

# Omaha's Newest Department Grocery and

You are invited to attend the  
**Opening Saturday**

Of the Finest, Largest and Best Appointed  
**Soda Fountain and Candy Shop in the City**

It is with a great deal of pleasure that we announce the opening of Omaha's newest soda fountain and candy shop, occupying the entire right half of the first floor of the New Public Market in the First National Bank building.

No expense has been spared to make this the most complete and up-to-date establishment of this kind in the city. The equipment is the most sanitary ever installed, and is a model of cleanliness. Eat here with the absolute assurance that everything is pure, clean and wholesome. The moderate prices will be a surprise to those that become acquainted with our service.

**SOUVENIRS TO ALL**

Complete line of O'BRIEN'S candies and other Quality brands.

Free delivery service daily to all parts of the city. Order candies or ice cream to be delivered with your meat or grocery orders.

Order your favorite beverage by the case or dozen. We handle all the popular brands.

Noonday shoppers, try our Luncheonettes  
We'll satisfy the most fastidious appetite

An endless  
assortment of  
fine candies



Take Home  
a Package  
of  
Ice Cream  
In Our  
"Stay Cold"  
Containers

**PUBLIC MARKET TO  
OPEN ON SATURDAY**

Will Be Most Modern and Completely Equipped Market in Country; Represents Investment of \$125,000.

Omaha will boast the most completely equipped, up-to-date and modern market in the entire United States when the new Public Market in the First National Bank building on South Sixteenth street opens Saturday morning.

The new market is the result of a long-cherished ambition of Jake Rosoff, who will act as general manager. Many years ago Rosoff dreamed of the day when he could give Omaha the best market in the country bar none. When the doors of the new Public Market open at 8:30 Saturday morning that dream will become a reality.

The new Public Market represents a total expenditure of over \$125,000 in improvements and equipment. It is snow-white from top to bottom. The floors and walls are of white tile, the furnishings are all white marble and glass and what wood is used is white birch, white maple and white oak.

**Dream Come True.**

When planning the market, Mr. Rosoff, accompanied by an architect, visited every large city in the country. They traveled from coast to coast to get ideas and when they had completed their travels, they incorporated the best of every market they had visited, added a few new ideas of their own and turned out the finished product, the Public Market of Omaha. "If a man can show me another market in the United States today the equal of the new Public Market, I will give this market to him," is the way Mr. Rosoff expresses his justifiable pride in his enterprise.

The market is literally an iceless market. One of the largest and most complete cooling systems manufactured has been installed. It is the latest system of the Baker company of Omaha, the largest ice machinery firm in the world. The ice boxes, the ice chests, the counters, everything is cooled by this iceless system. The only ice that will be used at all will be for fish for which a cooling system cannot be used.

On the main floor, with entrance from Sixteenth street, will be one of the two meat departments, the candy department and a soda fountain. In the basement is the second meat department, the grocery department, the coffee department, the seed department, the bakery and the vegetable department.

**Sanitation Keynote.**

Sanitation was the keynote in the construction of this market. Everything is visible to the customer. Even the huge ice boxes have large glass doors through which patrons can look and see everything stored within. One ice box even opens into one of the

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**The Seed and  
Flower Dept.**

--of the--

**NEW PUBLIC MARKET**

will be operated by

**THE NEBRASKA SEED CO.**

with a complete line of

**Cut Flowers, Plants,  
Garden, Grass and  
Flower Seeds  
and Poultry Supplies**

JUST ARRIVED

A Carload of Holland Bulbs--Now is the  
Time to Plant Them

In the Coffee  
Department  
of the

**NEW PUBLIC  
MARKET**

You'll find the widest selection of fine special blend coffees that'll be found anywhere in the West.

Javas, Mochas and all the very best berries are assembled in our great coffee warerooms—and blended by experts who know just what really fine coffees are.

Our coffees are fresh roasted each day and we guarantee you the most that can be purchased in real coffee quality.

Come in and let us show you why you will be bettering yourself by leaving your order for coffee here.

Prices range from 20c to 50c—each surpassing anything to be found at even larger prices.



C. M. HARDING, MANAGER

ANNOUNCING THE OPENING OF THE  
**New Public Market**

FIRST NATIONAL BANK BUILDING  
**Saturday, October 27th**

Finest Market  
in U. S.

Finest Market  
in U. S.

