

**BROOKS BROTHERS,  
CENTENARY,  
1818-1918**

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Brooks Brothers, Centenary, 1818-1918 by Various

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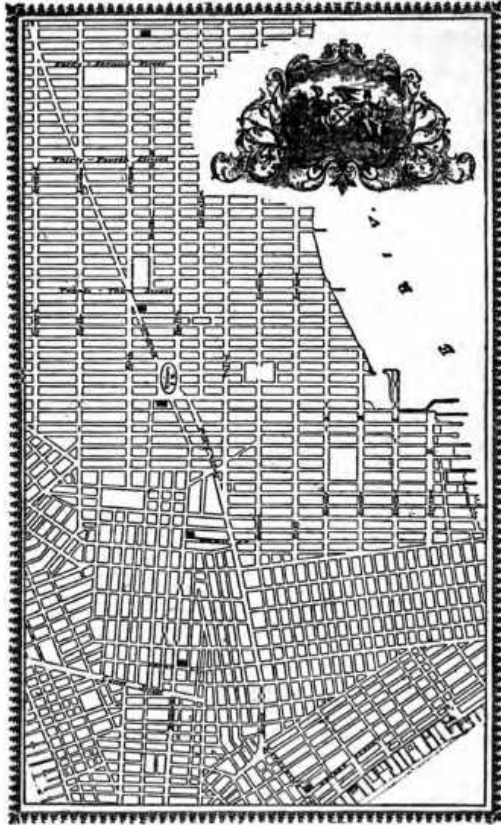
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**VARIOUS**

**BROOKS BROTHERS,  
CENTENARY,  
1818-1918**





**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

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*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*  
4<sup>th</sup>  
4-19-1923

## FOREWORD

**I**T 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



THE FIRST TWO PAGES OF THE DAY CHARGE BOOK OF HENRY S. BROOKS  
Showing the first entry, April 7th, 1818

ESTABLISHED 1818

At all events, that is the date of the founding of the house which can be traced directly as one and the same concern and which still operates, one hundred years later, in the same business and has continuously since the date of the first entry in the old day-book reproduced on page 8. From this same book, we learn that the original outlay for ground and building was as follows:

1818 Cost of ground and building cor. Cherry and Catharine Streets		\$15,250.00
March 20	Cash paid ALFORD LOCKWOOD	1,000.00
April 24	Cash paid JAMES LYON	100.00
May 9	Cash do do do	100.00
" 23	Cash do do do	100.00
" 25	Cash do THOMPSON PRICE	80.00
		\$16,630.00
" 26	Paid C. CLARK	30.00
" 29	Cash for carting and nails	30.00
June 17	do do boards	23.00
	DAVID T. GRENACK	11.41
	MANN & BULL	39.78
	JOHN FRAIN	47.92
	JOB FURMAN	53.82
	STEVEN KINGSLAND	37.50
		\$16,903.43
	Cash paid JAMES LYON	59.70
	W. S. LOWERY Bill	49.82
		\$17,012.95

During this entire century which has seen so many changes and improvements in the city of New York, from the days when it was a town of 100,000 inhab-

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### BROOKS BROTHERS

itants in a country politically less than half a century old, to the present day when it bids fair to become the most important in the world, the business of **BROOKS BROTHERS** has gone steadily on with the development of the city, always informed with the same spirit, the same general policy that animated its founder, that of dignified, courteous service to those who sought the best.

It is unfortunate that no authentic picture of Henry S. Brooks's store, as it appeared in 1818, has been preserved. Instead we reproduce from *Valentine's Manual* a print showing the store in 1845 and a brief account of the business taken from the same source.



**BROOKS' CLOTHING STORE, CATHARINE STREET**

“About 1810, James Drake, David Logan, John Vansicklen, Samuel Thompson, and some others, commenced the clothing business in the vicinity of Catharine Market. Henry S. Brooks, in 1817-1818—in the