

# WEST FARNAM--GROWING RETAIL CENTER



LOOKING WEST FROM 18th STREET



LOOKING EAST FROM 24th STREET



LOOKING EAST FROM 28th STREET

## WEST FARNAM PROGRESS

Business Men Building Up Trade as City Here Grows Rapidly.

### SOME OF LEADING MERCHANTS

Substantial Character of Establishments and Efficient, Satisfactory Service Assets Giving Houses Excellent Standing.

Recent years—even recent months—have seen a remarkable change in West Farnam street as a retail business section of the city, and today this is one of the fastest growing business divisions in Omaha. The growth has been natural and steady, the kind of growth which means that the business is to be continued and the expansion is to be greater in the next few years. West Farnam is building up; Omaha is moving that way. Farnam street is Omaha's most famous thoroughfare. It is to this city what Broadway is to New York, and as Omaha grows this broad street is building up.

Only the best business houses are located on Farnam; only that kind can grow and remain there. That is another reason why this division is one of the business sections of Omaha. The merchants are high class dealers, giving efficient service and good values in their respective lines.

**Street Cars Help.**  
Twenty-fourth and Farnam streets now is one of the largest street car intersectional points in the city. From this corner transportation is had to all parts of the city. The cross-town car line (short passengers to all sections). It is natural that, with such important street car facilities, this part of the town should grow so rapidly.

One of the firms now located in this division was brought here by reason of the excellent street car advantages. The drug store of the Sherman & McConnell company is located at the southeast corner of Farnam, at Twenty-fourth street, and it is here because there is plenty of business for such an up-to-date store.

West Farnam's retail business section has some of the other well known firms of the city. Dresher Bros., dyeing and cleaning establishment is located at 2213 Farnam. This firm has one of the best plants of the kind in the west. It is believed to be the best equipped in the middle west, and the business, which it does runs into amazingly large figures. The Wardrobe, 204 Farnam street, is another firm that has a large trade in the dyeing, cleaning and pressing business. Few concerns can boast of better service and better work than this one.

The firm of Wilkie & Mitchell, 3025 Farnam street, does a large business, selling the best of fruits and vegetables. The stock is always kept well supplied with quality and variety.

**Leading Laundry Firm.**  
The Puritan laundry, one of the firms of the kind which has gained a reputation for doing efficient work, without fearing clothes, is at 210 Farnam and is one of the leaders in the laundry business of Omaha.

The noted Alamito Dairy company is at 1812 Farnam. Fer-Ma-Lac is produced here. The freshest milk and cream are sold by this company. This is one of the firms of Omaha that has grown into a great business.

F. D. Wead is one of the leading real estate and insurance men of the city. His office is located on Farnam street at Eighteenth street.

The N. Mantel company maintains a splendid retail and wholesale cigar business at 1808 Farnam, selling high-class cigars and tobacco.

The Farnam and Rivard hotels on Farnam street, between Eighteenth and Nineteenth, are modern places, with all the newest conveniences and moderate rates.

The Burgess Shirt Manufacturing company, makers of excellent shirts for men and women, is on the fifth floor of the Wellington hotel building.

**Good Drug Store.**  
The King drug store, on the northeast corner of Farnam at Twenty-fourth, has been there for several years, doing a large business. It is a growing firm.

E. C. Kennedy conducts a large billiard and pool hall, as well as a modern barber shop and cigar store, at 1808 Farnam street, controlling an excellent trade.

The Standard shoe repair shop, 1904 Farnam, is one of the leading electrical shoe shops of the city. Its business is large.

The Omaha Tire Repair company maintains a well-equipped and stocked establishment at 2201 Farnam street, and is the only exclusive tire repair shop in the city.

The Western Automobile Supply company, 1220 Farnam, is among the leaders in its line in the city and has a growing trade.

The Lathrop drug store, 2027 Farnam street, is one of the best of the city's outlying drug stores.

A Break for Liberty  
From stomach, liver and kidney trouble is made when a 2c box of Dr. King's new Life Pills is bought. Why suffer? For sale by Boston Drug Co.—Advertisement.

Two years ago a vacant lot—today a \$50,000 Dry Cleaning & Dyeing Plant employing 90 people

THAT'S the story of ONE growth on "Upper Farnam;" THAT'S the story of DRESHER BROS.' growth! Just think of it: you never dreamed of the word "Dresher" in connection with the Dry Cleaning art two years ago did you? And honestly now, isn't it the FIRST name you think of when you see a present need for expert cleaner's work? Dresher Bros., at present employ NINETY people, run NINE delivery outfits, have TWO big Omaha branches, have branches scattered through SCORES of smaller towns and cities, have a private phone exchange (TYLER 345) and do lines of cleaning, dyeing, altering, repairing, etc., not even attempted by the ordinary cleaner. If "Upper Farnam" is growing then the "DRESHER" establishment has furnished the seed. Come in and see for yourself. You are welcome.

