

Up-to-Minute Store on Most Valuable Omaha Corner

Barkalow Bros. News Company,

S. E. Corner 16th and Farnam

THE BEST XMAS GIFT



A New Way

To Sell Chocolates

Gloria Chocolates are on sale today throughout the city. Buy a box. If you do not find them the most delicious Chocolates you ever tasted, ask for your money back; it will be promptly refunded. They are so much better than any others and so different that there is no comparison.

Many Different Varieties to Select From

Half-pound, one-pound and two-pound boxes, at 80¢ per pound.

Skill, knowledge and disregard of expense are the secrets of the unequalled excellence of Gloria Chocolates.

They are made from choicest fruits and nuts from the garden spots of the world, combined with chocolate of more exquisite flavor than you ever thought possible. All materials used are the purest and best that can be obtained. No extracts, synthetic flavorings, artificial colorings or substitutes of any kind are permitted.

They are produced in a bright, sunlit factory, where the most exacting conditions of sanitary hygiene are strictly enforced.

No chocolates to equal them in quality or flavor have ever been offered to you before. Take a box home tonight, and if you are not delighted with them, get your money back.



Nebraska's Largest Candy Makers

ROSS B. TOWLE, Pres. A. W. GORDON, Treas.

DREAM OF LONG AGO BECOMES REALITY

Opening of Barkalow Bros. Store Recalls History of Farnam Street Fifty Years Ago.

LANE OF SMALL STORES THEN

The opening of the new Barkalow cigar and candy store in the Rose building recalls to mind a little history which concerns Farnam street of fifty years ago. There are in Omaha today citizens who can turn back in fancy to the days of 1865 when Farnam was a village street, with a hill at Sixteenth street. The pedestrian along this street fifty years ago today would have regarded as a fiction of the brain the suggestion that in 1815 there would be such a fine structure on the southeast corner of Sixteenth and Farnam streets as the Rose building and that the corner store would have been used for the sale of high class cigars and candies, with expensive furnishings of mahogany, marble, plate glass and mirrors.

Dream Becomes Fact.
The dream of fifty years ago is a reality today.

Drawing aside the curtain of the past, what is revealed on Farnam street in the days of the steamboat and the Indian? Fifty years ago Charles Goodrich lived on a hill where now stands the Rose building. On the southwest corner was the fire engine house and Mr. Goodrich "ran with the machine," when the bell rang. The old court house was on the northeast corner and Redick's opera house on the northwest corner. The opera house later was used as a city hall.

No Railroad or Pavement.
There were no railroads here then and pavements had not been thought of. The walks were wooden and the streets sometimes muddy.

Taking a stroll down Farnam street in those halcyon days the passerby could have stopped at Samuel Burns' store for crockery and chinaware, bought a steamboat ticket of Harry P. Deuel, hardware of W. J. Broatch or Fred Snyder, groceries at Will R. King's store and some dry goods of Mat Shields. Samuel A. Orchard was in business and Henry W. Yates was in a bank. Samuel Moffatt was cashier of the Bank of Nebraska and the Western Exchange bank was in operation. Caldwell & Hamilton were engaged as bankers. Later forming the Omaha National bank, A. U. Wyman, afterwards treasurer of the United States bank, was a member of the colony of money changers and Joseph and John Sheely were dispensing meats. L. May owned a clothing store and Dewey &

Trimble advertised their furniture store. Legislative hall was at 108-110 Farnam street. Kountze Bros. were bankers. Jesse H. Lacey and John McCormick conducted an outfitting store where Ed Maurer now holds forth. Lacy and McCormick sold flour, sugar, coffee, sorghum, baking powder, pick handles and Julius Smith's "Old Magnolia." Freighters stocked up at their place and worshippers in the Methodist church around the corner sometimes complained of the noise on Sunday. Captain C. H. Downs was well-known at the ferry station and the Higdon house was a popular hostelry.

Trinity church was at Ninth and Farnam streets and the Tivoli nearby. E. L. Eaton would take your photograph for a few kopeks and John B. Caulfield sold books. William Stephens and Captain William P. Wilcox operated a grocery store. Jacob Gish was known as a mortician and James K. Ish dispensed drugs. Milton Rogers exchanged hardware for money and the Morning Star Clothing house brightened a corner of its own. M. C. Wilbur and John Coffman rented heavy rigs to the beaux and belles of the village. Henry Pundt was another grocer and Harvey Watson appeased hunger in his restaurant. Of course, all of this historical recollection has to do with the opening of the Barkalow company's new store in the Rose building. It just goes to show how this company has kept abreast of Omaha's growth and that it knows what the public wants.

To Our Patrons---

We have made a careful selection of cigars, candies and smokers' articles, because we want to stand behind every article sold at the store.

Our years of service in catering to the public has taught us the absolute necessity of a careful selection of stock as well as necessity for modern and up-to-date equipment for taking care of same.

"Up-to-the-Minute"

We especially recommend our Fontenelle cigar, which is made up solely for us.

Barkalow Brothers News Co.

16th and Farnam Sts.

Telephone Your Orders, Tyler 333

Christmas Suggestions

Give him well known standard brands. Take no chances on unknown cigars. We carry NILES MOSER ROGERS CO.'S staple goods. A few mentioned below:

- Websters
- La Saramitas
- La Preferentias
- First Consuls
- Chancellors

All put up in Christmas packages. Call for them.

Niles Moser Rogers Co.

Distributors

For the Discriminating Smoker F. GARCIA & BROS.

Manufacture the Following Brands— They Have No Superior or Equal

ALL FINE HAVANA

- Blunts in 10c Size
- Merchants in 10c Size
- Staple in 2 for 25c Size
- Panama in 2 for 25c Size

Manufactured in Bond

TAMPA, - - - FLORIDA



LA AZORA
"The Cigar of Cigars"

SIZES 10c, BISMARK AND KINGS
ALSO OPERA 5c