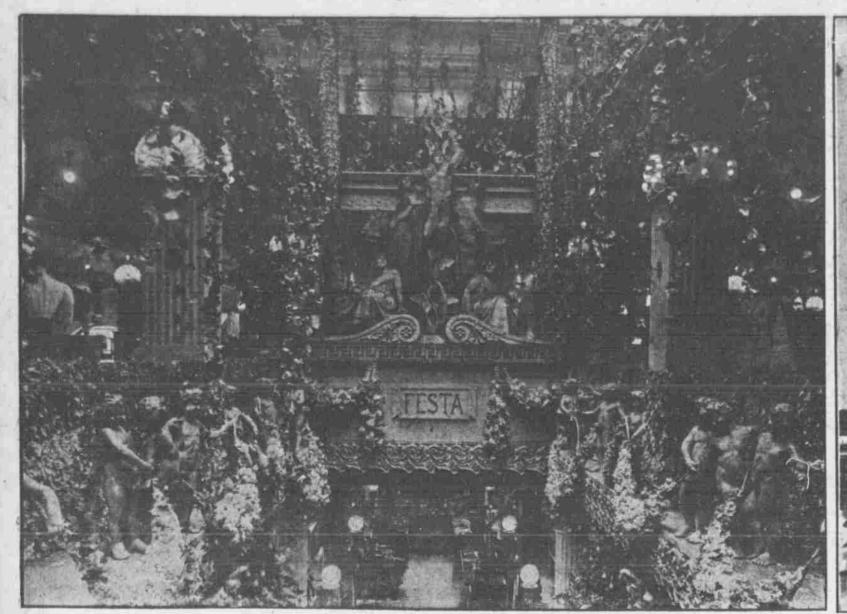
THE OMAHA SUNDAY BEE: DECEMBER 15, 1907.

## Inside Great City Stores Where Santa Claus Holds Undisputed Sway



FRAGMENT OF THE BEAUTIFUL DECORATIONS IN THE BRANDEIS STORE.

Away to the north where the snow loves to holidays grow nearer there comes a change in this crowd and with every day there Inside of a mountain old Santa Claus grows an intensity that toward the fast



mas. It was a beautiful old myth.

becomes almost apalling. Nowhere in all the great world is the selfish departure IAT is the way we learned it in from the beautiful traditions of Christmas childhood and that is the way more apparent than in the boliday rush one loves to think of it still in the big stores. Feverishly the shoppers when the last touches have been elbow their way through from one counput to the Christmas tree and ter to another, taking every possible adthe coals burn gray on the vantage, seemingly unmindful of all but hearth behind the row of stockings. What their own desire to get what they want and

a marvelous place that Santa Claus land get it quickly. The very atmosphere of was all glistening with frost and a-twinkle the big stores is charged with this intenwith millions of candles; and peopled with sity until the crush becomes suffocating that busy army of fairles that spun the with something besides the close contact wonderful tinsel ropes and with deft fingers and the warm air. All day long the busy tended the magic garden where the trees clerks have "walted on trade" answering and plants and shrubs yielded wonderful a thousand questions, showing goods they toys for the boys and girls and just the know they will not sell, taking down and right things for the grown-ups. And what putting back, straightening out the tangle a wonderfully busy place it was just be- again and again and always with the fore Christmas, when all the treasure boxes crowd passing before them until it is little are unpacked under the direction of Mrs. wonder that before the day is gone their Santa, who keeps the record book, and enthusiasm becomes forced and their the things stowed away in that magic smiles like their movements become auto-'pack" just where old Santa can put his matic. But there is not a minute to stop hands on them without losing a minute as and rest. Even the stools that the law has he dashes from one housetop to another in placed behind the counters for the women his reindeer sleigh-the night before Christ- employes, are pushed aside to make room that they may move more quickly.

