

FOUNDED 1856



**T**ODAY we open the doors of our commodious new store, in the very heart of New York City.

We look forward with pleasure to greeting our many thousands of regular customers, and to meeting new friends who seek the highest ideals in wearing apparel.

In equipment, accessibility, and shopping facilities we believe we have the most modern and conveniently located men's and boys' clothing establishment in Manhattan.

As always, we shall specialize on clothing and continue to adhere to those excellent standards which have enabled us to expand and grow big ever since the business was founded in 1856.

Sixty years ago, when we opened our doors to the public, our store in Fourth Avenue near Astor Place was considerably north of the city's active business zone.

In those days the larger business houses were centered in and about Broadway and Chambers Street.

But the new policy, "Worthy materials and thorough tailoring linked with honest prices," introduced by the founder of the business, Mr. Isaac Vail Brokaw, proved an innovation, and the public were

quick to appreciate and take advantage of the uniform price standard and dependable quality of our clothes.

Though old in experience—with a reputation for fair dealing—we are young in method.

Youth and vigor are paramount factors in our present organization, and furnish the nucleus for continued progress and in keeping us fully abreast of the times.

So while New York has grown stalwart, we too have been kindled with that spirit of progress and advancement which has prompted New York to push forward and achieve the distinction of undisputed leadership among a wonderful nation's cities.

And now, after sixty years of steady achievement, we announce the opening of our new building—1457-1463 Broadway, at Forty-second Street—right in the heart of the city's busiest center; all existing lines of traffic, both surface and subway, converging here, as will also the new subways now building.

The largest subway station in the world is now in the course of construction directly in front of our store, and will, when completed, have an exit and entrance through our building. This will be the main transfer station for all present lines and those now nearing completion.

We shall continue to concentrate our undivided efforts upon the production of Men's, Young

Men's, and Boys' Clothing, Automobile Garments, Furnishings, Hats, Shoes, Trunks, Bags, and Clothes for Sport, all of the highest character.

Added service features are: Spacious selling aisles, affording ample room and comfort for the selection of goods, and speedy elevators connecting the various selling floors.

#### *Location of Departments*

**Lower Selling Floor**—Young Men's Suits and Overcoats, Automobile Clothing, Liveries, Sporting Goods.

**Lower Mezzanine**—Trunks, Bags, Leather Goods.

**Main Floor**—Men's Business Suits, Haberdashery, Hats.

**Gallery**—Men's and Boys' Shoes, General Offices, Public Telephones, Writing Room.

**Second Floor**—Men's Blue and Black Suits, Men's Overcoats, Elizabethan Room for the Exclusive Display of Dress Clothes and Dinner Suits.

**Third Floor**—Clerical Clothing, Children's Clothing, Furnishings and Hats.

*Special Features*—Children's Hair Dressing Parlor, Ladies' Rest Room.

**Fourth Floor**—Alteration Department, Reserve Stock Room.

**Fifth Floor**—Designing and Cutting Department.

**Sixth Floor**—Examination and Storage of Woolens, Offices.

We have been content to grow big and prosper by degrees on the merit of our clothing and the intrinsic values we always have given—a policy we shall observe here as rigidly as we did at the old location.

**BROKAW BROTHERS**  
**1457-1463 BROADWAY**  
**AT FORTY-SECOND STREET**