

# OMAHA'S NEWEST MARKET OPENS SATURDAY

All the Plumbing Work in this New and Modern Store done by

**Joe Bernstein**  
Plumbing and Gas Fitting  
1916 Cuming Street  
Phone Douglas 1913

We Furnish All the Wrapping Paper and Twine

For This Beautiful Store Being out of the highest district enables us to quote lowest prices.

**Omaha Paper & Notion Co.**  
845 So. 21st St.  
Phone D. 6447.

We Feature Products From the

**Meyer Fruit Co.**  
1016 Howard St.

All the Meat Fixtures for the

**Central Market**

are furnished by us.

See Us About Meat Fixtures and Supplies

**C. B. LIVER & CO.**

1508-12 Capitol Avenue  
28 Years in Business.



The New **CENTRAL MARKET**

Is Equipped With the

**Baker Ice Machine**

"MADE IN OMAHA"

Meats, Vegetables, Fruits and

Perishables are kept in the very best of condition under dry, sweet, cold, sanitary refrigeration.

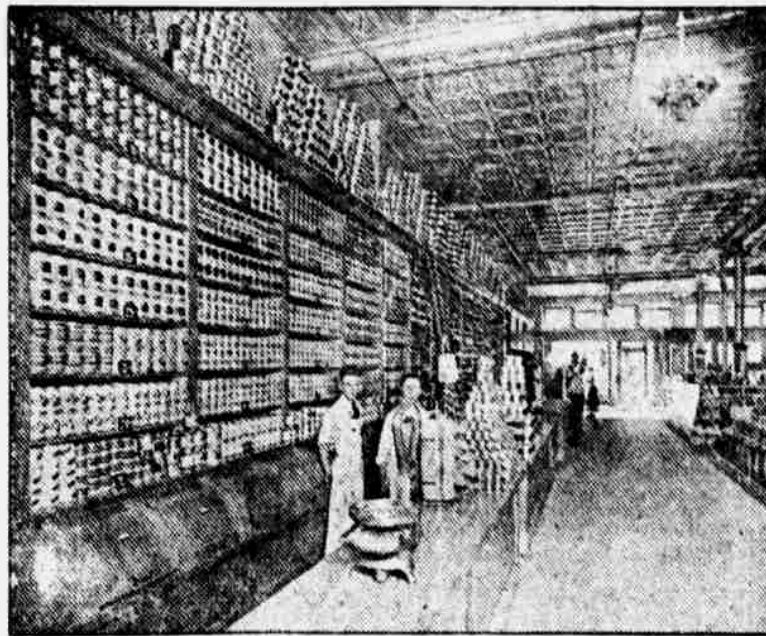
We make a specialty of refrigerating plants, designed to meet the requirements of the market and the groceryman.

**Baker Ice Machine Company**

FACTORY AND OFFICE

19TH AND NICHOLAS STS., OMAHA, NEB.

Interior View of Grocery Department



**CENTRAL MARKET IS OPEN FOR BUSINESS**

Most Up-to-Date Central Location Where Housewife May Secure All Supplies.

Omaha's beautiful new Central Market, 1608-10-12 Harney street, is now open for business. The store is designed in a manner which both insures service and sanitation and presents such a pleasing appearance as to whet the appetites of all who look upon its trays and tables of edibles.

The ample room, 66x132 feet in dimensions, is tiled with terrazo and wainscoted in many shaded Alaskan marble and mirrored glass. Meats are sold from counters of heavy Carrara glass, which, because of lack of porosity, accumulates no waste to develop tainting odors or to cause an unpleasant appearance. The Alaskan marble and plate

glass of which the huge meat coolers are constructed permit customers to view the sanitary manner in which their meats are preserved in refrigeration. The coolers present a solid front of 90 feet of surface. Electric lights diffuse illumination inside and out. Another sanitary feature is the means employed to wash the fish.

Commodities of a perishable nature are refrigerated with a piping system which forces cold air to the equivalent of 20 tons of ice daily. Butter will be churned in a display window where visitors may see the entire process and purchase the fresh buttermilk. Sausages will be made in the basement and elevated to the selling floor.

Meat, fish, butter, eggs, groceries, fruits, flowers, bakery goods, candies, delicatessen, teas, coffees, and crackers will be sold in departments equipped with all possible conveniences.

The Central market is the dream of the Kulakofskys, who have been wholesale and retail dealers in food products in Omaha for the last two decades at 210 North Sixteenth street. The officers of the company are M. Kulakofsky, president; L. Kulakofsky, vice president; R. Kulakofsky, treasurer, and J. H. Kulakofsky, secretary.