But down in the heart of the city there But this is not the only aspect of the is another Santa Claus land more familiar Christmas shopping crowd; it has its bright to the men and women and to many of spots and its cheery side, for in the main the boys and girls of today than the old the people are happy. With a persistence nursery version. To even the prosaic it irresistible, because it is born of love, the requires little stretch of the imagination to Christmas spirit pervades everything and



VISTA DOWN AN AISLE ON THE MAIN FLOOR AT THE BRANDEIS STORE.

woman with the baby who has but little little tailer than he used to be in the time, the little company of "foreigners" in pictures, but it is he without doubt, else their picturesque but undeniably attractive how could there be so many toys? As for head shawls in pleasing contrast to the Santa Claus land, Mrs. Santa is up there bargain counter hat, and many others taking care of things. a few moments over the time allowed for in the morning; that is, nearly always, counter the face of the "saleslady" on the lay that aside for me?" or "Here is my quite independent of any small son or case.

vanishes from the face of her friend and ticularly attractive toy and over there a with an enthusiasm that lingers long after group of little girls go into ecstacies over the little shopper has gone back to her the merits of that beautiful jointed doll work, produces box after box, making that opens and closes its eyes. In the suggestions or trying effects with an in- meantime the real purchasers carry on terest she has not felt for many a day. whispered negotiations with the cierks, not But down in the basement in the toy alone concerning the price, but the time department the crowd changes. The tense- and place for the delivery of the purchase. ness and the selfishness are little in evi- . It is here in the toy department that some dence here. It is the children's depart- of the most pathetic incidents of the hollment and the very atmosphere is different. days occur. While joy is commonly counted If modern commercialism has trespassed synonymous with childhood, it is not the dangerously upon the sacred preserves of only emotion that the child heart knows, St. Nicholas the dear old fellow has not and one needs but to look about at the been crowded out of business. He has little faces for proof of it. The legend of followed it up even into the crush of the Santa Claus is one of the most beautiful big stores, and he is there in reality over- inheritances of childhood, but it is responsilooking his own. For proof one needs only ble for heartaches such as only a child can to look at the crowd, for his cheery smile experience. Few indeed are the children is reflected upon the face of every one who who are unfamiliar with the story of Santa has ever loved him. Of course this is he Claus, but there are many who fail to who comes down the able with the merry understand his apparent discrimination. laugh, his pack on his back and his sleigh Like the woman in the shabby clothes upbells jingling, pushing his way through the stairs, however, they are at least privileged swarm of eager children that surround to look at and admire the toys, and so him laughing excitedly, the bolder ones the great annual display fulfills the beauticrowding close and the more timid content ful mission of making them forget for a to remain at a distance. Perhaps the dear time at least, and after while they come to most part just mingling. And as the point of forgetting that other woman who, ous fabrics in the showcases-those things wistful look fades from her face, giving of fashion, with time to look, the little old fellow has grown a bit thinner or a understand.

that bear the stamp of the pattern room- To be sure the big price can be the toy tables To be sure the big price cards stationed the bewildered man who has strayed or occasion some doubt and the clerks are been sent into this throng and occasionally very positive in their injunction not to the hurrying young woman just released touch things. But, after all, what boy or from behind the counter of some other girl ever solved the mystery of Christmas? department or some other store who has Things are always there when we wake up luncheon. As she pushes her way to the Rich and poor, big and little, dirty and clean, the children troop in and with them other side brightens perceptibly. "Did you the grownups, who confess to attractions sample, now what shall I use with it?" she daughter, nephew or nicce. Up one aisle inquires confidentially across the show and down the next they move. Here a little knot of youngsters stop for an Like magic every trace of weariness excited whispered discussion of some par-

recognize in the lavish decoration of alfor the tinsel ropes, the glittering frost, the twinkling lights, the holly and mistletoe and all the wonderful toys for the boys

most any of the stores at this season the and women asserts itself. Everywhere it source of the inspiration and the scheme, is evident. It gives to the intent face of the shopper something that is not seen in an ordinary crowd and it even steals and girls and the things for the grown- into the wistful faces of those whose porups are there-yes, and the busy fairies too tion it is only to look on. And there are only they look a little different to the many such in this throng; such extremes as mature eyes. But one wholly new element it represents. In her warm furs and trim



ONE OF THE AISLES OF THE THOMPSON, BELDEN, & CO. STORE.

has entered into this modern version, the tailored suit the woman of means makes poorly clad, timidly fingers the bits of that are only for the few. It is at least place to one of utmost satisfaction that throng of men and women and children careful selection over the counter of such finery as she passes from one bargain her privilege to look, however, and as she lingers as long as the shifting crowd will that surge through the aisles looking, finery as her taste may suggest, often with square to another or stands in undisguised stands and contemplates these things she permit her to stand and admire. handling, sometimes buying, but for the careless extravagance and absorbed to the wonder and admiration before the marvel- knows well she may never possess the And so the crowd moves on, the women

## Men Who Built and Managed the Great Omaha Exposition of 1898

MOST a decade after the Transmississippi and International exposition a movement is taking shape to publish in some way a history of the great patriotic jubilee held in Omaha during the summer of 1598 and of the men who organized the enterprise and guided it to the most successful close of any exposition of recent years.

