

1912 marks more than quarter century of continuous success for several leading Omaha concerns

Merchants National Bank Here Since 1882

Splendid Record of Large Financial Institution and Its Officers

Deposits, \$6,896,000

Capital and Surplus over \$1,100,000

The Merchants National Bank was organized and commenced business on October 1, 1882. Through all these years this splendid institution has had but two presidents, Mr. Frank Murphy and Mr. Luther Drake, and the steady growth and eminent success of the bank stand as mighty tributes to these men.

Perhaps there is no banker in Omaha who knows more bankers of the country than Mr. Luther Drake, president of the Merchants National Bank. He has been honored by the Bankers' Association of America by having served one term as a member of the executive council, and when the American Bankers' Association selected a currency commission in 1906, made up of representative bankers from all sections of the United States, numbering fifteen members, he was selected and has served ever since.

The vice president, Mr. F. T. Hamilton, is an energetic successful man of affairs. He is the president of the Omaha Gas Co. and vice president of the Omaha & C. B. St. R. R. Co.

In reviewing the record of a bank there are several important phases to consider and which determine to a large extent the actual progress made. For instance, when a bank shows a large increase in deposits and surplus and has accomplished this without buying out or consolidating with some other bank, it is justified in feeling proud of its achievement. This the Merchants National Bank has done. Furthermore it has the smallest list of

stockholders of any bank in the city.

The growth, therefore, has been a large and healthy one, based upon the principles of merit and reliability which spell the success of all big financial institutions. Moreover, the sterling character and splendid ability of its officials round out the success to a degree which makes Omaha proud indeed that the Merchants National Bank is here.

All of the present officers worked their way up from minor positions in the bank and all had practical opportunity to learn the banking business thoroughly. This, perhaps, explains to some extent the perfect systems and effective methods which manifest themselves most forcibly in results accomplished. President Luther Drake, Vice President F. T. Hamilton, Cashier Fred P. Hamilton and Assistant Cashiers B. H. Meile and C. B. Dugdale now constitute the list of officers and it requires the services of thirty-five employes to handle the business.

Annually the number of depositors and amounts of their deposits increase and the management of this big institution feels justly proud.

Omaha Loan and Building Association

THE OLDEST SAVINGS INSTITUTION IN OMAHA

ORGANIZED IN 1888

This association is the oldest savings institution in the city, and the story of its life, from the first meeting of its founders in April, 1888, is a story of progress and prosperity.

This association was organized a short time before the advent of Omaha's first real estate boom, which gave to business great impetus, increasing opportunities of employment and attracting to the city thousands of people. Naturally the demand for dwellings was inordinately enhanced, with the result that rentals were raised to figures beyond the reach of many wage-earners. Thousands of men felt the need of some agency of mutual help, whereby they could acquire homes, and the Omaha Loan & Building Association was organized in response to this need.

Since its organization, the "Omaha" has assisted 5,737 of its members to build homes. It has distributed among its members dividends aggregating \$1,089,753.01, and has built up a reserve fund, which, together with undivided earnings, amount to \$133,020.85. The following financial statement shows the condition of the Omaha Loan & Building Association at the close of the year ending December 31, 1911:



OUR NEW HOME

ASSETS.	
Loans on first mortgages.....	\$4,267,829.28
Loans on association shares of stock.....	69,129.25
Interest due from members.....	3,316.41
Real estate acquired through foreclosure.....	4,777.59
Furniture and fixtures.....	6,773.63
McCague building.....	2,981.46
Contract sale Douglas block.....	126,691.58
Sundry persons and accounts.....	35,000.00
Cash on hand and in bank.....	432.17
Totals.....	\$4,672,950.19
LIABILITIES.	
Outstanding stock and dividends.....	\$4,104,709.64
Paid-up stock and dividends.....	338,673.64
Due on incomplete loans.....	96,526.06
Reserve fund.....	118,765.65
Undivided earnings.....	14,375.20
Totals.....	\$4,672,950.19

Increase of assets during 1911..... \$775,118.68
Dividends paid to stockholders during 1911..... 228,035.48
Increase in reserve fund and undivided profits, \$27,309.44.

