



FARNAM STREET 1300 BLOCK FARNAM STREET

Historical, Enterprising and Important Business Center of Omaha--Block Comprises Large Firms Doing Business Throughout the United States and Foreign Parts

HERE is where pioneer names still linger on Omaha's business roster. Many of the early day merchants of the city have gone, and not even a memory of them remains with the busy people, save now and then some "old timer" may recall the merchants who were in business on Lower Farnam street twenty or more years ago. The men who are still in business down there are well known, though; they are progressive, energetic and wide awake, thoroughly able to grasp new ideas and keep fully abreast of modern methods of doing business. And for this reason they have survived the changes of time, the expansion of the city that has followed with its growth, and have kept alive the currents of trade in the older retail section. In the "1300 Block" will be found substantial, enterprising and strictly modern business men, names that have been known in Omaha since the town first had business men to represent it.

HILLER LIQUOR COMPANY.

With the products of nearly every country in the world represented in their stock, the Hiller Liquor company stands as the only house of its kind in the middle west. Most people of Omaha know the local business of this house, but, perhaps, only a few realize that this large house sends its goods to nearly every part of the United States daily. Way back in 1889 Henry Hiller, the senior partner of the concern, founded the business, and it has always been the policy to supply the family and club trade almost exclusively. Because the firm caters to the home trade many of the patrons of the store are women, who daily visit the store. Hustling young Louis Hiller is the junior member and manager of the firm.

MORITZ MEYER.

Standing as a landmark of the "1300" block, Moritz Meyer conducts his cigar business with the same "value received"

policy which characterized his opening in the days of '69. At that time he was a member of the firm of Max Meyer & Bros., one of the leading mercantile houses in Omaha. With a large variety of cigars, ranging in prices from five to fifty cents each in stock Mr. Meyer has built up a substantial business, which is one of the features of the block now being boasted. As the oldest cigar merchant in the city, in point of business experience, as a thirty-second degree Mason, a member of the board of trade, the commercial club and other public spirited organizations, Mr. Meyer is well qualified as a good booster, not only for his own business, but also for his neighboring merchants who comprise the "will be" famous 1300 block.

RAPHAEL-PRED CO.

An introduction to the well advertised Raphael-Pred company is hardly necessary. Commencing in a small way, this firm has for more than four years been preaching to the peo-

ple of Omaha that it pays to stray off the "beaten path" and the big business it has built up in these years is evidence that the values offered at the Raphael-Pred store are genuine. With a complete stock of everything in ready-to-wear goods for men, women and children, and under the personal management of H. W. Raphael and B. Pred, the firm is easily one of the big attractions on the 1300 block.

SCHMOLLER & MUELLER PIANO COMPANY.

Nothing urges more strongly the importance of the 1300 block than the presence thereon of the Schmoller & Mueller Piano company, it being the only exclusive piano house in Nebraska. This concern was founded in 1859 by Joseph Mueller, whose personality and business integrity gave it the necessary impetus for the building up of the enormous piano business which the firm now enjoys.



The "Princess" Grafanola
\$75.00

With \$15.00
Worth of records of your own selection to be given away with this instrument. 22 Columbia Disc Records (44 separate selections) including the famous Sextette from "Lucia" and the Quartette from "Rigoletto", also the wonderfully interesting "Demonstration" record and 400 needles.

THE COMPLETE OUTFIT ON FREE TRIAL. And Easy Terms of Payment if desired.

Columbia Demonstration Record Free To Every Talking Machine Owner

Columbia Phonograph Co., 1311 FARNAM STREET.

Omaha's Smile Corner
Stand at the corner of Fourteenth and Farnam streets between 12 and 1 and note a steady stream of smiling and contented ladies and gentlemen coming out of the Woodmen Building. Why these radiant countenances? Because the average allotment of lunch money procures an ideal meal according to each individual taste at the

Woodmen Cafeteria

Merchants National Bank

Here Since 1882

Splendid record has been made by this large financial institution and its officers.

Capital and Surplus Over \$1,100,000.00

- LUTHER DRAKE, President
- F. T. HAMILTON, Vice President
- FRED P. HAMILTON, Cashier
- B. H. MEILE, Assistant Cashier
- C. B. DUGDALE, Assistant Cashier

Travel in Comfort to California

There are many routes to select from, each having special features. Arrange your trip to California or points intermediate so that you can go over one route and return by way of another, traveling all the way over the lines of the

UNION-SOUTHERN PACIFIC

Every inch of main line is protected by Automatic Electric Block Safety Signals

In addition, two-thirds of the distance to Ogden is double tracked. The above features—Automatic Electric Block Safety Signals and heavy double track, together with its dustless gravel road-bed, fast and splendidly equipped electric lighted trains, direct route and excellent dining cars—have given to these lines the title

"STANDARD ROUTE OF THE WEST"

See Denver, Ogden, Salt Lake City and many other popular tourist points en route. For literature and information relative to diverse routes, fares, stopovers, side trips, etc., call on or address
L. BEINDORFF, C. P. & T. A.
1324 Farnam St. Phone Doug. 1828
OMAHA, NEB.

THE ELITE

In the "1300" Block
Best Moving Pictures

ON FRIDAY WE OFFER AN EXCEPTIONALLY GOOD PROGRAM IN ORDER TO INTRODUCE OUR HIGH CLASS THEATER TO VISITORS OF THE BLOCK.

Don't Fail to Attend THE ELITE When in the Block

Adam Morrell's Palatial BARBER SHOP

Bath Rooms and Manicure Parlor
Is Now Open

BASEMENT W. O. W. BLDG.

For Friday Only December 20th

- We will sell the following articles at a sacrifice. If you can't come Friday, phone us your order:
- De Witt Kidney Pills, 50c size 35c
 - Listerine, 25c size 15c
 - Carter's Little Liver Pills, 25c size 15c
 - Murine, 50c size 35c
 - Murine, 25c size 15c
 - Groves' Bromo Quinine, 25c size 15c
 - Pinkham's Vegetable Compound, \$1.00 size 80c
 - Pinkham's Blood Purifier, \$1.00 size 80c
 - Peroxide, 1/4-lb. 6c

AGENTS FOR NYALS' FAMILY REMEDIES
All 50c ounce Perfume, any manufacture, oz. 29c
Fountain Syringes, 25% discount—this day only

POPE DRUG CO.

13th and Farnam Sts.

Winter Excursions Southeast Via Rock Island Lines

(ROUND-TRIP FARES)

Havana, Cuba	\$87.00
Jacksonville, Fla.	\$50.50
St. Augustine, Fla.	\$53.00
Miami, Fla.	\$72.50
Tampa, Fla.	\$62.10
Savannah, Ga.	\$48.20
Thomasville, Ga.	\$47.50
Charleston, S. C.	\$48.85
Montgomery, Ala.	\$41.00
Montgomery, Ala.	\$40.00
New Orleans, La.	\$41.00

Fare to above, and many other points, are in effect daily, and carry final return limit to May 15th and June 1st.

Diverse route to Jacksonville and points beyond may be obtained at slightly higher fares. Homeseekers' fares with shorter limit and lower cost in effect 1st and 3rd Tuesdays.

Chicago limited leaves Omaha Union station at 6:08 P. M. Other good trains at 4:10 P. M., and 12:20 midnight.

For further information and literature, call or write

J. S. McNALLY, D. P. A.,
14th and Farnam. W. O. W. Bldg.