

ONLY BEST FOR MERCHANTS

Dan Gaines Buys Most of Furnishings from Brandeis Stores for His New Hotel.

ONLY THE BEST ARE BOUGHT

When Dan Gaines took possession of the Merchants hotel he determined right away to make it even a better hotel than it had been—a job which many of its guests would have declared impossible of accomplishment.

The new owner looked about the rooms and found they were mighty good to look at, and still better to live in. But he determined to treat them to complete sets of new furniture and furnishings.

So he began looking around the stores and he didn't have to go very far before he found just what he wanted in the line of furnishings and linens.

In fact the place where he found these things was just around the corner, the great group of buildings and their connecting underground arcades and overhead connecting galleries which form the Brandeis Stores.

"The best is none too good for me," said Gaines, "and its none too good for the folks that stop with me at the Merchants hotel."

"Well, the best is none too good for us, either," responded City Salesman H. P. Freer of the Brandeis Stores, "and it's none too good for our customers."

The Brandeis Stores had just what the Merchants hotel wanted. This fact was established beyond a doubt because the new proprietor had seen them.

Half is Accomplished. Thus the first half of a sale was accomplished.

"How about the prices of these things?" asked Mr. Gaines.

Thereupon the prices were quoted, and they proved satisfactory to the Merchants hotel proprietor.

And so the second half of the sale was consummated and the goods were quickly contracted for.

The Brandeis Stores furnished all or part of each of the following items to the refurnishing of the Merchants hotel: Mattresses, bedding, towels, carpets, window shades, curtains, silverware and table linen.

These mattresses, La. Ia. If old Rip Van Winkle had had one of these, he never would have waked up. Guests at the Merchants are largely men who live out in the open and they are good sleepers, but those mattresses are just going to make them hate to leave the hotel and go back home again, where the chances are they haven't as good a mattress to sleep on.

Made in Omaha. "They are A No. 1," said the head of the department at Brandeis', and he pointed out also, in the interests of boosting home industry, especially when it produces goods as good or better than those produced by foreign or outside industry, he pointed out that the mattresses are made right here in Omaha by L. G. Doup.

Not only are the beds in the Merchants provided with the best of mattresses, but the other things that go to make a comfortable bed on which to rest weary limbs and to "knot up the ravelled sieve of care," as Friar Shakespeare has so well said, are on the job, too, and all of them are in keeping with those good mattresses.

This bedding came from Brandeis Stores also. The blankets are all wool. There are so many "sheep men" stopping at the Merchants hotel constantly that it would be little short of an insult to have blankets with even a thread of cotton, and probably these men wouldn't slumber comfortably if that one thread of cotton were in the blankets. Anyway, those blankets are all wool and big enough to cover the biggest man.

Real Feather Pillows. Fine shoddy, comforters made with finest white cotton, bedspreads of several kinds and designs and pillows. Oh, the grandest pillows! They are filled with live goose feathers and they cost \$6 a pair. Big Ben will have a hard time getting folks up off of such beds.

Some of the carpets that cover the floors of the rejuvenated hotel came from the Brandeis stores. They are all of the famous Axminster make and of the Hartford "Buenos Aires" quality. Carpet men know what that means in these carpets.

They are also of those designs suggestive of the oriental world, Axminster carpets having been made formerly in the city of Axminster, England, and being splendid imitations of the carpets of Turkey and Persia. Tans and browns are the colors that prevail most in the Axminsters which have been placed in the Merchants hotel from the Brandeis stores. They are very pleasing to the eye and to the foot.

Cleanliness Supreme. It is possible that even small boys would voluntarily wash their faces clear around to their ears if they could have the luxury of drying them on such nice towels as there are at the Merchants. Of course, there are just as nice towels at some other hotels, but not at the majority of hotels.

Cleanliness is going to be a virtue easy to have at this hotel because it will be a pleasure even to those habitually believed to be averse to the virtue such as the small boys aforementioned. Cleanliness at the Merchants is emphasized everywhere.