Of the fifty members of the board of directors but thirty-one remain in Omaha, ten having died since the close of the exposition and nine left Omaha for other fields of endeavor. Of the six members of the executive committee but one would fail to answer to the roll call if the old board should meet-Edward Rosewater, who passed away Thursday, August 30, 1906

If there is a thirty-third degree for boosters, conferred after a sufficient lapse of time for younger men to appreciate the works of the men whose places in business and community life they are taking almost daily, the degree should be conferred on the fifty men of Omaha who gave days of their time to the promotion, organization and executive work of the Transmississippi and International exposition.

Ask an Omahan why the exposition at Omaha in 1598, held during months when the country was at war with a foreign foe, was such a success in every way, when they did for the big Omaha show."

they were the best minds in the city, and union and foreign countries. many of the directors were recognized as country composing the transmississippi minds necessary to guide the affairs of any C. S. Montgomery, gigantic enterprise.

Just eleven months after the temporary The fifty members of the board, divided organization was effected, the officers reas to the business of the individuals, con- ported that subscriptions amounting to of directors was then president of the United States National bank, president of ous expositions throughout the country, farmer on the board. sisted of nine wholesalers, eight bankers, \$404,739 had been secured and a stock- Union National bank. Mr. Wattles is one the Omaha Grain exchange and president though Omaha is still his home. For the three attorneys, seven retail merchants, holders meeting was held in the Board of af the thirty-one members of the great Ak-Sar-Ben Board of Gov- last few weeks Mr. Wakefield has been in board for a short time and had charge italist of Omaha. five railroad managers, one editor, four Trade rooms and fifty directors elected, tion hoard who has remained in Omaha, ernors. real estate dealers, three packing house The vote was to incorporate all the memmanagers or men who had held executive bers of the old board, which was done, but business interests of the city since the big secretary of the exposition, was a retail been secretary of the Jamestown show he' publicity. He is now in congress. affions with varied live stock organiza. W. R. Bennett resigned when the board enterprise "which put Omaha on the map." lumber merchant, but stepped into the would have certainly made arrangements tions, three manufacturers, two managers was made permanent. set transfer companies and one each from Gurdon W. Wattles, who became presi- is president of the consolidated street rall- bern in a circus wagon, and has since been big enterprise to fail.

Executive Board Transmississippi and International Exposition Association From Photographs Made During the Exposition Year



GURDON W. WATTLES, President of the Expesition Company.

almost every exposition since has been a the following lines of business: physician "frost." to use an expression applied to and surgeon, president of a hotel company, shows which full, and the answer comes president of a telephone company, extenquick, "Because of the magnificent busi. sive farmer and grower and a pressness organization behind the enterprise, be- man who represented organized labor. cause every man of the fifty was a suc- With such an organization, covering the cess at his own business, and because they entire range of human endeavor, the Transwere specialists in the lines of work which mississippi exposition could scarcely have been a failure from a business standpoint. In planning and handling the affairs of Then the board of directors was assisted the Transmississippi and International ex- by hundreds of patriotic men and women position the number was sufficient, fifty; from Omaha, from Nebraska, states of the

The preliminary organization which leaders in their business and had been adopted the articles of incorporation in entrusted with public affairs in the great January, 1856, and elected officers for the Missouri valley and broad stretch of rich company which was to do the first work for the big show, consisted of the followstates. Then, they were the mon most ing: President, Gurdon W. Wattles; vice interested in the welfare of Omaha, among president, Jacob E. Markel; treasurer, Herthose whose lives were inseparable with man Kountse; secretary, John A. Wakethe history of the state of Nebraska, and field. The directors were: W. R. Bennett, who had always been the foremost when a John H. Evans. Dudley Smith, Dan Fartest of patriotism to country came. As indi- rell, jr.; George H. Payne, Charles Metz, viduals they had the strong and interested Isaac Carpenter, Henry A. Thompson and

Z. T. LINDSAY. Chairman Executive Committee. In Charge of Amusementa.



EDWARD ROSEWATER, ment of Promotion and Publicity. Departm

and become more closely identified with the John A. Wakefield, who was elected and his friends in Omaha say "If John had wards combined with the department of made chairman of the history committee



F. P. KIRKENDALL, Department of Building and Grounds.



W. N. BABCOCK, Department of Transportation.

dent and an ex-officio member of the board road companies, vice president of the engaged in many departments of the vari-

E. E. BRUCE, Department of Exhibits.



tions and Privileges.

western freight agent of the Delaware, getting better all the time. Lackawanna & Western Railroad company,

with headquarters in Chicago. still makes his home in Omaha, but has practice as a yielder of knowledge. been retired from active service of the company.

