

Founder of a Great Mercantile House and His Sons Who Succeeded Him

Every move made by the firm of J. L. Brandeis & Sons has been toward better things, not only for the firm, but for Omaha. As the firm has made money, it has spent money in growing amount, until today its investments in Omaha are known to every citizen, and there is no person in the city who does not feel a thrill of pride in the accomplishments of the Brandeis stores.

As indicated in *The Bee* last Sunday, the firm in this week giving its attention to the proper celebration of its thirtieth anniversary. That the preparations for the event have been made on a broad and generous scale is amply emphasized by the advertising pages.

When the late Jonas L. Brandeis moved from Wisconsin to Omaha, in 1852, he took possession of the most available building he could find. This was a very modest store room on lower Farnam street, between Twelfth and Thirteenth, in the heart of what was then the business center. The founder of the firm and his sons liked the appearance of Omaha, and from the beginning of their residence here made up their minds that Omaha was to be the scene of their activities for the future. They headed strictly the admonition of Ben Franklin, "Take care of thy shop and thy shop will take care of thee."



H. HUGO BRANDEIS

Solid Progress on Big Lines.

The Farnam street store, where a modest line of dry goods was sold, being soon outgrown by the increase of business, a move was made to Thirtieth and Howard streets, where a larger store was taken. It was called "The Fair," was well stocked and well kept, and the patronage it attracted assured a successful venture. Advanced methods of advertising were used, as the sons began to grow in business acumen under the father's excellent training. Soon another move was necessary.

Then the property on the northwest corner of Sixteenth and Douglas streets was purchased, about ten years after the opening of the first store, and the original Boston store was soon a fixture. A fire destroyed the structure in February, 1894, with a loss of over \$300,000. While the debris was being removed and the site cleaned up for another building, the firm went on with its business in temporary quarters at Fifteenth and Dodge streets. Additional property was secured adjoining the site of the burned store, and a much larger new building was put up. On this quarter block, with four floors, J. L. Brandeis & Sons managed to worry along for a goodly spell of years, until it was decided to branch out some more. The firm had bought the Jole's opposite the old store, on which the Young Men's Christian association building formerly stood, and as there seemed to be a demand for an additional office building it was decided to combine such an edifice with a grand store building. Here was built the main home of the firm, known as the Brandeis stores, which has won a reputation extending far beyond city and state lines.

An Army on the Pay Roll.

It requires a vast volume of business to keep between 1,300 and 1,400 men and women busy buying and selling goods. Likewise a big working force is necessary, and the Brandeis staff of workers covers in the neighborhood of ten acres in the various departments. Any city two or three times the size of Omaha would find cause for pride in possessing such a store and such citizens as direct the activities of this high class mart of commerce. It has features distinctive

to itself, just as the Brandeis boys have gained a reputation for liberality and a large conception of their relations to public affairs which permeates every element of Omaha's citizenship. The establishment has a clientele co-equal with the limits of the state, and no well informed visitor to Omaha fails to visit it and enjoy the architectural and visual treats afforded outside and in.

Many Enterprises Provided.

The visitor or buyer can get into the heart of the Brandeis stores from most any direction. From the old store on the northwest corner of Sixteenth and Douglas, where two floors are given over to men's and boys' furnishings and shoes, one can pass into the first underground arcade. This leads through attractive alleys into the main store, and a turn to the right will lead to the great stonery, picture and china ware departments. Another turn will bring one to the restaurant and the fine basement salesrooms of the Courtney company; or one may go straight ahead into the Pompeliano room, one of the sights of Omaha never missed by well-posted visitors.

Another good way to start on a tour of the many very attractive departments is to enter the theater lobby, on Seventeenth street, and drop off at the tea room, thence down a short stairway to the center of the Pompeliano room. It is a decidedly pleasing view that is afforded from the tea room gallery, looking over the always busy and gladsome scenes continually changing on the floor of the Pompeliano room. On the same floor with the tea room, where all kinds of light refreshments are served summer and winter, is an assembly room, which has proved decidedly popular with many women's organizations for small meetings. Nothing handier or more useful in this line has ever made a part of any mercantile emporium.

