

# MILTON ROGERS & SONS CO.

Wholesale and Retail

## BIG PIONEER FIRM OF OMAHA

House of Milton Rogers & Sons Here One-Half Century.

### HAS KEPT PACE WITH THE CITY

Immense Hardware and Furnace House Continues to Broaden Out and Enlarge Scope of Its Industry in the West.

Sixty-two years ago, in one of the eastern states, while going about his business, Milton Rogers heard the call of the west. It was attractive and appealed to his ambition, for he realized that out here in the great valleys and upon the fertile plains there were opportunities that other localities did not possess. A few months later and in 1860, this young man landed in Council Bluffs, a place that at that time was on the frontier, close to the western border of white settlements.

Within a short time the young man from the east had secured a small building and over the door hung a sign bearing the words that have since been familiar up and down the Missouri river for hundreds of miles and from eastern Iowa to the mountains. These words were:

"Milton Rogers, Hardware." For five years Milton Rogers devoted all of his energies to the business of his Council Bluffs store, building up an enormous trade. People had come to know him on account of his untiring efforts, not only in behalf of his own business, but his ambition to help others, and as a result, his place was the trade headquarters for all who sought the class of goods carried in his lines.

Established Branch Office Here. About this time Milton Rogers came to realize the possibilities that were in store for Omaha and, being long-sighted to a marked degree, in 1865 he established a branch house in Omaha, locating on Farnam, between Ninth and Tenth streets, which was then the retail center of the straggling frontier town. Here he sold vast quantities of goods to the miners who were flocking into Colorado and to the settlers who were beginning to flock to Nebraska. The business soon assumed enormous proportions, and it was not long until it outgrew the location. Then Milton Rogers moved to larger quarters, taking a building on Farnam, between Eleventh and Twelfth streets. For a time this larger building was sufficient to meet the demands of the trade, but once more it became apparent that more room was needed. As a result, in 1882, he bought the corner at Fourteenth and Farnam streets, where the Woodman of the World skyscraper is now being erected. Upon this ground Mr. Rogers first erected a large frame building, and subsequently a three-story brick structure, which stood for forty-nine years, housing all that time what had come to be known as the pioneer hardware store of Omaha.

Began Jobbing Business. With the construction of the Union Pacific, Milton Rogers branched out and commenced doing a jobbing trade throughout Nebraska, Iowa, Wyoming, Utah and Montana, a trade that ever since has not only been retained, but has been extended to territory much farther beyond.

In 1880 Mr. Rogers associated with himself two of his sons, Thomas J. Rogers and Warren M. Rogers, and the style of the house became that of Milton Rogers & Sons.

It was not alone as a commercial and industrial plant that the house of Milton Rogers was known. It had been most public spirited and was one of the original incorporators of the company that gave Omaha a water plant, then owned and controlled wholly by Omaha citizens, and that marked the development of the city from a frontier trading post into a metropolis.

Helps Build South Omaha. Milton Rogers was one of the founders of the South Omaha Land company that put South Omaha on the map. He was also one of the group of men who forged the Union Stock Yards company of South Omaha and carried it through its struggles of the early days until it had made a market and brought one packing house after another and became the second packing center in the United States.

When Milton Rogers laid down the burden of life, in 1895, his sons in the house continued the business, Herbert M. Rogers becoming associated with Thomas J., and it has expanded with the growth of the central west.

Two and a half years ago the demise of Thomas J. Rogers—Warren Rogers having died six months previous—left Herbert M. Rogers the survivor of the family identified with the business. He is now associated with his uncle, Colonel Thomas Swobe, and A. W. Spoerri, in the company, Mr. Rogers being president, Colonel Swobe vice president and Mr. Spoerri, who has been with the house over a quarter century, the secretary.

Two Homes Now. Two different buildings are now occupied by the company. At 1223 Harney street the four floors are the retail store, forming a light, attractive and most modern salesroom. General hardware, tools and cutlery and builders' hardware are kept on the first floor, ranges and cook stoves in the basement, house furnishings and kitchen utensils on the second floor, and mantels, fireplaces, marble and tile on the third floor.

