

VINTON STREET LOOKING EAST.



VINTON STREET LOOKING SOUTH FROM EIGHTEENTH ST.

FROM EIGHTEENTH STREET.

**WHERE GOOD GOODS EXIST**

What Vinton Street's Leading Merchants Have Brought About.

**COMMUNITY OF INTEREST HERE**

Everybody is Boosting Everybody Else and Whole Street is Going Ahead in Steady, Substantial-Growth.

Every city has its outlying business district where the stores are not so large as those in the so-called down-town business district, but they are of the same high grade character and do a business which often is greater in proportion to size of the stock than that which is carried on in the same lines of trade in the larger retail section. Omaha has its outlying business sections. All of them are prosperous looking divisions, but none can boast of more business and more prosperity than can the Vinton street merchants who are grouped along the thoroughfare which is reproduced in the picture appearing at the head of this page. Here, on this street, are located several prosperous little firms, the leaders among whom have display advertisements appearing on this page today. They carry on business by honest, thorough methods, and are causing the trade of their vicinity to come to them for most of their wants.

**Trade in Outlying Sections.**  
The large down-town business section will always have an appeal to the people of a city for certain lines of goods and for certain special articles. No matter where people live they will go to the department and other big stores for many purchases. But they also will trade at the smaller stores in the outlying retail districts, when they wish stable articles that can be purchased there. So long as the merchants of the outlying district are up-to-date in their methods and give their customers the kind of goods they should give—and do not over-charge—just so long will they continue to grow.

Out on Vinton street, where everybody is up-to-date and where one merchant is interested in seeing the men in the other lines, grow—where there is a community of interesting feeling—there is steady, progressive growth certain to come. Among the business houses of Vinton street there is a strong feeling for the growth of the whole section and one merchant is friendly with the others, and the others are friendly with him. Everybody is boosting and everybody is growing. It is in just such a spirit that makes for the prosperity of a business section, as it also makes for better things for the customers.

**Representative Firms.**  
Merchants whose names are listed in the advertisements on this page are representative of that progressive set of men who are carrying on up-to-date business in the smaller sections of the city. They have grown steadily and are still growing because they follow the right principles in conducting their business. They deal fairly and squarely with all. They give full measure to every one—there are no favorites. One goes into the stores of these merchants knowing that he will receive just as good treatment as his neighbor would receive.

In any of these stores the clerks and owners are always ready to help their customers in selecting their needs. They are willing to advise as to which is the best. They do not offer an article as a substitute and declare it is just as good, when they know it is not. If they do not have the brand that a customer inquires for, they will explain that they have another kind. If this second brand should be better than that which the customer requested, then, the merchant will say so, but if it is not so good, then the customer will learn this fact.

The sun always shines on all four sides of business transactions with these Vinton street merchants; that is to say there is nothing shady at all. It is a fair, clear deal for everyone.

Good, thorough service is one of the features of dealing with the Vinton street firms. It is earnest, efficient service, because the various merchants are anxious to please—to please not only by selling good goods, but also by seeing that the customers get these goods with the least possible time spent in buying and with no delay in delivery.

**Mutual Interest.**  
For the mutual interest of these merchants and people who live in the vicinity of their stores an invitation is given to all to visit the various advertisers who have used space on this page today. People who have not been in the habit of buying of these firms will probably be surprised at the bargains which they will be able to get here, and with the service that will come to them. It undoubtedly will profit the buyers of this Vinton street section to pay a visit to these stores when needing anything in the lines that are carried here. This page is a boost for Vinton street, and it is a boost for Omaha, for as Vinton merchants grow, so will Omaha grow. These firms are a part of Omaha and they are doing a great deal to make this a larger and more prosperous city. It is up to others to help them.

**Biggest Mid-Summer CLEARANCE SALE**

Ever known in the South End, will begin Monday morning, July 8th, and continue throughout the week. We will sell our Gents', Ladies' and Children's Shoes, Pumps and Oxfords at less than factory prices.

All \$5.00 Stetson Hats at .....\$3.50  
\$4 Boy Scout Suits .....\$2.00  
\$2 Boy Scout Suits at .....\$1.00

It will pay you to visit our store and see these and other wonderful bargains too numerous to mention. All goods at this sale are taken from our regular stock and are of good reputation.

**VINTON TOGGERY**

N. C. Ellinghusen, Prop.  
1714 Vinton Street. Phone D. 2726.  
Store open from 7 A. M. till 8 P. M. Saturdays 10 P. M.

**STRAUSBAUGH'S Pharmacy**

1816 VINTON STREET, OMAHA  
Established April 15, 1892.

One fifth of century's successful business. Square dealing, careful handling and dispensing of drugs has always been our aim. Grateful for past favors and feeling assured we are better equipped to serve you in the future, we ask your continued confidence. Two Registered Pharmacists in charge. Try one of our Fresh Crushed Fruit Sodas or Sundaes. None Better.



**For a Cool Delightful Dessert**

Order a quart of Kroll's ice cream. It's nourishing as well as cooling these hot days. Our confectionery department offers a wide range of candies and table delicacies at prices extremely reasonable. Visit our store and be convinced.

**Kroll's Confectionery**  
1710 Vinton Street.

**H. STICKLER & CO.**

(SUCCESSOR TO REYNOLDS & STICKLER.)  
1806-8 VINTON STREET

COMPLETE LINE OF THE BEST  
**HAY, GRAIN, COAL**  
ON THE MARKET

SEE US BEFORE YOU BUY—OUR PRICES ARE THE LOWEST.

**W. WETTENGEL & SON**

1912-14 VINTON STREET

Builders of Foredoor Auto Bodies and all kinds of other Auto bodies.

Bakery, Milk, Laundry and Light Delivery wagons built.

