

# Merritt's Pharmacy No. 2, At Twentieth and Farnam Sts. Omaha's Newest Drug Store

Merritt Brothers Unite to Operate a Most Modern, Up-to-Date Drug Store on Auto Row



MERRITT'S NEW DRUG STORE, LOCATED IN THE CORNER OF THE NEW HARLEY HOTEL, TWENTIETH AND FARNAM STREETS.

The three Merritt brothers—A. E. Jesse and Joe—born and raised in Omaha, have joined forces after more than twenty years of independent work and will pull together to make the Merritt drug store in the new Harley hotel building at Twentieth and Farnam streets a model institution of its kind.

Our motto will be, "If it has merit, Merritt will have it," said A. E. Merritt. "We have purchased the finest and newest in everything. The store will be up-to-date. The service will be good, the prescription department excellent and the goods sold of the highest quality."

Jesse Merritt, for many years clerk at the Rome hotel, will have charge of the business end of the new store. He has quit the Rome to take up this new work. Joe Merritt will have charge of the pharmaceutical department.

The prescription department of the new store is to be in the balcony, above the noise of the street entrance trade. The soda fountain, the cigars and everything has been arranged with a view to giving the best possible service for the least money, although the idea of "cheapness" has been thoughtfully shunned.

Jesse Merritt, who takes charge of the

business department of the new store, is widely acquainted in the city and the three brothers have hosts of friends who are watching with interest the new venture.

Joe Merritt, who takes charge of the pharmaceutical department, has been identified with a drug store on Douglas street. He will still retain his interest in this latter store.

Merritts are planning to specialize in prescriptions at this new store. Everything has been done to guarantee expert work in the prescription department.

But what will appeal to a large number of people is the soda fountain Merritts have installed. This is a "classy" affair, but its class does not interfere with efficiency. One of the best coolers obtainable has been placed in the store, and the service, under the direction of Jesse Merritt, must be "good and quick," for Jesse has been accustomed to seeing that the public was treated right.

"I'm still a greeter," said Jesse, "and intend to keep right on being a greeter. My idea is that there's as much room for the right sort of treatment at a drug store as there is at a hotel, and that's the kind of treatment our patrons will get here."

A choice line of cigars have been pur-

chased. The brands include all of the cigars commonly smoked.

While Jesse will have direct charge of the new store, the two brothers will assist him at various times, besides helping him to secure the professional, expert help needed in a drug store. A. E. Merritt, who has been in the drug business for twenty years, will not sever his connection with the Myers-Dillon store, in which he has an interest, but much of his time will be given to boosting the new establishment.

When the Merritts decided to go into this venture they sought to secure the best location in the city not already occupied, and they believe Twentieth and Farnam will prove to be such a place. The steady growth of the business district west on Farnam has put Twentieth street into a very whirlpool of industry.

The three brothers, all graduates of the Omaha High school, plodded along in their separate ways for several years after leaving school. Finally they decided that success lay in the way of co-operation and they put their savings and their sources together and decided to devote their time henceforth to success in the career of druggists.

"And the best way to be successfully," they agreed, "is to give the best service, have the best equipment and the highest grade of merchandise to sell."

Merritt's New Drug Store  
20th and Farnam Streets  
Will Sell  
**Harding Ice Cream**  
Exclusively

The Wall Show Cases  
And All Other FIXTURES  
Were MADE in OMAHA in  
Meritt's Pharmacy No. 2  
By the  
**Omaha Fixture & Supply Co.**

414-16-18 South 12th St.  
DOUGLAS 2724

LOW BIDDERS ALWAYS  
All We Ask is a Chance To Bid.  
Quality, Workmanship and Satisfaction  
Positively Guaranteed.  
We Put the Fix in FIXTURES. Let Us Show You.

**MERRITT'S PHARMACY**

Like every other first class store, carries a full line of

**Johnson's**

Fine Chocolates

**Horn Candy Company**

Western Distributors  
1609-11 Cum ng St.

Smoke  
**WELLER-ETTES**

5c Cigars

**PASTORAS**

10c Cigars

on sale at  
**MERRITT'S PHARMACY**

NO. 2.

## If It Has Merit, Merritt Has It--

And such will be the case with every article sold at Merritt's Pharmacy Store No. 2 at 20th and Farnam Sts.

*A complete stock of the best Drugs, Sundries, Toilet Articles, Candies and Cigars will be handled by this new firm*

The Prescription department will be superintended by an expert pharmacist, and it will be Merritt's first and last thought to serve courteously, promptly and satisfactorily. Untiring efforts will be made at all times to satisfy everyone who patronizes this store. Deliveries will be made free to any part of the city.

Make this store your waiting place when transferring

*Our most modern soda fountain will, like the rest of the store, handle the most palatable and delicious of drinks and refreshments at all times of the year.*

COME IN JULY FIRST AND ACQUAINT YOURSELF WITH OMAHA'S MOST MODERN DRUG STORE

Formal Opening Will Be Announced Later

## Merritt's Pharmacy Store No. 2

20th and FARNAM STS. Phone Doug. 2548

10c 15c  
That Mild Havana Cigar  
**EL SIRRAH**  
In a Class by Itself  
For Discriminating Smokers  
UNSURPASSED FOR GENERAL EXCELLENCE AND QUALITIES  
N.MANTEL CO., Distribut'rs

SMOKE  
**La Truda**  
Havana Cigars  
10c

Tracy Bros. Co.  
On sale at Merritt's Pharmacy No. 2.

Why is it that most new up-to-date corner stores choose Merritt's Pharmacy use **ALAMITO MILK** and Cream Exclusively?



## The Beautiful and Artistic Lighting Fixtures

... IN ...

Merritt's Pharmacy No. 2.

Were Furnished and Installed by the

**American Electric Co.**  
520 S. Sixteenth Street  
Phone Doug. 1481

**The National Cash Register**

Handles Every Department of Business at Merritt's Pharmacy.  
H. P. WHITEHOUSE, Sales Agent for NATIONAL CASH REGISTER.  
OFFICE AND SALESROOM: 404 SOUTH FIFTEENTH STREET.