As a further indication of the solidarity of this association and the care with which its stockholders interests

are safe-guarded by the officers. It is noteworthy that, although the loans amount to \$4,267,829.28, the delinquent interest amounts to only \$3,316.41. This testifies to the substantial character of our assets.

The past year has been one of growth and increased usefulness. An unusually large number of homes have been built, owing in part to the greatly reduced cost of building material. Present conditions warrant the prediction that the coming year will be one of continued growth. We are already taking applications for loans for the purpose of building next spring.

Loans made on the easy payment plan at the lowest building association rate.

OMAHA LOAN AND BUILDING ASSOCIATION,

Northwest Corner 15th and Dodge Sts.

OFFICERS AND DIRECTORS:

G. W. Loomis, President.	W. R. Adair, Sec'y and Treas.
W. S. Wright, Vice President.	J. T. Helgren, Asst. Sec'y.
	F. H. Gaines, Counsel.
John H. Butler, W. Scott King, E. A. Parmelee,	M. M. Robertson, H. J. Penfold, Charles E. Black.

Fred Brodegaard & Co., At "The Sign of the Crown"

A Watchmaker Who Learned to Build Any Part of Timepiece—Is Recognized as Expert.

Has Tremendous Trade in Watches and Diamonds—Hospitable Host at Country Home.

Fred Brodegaard's generation is the third of a family of watchmakers who, after mastering the trade in Denmark, went to Switzerland to gain the best that Swiss skill taught. Fred Brodegaard, after serving six years as apprentice to his father and half a year as a journeyman, came to this country and was a watchmaker for such leading firms as Giles Bros. and Matson & Co., Chicago, for several years, where the watchmaker had to be able to handle the finest of work and make any part himself.

Then coming to Omaha twenty-six years ago he bought out Captain William Neve at 514 South Tenth street and building up a large trade stayed there eighteen years. Then he bought the store at No. 115 South Sixteenth street to get into the new retail center of the city, leaving his brother in charge of the Tenth street store to accommodate the railway men's trade three years and then consolidating interests on Sixteenth street.

Through a prize competition for the best trademark the sign of the crown was adopted.

"It shines out and above everything all the time," his patrons declared, and thus it came to stand for the highest and best.

Recognition of Mr. Brodegaard's skill and judgment has been bestowed upon him four years in his appointment as official watch inspector of the Union Pacific and the Omaha railroads. That is the tribute of the roads to him.

But the general public has also set the stamp of its approval upon him as an expert watchmaker and dealer. He sells more of really good, reliable watches than of any other line of his goods and his line of watch repairing is the largest in the city. Not only this, but his watches are in such demand that a large business is done supplying them through mail orders.

Popular-priced diamonds are a leading part of this house's trade, the stock carried being one of the largest in the city. Beside this a general stock of sterling silver, silverware and cut glass is kept.

Twice a year the Brodegaard "Manufacturers' Sales" are held, the house being enabled to do this through buying direct from manufacturers. Alfred Brodegaard, the younger brother of Fred, who learned his trade under him, lives up to the family traditions by being a master of the craft and is a partner and in special charge of the mail order trade in watches and diamonds.



Fred Brodegaard

Besides his business and social life, as indicated already, Fred Brodegaard is a director of the State Building & Loan Association and partner in the Crown Pipe Manufacturing Company.

Holiday trade is enormous. Last year from December 1 to Christmas two sets of salesmen and saleswomen had to be on duty, for customers did not permit the store to be closed before 11 o'clock any night. In all those three weeks last December, Fred Brodegaard did not see his country home or his wife and children. And that reminds one that that country home—a chateau, his friends call it—is a place where Mr. Brodegaard and his wife exercise the grace of hospitality bountifully.

"Fredensborg" is the name of the country home, that meaning "A Peaceful Place," the name adopted by the King of Denmark for his home. It has a spacious house and grounds, the house with a large cellar for a banquet hall and hall for the local improvement club. The little farm raises the pigs, geese, chickens and ducks, the grapes, asparagus, berries and many vegetables served on the table and is an independent principality in having its own gas and water plant. When "Fredensborg" was opened six years ago July 3, it had 600 guests and they danced until the wee small hours and feasted to their heart's content.