## DRESHER BROTHERS

2211 - 2213 FARNAM ST.—

OMAHA, NEBR.

## Baby's Chief Diet is Milk; Be Sure It's Alamito Milk

Alamito is the pure, clean, rich kind that comes from germ-free cows, living amid sanitary environments.

EVERY precaution possible is taken to make Alamito the purest milk obtainable. Our inspectors know the exact condition of every herd, so the milk is pure in the beginning. Then the milk is pasteurized and the bottles perfectly sterilized, making the product thoroughly clean and healthful. There's no chance to get disease from Alamito milk.

Keep baby in perfect health by ordering Alamito milk

VISIT THE PLANT AT 1912 FARNAM ST.

## Alamito Sanitary Dairy Co.

Douglas 411

"The Safe Milk"

Delivered Fresh Daily—Before Breakfast

## H. S. King Pharmacy

Drugs  
Sundries  
Soda  
Candy  
Periodicals  
Cigars

N. E. Corner 24th and Farnam

## Standard Shoe Repair Company

1804 Farnam St.

Repairing While You Wait

MOST CENTRAL SHOE REPAIR SHOP IN THE CITY

Shoes Called For and Delivered

Phone Doug. 7567

## HAVE BURGESS MAKE YOUR SHIRTS

LADIES' SHIRT WAISTS



We want the JOB If you need the GOODS Now is the TIME and here is the PLACE

Shirts Made, Altered and Repaired

WELLINGTON BUILDING

Take Elevator to Fifth Floor Douglas D-4113

## \$500 Per Foot

Is now lowest price on Farnam between 20th and 24th St., and we have just one piece at that price.

Have just completed Omaha Taxi Bldg., and can erect a similar one for acceptable tenants near it, 45x132.

## F. D. Wead

1801 Farnam St.

## Sherman & McConnell Drug Company Keep Pace With West Farnam St. Growth

THE change in West Farnam Street from a retail standpoint has been very decided—and it is but in its infancy. With the inauguration of 24th and Farnam Streets as a transfer point, accessible to every car line in the city, its future was assured.

Along with this development came the need for a truly modern drug store, supplying at the same price every need that might be filled by an enterprising downtown store. Sherman & McConnell filled this need.

Their modern drug store at the Southeast corner of 24th and Farnam Streets is not to be surpassed by any of their other big stores which take the foremost rank in this line of business. Light, airy, roomy, scrupulously clean, with a stock of drugs, candies, cigars and other small wants and a soda fountain and service difficult to match, it is capable of satisfying the wishes of the neighborhood for blocks around. When the cold days arrive you are welcome to its warm, commodious quarters while waiting for cars and we say don't hesitate to use it for your convenience as frequently as the need arises.

## The Wardrobe Cleaners and Dyers

Expert Repairing, Garments Relined, New Velvet Collars. LET US PUT NEW LIFE INTO YOUR WINTER CLOTHES 2016 Farnam St. Tel. Doug. 1729.

## E. C. Kennedy Billiards--Pool

Ample Tables, Good Light, Commodious Quarters BARBER SHOP 4 Chairs Sanitary, Efficient Service. 1808 FARNAM ST.

## WILKE & MITCHELL CO.

Dealers in Staple and Fancy GROCERIES and MEATS Fruits and Vegetables

Agents for the Famous Cusca Line of Fancy Goods. 3925-27 Farnam Street Omaha

## CANDIES | ROXO | CIGARS

That Dream of Delight Cigar

Now 5c

## N. MANTEL CO.

SMOKERS' ARTICLES | Wholesale and Retail | 1808 Farnam | TOBACCO

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Perfect Laundry Work Is Our Hobby

We Are Known From Coast to Coast as the Careful Laundry

Every Shirt Finished by Hand. We Use Soft Water. WAGONS TO ALL PARTS OF THE CITY.

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2210-12 Farnam St.

Tires Called for and Delivered. All Work Guaranteed.

Bell Telephone, Tyler 1532.

Omaha's Only Exclusive Tire Repair House.

## The Omaha Tire Repair Co.

Expert Auto Tire Repairing.

HENRY NYGAARD, Proprietor

2201 Farnam Street, OMAHA, NEB.

## The Old Reliable "WESTERN"

EVERYTHING FOR AUTOS, MOTORISTS and GARAGES

PRICES RIGHT

QUICK SHIPMENT

Tire Retreading and Repairing

QUALITY MERCHANDISE. Put in Request for Our New Catalog.

Westert Automobile Supply Co. 1920 Farnam Street

## \$1 PER DAY European

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Hotel Rivard 1810 Farnam St.

STEAM HEAT SHOWER BATHS

Excellent Service. Central Location.

Phone Douglas 353. Residence, Harney 4282.



## E. J. DAVIS

HEAVY HAULING



1818 Farnam Street Omaha, Nebraska.

LATHROP'S New Prescription Pharmacy Prescriptions, Candy, Cigars, Periodicals and Stationery. 40th and Farnam Sts.