

**BROOKS BROTHERS, CENTENARY, 1818-
1918: BEING A SHORT HISTORY OF THE
FOUNDING OF THEIR BUSINESS
TOGETHER WITH AN ACCOUNT OF ITS
DIFFERENT LOCATIONS IN THE CITY OF
NEW YORK DURING THIS PERIOD**

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Brooks Brothers, Centenary, 1818-1918: Being a Short History of the Founding of Their Business together with an account of its different locations in the city of New York during this period by Brooks Brothers

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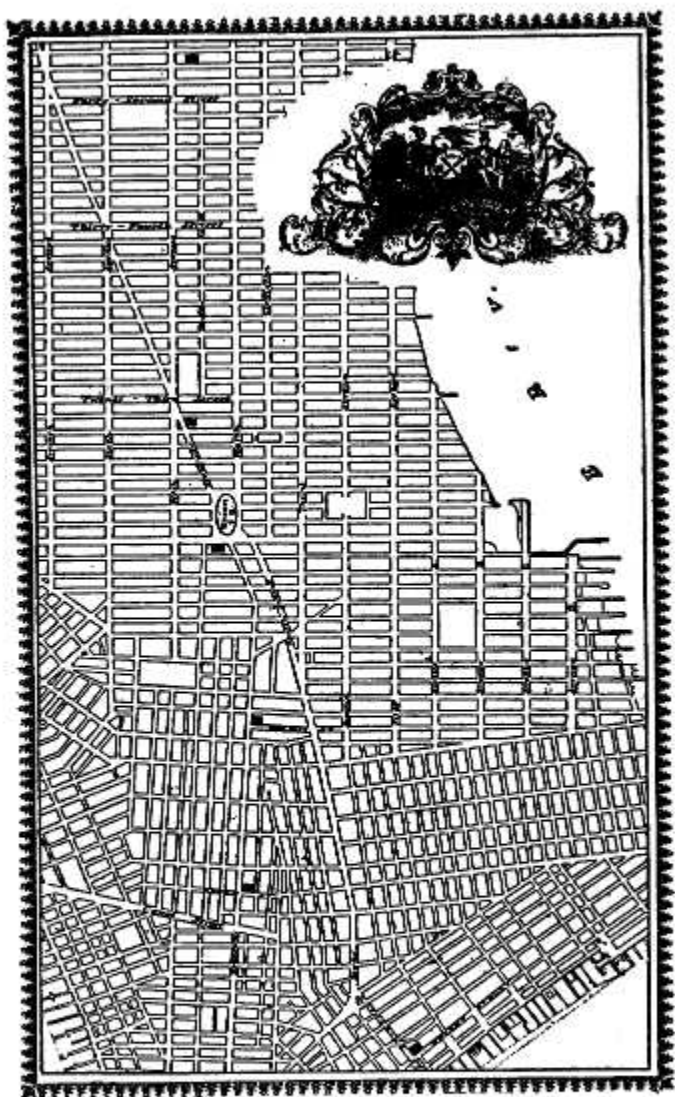
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BROOKS BROTHERS

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BROOKS BROTHERS

Established 1818



LOCATIONS OF BROOKS BROTHERS IN NEW YORK, 1818-1918

In 1852, when this map was drawn, there was no indication of a building-site on the spot where the Flatiron Building now stands and Madison Avenue had not been cut through north of 42nd Street

ESTABLISHED 1818

Brooks Brothers, New York
Centenary

1818 - 1918

*Being a Short HISTORY of the Founding
of their Business together with an ACCOUNT
of its Different LOCATIONS in the CITY of
NEW YORK, during this period.*



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BROOKS BROTHERS
NEW YORK

Brooks Brothers
4th
4-19-1923

4-19-1923

FOREWORD

IT is infrequent enough, in this country, for a business house to have completed a cycle of one hundred years to warrant the commemoration of its Centenary in this comparatively permanent form.

A kindly curiosity has often been manifested concerning the history and traditions of the house of **BROOKS BROTHERS** which shows that many are under a misapprehension concerning the real age and constitution of the establishment and the authenticity of the simple facts which link it in many ways with the history and development of the city in which it has grown and prospered.

From time to time, various excerpts from the history of the house have been published under its auspices, but it seems that upon such an occasion as this, reticence may be laid aside without offence to modesty, and a brief survey be given of the business career of **BROOKS BROTHERS** from its founding one hundred years ago to the present day.

Such is the purpose of the little book which follows, a book which, were our country not engaged in war, might have shown a gayer and more elaborate dress.

This time, however, is not one for display, nor on the other hand can we believe that it is a time for the entire suppression of just pride in an honorable achievement.

Brooks Brothers 8-4-22, 9

BROOKS BROTHERS

That it is an achievement to have completed one hundred years of upright, well-rewarded merchandising; for a family to have built up, maintained and retained control for four generations of a business such as this, few, we think, will deny.

Some of the aspects of this century of effort have a connection intimate with the growth of our country and city and these we trust will be in a measure interesting to our customers, and to others into whose hands this little book may fall.



THE CITY OF NEW YORK

From Fort Columbus, Governors Island, reproduced from a print of 1816

Established 1818

TOWARD the close of the eighteenth century, Dr. David Brooks, a physician, born in Stratford, Connecticut, in 1747, came to New York and took up his residence on the northwest corner of Catharine and Cherry Streets. In 1795, after several years of practice, this gentleman succumbed to yellow fever, and some years later his elder son, Henry Sands Brooks, born in 1772, opened a clothing store on the site shown on our map of the city (frontispiece).

There is reason to believe that at one time Henry's younger brother, David, was associated with him and certainly David was later in the clothing business on his own account. It would seem, however, that the two parted company before the date given for the founding of BROOKS BROTHERS' business. This date, taken from the first day-book of Henry S. Brooks, Merchant, and still in the possession of his grandsons, is that which gives to this little book its title, ESTABLISHED 1818.