Drop In by Elevator.

A third convenient entrance, presenting a most picturesque aspect of the Brandeis mart, is from the elevator entrance on Sixteenth, at the alley between Farnam and Douglas. At once from the commodious lobby the visitor steps into a bewildering scene of beauty and bustle, whether going in at the door opening on the jewelry counters—a sight in themselves—or at the door which is flanked by the flower counters and showcases. "It is easy to get anywhere in the Brandeis stores from anywhere else," is the pet expression coming from many delighted visitors and steady patrons.

Suppose you are at Seventeenth and Farnam and want to land quickly in the midst of beauty and business in this really remarkable group of things as modern plans present them. Why, just step into the lobby off the alley on Seventeenth between Farnam and Douglas. An elevator drops you at the cashier's cages, and from that point you can see over acres of moving pictures—displays of rich goods, hustling people, scurrying messengers and cash carriers, diligent clerks, interested shoppers, all



S. L. BRANDEIS

the manifold movements common to a really big center of trade.

Without going outdoors, after entering from any direction, one can feast eyes and soul on the brightest and most fascinating products of the factory, the loom, the art shop, the toy studio, the confection foundry, all the many industries that send their choicest output to please the varying tastes and the poor purse or the rich one of thousands of discerning purchasers.

Remarkable Advertising Campaign.

Not one of the least of the features of the Brandeis system is to be found in the advertising campaign laid out for this anniversary week. Preliminary announcements scattered in every part of the store emphasize the thought, "Anything that helps Omaha will help us. We believe this anniversary sale will help Omaha." Undoubtedly it will, because



ARTHUR BRANDEIS



EMIL BRANDEIS

the elegantly executed and thoughtfully written advertisements, many pages in extent, presented today comprise a variety of enticing offerings that are the result of deep business sense and an intimate knowledge of the field to be catered to. Thousands of items, literally, are set forth with illuminating descriptions, apt illustrations and definite prices.

Great results are expected from this trade campaign, planned by mercantile major generals to extend over a memorable week, and, naturally, great benefit can be confidently expected to flow to the multitudes of buyers who will flock in from Omaha and surrounding territory. The city will profit in proportionate degree with the always alert and enterprising firm that has developed its splendid organization to the assembling of the offerings so comprehensively presented.

Kitchen Specials

for Monday Only

Money Saving Bargains. Useful Necessities at Sharp Reductions for One Day Only

75c Dustless Mop with long handle; Monday, only... 48c

25c Shaker Sifter; can be operated with one hand, best made; Monday, only... 16c

SANITARY CLOSET BRUSH—Warranted bristle, with long bent wood handle; regular 50c, Monday... 29c

10c Veget. Bro. Knife, good quality; Monday, only... 5c

85c Aluminum Kettle, 49c

When properly filled out with name and address, this coupon entitles the bearer, if presented on March 19, 1912, to purchase one No. 119 "Wear-Ever" Aluminum Preserving Kettle, 3-quart size, for...

49c

Name _____
Address _____

MILTON ROGERS

M & SONS COMPANY 1515 Harney Street

HARDWARE REMOVAL SALE

BIG CUT IN GARDEN TOOLS

15c HOSE, 9c; 75c SHOVELS, 49c; 25c RAKES, 19c; 85c SPADING FORKS, 54c. EVERYTHING IN PROPORTION.

PATTON-BOWMAN HARDWARE CO.

1615 FARNAM STREET.
AFTER MAY 1ST 1207 HOWARD STREET.

DR. TODD

DR. TODD'S WAY. 403 Brandeis Bldg., Omaha

The Sanitary Porcelain Tooth Co. is making more progress—has more traveling men boosters than any other company in existence, considering the life of the company. All the reliable dental supply houses are becoming interested agents.

