

The Rochester---Omaha's Finest Shoe Store



OFFICE AND MAIL ORDER DEPARTMENT ROCHESTER SHOE COMPANY, 1515 DOUGLAS STREET.

The Rochester Shoe company succeeded the Howe Shoe company September 1, 1900. Plans were laid at once to dispose of the stock on hand, the building leased for a term of years and contracts let to rebuild the interior of the store, the company believing that the progressiveness of Omaha and tributary territory would support an

advertised or special brand shoes at \$3.50—on 20 new different lasts—vici kid or patent leathers—each and every pair warranted. The new double deckers in ladies' high shoes and oxfords are to be found at The Rochester only. This is the latest fad in all the large eastern cities. Among the latest whims in ladies' fash-

From
Maker
to
Wearer

styles and values in boys' and little gentlemen' footwear now displayed by the Rochester Shoe Co. Special attention has been given to this department—every kind of patent leather—best grades of vici kid, box and velour calf—in short, no such assortment of boys' footwear can be found in Omaha outside of "The Rochester." Prices range from \$2.50 to \$1.00. The boys are especially invited to visit the store, 1515 Douglas street.

Mothers and Babies.

The tenderest cord of a mother's affection vibrates for the baby. She loves to nurse it, to hear its coo and prattle, to see its little feet kick about. THE ROCHESTER SHOE CO. has not overlooked the mother's joy—the baby's shoes. Here every possible novelty in babies' footwear can be found. Every color that you can think of, from the plain moccasin at 25c a pair to the finest baby shoe made. Mothers take the baby to the Rochester Shoe company, 1515 Douglas street.

How the Public is Treated by Salespeople in a Modern Store.

The Rochester Shoe company has succeeded in getting together the best talent of salesmen that could possibly be obtained. No matter whether you are a visitor or prospective purchaser, the most po-

From
Hoof
to
Foot



RECEPTION ROOM ROCHESTER SHOE COMPANY, 1515 DOUGLAS STREET.

turn the same within thirty days after date of purchase; the same will be exchanged or the money cheerfully refunded. The slightest provocation from salesman to customer is cause for direct dismissal.

Misses' and Children's Shoes.

Jenness Miller, America's greatest dress reformer, has given much attention to misses' and children's shoes—designed sensible shoes—giving the foot natural shape. When the little ladies are fitted in a "Jenness Miller" shoe, all mothers will enjoy to see them on their children. Style and elegance, combined with durability. The Rochester Shoe company shows fifty different and distinct styles of this celebrated shoe. All widths and sizes, price from \$2.50 and down to \$1.50. Besides you will find many other celebrated makes of misses' and children's footwear at this store, ranging in price from 75c to \$2. The Rochester's misses' and children's patent leather shoes are now all the rage in Omaha.

So-Called Sweatshops of the East Turned into Palaces for the Laboring Classes.

The reader cannot form the remotest idea of the great change that has taken place among the laboring masses of the east. The manufacturing of shoes, instead of being carried on in old tenement houses where the germ of disease was imminent in every nook and corner, is now carried on in most cases in buildings adapted and especially built for the purpose. Mr. C. I. Howe and Mr. I. L. Mossler of the Rochester Shoe company on their recent eastern trip made it a business to investigate this matter carefully. One of the most modern factories, both from a practical and sanitary standpoint, visited by them was the factory of Utz & Dunn of Rochester, N. Y. Here each and every comfort that the human mind is capable of conceiving is supplied for the people of the factory. They employ over 3,500 men and women. On each floor is an inspector whose business it is to inspect the clothing, inquire after the health, etc., of each and every person employed on the floor—thereby preventing any possible danger of any germ being carried into the factory. On each floor are rooms furnished in hardwood and marble—these are for the use of the factory people. The building is operated and lighted by electricity, heated

by steam, and it would be impossible for the best housewife in Omaha to find room for improvement in this factory. Women and girls of all ages can be seen here—all of them seemed happy—no trace of hardship, no pinched cheeks or starvation look that at one time were prominent among all factory girls. The city of Rochester can truly boast of the finest and best conducted factories in America. Each seem to strive to make the factory a home and labor a pleasure instead of a burden.

Truthful Advertising.

