

SIMON BROTHERS HAVE LARGE FOOD STOCKS ON HAND

New Warehouse Equipped With All Modern Contrivances for Handling the Enormous Food Supply.

If Omaha should ever be cut off from the rest of the country, as were some of the French and Belgian cities during the war, the population would not begin to suffer from hunger for many weeks—even months. A visit to the immense wholesale warehouse of Simon Bros. company at Eleventh and Dodge streets, would reassure anyone on that point.

Six floors and the basement are piled high with canned goods of all description, boxes of dried fruits, bags of beans, sacks of coffee and numerous articles of nonperishable food.

There are 300 carloads full of canned goods alone. This multiplies out to the remarkable figure of 8,640,000 cans. Altogether the warehouse contains about 325 cars of goods in sacks, barrels, boxes, bottles and cans. This stock is valued at \$1,500,000.

Sell to Large Territory.
Only a small part of this is consumed in Omaha. Twenty traveling salesmen, representing the firm, are selling goods in Nebraska, Iowa and South Dakota. Their routes are indicated on big maps stuck full of colored tacks, like those on which, in other days, the progress of the allied battle line was marked. By this system the office can always determine exactly where each salesman is on a given day.

Seven Years in Business.
Simon Bros. company is one of the great commercial enterprises which aid so much in keeping Omaha in the front rank as a distributing center. Five million dollars worth of grocers' supplies are handled through their jobbing house each year.

Although the big warehouse is one

Simon Bros.' New Wholesale Building



of the city's new buildings, the firm has been in the grocery jobbing business for seven years. They formerly were engaged in the retail grocery business in Council Bluffs. Their start as jobbers came through the purchase of the stock of the Raapke Grocery Co. in 1913. This business grew so that in two years they moved into new quarters at 1119 Howard street.

Two months ago their new fire-proof warehouse was completed at a cost of \$325,000. Now they are established in the most modern grocery warehouse in Nebraska, having a floor space of 135,000 feet.

Brothers Supervise Work.
Four brothers work together for the success of this enterprise. Louis Simon is president, Edward is vice-president, Jake, manager, and Max, superintendent. Every detail of the work carried on by the 61 employees is under their personal supervision.

One of the interesting features of the building is a lecture room, with blackboards and tables, looking much like a school.
"Here," said Edward Simon, "is where our salesmen learn new points about their business. Whenever we take on a new line of goods, whether it be soap, coffee or any other food-stuff, it is necessary for every man selling it to have full information about the particular article. We call in special agents of the manufacturers and have them tell the whole force about their product. Then our men can go out and meet the retailers, armed with the facts."

Modern Shipping Floor.
The shipping floor is the busiest part of the warehouse. Six freight cars can be loaded or unloaded at the dock each day. At this time of the year the movement of goods to the country merchants begins to get very heavy. Truck loads of food

supplies are shot down in the big elevators from the storage floors and sent out along the railroad tracks that extend along one side of the building to the waiting cars. Cleanliness is strictly enforced

about the whole building. The walls are all in white, and the floors are kept as clean as a good housewife's kitchen. Sanitary bins of galvanized iron are used to protect the spices and similar products from dust and air.

Refrigerating Rooms Important
Six large refrigerating rooms play an important part in the warehouse. Here the cornmeal and breakfast foods are kept cool and sweet. Soon supplies of dates and other Christmas goods will begin to accumulate. These will all be kept in perfect condition by the refrigerating apparatus.

In a great built-in humidifier are 3,000,000 cigars and an immense number of cigars. These articles keep moving in and out in constant procession as the salesmen turn in their orders.

Prince of Wales Dances With Ten Pretty Girls

Perth, West Australia, Aug. 21.—When a deputation of soldiers welcomed the prince of Wales here the president smilingly said that the visit to Australia was due to the "digger" in France having taught the prince the national game played with two coins. The prince, amused at this reference to "two up," accused the president of ragging him. "I have not been long enough yet in Perth," he said, "to get my own back."
The state hall was the first public dance that the prince has attended in Australia. He danced with 10 pretty girls in succession.

Syrup Factory Will Be Established Here By Simon Brothers

Louis Simon, president of the Simon Brothers company, says that he intends to establish a syrup

factory here in a few months. The company now puts up its own spices and extracts, to insure their purity.

"Within a few years we expect to expand our syrup factory, into a general business of putting up preserves and jellies," said Mr. Simon. "We will thus furnish a new market for Nebraska fruit. A candy factory and a coffee roasting department will be operated in conjunction with this," he said.

Most of the tea that is raised in Burma is pickled and eaten as a condiment.

SIMON BROS.

Plumbing

Steamfitting

We take this opportunity to compliment Simon Bros. on their rapid rise in the wholesale grocery game and we wish them success in their new home.

The plumbing and steamfitting in Simon Bros. new home was installed by Grunwald.

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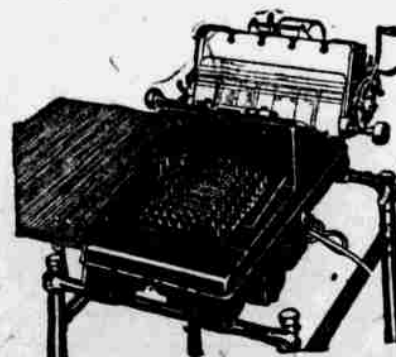
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