

West Farnam Street Rapidly Becoming a Business Center



WOLFE ELECTRIC COMPANY, 1810 Farnam St., Tyler 1414. Wire for Us and We'll Wire for You.

HOW TO DIRECT VISITORS

A Ride Out Farnam Street Gives Representative View.

BOTH BUSINESS AND HOMES

Office and Business Blocks Are Seen at Lower End of Street, While Farther West Can Be Seen Residential District.

Thousands of Ak-Sar-Ben visitors, who each fall see Omaha for the first time, often catching only hurried glimpses of the city itself in the hurlyburly of festivities, annually propound this question: "What trip of not too great length, preferably by street car, will give the stranger in Omaha a representative view of the city's various activities and a glimpse at the best residence section?"

The Omaha alert to see that the city's advantages are best presented to the visitor's eyes, if he keeps in mind the conditions of such a question answers: "Ride the length of Farnam street. There are many other things to see but we are willing to abide by your judgment of this street. Great wholesale houses, a big printing concern, a railroad building, a macaroni factory and other interesting industrial enterprises are to be seen at the eastern portion of the street presenting to the visitor a typical picture of a number of Omaha's most important activities. The spectator will not advance far before he will see in the prosperous automobile firms to what extent the gas car has taken hold of the affections of the residents of Omaha, and its great territory radiating in every direction, but he will hardly be prepared for "auto row" which he will see at the upper end of "Farnam hill."

A Street of Business.

Office buildings ranging in height from four stories to the eighteen stories of the Woodmen of the World building next claim the sightseer's attention. Riding past a fine hotel and the many progressive and up-to-date retail stores which flourish month by month and year by year, paying scant attention to the vagaries of the eastern money market or other varying influences which affect other less favored cities, he needs must form an opinion highly creditable to Omaha. He also will notice the prosperous, substantial fronts of several of the city's strong banks, and find that two newspapers have their headquarters on Farnam street.

Opposite Douglas county's new \$1,000,000 court house whose marbled interior is worthy of the notice of any traveler, is The Omaha Daily Bee building and the city hall. A trip along auto row is a revelation to any person which is not aware of the immensity of the automobile business of Omaha.

Then the Apartment Houses.

Then when the visitor finishes his Farnam street trip with an inspection of some of Omaha's handsomest apartment houses and homes of the "West Farnam" district it is assured that he will say with the thousands who have preceded him, that whatever else the city may offer to sightseers there is no doubt that Farnam street gives the visitor who wants to see much in a short time an excellent idea of what he will find the city is upon a more extended acquaintance.

The business progress made along this rapidly growing street is not an accident. In the first place, the westward growth of the business section generally is responsible for the move up West Farnam. But more credit is due the hustling firms whose large volume of business makes for activity all along the line.

Dresser Brothers Help.

One of the best known firms on West Farnam street is the concern of Dresser Bros. With one of the largest and best equipped cleaning and dyeing establishments in the entire west, this firm adds much to the hustle and activity of upper Farnam street. Lined up along the store front of this firm may be seen twenty or more teams of automobiles ready to start on the day's work, and it is indeed, a goodly number of garments this large corps of workers can deliver.

A glance into the office and work rooms of the Dresser plant even more plainly divulges the reason this business is an important one to the volume of business done up this way. Nearly 100 men and women are employed by Dresser Bros. to carry on their enormous business.

Drummond Motor, a Factor.

The new home of the Drummond Motor company and the business which emanates therefrom is an important item to the total figure of this section's business progress. This concern was a large one in its old location, and when it constructed its own home at Twenty-sixth and Farnam about a year ago it increased that business enormously, and

the recent change of ownership marks another step forward. Also this concern must be given credit for shifting the automobile line somewhat further west on Farnam street than before they moved to their present location.

The Electric Shop Busy.

One of the busiest firms on West Farnam street is the Wolfe Electric company, one of the largest concerns of its kind in the city. With its complete line of electric fixtures, its big wiring business and its large store sales of electrical supplies, the Electric Shop is constantly bringing people to this end of town. Each morning a corps of motorcyclists make their way from the store to start the day's calls, and they attract much attention as they start their machines whirling.

Many Kodaks Sold There.

By far the largest concern in the city in its class is the Robert Dempster company, also located on West Farnam street. The large demand for the grade of kodaks and supplies sold at this place brings much trade to the location and helps the section in its totals. Moreover a large finishing business is done by the Dempster company and this also brings many people up there.

Milton Darling Moves Up.