Dr. Todd is selling and demonstrating at 403 Brandeis Building, and is early and late at his office. Hundreds are investigating and their results are the same.

No complaint to make if you do not want a "half tooth"—go to the Sanitary Porcelain Tooth Co., 403 Brandeis Building, and you will be thankful for years to come.

Spring Opening.

First showing of New Spring Patent Hats.

The most stylish and up-to-the-minute Millinery Always on Display at—

Schadells

1523 DOUGLAS.

Bring That Prescription

to one of the 5 Sherman-McConnell Drug Stores and have it filled by men of long experience, and using only the best of drugs.

SHERMAN-M'CONNELL DRUG CO.,
The Five Rexall Stores

Harness and Saddles

Buy your harness at wholesale, direct from the firm that makes them. Save the middleman's profit. Our harness are made of the best heavy oak leather and will outwear two sets of cheap factory made harness, and cost you no more. Our store has been open forty years in Omaha. Everything guaranteed. We will meet all competition on good harness. Write for catalogue.

Alfred Gornish & Co.
Successor to Collins & Morrison.
1210 Farnam Street.

PAYING MATTER IS TANGLED

South Omaha Improvements May Be Held Up and Litigated.

GROWS OUT OF COURT RULING

Since Labor Clause Has Been Invalidated Other Contractors May Attempt to Secure Award for Doing Work.

About \$50,000 worth of paving contracts in South Omaha may be held up and litigated as a result of a ruling against the "union labor clause" made by Judge Howard Kennedy of the district court in passing on the case of Parks, Leffler & Co. against the city of South Omaha.

The paving company sought to force the city to carry out a contract under which the paving company was to have paved two streets. The contract had been made, but the city had cancelled it on the ground that the petition on which it was based had been insufficient. Judge Kennedy found for the city.

The court held that in the circumstances the council acted rightly in cancelling the contract when it appeared that there were enough irregular names on the petition to invalidate it.

Council Acts Rightfully.

It was further held that the council acted rightly in letting the work to Dan Hanson, his petition being sufficient and he being the lowest bidder. It was held that the contract should be let to the lowest responsible bidder, regardless of whether or not that bidder would employ union labor, the labor clause being clearly unconstitutional.

About \$300,000 worth of paving contracts let under the labor clause are pending in South Omaha, now and work is being done on some of these. But for the clause the contracts would have gone to other contractors and these may now attempt litigation to secure the business, since the labor clause has been declared invalid. Parks, Leffler & Co. may appeal.

NEWS NOTES FROM BEATRICE

Rev. Will Pledy is Dead at Oakland, Cal.—Forty Students Suspended.

BEATRICE, Neb., 12—(Special.)—Word was received here yesterday from Oakland, Cal., announcing the sudden death of Rev. Will Pledy, a former Beatrice resident, which occurred at his home there Tuesday night. Mr. Pledy was raised in Beatrice and was sergeant in Company C of the 6th Fighting First Nebraska during the Spanish-American war. He was educated for the ministry at Northwestern university in Chicago, and at the time of his death was pastor of one of the Presbyterian churches at Oakland. He was formerly principal of Bevidere school in South Beatrice. Mr. Pledy was 47 years of age and leaves no family except his widow. The body will be brought here for interment.

Forty members of the senior class of the high school who took part in the "snack day" exercises Tuesday have been suspended from school for two weeks by Superintendent Rodwell and Principal Hillyer. Some of the class spent the day in Wynote where they marched through

American Divorce Mill Through French Specs

BY FRANCOIS DE TESSAN,
An old French song says:
Pres du ruisseau vire un moulin,
Mais le moulin est fort joli.
And that is the essential thing. At Reno, also there is a mill and a very original and piquant one which is being run by elegant American millresses. It turns incessantly in the heart of the mountains of Nevada. It is the divorce mill.

