

# Grand Opening, Dec. 15th, of Omaha's Finest Cigar Store In the Rose Building, Corner 16th and Farnam Streets

Will Be Operated By  
**BARKALOW BROS. NEWS COMPANY**  
Up-to-the-Minute in Every Detail



**LA TRUDA  
HAVANA CIGAR**  
10c

**FARADAY  
MILD HAVANA**  
Just One Size,  
**2 for 25c**

**PALO**

**A Mild, Aromatic Cigar,**  
3 for 25c to 3 for 50c

**TRACY BROS. CO.**

D. 844.

OMAHA, NEB.



**BARKALOW BROS.  
GET BUSY CORNER**

Old Omaha Firm Will Open Up-to-the-Minute Cigar Store in the New Rose Building.

**BRANCH INTO RETAIL TRADE**

The opening of Barkalow Bros. News company store at the southeast corner of Sixteenth and Farnam streets, in the new Rose building, Wednesday, has more significance than the mere addition of a modern cigar and candy center to Omaha's retail district. The event marks the opening of another splendid business block on Omaha's busiest intersection, in an epoch in the life of one of the city's business institutions and adds one more beauty spot to Farnam street, the historic thoroughfare of Nebraska's metropolis.

In bringing this "up-to-the-minute" store to the attention of Omahans, it may be noted that the Barkalows are branching out into the retail field. A year ago they took over the news and cigar stand in the Fontenelle hotel and now control the stand in the Omaha National bank building. They will have the same privilege in the Grain Exchange building and have other locations in view.

When the doors of the new store in the Rose building shall have been thrown open Tuesday morning Omahans will look

into something different in the line of a cigar and candy retail establishment. The location, in the first place, was selected on account of the many pedestrians passing the corner every day. It is regarded as one of the most desirable corners in the city and the opening of any business at this corner commands more than passing notice.

This store will be conducted with a view of catering to women and men. Careful attention has been given to the selection of stocks which will merit the patronage of those who have discriminating tastes in the purchase of cigars, chocolates and bon bons. The Barkalows will make their store a popular place and popular prices will prevail, consistent with high grade goods.

An assortment of articles for smokers will be included and everything will be up to the minute. There will be a variety of Park and Tilford's, Lowrey's and O'Brien's box candles. The interior of the store has been finished at great expense. The woodwork is mahogany with inlaid white holly. Advantage has been taken of every modern appliance for the care of cigars which is regarded as an important feature of a first class store. Cigar men today realize that much of their success consists in knowing how to keep cigars in proper condition. The showcases are of special construction, with lavish plate glass, and Italian marble and green verd antique marble bases. The wall cases are new in design and never have been seen in the west. They are made of plate glass and mirrors.

Patrons will be provided with telephone service, both in and out, and a catchy number, "Tyler 235" has been se-

lected from the telephone company.

The Barkalows, up to a year ago, operated principally on railroads and at railway stations. They received many suggestions that they should enter into the retail store business and their success thus far warranted them in opening this beautiful new store.

With a record of having served the public for more than half a century, they feel they will be able to meet every demand in this instance and they expect to make their new corner a point from which all distances will hereafter be reckoned. The corner has been a landmark for fifty years and promises to be so, more than ever.

During the construction of the Rose building there was considerable speculation among business men as to who would occupy the corner store. Natural curiosity was aroused and when it was noted around that the Barkalows had taken the corner, there were many congratulatory remarks, for the proprietors are well known in Omaha. "Our new store will be operated on the basis that it is to be a permanent place where Omaha people and visitors to our city may always feel they can buy the best cigars, candies and smokers' articles. Our stocks will be up to the minute every day of the year and we will maintain a large variety. We will handle all of the popular brands in imported, Havana and domestic cigars," stated George Schnell, general manager for the Barkalows. Mr. Schnell has been with the firm many years and he knows what is what in selecting stocks that will command a growing patronage and please all classes of patrons.

# Muriel

Mild Habana Blend Cigars

Proclaimed the Greatest  
Success in Cigardom

Once Introduced  
no Separation from

# MURIEL

Your "Smoke-Partner"

**FOR LIFE**

Lacks Nothing But a Rival

# Harle-Haas Drug Co.

Distributors

Council Bluffs, Iowa.

We carry a complete line of  
the well known

# Park & Tilford Fine Candies



Factories

72d St. and Columbus Ave., New York.  
417 Rue St. Honore, Paris.

# Jose Vila

Tampa, Florida

First Cigar Made in U. S. Bonded Factory

10c, 2 for 25c  
3 for \$1

# The Peregoy & Moore Co.

Distributors

# Gold Medal

at the  
Panama Pacific  
International Exposition  
was awarded to

# Herbert Tareyton London Smoking Mixture



The Superior Jury Agreed—  
"There's something  
about it you'll like"