At 1206 Harney street, five floors are used as the furnace and wholesale department, with stocks of goods, hotel kitchen equipment, and the shops, these taking up the four floors above the basement and the basement itself.

It goes without saying, as it has for more than half a century, that it is a thing come from Milton Rogers & Sons Co., it is of the best, character and quality both being put into the transaction. One bit of character of Milton Rogers & Sons company is shown through the fact that today they are running a big advertisement in The Bee. Few firms in the west have ever been successful in gathering co-operation for such a purpose. It takes a big concern of wide experience and high standing to complete an ad of these proportions.

## The House of Permanent and Practical Gifts

Christmas is no longer simply a time at which to give gifts that show personal regard or that express well wishes for friend or relative; it is now considered the time for benefiting anyone held in high esteem through the gift of some article that will serve the double purpose of expressing Christmas sentiment and of being useful. It is the time for gifts that better the condition of the home by adding to its equipment those articles that are needed to put the household into better shape for comfortable living, for instance a gift of some kitchen utensil will please the wife. It will get better results from the kitchen. Other parts of the home beside the kitchen will be benefited by durable gifts: mantels, gas logs, stoves, form exquisite and serviceable presents. We have a large stock of practical gifts for people who wish to give gifts of permanent qualities.

## Give Gifts of Durability and Usefulness

Gifts that can be put to practical use and that will endure are most acceptable, for they not only carry the sentiment that the donor seeks to convey, but they also are practical, and therefore they have a two-fold value. We have a fine selection of gifts that will bring joy to the recipient and reflect credit upon the choice of the donor. Here are just a few of our hundreds of Christmas suggestions. **THEY WILL BE SOLD ALL THIS WEEK AT A 20 PER CENT DISCOUNT.**



Electric Washing Machines

- \$1.50 Scissor Sets ..... \$1.20
- \$1.75 Manicure Sets ..... \$1.40
- 65c Sugar Spoon ..... 52c
- \$1.00 Gravy Ladle ..... 80c
- \$1.50 Berry Spoons ..... \$1.20
- \$4.00 Set Knives and Forks ..... \$3.20
- \$2.50 Set Knives and Forks ..... \$2.00
- \$1.25 Child's Set of Knife, Fork and Spoon ..... \$1.00
- \$2.25 Carving Set, 3 pieces ..... \$1.80
- \$3.00 Carving Set, 3 pieces ..... \$2.40
- \$3.50 Poultry Shears ..... \$2.80
- \$5.00 Chafing Dish ..... \$4.00
- \$1.25 Chafing Dish Spoon or Fork ..... \$1.00
- \$6.50 Coffee Machines ..... \$5.20
- 65c Nickel Coffee Pot ..... 52c
- \$1.25 Crumb Tray and Scraper ..... \$1.00
- 50c Pepper Grinders ..... 40c
- \$3.75 Casseroles, in stand ..... \$2.98
- 80c Tea Pot Stand ..... 64c

- 40c Nickel Call Bell ..... 32c
- \$3.50 Copper Smoker Sets ..... \$2.80
- 65c Ash Trays ..... 52c
- \$3.50 Copper Smoker Stands ..... \$2.80
- \$3.00 Brass Jardinier, 10-in. ..... \$2.40
- 95c Brass Cuspidor ..... 76c
- \$8.50 Steak Plank, in handsome nickel stand, at ..... \$6.80
- \$1.75 Trays, nickel or copper ..... \$1.40
- \$2.00 Nickel Alcohol Stove ..... \$1.60



Pocket Knives 20% Off ..... 25c to \$5.00

**MILTON ROGERS & SONS CO., 1515 Harney Street**

## The Wear That Lasts a Generation "Wear-Ever" Aluminum Cooking Utensils

### Try this Test

Place an aluminum utensil, empty, over a fire and when utensil has become heated throughout, throw into it a pint of ice-water. You will find the utensil unaffected.



You can cook the most easily scorched food in "Wear-Ever" aluminum utensils with less fear of burning than in any other kind, because aluminum is a better distributor of heat and retains it longer.

