in a position to serve the greatest number—Shop at the one most convenient to you.

Consider this a personal invitation
To Visit
The New CENTRAL MARKET
on Tuesday
Its Opening Day

We Installed 18
GLOBE Autographic Registers
in the New
Central Market Meat Department
The Globe Register Co.
L. D. Ladd, Dist. Sales Agent
422 Peters Trust Bldg.
Jackson 4126

WE
Manufactured and Installed the
BEAUTIFUL FIXTURES
in the new
CENTRAL MARKET
Everything for the Table
for the
Grocery, Candy, Butter, Eggs, Tea,
Coffee, Cigar and Tobacco
Departments.
MADE IN OMAHA BY OMAHA MEN
Omaha Fixture & Supply Co.
1101-35 Douglas St. Omaha
Phone Jackson 2724

More Than 25
Toledo Scales
NO SPRINGS—HONEST WEIGHT
Installed in CENTRAL MARKET No. 2
to Protect You on All Purchases of
"Everything for the Table"
All Far-Sighted Merchants Use
TOLEDO SPRINGLESS SCALE EQUIPMENT

OMAHA'S LARGEST SHOE SHOP
American Shoe Repair Service
BASEMENT OF CENTRAL MARKET
Quality Work at Right Prices
Shoe Shine 5c — Hats Cleaned
114 So. 16th Street Phone AT. 5876

V. B. P.
Come and see the first strictly sanitary slicing machine in Omaha, in operation at the New Central Market. No hands touch the slice.
U. S. Slicing Machine Co.
"Manufacturers of the World's Best Meat Slicer"
607 South 13th Street Douglas 7396



The Same Quality
Bakery Goods
In a New Location

To better accommodate our thousands of patrons; to make their shopping easier and to render them more efficient service—we have opened a new branch store in the new

CENTRAL MARKET
Everything for the Table
Store No. 2—16th and Douglas Sts.

All goods fresh daily from our big bakery. Don't fail to visit our department when in this store.

"Every Bite Tastes Right"

This Is the Home of Those Delicious
Saratoga Chips
That you have been enjoying for so long. There's quality in them, and that's the reason.

Ortman's
BAKERY AND LUNCH
214-16 North 16th Street

Discriminating housewives read The Bee Grocery Ads to save money

B. KORNEY JACKSON 3171
SIGNS
The raised letter metal signs for the new Central Market were done by us. Also the glass signs for the Subway Shoe Store.
B. KORNEY SIGNS

The Central Market
Store No. 2
Equipped with the
Baker System of Refrigeration
MADE IN OMAHA and Sold Everywhere
After having operated a Baker System in their Store No. 1 on Harney St., near 16th, since its opening three and a half years ago, it is only natural they would insist upon the Baker System for their new market.
Baker Ice Machine Co., Inc.
Omaha, Nebraska

Stars!
that please in the Home.



Butter-Nut Coffee AND Tea
Delicious
PRODUCED BY Paxton & Gallagher Co.

Bjornson Sheet Metal Works
We did the Sheet Metal Work on the New Central Market
1411-13 Davenport Street
Jackson 2575