And, again, these lovely towels and this traveling were all purchased at the Brandeis stores, a good part of the order being specially made for the Merchants.

Window shades and curtains are also "Brandeis furnished." Windows may be said to indicate what a hotel is. They are like the eyes of a man, which are called "the windows of the soul." And no wise hotel man neglects the windows of his hostelry.

Shades Are Restful. Dan Gaines is a wise hotel man and he has not neglected the windows of the Merchants. Just look up at them and you will see the truth of this statement. The shades are of a restful green tint and they are all hand-made of a material that does not have the too common fault of rippling.

The pretty lace curtains adorning the windows are, some of them, of the Quaker Maid brand, recognized as one of the leaders. All the curtains have a quality that shows good taste and they are hung in such a manner as to harmonize with their surroundings.

The final item of Dan Gaines' big shopping list at the big store just around the corner in the silverware for the hotel tables and the napkins and tablecloths for the same.

The silver is of an extremely fine qual-

ity. It was made to order, not merely taken from what was in stock. Each piece is stamped with the name of the hotel. It is a very pleasing silver service.

Pure Linen. The table linens and the napkins are of splendid quality and pure linen. They ought to be fine to be in keeping with the silver. And more particularly they deserve to be fine to be in keeping with the food that Manager Gaines is serving. He is proud—and justly proud—of the meals he is providing for his guests, and this without any advance over the old prices at all.

"We have supplied furnishings for a great number of new hotels recently," said H. P. Freer, city salesman of the Brandeis stores, "and we do a big business supplying new furnishings to old hotels that are putting on new clothes. All the way from the Fontenelle down they range in size and standing. But we have the goods for all of them in our large stock and we seem to have them at the right prices, too."

April the Month for Colds. Harden your system with Bell's Pine-Tar-Honey. It kills the cold germ. Cures the cough. Only 5c. All druggists.—Advertisement.

Men from the Great, Broad West Gather At Merchants

Hotels have characters and characteristics just as have people. What is the character and what are the characteristics of the Merchants? This is no nondescript character. It is not a cipher in hotels. It stands for something. Its guests are of a type.

It is distinctively the hotel of the stockman, the rancher, the farmer, the country merchant.

In its lobbies men are seen with big brown or grey Stetson hats, men in cavalry trousers or suits, in cardigan jackets, in bearskin overcoats.

They are chiefly and predominantly men who do things, men who live out in the open spaces, men who are accustomed to the rigors of climate and who are never so happy as when they are doing big things, meeting big odds and overcoming big difficulties.

This is exactly how the men in the Merchants' lobby impress one. And a little inquiry shows that the impression is the truth.

"Silk stockings" with spats have no place here. They wouldn't be laughed at for these men of the open are very courteous, but they would be regarded, probably, with quiet amusement at the follies of man.

A high hat in the Merchants' would feel decidedly alarmed with so many Stetsons marching around threateningly. It would feel as much out of place as a tenderfoot Englishman on a western ranch.

An evening dress suit would feel decidedly in the wrong pew. And yet you can step into the Merchants' almost any day and sit down in the lobby next to men who could buy the hotel and all that's in it and then, perhaps, be puzzled when they get their bank statement and inquire "What was this check for—I don't seem to remember it somehow."

"Do you see that tall man over there in the cardigan jacket with the heavy shoes that need a shine?" the inter-

viewer was asked. "Well, that man has a ranch out in Montana and is worth about \$2,000,000. He has come to this hotel for years. When he first came here he didn't have very much and now that he brings his cattle into Omaha by the trainload he likes to come and stop here just the same. He likes to meet the 'boys' here. No frills, no false pretenses about him. And there are plenty of others here like him only not quite so rich. Why, that man could go back east and walk into the swellest hotel there and buy a dozen of the swellest dressed chaps there and not notice the dent in his bank balance. You can't tell these western men by their clothes, that's sure."

