

Omaha's Newest and Most Modern Smoke Shop

SEE

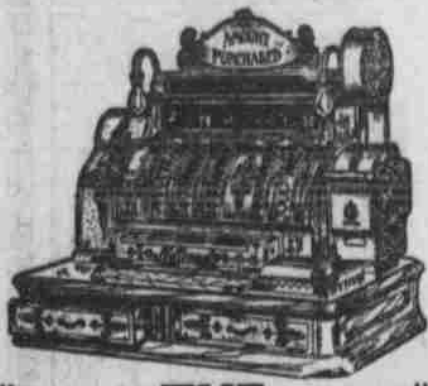
F. Wirthsafter & Son

for

DINNING'S FINE CANDIES

Swiss Style
Chocolates

Mazeppa
Chocolates



THE National Cash Register

Handles Every Department of Our Business.

Office and Salesroom:
404 South 15th Street.

H. B. WHITEHOUSE
Sales Agent.

Ceramic

TILE FLOOR

In this modern cigar store furnished by

MILTON ROGERS & Sons Co.

1515 Harney St.

Model Cigar Store Which Opens Today



Today the newest of Omaha's smoke shops will open its doors to the smoking public. The newest concern will be located in the ground floor of the Bee building, the first door west from the main entrance.

F. Wirthsafter & Son is the firm name. Both Mr. Wirthsafter, and his son are experienced cigar men and are familiar with every intricacy of the tobacco trade. Mr. Wirthsafter is one of the pioneers of the industry in Omaha. He has been actively engaged in both the manufacturing and retail trade for over twenty-five years. He was for a long term of years a cigar manufacturer here and he has owned and managed several retail stores.

The new establishment to be opened Saturday will be his biggest venture. He intends to carry a complete line of all brands of cigars and tobaccos so that the smoker will find his favorite cigar—no matter how rare—in his cases. A full stock of candies will also be maintained. A specially constructed ice chest has been installed so that the candies will be just as fresh and sweet at the time of sale as when made at the factories. All the standard brands of confections will be included in the large stock.

Pipes, ash trays and other smoker's sundries and accessories will be kept in stock as will magazines, periodicals and newspapers.

A rest room has been designed for the accommodation of patrons who desire to

drop in a while, smoke a cigar or two and chat with acquaintances. Electric fans have been installed in the smoking room so that it will be comfortable even on the hottest of summer days.

Associated with Mr. Wirthsafter is his son, an experienced tobacco merchant himself. He has been a prominent figure in the retail end of the enterprise for the last six years. Until recently he has conducted a stand on the ninth floor of the City National bank building, but he has disposed of his interests in that stand so as to give his undivided attention to the new store.

The new establishment will be a model one from every standpoint. All of the modern appliances to preserve the freshness of tobaccos have been installed. The cases are all sink lined, as are the vaults where the stocks will be kept. The store room is finished in mahogany and is replete with shining mirrors, which radiate a cheery light from every corner.

Souvenirs will be distributed at the opening tomorrow morning. Smokers' fancies will be given away, as will small samples boxes of candies. Flowers will also be distributed and Mr. Wirthsafter has expressed the hope that women will not be backward about entering his store, as he will maintain an establishment which encourages purchases by women who may wish to secure gifts in the tobacco line and any ladies who may come to the store opening day will be given flowers for souvenirs.

Entrances to the smoke shop are on Farnam street and from The Bee building.

ing court. The Farnam street entrance is the first floor west of the main entrance to The Bee building, while the court entrance is just to the west of the elevators. The court doorway was arranged in order to accommodate patrons from the building.

Along the entire length of the plate glass windows on the court side of the store Mr. Wirthsafter has had the glass stained so that the heat will not penetrate either the store or the smoking room.

The display window on Farnam street will be constantly changed as newer brands or articles appear on the market. Mr. Wirthsafter promises that anything new to make its appearance will be found in his establishment and he will make display changes in his window to inform smokers that are his latest purchases.

Speaking of his new venture, Mr. Wirthsafter announced that he intends to run his store more on the order of the big eastern stores, where innovations are treated with more thought than in the west. "We shall have every make of popular cigar," said Mr. Wirthsafter, "if you have a particular brand you enjoy and have difficulty finding it at other stores, try ours and you will get it. If you find some particular smoke in some other city and cannot find it at other Omaha stores, try ours and I am sure you will be able to find it. In other words, we think we will have the best and most fully equipped smoke shop in Omaha and we only ask an opportunity to prove it."

This store and every other first class store carries a full line of our FINE CHOCOLATES



HORN CANDY CO.

Western Distributors. 1609-11 Cuming St.

A few brands of quality cigars we handle from

O. P. Kiplinger & Son

10c and 2 for 25c

La Venga La Mega Regreso

5-Cent Cigars

Jeitles O. D. K's.

The Perego & Moore Co.



Vasa Optimo
Jose Vila
Lawrence Barrett
Campanella
John B. Stetson

Rothenberg & Schloss Co.'s EL SIDELO

10c and 25c

The Best in the Case

Select the Bee Building for Your Office

A Good Location Getting Better Every Day

A Few Rooms Available Now

Office: Room 103

The Fixtures for This Store

Designed and Built by

The Alfred Bloom Company

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Up-to-Date Builders of Up-to-Date Fixtures for Up-to-Date People

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Niles & Moser Cigar Co. Phone Doug. 2861. 1506 Farnam

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SAMPLE Te-Be-Ce The Best 5c Cigar

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Wolfe Electric Co.

installed the Lighting Fixtures

in F. Wirthsafter & Son new cigar store. For quality and workmanship come to us.

"We are as near to you as your telephone." Tyler 1414.

PARKER-GORDON CIGAR-CO'S Class CIGAR Satisfaction for 5¢

Parker-Gordon Cigar Co.

EL Roi-Tan Cigar... Perfect

3-to-1 Largest Seller in U. S. 5c to \$1 Each

15c—EL PAXO CIGAR—15c