**Red Cross Will Recruit Typists For Immediate Service in France**

An exodus of Omaha women stenographers threatens the local business world. Expert typists will be recruited Monday and Tuesday for immediate service in France.

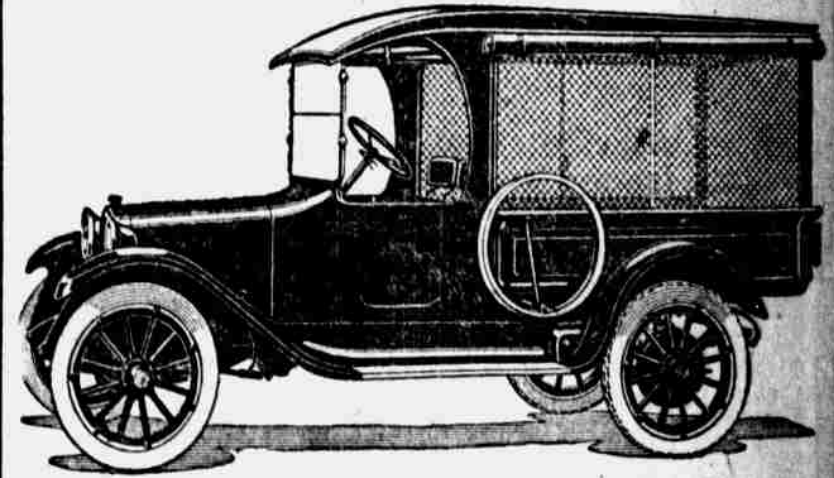
Mrs. Ruby Lester Fleming, director of the Red Cross stenographic forces in France, will be in Omaha two days to interview applicants, according to a telegram received Friday morning by Mrs. Charles T. Kountze from Mrs. Joseph Cudahy of the Chicago bureau of personnel.

Mrs. Fleming returned to this country recently from seven months in the battle zone. She tells of the courage and devotion of the American girls who are performing their task under nerve-racking conditions. Operating a typewriter under fire, she says, requires as much courage as driving an ambulance. The office staff of the Red Cross in Paris continued with their work through the strain of air raids and long distance bombardments.

Applicants will be interviewed by Mrs. Fleming in State Red Cross headquarters in the Wead building. Traveling expenses to Paris and approximately \$100 a month will be paid.

**DODGE BROTHERS COMMERCIAL CAR**

Supplies Delivery Service



Screen or Panel Body \$1085, f. o. b. Detroit

Murphy-O'Brien Auto Company

1814-18 Farnam Street,

Omaha, Neb.

**TOLEDO SPRINGLESS SCALES**

20 Springless Scales in this Beautiful Market. They guarantee honest weight.

1214 HOWARD STREET

Phone Douglas 7682.

Bee Want Ads Are Business Boosters.

**Armour's**



"Every Ounce is Food in Armour's Veribest Package Products"

THESE foods are a true economy—a real aid in conservation menus—because there is no waste. Nothing to be discarded—nothing to throw away! And as most of them are cooked, ready to serve, you save in fuel, labor and time.

Add variety to your menu. Under the quality mark of the Armour Oval Label you can buy a score or more of tempting, delicious meats and other products, packed most conveniently, prepared under Government inspection. The Veribest Package Food Line includes:

- Sandwich Dainties
- Pork and Beans
- Luncheon Beef
- Loaf Meats
- Tongues
- Sliced Bacon
- Evaporated Milk
- Fish
- Vegetables
- Fruits
- Rice
- Coffee
- Peanut Butter
- Seasonings
- Soups, Etc.



ARMOUR COMPANY

Robt. Budatz, Mgr., 13th & Jones Sts., Omaha, Doug. 1055  
H. P. Lefferts, 29th and Q Sts., South 1740



Manage Economically by Aid of "The Business of Being a Housewife" This book will pay for itself many times over in a day's meals. It will be sent to you on receipt of 10 cents (coin or stamps) to pay postage and packing charges. Address Domestic Science Department, Desk 39, Armour and Company, Chicago.

Other Oval Label Foods: Vegetole (Shortening) Veribest Canned Fruits Veribest Oleomargarine Cloverbloom Butter Veribest Grape Juice Veribest Coffee Stockinet Star Ham Star Bacon

The Management of the New Central Market know from past experience that discriminating people insist on **ADVO BRAND** of food products and as a result will feature the entire Advo line.

**ADVO FOODS**

We Feature The Following  
Advo Teas  
Advo Coffees  
Advo Spices  
Advo Extracts  
Advo Cereals  
Advo Canned Goods  
Advo Olives---Relishes  
Advo---200 other Varieties

In ordering we will appreciate your naming the **ADVO BRAND**.

**The Central Market**  
1608-10-12 Harney Street  
Phone D-3632