It is immensely famous, this "Reno mill," and is called the court of the town in which those who desire to break their matrimonial ties spend the necessary time required by the law to establish residence. American motorists thunder against Reno, denounce the scandals which it harbors, condemn the bad example it sets, but the divorce mill grinds on and seems its harness critics. It is a splendid business success and its prosperity increases from day to day. The laws of Nevada are indeed exceedingly liberal towards those who find conjugal ties a burden. In six months they are set free painlessly and forever. Causes and motives which other judges consider too frivolous carry great weight with the judges of Reno, where divorce is automatic.

With an ironical smile, the wife who is dissatisfied with her husband pronounces the definitive words, "I am leaving for Reno, dear," and sets out for the far west. Her stay at this place is by no means tedious or unpleasant. Reno is hidden among picturesque mountains which invite to charming excursions and picnics. Four or five excellent hotels receive the future divorcees, who enjoy every comfort of home while there. They form a separate colony vastly different from the rest of the people of the place. These are mostly business men, shopkeepers and agents. There are also great many saloon keepers—proprietors of underground gambling holes, where gambling flourishes in its worst form. The rough miners from the country around Reno go there to risk their gold dust, suege or wages in a game of chance. The cards and dice are never idle. Sometimes the revolvers have their innings to settle disputes. Under the influence of the raw whiskey, quarrels are frequent, often with fatal ending.

The streets giving their class veils and cutting up all kinds of capers. A few of the members of the class yesterday stated that they visited Superintendent Bodwell's office and offered to apologize for the part they took in the affair, but that he refused to accept it. The students announce that they will establish a school among themselves during their enforced "vacation."

George Deicus, for six years a resident of Beatrice, died yesterday after a brief illness, aged 65 years. He leaves no family except his widow. The family came here from York, Neb.

Mrs. John Sabiska of West Beatrice died yesterday after a brief illness, aged 53 years. She leaves her husband and a babe six weeks old.

At last reports Fireman Mahannah, who was injured in the Burlington collision near Putnam yesterday, was holding his

Boys Back in the Toils as Soon as Out

KEARNEY, Neb., March 15.—(Special Telegram.)—Eugene Palmer and Harry Wycott, two paroled industrial school boys, 17 and 19 years of age, were brought to the county jail this evening from Elm Creek, where they confessed to having broken into the Chris Matsen general merchandise store early this week. They confessed to their guilt when found with watches, cutlery and other of the missing property in their possession. They were bound over to the district court, where they will answer to their act.

The Wycott boy has parents at Elm Creek, while the Palmer boy's folks live at Alliance. To Alliance they went from the industrial school, where they were implicated in the stealing of a horse. Later they broke jail and escaped, coming to Elm Creek, where they entered the store almost as soon as they arrived.

ALMA NAMED FOR NEXT NEBRASKA CONFERENCE

KEARNEY, Neb., March 15.—(Special Telegram.)—By a vote of the members of the United Evangelical conference today, now assembled in Kearney, the next place for holding the Platte valley conference, covering the state of Nebraska, will be Alma, where the conference will meet on the second Tuesday of March, 1912.

Rev. M. T. Mize, the newly elected presiding elder who has been appointed to the Lincoln district, was elected a trustee of Western Union college at Le Mars, Ia., for a period of three years.

Four preachers will be ordained Sunday at the services in the afternoon, Bishop U. F. Swengel of Harrisburg officiating.

Investors Lose Millions

every year because they do not consult reliable bankers before buying securities.

Everyone has his doctor. Everyone also has his lawyer.

Everyone "should" have his banker.

We have been in the investment business for over 25 years, and not a single customer of ours has EVER LOST A CENT.

First mortgage bonds yielding 5 1/2 to 6 per cent. Tax Free interest, always for sale in all amounts.

Safe Investments
Peters Trust Company
1622 Farnam Street.

Block 263.

Do your customers live here

??????

On Franklin Street, between 35th and 36th Streets, there are 4 occupied houses and in 3 they take The Bee.

Advertisers can cover Omaha with one newspaper.