

1874-1899 25th Business Anniversary

Rise and Progress of A. Hospe's Great Music and Art Establishment.

Phenomenal Growth Displayed in its Present Mammoth Proportions.

Doors of the establishment at 1513-1515 Douglas street to be thrown open to the public Monday afternoon and evening, October 23, to celebrate the event with a grand promenade concert, with souvenir distribution.



A. Hospe.

Souvenir Distribution

On Monday afternoon and evening, October 23, the doors of the immense establishment which will be beautifully decorated throughout, will be thrown open to the public for a general good time. Music will be discoursed by Kaufman's band on the store floor, the Smith Family will play on the Auditorium stage while the organ room will be enlivened with automatic orchestral music.

Lady visitors will each receive a copy of the Silver Anniversary March, composed for the occasion by Wm. S. Baxter, and a handsome souvenir will be distributed to their gentlemen escorts. The evening promenade will begin at 7 o'clock. Over 8,000 souvenirs will also be distributed by mail to patrons now on the books of this house.



A. Hospe's Picture Frame Factory, 1614 Izard Street.



A. Hospe's Music and Art Emporium, 1513-1515 Douglas.

A Remarkable Career.

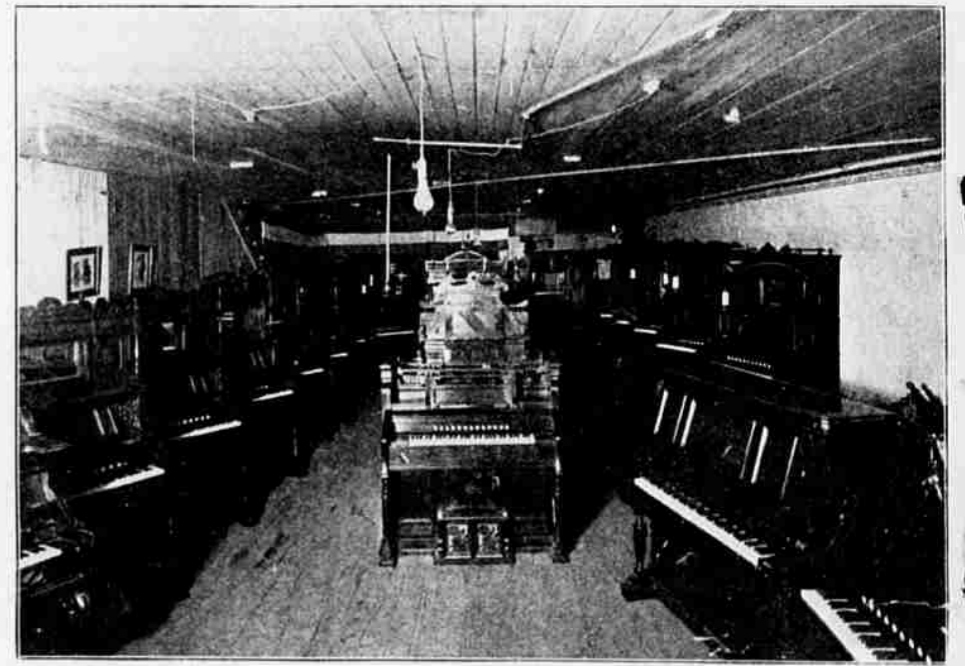
To few young men who embark in a business career ever comes the opportunity to look backward over a quarter century's record of uninterrupted success, yet such has been the wonderful career of Mr. A. Hospe who, coming to Omaha in 1874, just out of his teens, endowed with an abundance of pluck and energy, and gifted with that rarer qualification known as business judgment has succeeded in building up what is now universally conceded the largest music and art emporium in the Transmississippi region.

Mr. Hospe, who is still a young man, has indeed reason to be proud of his achievement—for what greater or higher tribute could a business man receive than that written in the immense growth of his establishment, testifying to the continuous and unstinted patronage of the public through so many years. What better testimonial of his ability and fitness to meet the demands of the public than this marvelous growth in the midst of so long a period of business vicissitudes that has wrecked and buried hosts of rivals and left the few survivors in comparative obscurity.

The fact of an institution's growth is the strongest argument and highest evidence of its merit—a compliment far superior to all praise composed merely of words, and this fact cannot be more emphatically impressed



A. Hospe's Piano Room.



A. Hospe's Organ Room.

than through a visit to Mr. Hospe's establishment or in lieu thereof by a glance at the accompanying illustration, taken from photographs which give at least a hint of the magnitude of Mr. Hospe's famous music and art emporium.