Surely it is the truth, though these westerners that stop at the Merchants' are royal spenders on the things that they like. They don't care for the follies of dress nor are they afflicted with the follies of vanity and therefore they make no effort to "show off" their resources.

Colonel William F. Cody, "Buffalo Bill" was always a guest at the Merchants' on his visits to Omaha and one of his chief lieutenants, Colonel William McCune, lived there for years during the winters when he was not out with Buffalo Bill's show and may still be found there.

Dan Gaines Buys Special to Take Fans to Lincoln

Dan Gaines developed the sporting blood in his veins when he played football on the University of Iowa football team, and when this characteristic is once developed it will stick. So it was that Dan Gaines stepped to the front Friday night to guarantee the special train over the Burlington to carry the wrestling fans who wished to go to Lincoln to see the Westergaard-Stecher match there tomorrow night. In these days the railroads must have a guarantee of so many passengers before they will run a special, and, as no organization was ready to take up the matter, Gaines stepped into the breach, so that all who go to Lincoln Monday night may return home early the same night. He has the tickets at the Merchants, where all Omaha fans who wish to go may secure their railroad tickets and their seats to the match.

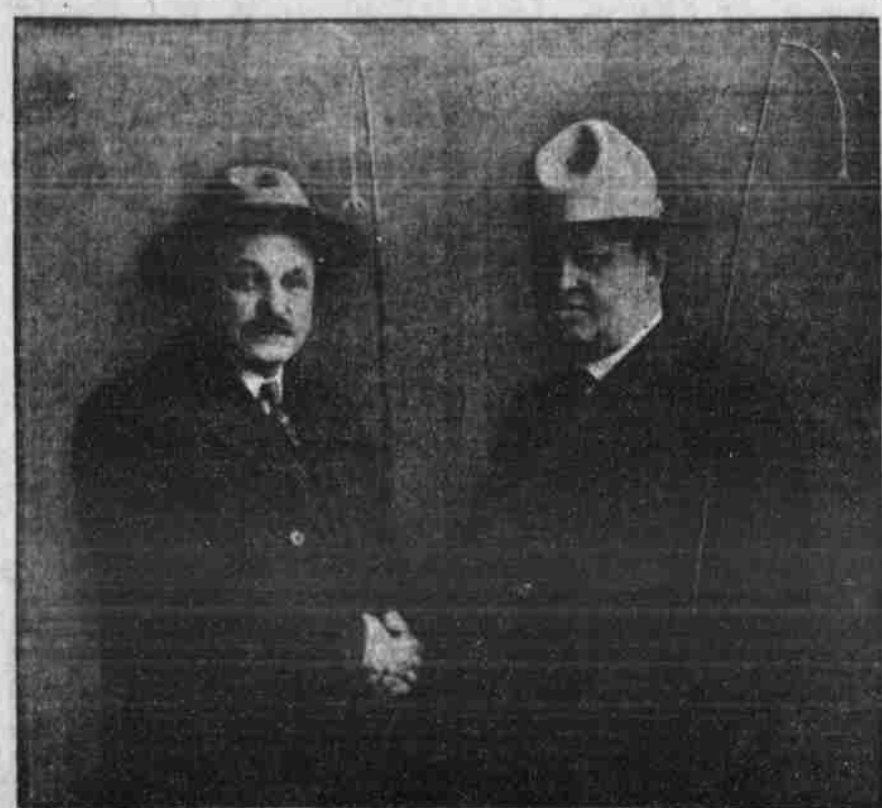
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The converting of old to new of the entire electric system of the Merchants Hotel was handled by Electrical Contractors 1207 Harney Street Tel. Douglas 456

Congratulations to Gaines... A man who can increase the patronage of a hotel as you have certainly is deserving of co-operation. While you are not a customer of mine, I want to show my appreciation of your friendship by placing this congratulation card in your section in The Sunday Omaha Bee. A Good Friend

Read Morning, Evening and Sunday The Bee For All of the News of the World ON SALE AT NEWS STAND IN LOBBY OF MERCHANTS HOTEL