J. L. Brandels, director, now dead, was Sons and founder of the Boston Store, the great store which now occupies a new eight-story building of stone and marble, covering a half block at Sixteenth and Douglas streets.

J. J. Brown is another of the directors of the exposition who has passed away since the enterprise closed. He was a real estate dealer, a director in the Omaha National bank and the street railway company. Mr. Brown crected the Brown block. E. E. Bruce, director and member of the executive committee in charge of the department of exhibits, is president of the E. E. Bruce company, wholesale druggists, and is in Omaha to stay.

I. W. Carpenter, director, is president of the Carpenter Paper company, whose firm recently crected a great wholesale warehouse at the corner of Ninth and member of the executive committee in Harney streets, Count John A. Creighton, director in the

exposition and one who promoted its interests with his energy and money, passed bears his name. away in Omaha a short time agor leaving L. H. Korty, director, is superintendent a fortune of over \$3,000,000, a large part of telegraph of the Union Pacific raliroad f which was left to the university which, company, with headquarters in Omnha. bears his name and charitable institutions. manager of the Union Pacific Railroad com- of the prominent men of Omaha who has pany during the eventful year of 1898 and passed away in recent years. He handled the temporary board of directors, died dur- per cent on the stock subscriptions within ing the years following the exposition. He four days after the close of the exposition president of the National Bank of Com- in New York City. Dr. Lee gave his at-

merce. F. B. Hibbard, director and only mem- of the exposition. ber of the board from a town or city Z. T. Lindsey, director, chairman of the double distinction of being an Omahan dent of the Interstate Rubber company. for a whole summer and being the only C. W. Lyman, director, was provident

G. M. Hitchcock was a member of the exposition days, and is at present a cap-Jameatown, where he was suddenly needed, of the department of promotion, after-J. H. Hussie was one of the "faithful"

W. N. Babcock, director, member of the Omaha and he is still busy running executive committee and in charge of the hardware store at Twenty-fourth and transportation department, was the general Cuming streets, on the theory that if manager of the Union Stock Yards com- Omaha was a good city before the tx-pany while in Omaha, but is now general position, it is better afterwards and is

Thomas R. Hoctor, present mayor of South Omaha, got his early training for. George F. Bidwell, director, was general public life as a member of the board of manager of the lines of the Northwestern directors, which exceeded in value the railroad west of the Missouri river, who correspondence schools of parliamentary G. W. Holdrege, general manager of the Burlington railway company, was a

member of the board of directors and president of the firm J. L. Brandels & still holds his position with the railroal

Walter Jardine of the Omaha Transfer company, still claims Omaha as his home. John A. Johnson of Johnson Bros. Transfer company served as a director and has since been active in pulling the Ak-Sar-Ben parades when the king does stunts.

Thomas Kilpatrick, president of the Kilpatrick Dry Goods company, was one of the seven retail merchants on the board of directors. He is still at the head of the hig dry goods house on Douglas arreet. Thomas L. Kimball, director, is one of Mr the ten who have passed away. Kimball was active in the affairs of the Union Pacific Railway company, and his son, T. R. Kimball, was chief architect of the exposition.

F. P. Kirkendall was a director and a charge of the buildings and grounds department. Mr. Kirkendail is president of the manufacturing shoe company which

Herman Kountze, director, and treasurer Edward Dickinson, director, was general of the Transmississippi exposition, is one is now connected with the "Orient" rail- the money received by the exposition and road, with headquarters in Kansas City. his knowledge of financial matters assisted John H. Evans, director and member of in the association being able to puy 75 remembered as the "man who bought Dr. E. W. Lee. director, and in charge up all the laundries in Omaha." and was of the medical department, is practicing tention to 3,005 cases during the summer

outside of Omaha, is an extensive farm.cr executive committee and of the ways and near Irvington., Mr. Hibbard had the means committee, is in Omaha, as presi-

of the Commercial National bank during

Charles F. Manderson, director, and since of the exposition, is general solicitor of the Burlington railroad company.

Charles Mets is president of Mets Broth-(Continued on Page Seven.)

A. L. REED, Department of Concess