

Who's who and what they do on Vinton street

Omaha's Rapidly Growing Suburban Business District

GROCERIES—MEATS—HARDWARE
 WHERE QUALITY AND SERVICE ARE THE BEST AT THE LOWEST PRICES
 Vinton and Elm Sts. **E. Karsch Co.** PHONE: Doug. 7701
 BEST PLACE TO TRADE

THE HOME OF GOOD WET GOODS
C. G. ELSASSER
 2002 VINTON ST.
FINE WINES, LIQUORS AND CIGARS
THE BEST QUALITY AT LOWEST PRICES

OMAHA'S QUALITY LAUNDERERS


Nonpareil LAUNDRY CO.
 1708-9 Vinton St.
OMAHA'S QUALITY LAUNDRY
Our Motto: If 'tis Worth Doing, 'tis Worth Doing Well
 —WE ARE THE BACHELORS' FRIEND—
 Your Socks Darned Free—All Buttons Sewed On Your Shirts Sent Home in Sanitary Covers—Your Shirts and Collars Laundered and Ironed to Perfection—We Guarantee Our Work—When Others Fail to Satisfy, Try Us. Phone Douglas 2560.

VINTON—ONE PRICE STREET
 Merchants Along This Highway Have Fixed Goods Values.
PLAN TAKES WITH PUBLIC
 This Not Only Feature, for They All Play Fair with Customers and Land Business.

Business methods have changed so much during the last thirty years that the merchant of today is doing business in a way that is entirely different from that which obtained in the old days. Then it was customary to get a man into the store and sell him, no matter how much prices were cut or no matter how poor the goods were. It was simply a case of selling without scruple. But today the average reliable merchant is not satisfied to do business in that old way. He has one price and he has good goods—if he is a reliable merchant—and the person who enters his store to buy is sure to be given all that he wants. He gets "cut" in every way. Remember, of course, this is true only when the merchant is reliable.

All Reliable Merchants.
 On this page are the advertisements of many of the "reliable" merchants of Vinton street in this city. They are the kind of men to whom anyone can go with full confidence that he will get his money's worth. There is no attempt to "trick" the buyer. One price is for all—the regular customer or the occasional buyer. The goods sold here are standard brands—they are the best that can be had for the money, and the merchants will sell them for the one price only. This policy has long ruled among these Vinton street merchants. It is the only policy that permits the merchant to deal fairly with all persons who pay them money. They can succeed, too, only by playing fair.

It was John Wanamaker, the famous Philadelphia and New York merchant, who first introduced this new idea in modern business. When he opened his Philadelphia store, he found that merchants of the city were selling goods at any old prices they could get. They would ask a man a high price when he first came in; then if he complained that the goods cost too much, the demand would be let down until the customer was satisfied. By this method one person paid a high price and the other low.

One Price to All.
 John Wanamaker made it an absolute rule that no man should have a lower price than any other. He said there must be one figure on all goods of the same grade—and that price stuck. The other merchants laughed at the idea. Even the clerks shook their heads, saying that the firm could not long exist and continue such a policy. But John Wanamaker knew better. He knew that he was right—that he had the right plan—and he knew that right would triumph. And it did triumph. The other merchants of the city had to come to the Wanamaker idea. They adopted the one price plan. They also followed the footsteps of John Wanamaker in many other ways.

Out on Vinton street in Omaha, are many merchants of the Wanamaker type. They do business as the greatest of merchants believe it should be done. They sell honest goods at honest prices, and they therefore have a growing business. They are prosperous, and they are prosperous only because they have dealt fairly with all the people who have sought to trade with them. They draw most of their business from the district in which their stores are located, and they get business which would go to the downtown stores if these Vinton street merchants were not square in every way. They long ago realized that they could survive only by doing right—by giving the best bargains they could. So many merchants have failed to learn this truth, and the result is that today they are behind the times. Their business is dragging and they are getting nowhere. They are simply at a standstill.

Proud of These Men.
 Omaha is proud of such merchants as those whose names appear on this page. These men have achieved success, not in the large way that the downtown merchants have done, but in a modest way. Their success is just as firm and just as attractive as that of the larger men, and it is so because they have built firmly in their small way. The customers they have made are customers who stand back of them, who boost for them and try to convince others that Vinton street is the place in which to buy.

The variety of the lines handled by these different firms is so great that customers find the best kinds of bargains here.

One of the largest and most progressive

firms on Vinton street is the E. Karsch company at the corner of Vinton and Elm streets. This concern carries a complete line of the finest groceries, meats and hardware and has always enjoyed the reputation of giving honest values. They are so equipped as to give their patrons as good if not better service than the downtown stores, and that the high quality of their merchandise is known by many is evidenced by the large number of customers who patronize them.