Without printers' ink no business can be a success. The days when our forefathers were forced to drive an ox team to some trading point are past. The public has been enlightened to such a degree that in a moment they discern a truthful ad. from that of a fake. The Rochester Shoe company has built a business in a few months—achieved by truthful advertising—fulfilling their promises to the people. Advertising simply means it pays to be honest; it is dollars and cents in the long run. A. T. Stewart, who achieved great success as a merchant; John Wanamaker, and many others of the greatest retail concerns all were crowned with success by truthful advertising. The day of the bombastic advertiser is past. The fakir must go. Each and every patron of a store, if treated right, will become a voluntary advertiser by commenting on the treatment received, the merchandise purchased. The Rochester Shoe company's manager has each and every individual customer under personal supervision. More than ordinary caution is used to give polite treatment. You are never urged to purchase at this store; the merchandise offered must win your patronage. None of us are infallible; mistakes will occur, but no store in Omaha will rectify mistakes with more satisfaction to the customer than at the Rochester Shoe company.

Mail Order Department.

The Rochester Shoe company, with the opening of Omaha's finest shoe store, has inaugurated a complete mail order department. Catalogues are mailed on application. All orders leave the same day as received. Correspondence answered promptly. For further particulars address the ROCHESTER SHOE CO., 1515 Douglas Street.



SCENE IN FITTING ROOM ROCHESTER SHOE COMPANY, 1515 DOUGLAS STREET.

institution second to none in the United States. How well each minute detail was carried out can be easily seen when you first enter the store. Each and every modern convenience for the patrons' comfort and benefit is supplied. One feels at home. There is a reception room furnished with velvet carpets, high art furniture, sofas and easy chairs, to be used by the patrons of the store. One corner of this room is furnished with writing desk and stationery for the use of patrons. In another corner is the private telephone for the benefit of the public. In connection with the reception and waiting rooms is a ladies' toilet. The entire store is decorated in green and white enamel, the ceiling laid off in panels, all encircled in gold moulding. Over 500 square feet of French plate mirrors were used in the store. Natural palms are distributed all over the first floor, giving the store a most charming appearance. Beyond a doubt the Rochester is the most modern, best equipped and lighted business house in Omaha. At night 340 incandescent lights are used for illumination. Being connected direct with several large eastern factories, this house is enabled to sell the best obtainable footwear for less money than you usually have to pay elsewhere. The Rochester Shoe company consists of W. L. Howe, cashier Lawrence National bank of Lawrence, Kan.; C. I. Howe, H. F. Benedict of Omaha and eastern stockholders, with I. L. Mossler as general manager.

Ladies' Shoe Department.

It will be a pleasure to every lady of Omaha and vicinity to visit The Rochester's Ladies' Shoe department. The large variety of styles, new ideas, new shapes and lasts—fashions latest dictations, are to be found here only. America's foremost shoe builders are represented here, including Armstrongs, Eddy & Webbers, Utz & Dunn, Fosters, Jenness Miller, Pingree & Smith, Fords, and many others. The prices are always lower than elsewhere, ranging from \$5.00 down to \$1.50. The Rochester Shoe company's special at \$2.50 excels all

lonable footwear is the new Paris last—a distinctive style, elegance, giving the foot grace and comfort combined.