Souvenirs in All Departments

**Grocery Department**

- Campbell's Tomato Soup, per can, 12c; per dozen \$1.35
- Skinner's Macaroni, Spaghetti, 3 for.....25c
- Light House Cleanser, 6 for.....25c
- Diamond C Soap, 7 for.....25c
- Jello, assorted flavors, 3 packages for.....25c
- Hand Picked Navy Beans, per lb.....15c
- Quaker Oats, per package.....10c
- Evergreen Corn, 2 cans for.....25c
- No. 2 cans Fancy Ripe Tomatoes, per can.....12 1/2c
- No. 3 Golden Pumpkin or Hominy, per can.....11c
- Early June Peas, per can, 15c; per dozen \$1.70
- Green Asparagus Tips, per can.....25c
- White Asparagus Tips, per can.....27c
- Booth Sardines in Tomato Sauce, per can.....20c
- Domestic Oil Sardines, 4 cans for.....25c
- Large Size Cans Yellow Cling Peaches, per can.....22 1/2c
- 48-lb. sack Blue Bell Flour.....\$2.70
- 4 lbs. White or Yellow Cornmeal for.....25c

**SUNSHINE CRACKER DEPT.**

- Sunshine Crispy Crackers, 18c pkgs., 2 for.....25c
- Sunshine Graham Crackers, 2 for.....25c
- Something New—Chocolate King (very delicious), lb.....27c

**BUTTER, EGGS AND CHEESE**

- No. 1 Wedgewood Creamery Butter, 1-lb. carton.....44c
- Fancy Creamery Tub Butter, per lb.....43c
- No. 1 Eggs, guaranteed, per dozen.....39c
- No. 1 Brick Cheese, per lb.....39c
- No. 1 Young American Cheese, per lb.....30c
- No. 1 Twins, per lb.....29c
- Wisconsin Full Cream Cheese, per lb.....27c
- Limburger Cheese, 1 and 2-lb. bricks, per lb.....30c
- American Swiss Cheese, per lb.....42c

**MEAT DEPARTMENT**

1917 Milk-Fed Spring Chickens, our own dressing,  
per lb., at.....19 1/2c

- Pig Pork Loin, lb.....22 1/2c
- Steer Porterhouse Steak, lb.....22 1/2c
- Steer Round Steak, lb.....22 1/2c
- Steer Sirloin Steak, lb.....20c
- Steer Pot Roast, lb.....15c
- Steer Butting Beef, lb.....12 1/2c
- Steer Shoulder Steak, lb.....18 1/2c
- Steer Rib Roast, lb.....17 1/2c
- Young Veal Roast, lb.....15c
- Young Veal Chop, lb.....18 1/2c
- Young Veal Stew, lb.....12 1/2c
- No. 1 Mutton Legs, lb.....21 1/2c
- Fancy Mutton Chops, lb.....22 1/2c
- 3 lbs. Fancy Mutton Stew for.....25c
- Skinned Hams (Sugar Cured), per lb., at.....27 1/2c
- California Picnic Hams, 4 lbs. to 8 lbs. at.....24 1/2c
- Armour Star or Puritan Hams, per lb., at.....29 1/2c
- No. 1 Sugar Cured Back Bacon, per lb., at.....39 1/2c
- Armour Shield No. 1 Lean Bacon, per lb., at.....26 1/2c
- Armour Star or Puritan or Swift's Premium Bacon, lb.....42 1/2c
- Pig Pork Roast, lb.....21 1/2c
- Pig Pork Butts, lb.....23 1/2c

**FISH**

Don't fail to visit our fresh and smoked fish department—the most sanitary in the world.

**A FEW SPECIALS FOR SATURDAY**

- Fresh Red Snappers.....20c
- Fresh White Fish.....22c
- Strictly Fresh Black Bass.....25c
- Fresh Pickerel.....15c
- Fresh Carp.....12 1/2c
- Fresh Yellow Pike.....20c
- Fresh Pink Salmon.....20c
- Fresh Crappies.....15c
- Fresh Smelts.....20c
- Fresh Flounders.....14c
- Fresh Cal Fish.....24c
- Fancy Red Salmon.....23c
- Fresh Oysters, per quart.....40c

Poultry and Sea Foods Specially Priced for Saturday.

**Fruit Department  
and Vegetables**

- Fancy Head Lettuce.....7 1/2c
- Leaf Lettuce, 3 for.....10c
- Choice Home Grown Sweet Potatoes, 7 lbs.....25c
- Fancy Celery, at.....5c
- Fancy Fresh Cauliflower, per lb.....10c
- Cape Cod Cranberries, per quart.....12 1/2c
- Crisp Radishes, 3 bunches for.....10c
- New Cabbage, per lb.....2c
- Parsnips, Carrots, Beets, per lb.....2c
- Fancy Home Grown Potatoes, per peck, 15 lbs.....35c
- Large Hubbard Squashes (Fancy).....15c
- Home Grown Pumpkins.....5c and 10c
- Fresh Carrots, per bunch.....5c
- Fresh Shallots, per bunch.....5c
- Fancy Red Globe Onions, per lb.....4c
- Fancy Tokay Grapes, 6-lb. baskets, per basket.....30c
- Fancy Concord Grapes, per basket.....27c
- Fancy Sunkist Oranges, per dozen.....30c
- Fancy Bananas, per dozen.....25c
- Fancy Kiefer Pears, per dozen.....20c
- Fancy Large Grapefruit.....7 1/2c and 10c
- Fancy Honey Dew Melons.....20c and 25c

**SPECIALS**

- Fancy Jonathan Apples, per box.....\$2.00
- Fancy Kiefer Pears, per box or bushel.....\$2.00

Phones  
Douglas 2793



Main Floor First Nat'l. Bank Building.

Prompt Delivery  
Service