



Farnam Street, Looking East from Twenty-Fourth Street.

Farnam Street, Looking West from Twenty-Fourth Street.

King Ak-Sar-Ben

Served His Guests With Alamito Milk and Cream All Summer.

What's good enough for King Ak-Sar-Ben and his guests is good enough for anybody.

Alamito Dairy

Douglas 409

THE MORGAN-SHAWLER CO.

Invites you to visit the Flower Shop and inspect our complete line of New Fall Baskets, Jardinieres and all of the trimmings that go to make pretty arrangements of Flowers.

We handle all Cut Flowers and Plants in season, and make Decorating our Specialty.

You should place your orders early for the Ak-Sar-Ben Ball.

Phone Douglas 3268 and we will take care of your wants.

THE MORGAN-SHAWLER CO.
1903 Farnam Street.

PIEL'S DRUGS

18th and Farnam
Phone Douglas 1028

TWO GOOD NEW HOTELS

Hotel Sanford

19th and Farnam Streets

Harley Hotel

20th and Farnam Streets

BOTH "MODERN YET MODERATE"

F. F. FINK

The Auto Tinner

318 South 20th Street.

The Largest and Best Equipped Shop in Omaha.

He can do you a first class job of repair work on Radiators, Lamps, Fenders, Wind Shields and Metal Bodies.

He also makes new Fenders for any car and puts them on up-to-date.

Call and See Him While at the Ak-Sar-Ben.

Trunks and Traveling Bags

Before you buy a new trunk or bag, look ours over. You'll find plenty to pick from.

A wide selection of the famous "LILY" luggage included in our showing. They have no covered over defects and are able and sure. A long range of reasonable prices.

We also repair trunks and suit cases.

FRELING & STEINLE

Phone Douglas 278.

1803 Farnam Street.

BUSY MART OF RETAIL TRADE

Time Brings About Many Changes on a Portion of Farnam Street.

BUSINESS DRIVES OUT HOMES

Former Exclusive Residence District of Omaha Is Now Given Over to a Great Extent to Trade.

There is no locality in Omaha where time has brought about more marked changes than on that portion of Farnam street between Sixteenth and Thirtieth. Twenty-five years ago it was the exclusive residence district of the city. It was here that the Millards, the Cahns, the Chambers, John M. Thurston, William A. Paxton and a dozen other wealthy citizens maintained palatial homes, always feeling certain that they were outside the pale of business. Changes wrought in recent years, however, have shown how little they knew of what was in store for the street.

The beginning of the extension of business on Farnam street, from Sixteenth, west really commenced with the erection of The Bee building. Prior to that time there were a few small shops just west of Sixteenth street, but no business of any magnitude. It was about twenty-five years ago that the late Edward Rosewater, founder and editor of The Bee announced that he would erect a home for his paper on the lots now occupied by The Bee building. People thought he was going too far into the country and that it would be years before business would reach the site. He had faith in the street and easily read its future.

Big Structures Lead.
About the time of commencing work on The Bee building the New York Life Insurance company announced its intention of building here. It bought lots just east of Seventeenth street and put up the structure now owned and occupied by the Omaha National bank. The erection of these two buildings broke down the barrier and business commenced to move westward on Farnam. For a time the movement was slow, but during the last five years it has gone by leaps and bounds.

(Continued on Page Nine.)



Furniture of All Kinds at a Saving of 20 to 40%

Come in and let us demonstrate this to you.

D. F. Corte Furniture Co.
Phone Douglas 4179.
24th and Farnam Sts., Omaha.

MILTON DARLING

2030 FARNAM STREET The Art Dealer ARTISTIC PICTURE FRAMING

SOMMER BROS CO.

2801-3 FARNAM

Omaha's Greatest Store

For over twenty-five years quality has been the watchword in this establishment, and today, with our NEW and GREATER STORE, QUALITY is still paramount and special attention is given to sanitation and cleanliness.

Phone Harney 188

Gate City Wall Paper Co.

WHOLESALE AND RETAIL

Tel. Douglas 4173. 24th and Farnam Sts.