All kinds of blacksmithing, carriage and auto painting and trimming.

Give us a trial—Our prices are right.  
Phone Douglas 8289.

**EXTRA SPECIAL SOAP BARGAIN FOR THIS WEEK**

We have just received a large shipment of fine quality scented toilet which regularly sells for \$1.50 per box, but to advertise same and get the people acquainted with its high qualities we offer it at 50¢ per box. Our large Tea and Coffee stock offers you excellent opportunities at all times to buy for less than elsewhere.

**Kroll's Tea & Coffee Co.**  
1710 Vinton Street.

**The Best Bread In Town**

**W. L. ELSASSER BAKERY**

1802 VINTON STREET

Established 28 Years

Oldest Bakery in Omaha

THE BEST AND FRESHEST BAKERY GOODS AND BREAD AT ALL TIMES

TRY US AND SEE

**The Base Ball Exchange**

Corner 16th and Vinton Streets.  
C. A. PETERSON, Proprietor.  
Dealer in fine wines, liquors and cigars.

**H. C. HARM**

Cor. 10th and Vinton Sts.—Dealer in  
**Fine Wines, Liquors and Cigars**

Wholesale and Retail Dealer in  
**Schlitz Milwaukee Beer**

Tel. Douglas 6486. OMAHA, NEB.

**J. C. GRASBORG, 1807 Vinton**

Watchmaker, Jeweler and Optician.  
Thirty-Three Years in This Line of Business.  
Work Called for and Delivered. Phone Doug. 2867.

**Groceries, Hardware Meats**

Quality, Service and Lowest Prices at All Times.



Phone Ind. F-1177 VINTON & ELM STS. Omaha, Neb.

**The Lunchette Restaurant**

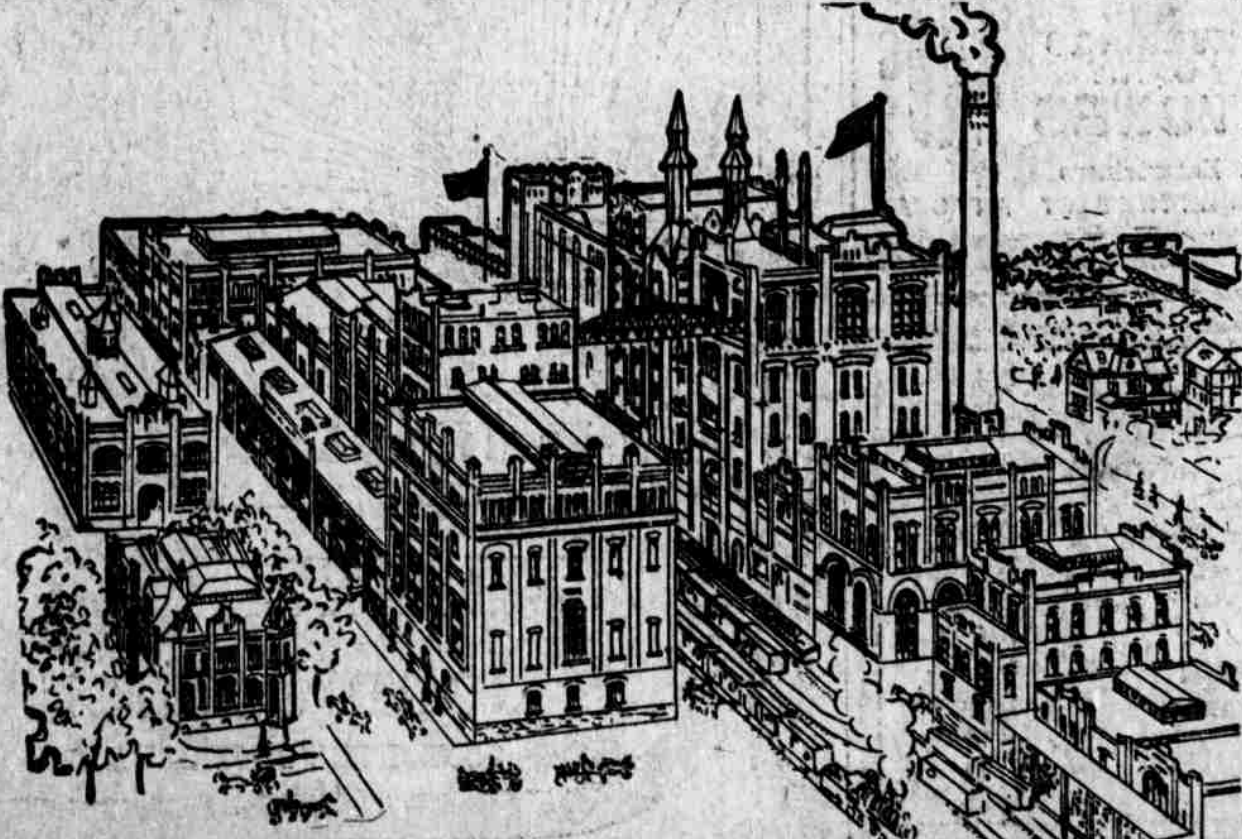
1612 Vinton Street.  
The place of good things to eat. Everything clean and the best of meats served. Stop here for your noonday lunch. Be cool and comfortable while you eat.

**H. Topp & Co.**

1704 Vinton Street  
Plumbing of All Kinds. Oils, Paints, Varnishes. We have a complete line of "Old English" ready mixed paints. Our prices are right.

**Globe Plumbing & Heating Co.**

1617 Vinton Street.  
Repairing given our most prompt attention. Estimates furnished. A. G. ROCHEFORD, Prop. Phone Doug. 2106.



**THE HOME OF**



THE BEER YOU LIKE

MADE BY

**Fred Krug Brewing Co.**

Vinton Street

Omaha, Nebraska