For years a prominent merchant of West Farnam street, Milton Darling, the well-known art dealer, is a constant source of life to the street. He will remove from his present store at 1811 to a building especially constructed for him by Harrison & Morton, the number of which will be 2003 Farnam street. Mr. Darling will have a complete line of pictures and appropriate frames at his new place and undoubtedly will do a larger business than ever.

Up-to-Date Hardware Store.

O. L. Wiemer conducts a decidedly neat and up-to-the-minute hardware store on West Farnam street, just above Twenty-fourth. Nearly everything that the downtown stores carry in stock, may be bought at this store, and the lower rent rates keep the prices down at Wiemer's. Also it is a very handy place for people living in this vicinity to do their shopping at, obviating the necessity of a trip downtown.

Wall Paper Sold Here.

The Gate City Wall Paper company is located on West Farnam street near Twenty-fourth. This concern does a big business, both retail and wholesale, in wall paper of every design and description. The managers of this concern are a couple of hustling young men, who are after the business and know how to get it. While this concern is yet comparatively new it is already a strong factor in the upbuilding of West Farnam street.

Freling & Steidle Help.

The complete trunk and bag factory and salesroom of Freling & Steidle accomplishes much for the business of the street. Everything in the line of leather goods, trunks, etc., are made and sold right in the attractive shop located at Eighteenth and Farnam streets. Both Mr. Freling and Mr. Steidle are well known and have a large following in their business.

Tekna Shop Sells Much.

Perhaps the most unique place of business in the West Farnam district is the Tekna Shop. With its countless pieces of beautiful novelties, bric-a-brac, etc., this little shop has a class of trade enjoyed

(Continued on Page Thirteen.)

Wood's Electrics



Many a Good Business Man

has selected for his family a Wood's Electric because he had confidence in its makers. He might be a poor judge of construction, but he was a good judge of concerns, and he knew, as a business man, that he could rely on any product backed by the financial resources and engineering ability of the Woods Motor Vehicle Co. and its manufacturing record of 17 years in the electric motor car field.

When you consider that every new car must be purchased upon faith in the ability and integrity of its makers, is it not ordinary prudence to buy a car like the Woods Electric with its well known record and well known makers behind it.

Drummond Motor Co.

Omaha

KODAK

The Biggest Kodak Store in the West

EVERYTHING FOR THE AMATEUR PHOTOGRAPHER

Finishing Department in Connection

The Robert Dempster Co.

EASTMAN KODAK COMPANY

1813 Farnam Street

O. L. WEIMER & CO. The "West Farnam" Hardware & Paint Dealers

COME IN AND LET US SHOW YOU OUR LINE OF HIGH GRADE

Stoves, Paints, Varnishes, Brushes, Etc.

A HANDY AND RELIABLE HARDWARE STORE

Telephone Us and We'll Deliver Your Order . . . **O. L. WIEMER & CO.** 2415 FARNAM STREET Douglas 2999

New Wall Paper Ideas.....

are constantly being shown by our sales-men. You'll find them well informed on interior decorating. This means much to you. When you come here for Wall Papers you are not merely getting paper to cover the walls, but papers with a true artistic merit, and are shown ways to use them that will really beautify the home.

GATE CITY WALL PAPER COMPANY

Wholesale and Retail. D. 4173. Southeast Cor. 24th and Farnam.

H. C. MEYERS' BAKERY

2202 Farnam Street Douglas 3006

"We Bake Anything from a BUN to a WEDDING CAKE"

Trunks! Clap trap baggage doesn't pay. The bumps your trunk gets from the baggage man means short life unless every part is durable. Our trunks are built with the baggage man in mind. Good clear lumber, heavy canvas or fibre covering. Sturdy hinges, locks and handles and good paint and varnish. If you are not sure of your judgment about suit cases, bags or trunks this is a safe shop to make your selection.

LET US DO YOUR REPAIRING

FRELING & STEINLE Baggage Makers 1803 Farnam Street

You Will Be Pleased if You Visit Our Store

The Tekna Gift Shop

1823 Farnam Street

An unusual store showing unusual attractive articles that will appeal to everyone

DOLLS AND DOLL FITTINGS DOLL REPAIRING

Ak-Sar-Ben Visitors Cordially Invited Open Evenings During the Carnival

Most of the New Buildings on West Farnam Street Are Faced With

HY-TEX BRICK

MANUFACTURED BY **HYDRAULIC PRESS BRICK CO.**

For 45 Years The Standard Face Brick

DISPLAY ROOMS 1303 W. O. W. Bldg.