O. L. Wiemer & Co.

Dealers in—

HARDWARE, PAINTS, GLASS AND WALL PAPER.

We do Painting and Decorating.

2415 Farnam St. Tel. Douglas 2999

Let the Farnam Grocery Supply Your Table

THE NEWEST GROCERY STORE AND MEAT MARKET ON FARNAM STREET

Our Stock Is Complete. Our Goods Are Fresh. Our Prices Are Right.

We sell 15 lbs. granulated sugar for a Dollar. 100-lb. sacks \$6.75
Try our Farnam brand Coffees at, lb. . . . 25c, 30c and 35c
They are the Biggest coffee values on the market.

THE FARNAM GROCERY & MEAT MARKET
Phone Douglas 2702. 2553 Farnam Street.

A Delicious Change

The new management at 2557 Farnam street have in stock all that goes to make a table complete and an individual satisfied with oneself.

LUBOLD & HEYDEN DELICATESSEN

2557 Farnam Street

Fruits, Candies, Ice Cream, Nuts, Bakery Goods, Fancy Cakes, Extra Select Canned Goods, Oysters in season, Fancy Drinks

NEWS AND MAGAZINES. A FINE LINE OF CIGARS.
Phone Douglas 3454.

JUST THE PLACE FOR A NICE

LUNCH

COME IN AT ANY TIME

2557 Farnam Street

JUST A STEP WEST OF 24TH STREET.

CHAMBERS' PUPILS WIN THE CASTLE CUP AT AUDITORIUM

On May 7, 1914, the date of the Castles' visit to Omaha, Harry Walker and Helen Kroner, pupils of W. E. Chambers, were unanimously selected by Mr. and Mrs. Vernon Castle and their entire company as Omaha's premier exponents of the modern dance.

Omaha's champion dancers were taught the different steps necessary to win admiration from Mr. and Mrs. Vernon Castle by W. E. Chambers, "Chambers' Dancing Academy," 25th and Farnam streets, Omaha, Nebraska.



Mr. Walker and Miss Kroner as they appeared before Mr. and Mrs. Vernon Castle.

Application Should Be Made Now.
Call Douglas 1871.
Adult Beginners—
Mondays and Thursdays, 5 p. m.
Assemblies for Advanced Pupils—
Wednesdays, 8:30 p. m.
High School Class—
Saturdays, 7:30 p. m.
Children's Class—
Tuesdays, 4:15 p. m. Saturdays, 1:30 p. m.



Mr. Walker and Miss Kroner demonstrating an artistic phase of the Maxine.



Mr. W. E. Chambers. Photo by Heyn.

Omaha, Neb., May 5th, 1914.
Mr. W. E. Chambers,
Chambers' Dancing Academy.
Dear Mr. Chambers:—
We take this means of expressing to you our hearty appreciation of your efforts in giving us the proper instruction necessary to win the Castle Cup and the admiration of Mr. and Mrs. Vernon Castle at the Auditorium last evening.
We feel as though you are entitled to exactly as much glory as we are, for without your knowledge, your proficient dancing school and your untiring efforts to make us as nearly perfect as possible, it would have been impossible for us to have obtained the honor we did.
Thanking you again, we beg to remain, sincerely yours,
HARRY WALKER.
HELEN KRONER.

Mr. Chambers stands pre-eminent in Omaha and in the A. N. A. M. of D. as an expert in these universally popular dances. Demonstrations of the new dances will be given at Chambers' Academy at every assembly by Mr. Chambers and his proficient assistants, and taught in private lessons and in private clubs by appointment.
Enroll now in the Chambers' Dancing Academy, the Home of Modern Dances. To dance the Maxine, Tango, Hesitation, One Step and Half and Half, without proper instruction, it is impossible, therefore you should come to Chambers' to learn to dance, as Mr. Chambers is the only teacher in Omaha who is a member of the American National Association, Masters of Dancing, representing members from every point of the globe. He also goes to New York personally each year and obtains the new dances from their originators.

Chambers' Dancing Academy

25th and Farnam Streets.

"Omaha's Largest and Finest Ball Room"