"Wear-Ever" utensils are made from THICK, hard sheet aluminum, 99 per cent pure, without joints, seams or soldered parts. No coating to peel, crack or blister. Cannot rust, cannot form poisonous compounds with fruit acids or foods,

That's one reason why "Wear-Ever" ware lasts a generation. And there are other reasons. "Wear-Ever" utensils are light to handle and easy to clean. We carry a large, a very large line of cooking utensils, having every article that is needed in the kitchen. We have the brands that we can guarantee. Our cooking-utensils, like "Wear-Ever" last for a generation, when they are properly cared for and not subjected to more than the ordinary hard usage of the kitchen. We invite a visit to our kitchen utensil department.

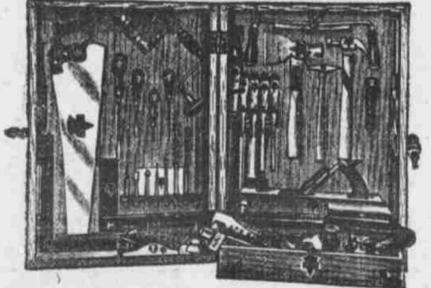
**What You Want is Here MILTON ROGERS & SONS CO. 1515 Harney Street**

## O-Cedar Polish Mop & Floor Polish CO-WORKERS FOR CLEAN FLOORS

The O-Cedar Polish mop permits the polish to be applied with ease. The housewife can oil and polish a floor in a few minutes through using the O-Cedar mop. No stooping, no hard shoving. O-Cedar Polish goes on easy and drills into all cracks. It is the polish that lasts giving the floor an attractive appearance. It prevents dust from rising and makes the room sanitary. O-Cedar Goods always give satisfaction.

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## A Sensible Gift For That Man



A Keen Kutter tool cabinet will delight the man who receives it on Christmas morning. The very looks of the tools will tell him in an instant that he has a quality gift which will last him for many a year and do fine work. He can make unique designs and useful furniture for his home.

Keen Kutter tool cabinets are made for men who like good tools and good order in keeping them. Keen Kutter tools are "better" tools, with the correct hang, balance and adjustment. The steel is of the best quality, tempered automatically. That makes it uniform and of just the right hardness. The handles are the finest close-grained, seasoned wood, the best of its kind for the purpose.

We have an excellent line of Keen Kutter shears, tool chests, safety razors, and scissor sets. They all are ideal Christmas gifts and will make the recipient smile with joy.



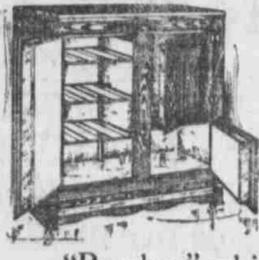
Give the boy a pair of Keen Kutter Skates, and you have made him happy for months.

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## Walker's Quick and Easy Corkscrews and Ice Picks

The ice picks are forged tool steel, oil tempered. They are mounted in hard wood, polished handles. They are tested and do not bend at the point or in the body. Ice men find them the best. Walker's self-pulling cork screws are made of high grade special steel. They are carefully tempered and highly finished. The handles fit tightly and are securely fastened into the shank of the screw. They will not pull apart.

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## Cold Refrigerator Facts

The Sanitary "Peerless" Refrigerators represent all the excellence that has been attained in the manufacture of refrigerators. They stand on the merit of their construction and service, and the home that has a "Peerless" has the best that that can be obtained.

"Peerless" white enamel is not paint or paste, it is a pure mineral and is applied to galvanized steel in several coats and baked at varying degrees of temperature for each coating, thus producing a glossed surface which is absolutely odorless and thoroughly sanitary. The "Peerless" sanitary syphon is so constructed that it prevents outside air and odors from entering the refrigerator. The "Peerless" ice racks are made of galvanized steel. They are strong and durable.

Here are other features of "Peerless" excellence—Glass face indicator, sanitary cleanable flue walls, sanitary removable drain pipe, sanitary tinned shelves in enameled lined, galvanized steel lining in entire ice chamber, solid ice corners, swing base that admits of a large drip pan, self-retaining, ball bearing castors, genuine bronze locks and hinges, selected hardwood, thoroughly dry-killed lumber in outside case. Golden oak finish, sanitary, odorless, Peerless white enamel. We show a large assortment of refrigerators at all prices. We have the refrigerator that you want and at the price you are able to pay.

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