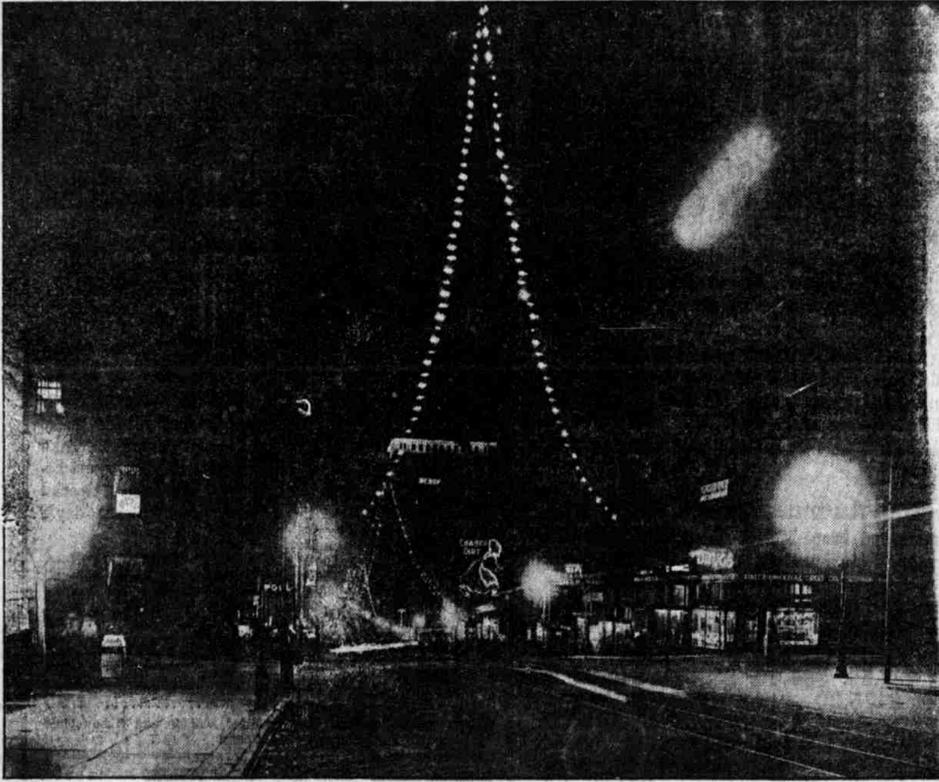
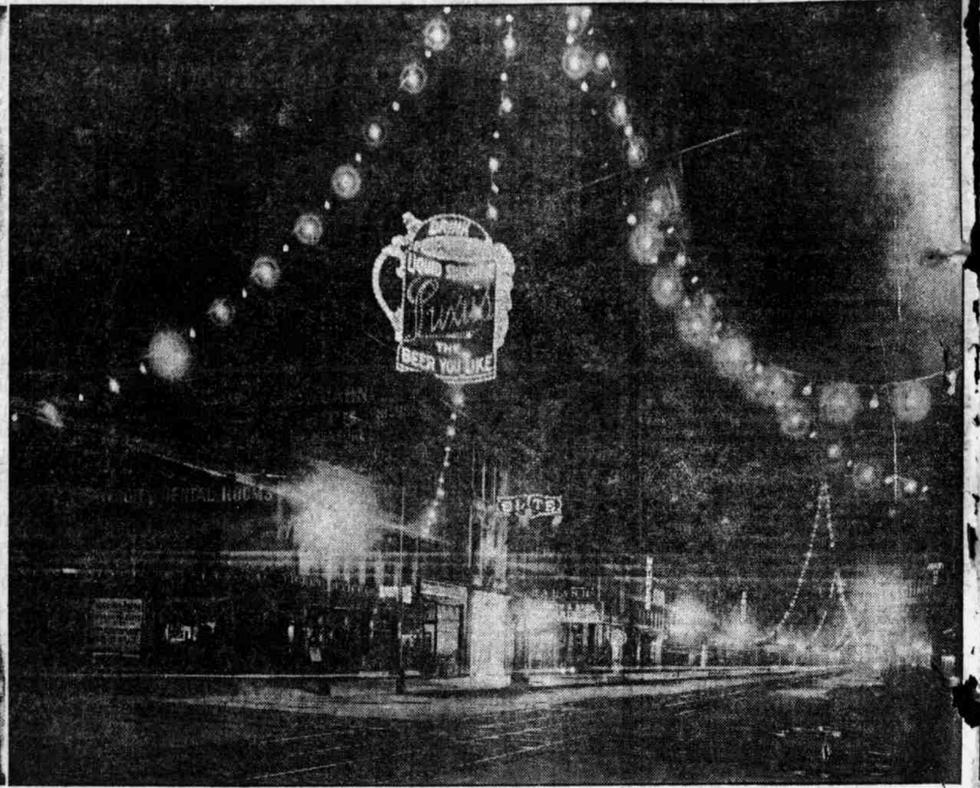