The Nonpareil Laundry company, which is recognized as being one of the finest institutions of its kind in the state, is located at 1708-9 Vinton street. This concern was purchased nine years ago by W. H. Clarke and was at that time a very small firm with absolutely no modern facilities. Mr. Clarke, realizing the possibilities in Omaha for a quality laundry, set out to make the Nonpareil a leader. At the end of the first year he found that in order to make the progress he would like to he would have to secure the services of a capable partner, and G. W. Schindele was taken into the firm as a part owner. Mr. Schindele's years of experience in the laundry business proved to be a big asset to the firm and his conscientious efforts have had much to do with the success of the Nonpareil Laundry company, which nine years ago occupied two small rooms while now they are crowded for room in 14,000 feet of floor space.

Another of the firms to grow and succeed on Vinton street is the Hibbler Hardware and Grocery company at 2312 Vinton street. This firm started in business three years ago, William Hibbler and R. P. Winkelman being partners in the same. They have a very modern store in every respect and carry a complete line of groceries and hardware. Prior to entering into the above venture they both obtained experience in some of Omaha's leading stores.

A modern kitchen on a huge scale—that's the Krug brewery, the home of LUXUS, the beer you like. "Kitchen" is a good word to describe it, for some of the processes of beer making remind one very much of kitchen work, and as for cleanliness, the brewery is as clean as the kitchen of the most scrupulous housekeeper. All materials and every utensil used in the making of LUXUS are sterilized and the beer carefully guarded from human contact in all processes of manufacture. LUXUS has a just reputation as a pure, sparkling beer of delightful flavor and refreshing quality.

Kroll's Tea and Coffee company is another firm that Vinton street may be well proud of. Three years ago Robert E. Kroll started in a small way in the tea and coffee business at 1710 Vinton street and today has one of the best businesses of its kind in Omaha. Besides handling fine teas and coffees, Mr. Kroll also has a confectionery and ice cream department, where the daintiest of delicacies are sold.

C. G. Elsasser, one of the best known men in Omaha, conducts a most modern saloon at 2002 Vinton street, where only

the best of wines, liquors and cigars are sold. Mr. Elsasser has never allowed his place of business to become loitering place for men of ill character and has thus built up a trade of nothing but respected citizens.

Another new and progressive business to arise on Vinton street within the last year is that of the Frank Kuncel cash market at 2314 Vinton street. Mr. Kuncel, formerly conducted a like business at 1622 South Tenth street, but realizing the possibilities for a cash market on Vinton street he moved to his present location where he is enjoying a prospering business. He handles a complete line of the choicest meats at all times and fresh fish and poultry in season. He is a firm believer in the cash basis of doing business and thus far has built a very substantial trade.

NURSE SUES HOSPITAL FOR DISCHARGING HER
 Suit against the Presbyterian hospital for \$10,000 damages has been brought in district court by Marjorie V. McDonald, formerly a nurse in the training school there. She alleges that on February 6, 1912, when she went to the kitchen to get

a lunch for a patient she tripped on a crack in the linoleum and fell and broke a bone in her foot. She asserts that she then was discharged for physical disability, losing thirty months credit in the training school and that she is unable to secure a place in any other hospital.

Get Together Idea Takes in Portland
 "You people must have started something here," exclaimed Mr. Fairbanks, displaying a telegram which he had just received and read. The message came from Portland, Ore., and was signed by Charles E. Lockwood, as secretary of the republican organization, inviting Mr. Fairbanks to join in a get-together banquet at Portland next week, Saturday, along the same lines as that which he addressed here Monday night.

"That telegram must be prompted by a reading of a newspaper account of the Omaha get-together gathering."

"Well," chimed in Senator Brown, "that is evidently to be your mission. You have a great opportunity as a pacificator by starting the good work which no one is better fitted to do."

KIBBE & SONS
SIGNS WALL PAPER PAINTS OILS AND GLASS
PAINTERS and DECORATORS
 PHONE DOUGLAS 2106
 1717 VINTON STREET

THE HIBBLER GROCERY & HARDWARE COMPANY
 2312 Vinton Street Phone Douglas 536
Staple and Fancy Groceries
 The Best Quality at All Times at the Lowest Prices
 We Have the Choicest of Seasonable Fruits and Vegetables




FRANK KUNCL CASH MARKET
 2314 Vinton Street. Phone Douglas 3616
CHOICE MEATS, SAUSAGE and FISH and POULTRY in SEASON
 SAVE 20 Per Cent By Paying Cash for Your Meats



KROLL'S TEA & COFFEE CO.
 1710 Vinton Street
 All kinds of the best Teas, Coffees and Soaps at low prices. Our premium list can't be beat
 Ice Cream and Soft Drinks. If it comes from Kroll's it must be good.



THE HOME OF LUXUS
 THE BEER YOU LIKE
 You are invited to visit the home of LUXUS, just off Vinton and 24th, and see how LUXUS is made
 Our brewery is thoroughly modern and sanitary; everything is as clean as in your own kitchen. LUXUS is a clear, sparkling beverage, brewed from choicest materials, refreshing invigorating, nourishing
 Order a case today from consumer's distributors, Luxus Mercantile Co., 109-11 N. Sixteenth street. Telephone D. 1889
Fred Krug Brewing Co.