Mr. Hospe located in Omaha October 23, 1874, on the east side of Fifteenth street, between Douglas and Dodge streets, removing a year later to the north side of Dodge, between Fifteenth and Sixteenth streets. In 1879 he removed to the south side of Dodge, between Fifteenth and Sixteenth streets, and in 1885 to the present location, 1513-1515 Douglas street, where he occupies three floors and a basement, the latter containing organ rooms, sheet music stock rooms, piano tuner's material, picture frame orders and the China firing kilns.

The first floor contains the retail art, retail musical instruments, piano room, sheet music department and the office. The second floor contains the auditorium, art and music studios, and the wholesale musical instrument stock. The third floor contains the retail picture frame shop, the art institute and musical instrument manufactory, together with art studios.

The auditorium, on the second floor is lighted by electricity and contains one hundred and fifty oak folding opera chairs. Its stage in the south end is fitted with grand pianos and it is provided with a dressing room for the accommodation of its visitors. The walls are hung with fine paintings and water colors, making it a pretty room for recitals, musicals and lectures.

The organ room in the basement contains over fifty instruments



A. Hospe's Fitting Department—Factory.

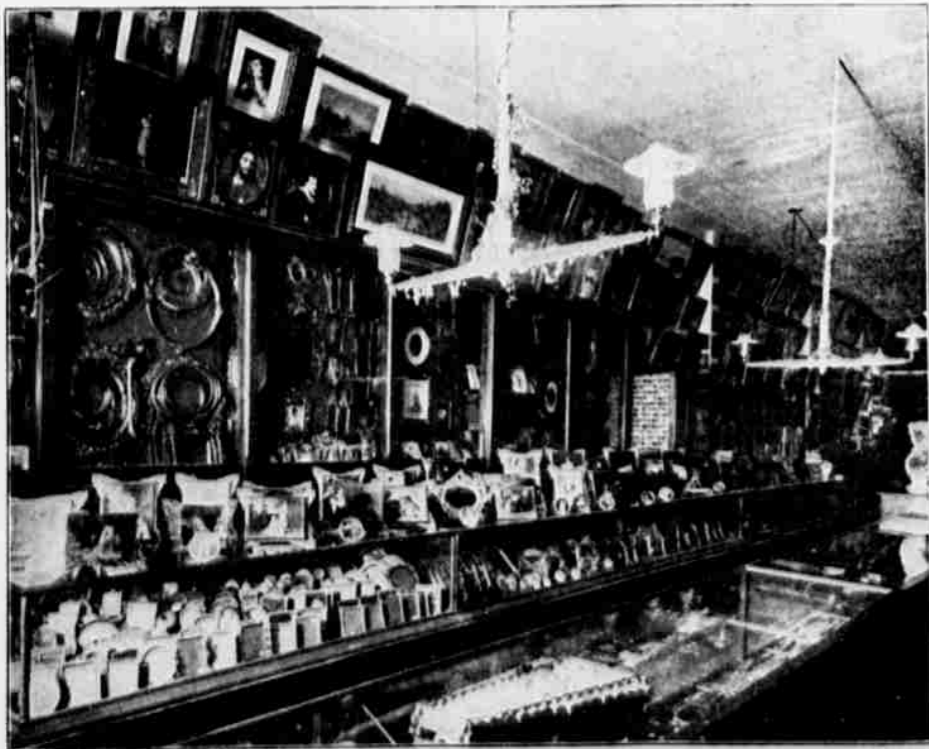
platforms to facilitate loading and unloading carload shipments. The building is 33x82 feet, containing a basement and two floors in which is carried the largest stock of picture moulding, picture backing, picture glass, picture matting, picture frame machinery and all picture frame hardware used by the picture frame dealer. Not only are frames manufactured here, but also mouldings, supplying the west, east, north and south.

An idea of the growth of this business can be better conveyed when it is stated that as many as 40 people are engaged in its service. Six as traveling salesmen. Over 600 instruments were sold in 1898, the volume of its art and music business for that year reaching the sum of \$179,000.

Considering this enormous growth of business Mr. Hospe has much indeed to celebrate and his plans for celebration contemplate doing this in a becoming way. Already congratulations are pouring in from all sides—over five hundred having been received from his eastern correspondents alone.

At the Exposition

At the exposition auditorium the Belstedt band will play the Silver Anniversary March both afternoon and evening of Monday, October 23, the ladies in attendance receiving copies of this lovely march, bound in an elegantly designed cover.



A. Hospe's Retail Art Department.



A. Hospe's Retail Musical Department