Nights in Omaha Brilliantly Arrayed in Electric



Farnam Street, looking east from 17th.



Farnam Street, looking east from 14th.

The Flaming Arc Lamps Turn Principal Streets Are Now Supplied With the latest Types of Arc Signs, Give Omaha a Veritable



FRED BRODEGAARD JEWELRY CO.

By Night As By Day

Our brilliant array of Omaha's finest jewelry assortment is shown by means of our huge electric sign featuring, of course, the

"SIGN OF THE CROWN"

Our holiday goods are being received daily and visitors to Ak-Sar-Ben would do well to pay us a visit before leaving the city.

Fred Brodegaard Jewelry Co.
16TH AND DOUGLAS STS.

FLITTON OPTICAL CO. SUCCESSOR TO HUTESON



EYES TESTED GLASSES FITTED

Eyes That See at Night

The above sign is familiar to all Omaha and serves as a beacon to those in need of expert optical work.

No better evidence of reliability can be had than a continued large patronage, and many visitors to AK-SAR-BEN will take this occasion to supply their optical wants before leaving. :: :: :: ::

Flitton Optical Co., 213 So. 16th St.
(Formerly Huteson Optical Co.)

FIRE PROOF STORAGE

If you have ever walked south on Sixteenth street at night your eye has been caught by the brilliant electric sign of the Omaha Van and Storage company, which shoots a multitude of rays toward the sky from the top of the fire-proof storage at Sixteenth and Leavenworth streets. It catches the attention of anyone who has occasion to look south in the direction of Sixteenth and Leavenworth streets; "The Fire-proof" of the sign is lighted by red bulbs, while the word "Storage" blazes forth in white incandescence.

AMBER BOTTLES



Jetter's
Old Age
GENUINE OLD GERMAN
DOUBLE
BEER

Those who have been down town at night since the new arc lights were turned on have seen Omaha's "great white way" which is perhaps unequalled by any city of its size in the United States. The brilliant appearance of the principal streets do credit to the instigators of the movement to install the new arc lights and to the execution of the electric light company. It places Omaha among those cities that rightfully boast of real "city class" and will do an inestimable amount toward advertising Omaha in this respect.

For many years Omaha has waged a war against the powers of darkness. Under the direction of Mr. I. B. Zimman, who is in charge of the contract department, the Omaha Electric Light and Power Co., which furnishes light for all our electrical illumination, has been a potent factor in turning night into day. Each year has seen more and better night illumination and now with the new arcs and the increased number of electric signs of private merchants Omaha can well take its place among the best lighted cities in the west.

Electric Signs Add Much.

"Electric signs are important features of a city." This statement is credited to a man who has traveled over all the United States. He has been in every large city and he says that every city that is not well lighted with electric signs and display window announcements is behind the times—non-progressive, "slow." But the city that supports many electric signs, the city whose merchants are live enough to tell of their business through the power of the wonderful signs, is the one that is always a progressive municipality, with a bunch of citizens who are up and doing all the time.

Nothing adds to the appearance of a city so much as well lighted streets. And electric signs are the means of getting the best illuminated streets. Take, for instance, Omaha. Douglas and Farnam streets shimmer under the rays of hundreds of lights that are held in many electric display signs. That "Dutch Cleanser" sign at the corner of Sixteenth and Farnam streets does more to give Omaha a point of interest than any other feature on the street. It attracts the attention of every visitor, who comments upon it to his friends. Several other very attractive signs are those of the Flitton Optical Co., the Fred Brodegaard Jewelry Co., the "1902" Washer Co., the Jetter Com-