

Omaha's New Model Food Center

OPENS TODAY FOR YOUR INSPECTION

Big New Omaha Grocery to Open Doors Saturday

"The Food Center" to Have 8 Departments. Each Run by Expert—Many Novel Features.

The Food Center, 1814-18 Farnam street, which has been under the course of construction for some time, will be opened for business Saturday morning under the supervision of Harry Kavich, president and general manager.

The store room is finished in Alaska marble, plate glass and mission oak, and is said to be one of the most sanitary places of its kind in the middle west. Wherever goods are handled only marble and plate glass have been used in the fixtures. The fixtures, costing \$100,000, were made in Omaha and installed by the Omaha Fixtures and Supply company.

Eight Departments. There will be eight departments in

the store, each under the supervision of an expert in his line. They will include meats and fish, bakery goods, groceries, coffee, delicatessen, candy, fruits and vegetables, cigars and tobacco. More than 50 clerks will be employed throughout the store.

The management of the store declares prices will compare favorably with any other similar establishment in the city. There will be a truck delivery system established.

In the rear of the store room there will be an office where customers may pay their telephone and light bills. On the balcony there will be a ladies' rest room.

To Have Ice Plant.

One of the features of the equipment is the 80-foot refrigerator, furnished with a 20-ton ice manufacturing plant. The refrigerator is made completely of plate glass and marble.

Starting from the store Friday noon, there will be a parade to announce the opening of the Food Center Saturday.

To Hold Parade.

There will be 100 automobiles and trucks in the line, most of them representing some big commercial concern with which the new concern will do business.

Friday evening there will be a public reception. The store room will be decorated in smilax, palms,

flowers and draped flags. Demonstrations of food to be sold at the store will be made. Lunches will be served and each visitor will be given a souvenir. There will be plenty of music and the reception will continue until midnight.

Prune and Nut Sandwich Bread

Two cups graham flour, one-half cup cornmeal, one and one-half cups flour, one-half cup brown sugar, one teaspoon salt, one teaspoon soda, two teaspoons baking powder, two cups prunes, cooked, stoned and chopped, one-half cup walnuts chopped, one-half cup molasses, two cups of sour or buttermilk. Sift all cups of flour and cornmeal. Add prunes and nuts, molasses and sour milk, mix well, pour in two greased bread pans and let stand 15 minutes before baking. Bake at 350 degrees for about 45 minutes.

Apricot Gateau.

Cut sponge cake in thin slices or use lady fingers; put a layer of cooked apricots and a layer of cake alternately, having four layers. Pour over all a boiled custard. Serve very cold.

Prune Toast

One cup prunes cooked, one tablespoon corn starch, one tablespoon lemon juice, one-half orange (juice and grated rind). Heat prunes with orange and lemon; sweeten if necessary. Drain prunes from juice and cook syrup until thick. Dissolve cornstarch in cold water, add to prune juice and cook until thick. Stone prunes, add to juice and serve hot on French toast or cold with whipped cream.

TOLEDO SCALES

Over Twenty installed in this beautiful new market.

The Food Centers
BETTER THINGS TO EAT

Toledo Scales Co.



Service and Sales Branch
13th and Jackson
Doug. 7682

The Food Centers BETTER THINGS TO EAT

To better accommodate our thousands of patrons; to make their shopping easy, and to render them more efficient service, we have secured space in

Omaha's Newest Market

The Food Centers
BETTER THINGS TO EAT

1814-16-18 Farnam Street

where one can secure Ortman's Quality Bread and Pastry at all times.

Ortman's
BAKERY AND LUNCH

Branch Offices

CENTRAL MARKET TABLE SUPPLY

Burglary Protection for the Food Center

The New Food Center has spared no expense in obtaining the best of everything in order to serve the public in the most highly efficient manner.

In keeping with these high standards and their excellent facilities for service, they carefully chose a firm when placing their

Burglary Insurance

who they realized would "Pay the Claim First."

The result of their decision—

Harry A. Koch Co.

"Pays the Claim First"

Insurance, 640 First National Bank.
Surety Bonds, Tyler 0360.
Investment Securities.

the new *The Food Centers* will sell

Midwest Milk

When you want the best ask for "Midwest"

WE DO NOT RETAIL FROM WAGONS

All Forms of Insurance on

The Food Centers
BETTER THINGS TO EAT

Were Written by

H. A. WOLF COMPANY

Insurance That Fully Insures
Saunders-Kennedy Bldg.

WE

manufactured and installed

the Beautiful Fixtures

in the

The Food Centers
BETTER THINGS TO EAT

for the

Grocery, meat, fish, butter, egg, delicatessen, coffee, cigar and tobacco depts.

Made in Omaha

By Omaha Men

Omaha Fixture & Supply Co.

1101-3-5 Douglas Street - - Omaha

The Food Centers BETTER THINGS TO EAT EQUIPPED WITH THE BAKER SYSTEM OF REFRIGERATION

MADE IN OMAHA

Used for all refrigeration manufacturing ice-cooling drinking water. Complete plant installed and guaranteed.

Baker Ice Machine Co., Inc.
OMAHA, NEB.

It's Real Economy to Trade at the "Food Center"

But Be Sure You Ask for

"Alamito" Quality Products

For your own health's sake, drink more milk, "Mother Nature's" own health food.

Alamito "Milk White" Dairy

Leavenworth at 26th.
Douglas 0400 Phones: Co. Bluffs, Red 2874

With Growing Omaha

Realizing that such a store as *The Food Centers* would vastly increase the value of our property, we have gone to a great deal of expense to improve this building.

Extending our best wishes for the success of

The Food Centers
BETTER THINGS TO EAT

Glover & Spain
REALTORS
919 City Nat. Bank Bldg.

Slater Co.,
506 Keeline Bldg.

At the *The Food Centers*

Butter-Nut
COFFEE
"A COFFEE DELICIOUS AS A NUT"

Makes the Dinner more Enjoyable
Butter-Nut
"The Coffee Delicious"

Omaha's Finest Market Bids You Welcome—

Accept This Announcement as a Personal Invitation to Attend

The Formal Opening of the Food Center

Friday, April Eighth
2 to 10 P. M.

It is with considerable pride that the management of this new business institution solicits your approval of its accomplishment in bringing to such successful completion this acknowledged super-market.

Music—Refreshments—Souvenirs

No merchandise will be sold during the formal opening.

The Food Centers
BETTER THINGS TO EAT

1814-16-18 Farnam Street