

Wroth's New Restaurant Complete in Modern Equipment

One of Omaha's Growing Concerns: Ice Making & Refrigerating Machinery

The Refrigerating Plant installed in the Wroth Cafe is one of the standard machines specially designed for this class of refrigeration by the BAKER ICE MACHINE COMPANY, OMAHA, NEBRASKA. The plant is of the kind known as the brine circulating system; that is, there is no ammonia circulating in the box where the food stuffs are kept; all the cooling being done by the circulation of cold brine. The installation of a refrigerating plant in a cafe of this nature is a great advantage in keeping the food stuffs at the proper temperature. It not only keeps the food products in good condition for a longer time than can be done with ice, but also tends to considerably improve the flavor and quality when taken out of the cold storage box, the boxes being so constructed that they give a perfectly natural circulation of dry air.

The Baker Ice Machine Company are recognized specialists in this class of work and have brought the experience of years to bear on the production of a plant that, in general, has no superior as a mechanical refrigerant.

A continuous cold wave produced from shore to shore with BAKER ice and refrigerating machinery.



Each Dot Represents One of Our Refrigerating Plants Doing Actual Work.

The little map shown above indicates about two-thirds of the total number of installations in the United States put in by this concern, but this Company is not satisfied to limit its business to the confines of this country. They are gradually reaching further afield and have invaded most every foreign land with the result that their ice making and refrigerating plants are now known as the recognized mechanical cooling agency in all quarters of the globe. 'Tis a far cry from Omaha to India but a BAKER plant is now on its way to that far off country and judging from present indications this will be but the forerunner of many others that will give service there before the present year has gone far on its way.

Our Northern friends are also rapidly being educated to the value of this company's equipment and four large plants at the BAKER factory are presently being got ready for shipment to Canada, while instructions from Mexico are being awaited regarding the shipment of another plant to that country.

W. E. Stockham
Architect
426
Range Building

We did the decorating of the second floor at

Wroth's Cafe

the woodwork being finished in silver-gray, wax finish

Henry Lehmann & Sons
1305 Farnam St.

The Exquisite New Draperies

Which adorn the interior of Wroth's new Cafe, were furnished by the

W. G. Colling Co.

Interior Decorators,
1903 Farnam St.

We also supplied all the Draperies and Executed the Interior Decorating for the new rooms of the University Club.

Who Furnished the "Snow-White" Enameled Brick?

The Hydraulic Press Brick Co., of course!

They are guaranteed, too. Besides these top-notchers, we manufacture every other conceivable size, shape and color of Facing Brick.

OUR NEW DISPLAY ROOMS
1302-3 W. O. W. Building.
Ready About Jan. 15
Finest in the West.

Hydraulic Press Brick Company

Popular Prices

FIRST CLASS BAR IN CONNECTION

Italian & Spanish Dishes A Specialty

SHELL HOUSE RESTAURANT

PHONES DOUG. 2149 & 3152

MILTON ROGERS & SONS CO. 1515 Harney St.

Furnished the Entire Kitchen Equipment

Ranges, Broilers, Steam Tables, Gas Stoves, Plate Warmers, Steamers, Cook's Tables, Canopies and All Cooking Utensils in Copper and Retinned Ware.

We are Headquarters for Up-to-date, Sanitary Hotel and Restaurant Kitchen Equipment

The beautiful plate etching glassware and ornamental table service to be used by the

Wroth's Cafe furnished by the Omaha Crockery Co. 1116-18 Harney Street.

We also furnished the china for all the leading hotels in Omaha and surrounding territory

WROTH'S NEW CAFE.

THE dining palaces of New York's famous Gay White Way do not surpass Wroth's new cafe in opulence of rich furnishings, in neatness of arrangement, nor in the compactness of the devices and apparatus which have been installed for the quick and efficient service to guests. Nothing in Omaha takes rank with the new cafe, either in the beauty of the decorations and arrangement or in the home-like comforts which have been prepared for patrons. It is a new, modern cafe in every way, and through the whole building, at 1612 Farnam street, are all the details which go into the making of a cafe that should long be known as one of the best in the west.

It is not only in the arrangements and in the furnishings and appointments that the Wroth dining palace leads all others, but also in the details which have been conceived and carried out for giving all guests the best service and the most wholesome and delicious of foods. Wroth has long been a leader in the matter of catering, and he has tickled the palates of many an epicure through serving dishes of rich, wholesome qualities, in ample portions. In the new cafe he is much better fitted, by reason of the better quarters and the latest cooking apparatus, to serve all guests more satisfactorily than he was when he occupied the building lower down on Farnam.

In the new building all floors are occupied, but the main service will be given on the first and second floors. The top, or third story, is to be used as a banquet hall. The basement is occupied by the boiler and engine rooms and by some of the cooking departments.

On the main floor are the bar and the grill. The finish of the woodwork and the appointments are a beautiful golden oak, the best selected wood that could be procured. The bar stands near the entrance, and is an entirely new conception, with huge mirrors on the wall, behind the back counter, and with a French beveled mirror on the ceiling above the bar. The massiveness of the bar and its fixtures are impressive, holding first attention long. The bar is one of the most beautiful in the city. Back, toward the north end are the booths, all daintily and conveniently arranged for quiet, peace and good service. Between the bar and the booths are tables which may be used by guests who do not wish to sit within the enclosures.

The art glass over the bar represents the evolution of beer, showing the various stages of the product—as the hop fields, the barley fields and our old German inn where it is finally consumed. This work was done by the Omaha Mirror and Art Glass company, whose reputation for the class of work is general throughout this section of the country.

The second floor is a place of entrancing beauty. It is fitted up to resemble a garden. The very imitation is so good that it is even better than many realities. The woodwork is a fumed oak, and gives the appearance of lattice work. The ceiling is covered with a lattice arrangement, and the walls have massive and beautiful mirrors, reflecting images and throwing a spell over the beholder when he first looks upon them. In the back part of the second floor is a compactly arranged kitchen, equipped with all modern utensils and cooking conveniences. It is clean and sanitary, and would make any careful housewife clap her hands in appreciation of its beauty and neatness.

A portion of the third floor is to be used as living rooms. The larger section, however, is being made into a spacious dining room, suitable for large dinners and banquets. The stairs leading to all the floors are made of white marble.

Everywhere, on any floor, in any department, is the atmosphere of a modern cafe—of one that is clean, beautiful and delightful. Not a detail has

Stout & Triumph Beer

"A TRIUMPH IN BREWING"

AT WROTH'S