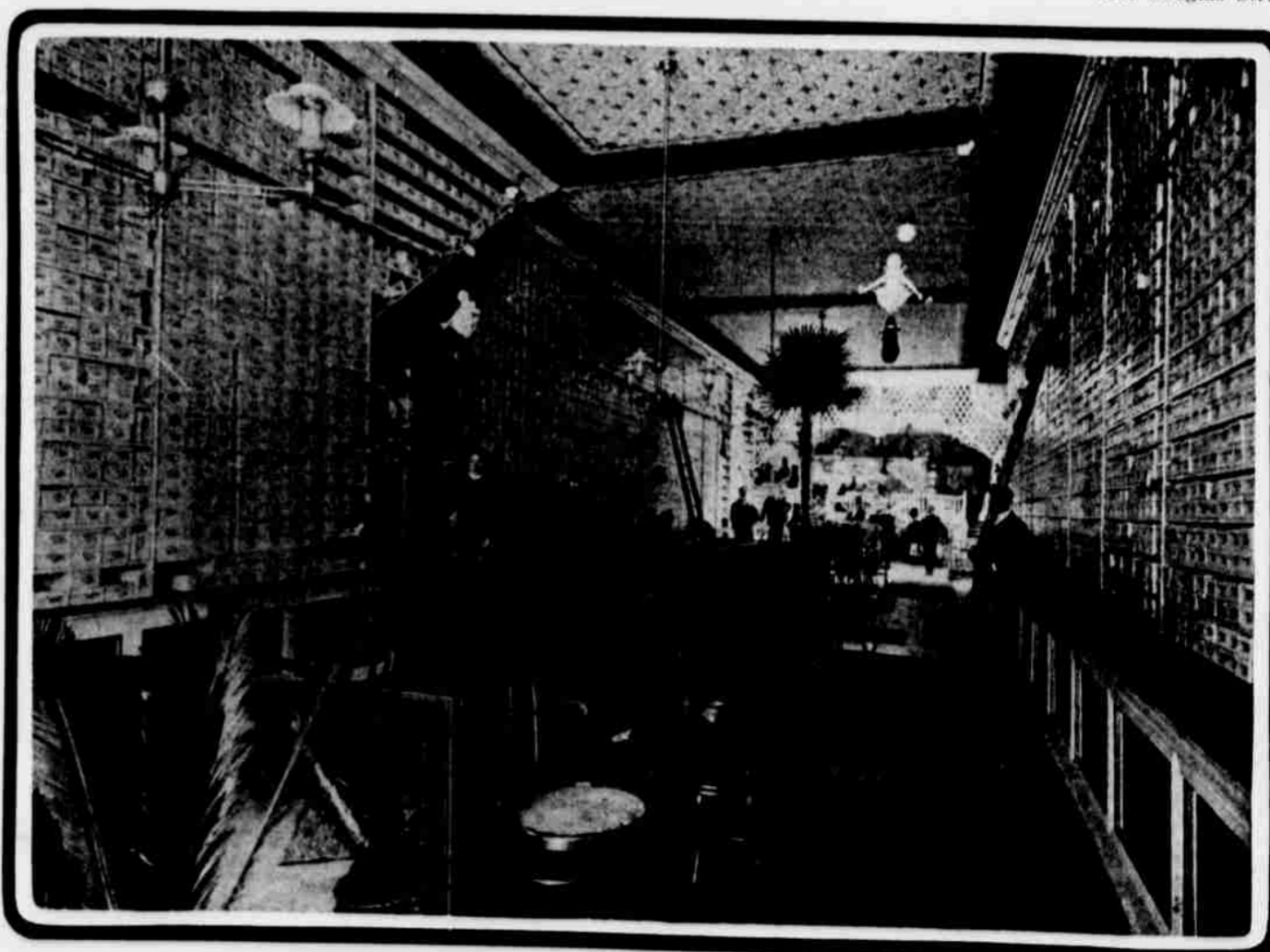
A New Innovation in Perfect Shoe Fitting.

The Rochester Shoe company is the first in the field with scientific shoe fitting—an expert shoe fitter, who has studied the anatomy of the foot, has been secured. Modern instruments and appliances are used for this purpose. The reader has probably had experiences in the past with ill-fitting shoes, and all its consequences. Each foot is fitted separately before you leave the store, and when once the shoe is pronounced O. K. by the inspector you can rest assured that you have comfortable and perfect fitting shoes.

Artistic Shoes for Men and Boys.

A grand gathering of smart styles, correct shoe fashions for men and boys. Elegance and exclusive footwear here takes the place of the commonplace so much in evidence elsewhere, and the cost is far less. A vast and varied collection from America's best shoe factories—the acknowledged leader of men's high grade shoes. A. E. Nettleton of Syracuse, N. Y., is represented in Omaha's finest shoe store, "The Rochester." The "Nettleton" shoe has been the favorite shoe for comfort, distinctive style and elegance with correct dressers for over twenty years. All the fashion conceits possible all that is desirable, is found in the "Nettleton" shoe. All other makers copy after him. Besides the above, such makers as Hanan & Son, Pingree & Smith, Dorsh & Son, Torrey, Curtis & Terrel, Schwab Bros. and many others are represented here. The greatest value, the best \$2.50 shoe for men, is offered by the "Rochester," excelling in style, wear and comfort any \$3.50 shoe now on the market. The prices in the men's shoe department range from \$7.00 to \$1.50. Never before in the history of Omaha has it been possible to approach the variety of

lite and courteous treatment is offered here—any information sought is cheerfully given. All salesmen are pledged to represent merchandise sold here as it is; hence you run no risk in doing your shoe buying at The Rochester. In case you are dissatisfied with any purchase you may re-



MAIN SALESROOM ROCHESTER SHOE COMPANY, 1515 DOUGLAS STREET.