

Barkalow Bros.' New High-Class Store Welcomes Omaha Smokers

It's the Cigar--Not the Dressing

Excellence of Quality and Workmanship Are Combined in

CUESTA REY

Fine Havana
CIGARS

A Cigar That is Appreciated by Discriminating Smokers

ALL SIZES ALL PRICES

N. Mantel Co. Distributors

321 So. 14th St., Omaha, Neb.

Phone Douglas 1505

SMOKERS CAN GET CIGARS THEY WANT AT THE NEW STORE

Salesmen Skilled by Long Service Will Be On Hand at All Times to Satisfy Demands of the Patrons.

CANDY OF HIGH CLASS TOO

When a smoker calls for a cigar of a certain shape or size or color he wants just what he orders and he wants it in a condition to his liking. He wants to buy where he can place confidence in the man who stand behind the showcase. That is what George Schell, general manager of the Barkalow Bros. new company, says. Mr. Schnell has been busy getting ready for the opening of the company's new store in the corner of the Rose building at Sixteenth and Farnam streets. He declared it has been no easy job, but he feels he has attended to every detail and has the satisfaction of feeling that he can recommend the store to men and women of this city.

When the cigar trade learned that the Barkalows would open this store there was much activity among cigar salesmen to get their lines in the store. Mr. Schnell made a careful examination of the cigars he selected, because he wanted to stand behind every article sold at the store. It was the same in selecting the stocks of boxed candies. And the same might be said of smokers' articles.

The selection of clerks for the store was done with the same thought.

Mr. Schnell states that when a smoker calls at the new "up-to-the-minute" store and asks for a cigar with a clear Havana wrapper he will receive just what he asks for, and the same when he expresses any other particular choice.

Catering to smokers has developed into something more than handing a box out and receiving the money. The successful cigar clerk must have an extensive knowledge of many sizes and shapes of cigars and must remember the likes of patrons.

The Barkalows feel confident that in their new store they have expressed the last word in the art of retail cigar and candy salesmanship. They are ready to meet nearly 40,000 people who pass Sixteenth and Farnam streets every day.

A Room for the Boomer, or a Roomer for the Room. See Want Ads Do the Work.



Says PEP to MINT:

They are selling our twins

**Peptomint Gum
Peptomint Mints**

Healthy Confections

Better than the kind
You tho't was so fine.

We Handle a Complete Line of these Chocolates.

LOWNEY'S CHOCOLATES



VICTOR THORSCH CO.

THE QUALITY 5c CIGAR

Van Dyke

10c and 2 for 25c

Mosher Cigar Co.

Distributors

For 90c You Can Get the Ideal Gift For Every Man

A crystal glass humidor jar containing one pound of Tuxedo, the mildest, most fragrant tobacco. At every store where tobacco products are sold.

Tuxedo is the mildest, pleasantest pipe tobacco in the world—made absolutely non-biting and delightfully mellow by the original "Tuxedo Process" that has never been successfully imitated.

Last Christmas the demand for Tuxedo Humidor Jars was so great that the supply of many dealers was exhausted, and thousands of people were disappointed. The safe plan is to place your order with your dealer now. He will be glad to set your jar aside for you until Christmas.

TUXEDO IS SOLD IN MANY CONVENIENT SIZES.

In Glass Humidors, 50c and 90c. In Curved Pocket Tins, 10c.
In Tin Humidors, 40c and 50c. In Moisture-Proof Pouch, 5c.

THE AMERICAN TOBACCO COMPANY,
111 Fifth Avenue, New York.



This Tuxedo Christmas Humidor Jar is beautifully decorated with holly, ribbon and Christmas card, and packed in a handsome carton, for sending by mail or messenger; price complete—

90c

