

ADVERTISING WORKSHEET

COMPANY NAME: BERNHEIMER BROTHERS

STREET: 311-317 W. LEXINGTON & 302-306 W. FAYETTE ST.

CITY-STATE: BALTIMORE, MD

BUSINESS TYPE: LOW PRICE (BARGAIN) DEPARTMENT STORE

WORDING AS SHOWN: BERNHEIMER BROTHERS

SHAPES KNOWN: BOWL 9" RUFFLED

MAKER: MILLERSBURG

BACK PATTERN: ~~HONEY COMB~~ TREFOIL FINECUT

COMMENTS: MANY STARS BACKGROUND - NOT USUAL MILLERSBURG
BLUE WHICH IS A RARE COLOR - THIS BOWL FOUND
ONLY IN BLUE

1926 DIR

311-317 W Lex.
302-306 W FAY

CALLED 6-5

SOLD TO MAY CO.
Sept, 1927

Maryland Memories

Bernheimer—A Synonym for Bargains

News American

FEB 13 1972

By JACQUES KELLY
A dairy herd on the roof of a downtown department store may be peculiar, but no one could fault the Bernheimer Brothers for lack of imagination.

For over 40 years the name Bernheimer meant bargains to millions of steady customers at the store's Lexington and Fayette Streets location. FEB 13 1972
Bernheimer Brothers, later

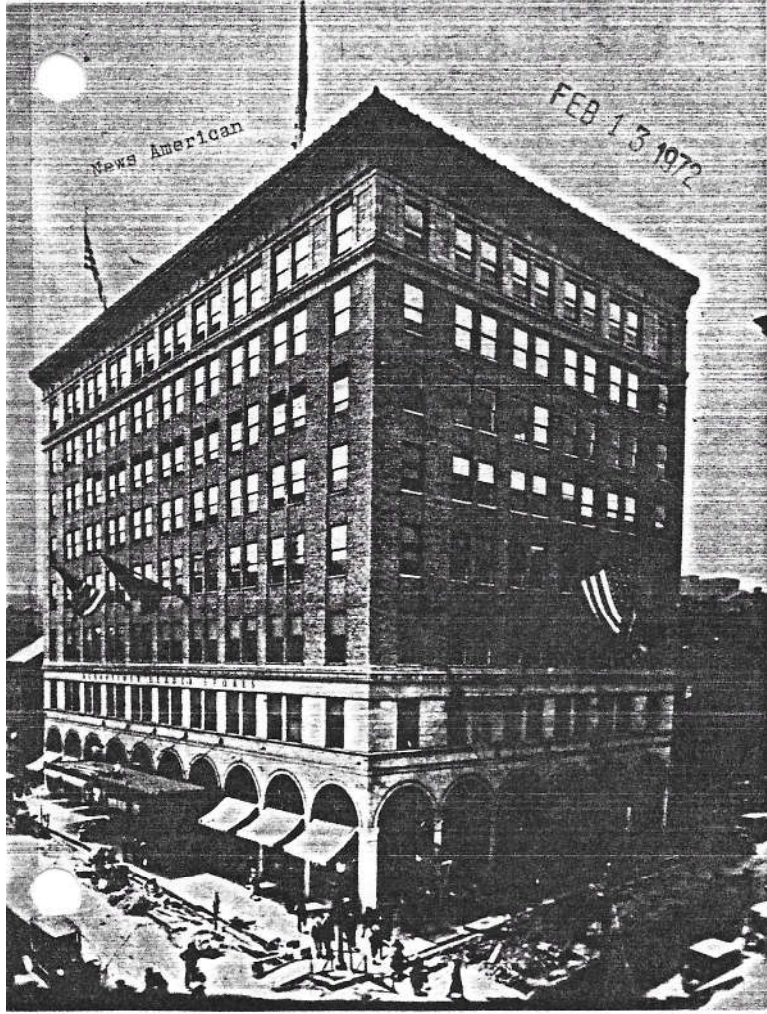
Bernheimer-Leader, was one of Baltimore's earliest and largest bargain houses, offering low and middle-priced merchandise on a huge scale. The store aimed to please its patrons with low prices

—it succeeded, and was always packed to overflowing from its inception in 1834 to its sale to the May Company chain in Sept., 1954. The founding brothers had raised
Continued on Page 2



A Typical scene at Bernheimer Bros., as older Baltimoreans will remember it.

When Bernheimer's Meant Bargains . . .



The newer Bernheimer building which opened in 1908
(W. CONN. BUILDING)

riches careers, so typical of a growing and prospering Nineteenth century America. Ferdinand Bernheimer, the older brother, was born in Hartford, Conn., and after the early death of both parents, went to seek his fortune as a shoemaker's apprentice. News American

He soon learned the trade and came to Baltimore as a clerk in the Sondheim dry goods store. That was by day. At night he made extra money cutting out coats in a garment factory. With first-hand knowledge of the industry, he took his savings and associated himself with Alfred A. Brager, founding a store in 1884 at Eutaw and Saratoga Streets. FEB 13 1972

Ferdinand Bernheimer's younger brother, Herman, also moved and attended schools, and spent all his vacations working in the merchandising trade. By 1888, the Bernheimer Brothers embarked on

a new venture, their own dry goods store. Their first bargain emporium was a 30 x 80-foot structure in the 300 block West Lexington Street. FEB 13 1972

Business moved along and the brothers kept buying neighboring properties along Lexington Street until they had accumulated a good-sized piece of real estate at the corner of Kimmel Alley.

Capitalizing on the street's strategic business location, within a stone's throw of Lexington Market's street-side stalls, the firm did a brisk business which cut across all social classes.

The poor came because of low prices but good quality, the better financially fixed bought the store's reductions of higher priced goods, but never admitted in conversation to have shopped there.

In 1903, the brothers, casually known as Big B and Little B, put

turnstiles at the doors and optimistically reported they had some 6,500,000 customers passing through the portals annually. News American

Their success secret was appeal to the little buyer, the customer who bought only a little ribbon or a few hairpins — but there was a profit to be made.

The Bernheimers took on two more partners, Charles M. Faulkner and Isadore I. Wolf, during the early 1900s to meet the needs of the expanding business. The firm knew it was losing potential trade through space limitation on Lexington Street, and acquired property for expansion on West Fayette Street, adjoining the rear of the older businesses.

A new Bernheimer building opened March 9, 1908 with a grand celebration complete with free dinners, free trading stamps, and free souvenir delft steins. The steins, with a picture of the new store glazed on the side, are today collector's items. FEB 13 1972

From basement to roof the new store attempted to pull customers from the street to partake of Bernheimer's irresistible values. The basement boasted a complete market, grocery, and butcher shop. On opening day, sirloin steak was 10½ cents a pound, spare ribs, 2½ cents a pound and Clover Leaf salmon, 9 cents a can. Store advertisements claimed their new glass enclosed meat refrigeration plant was remarkable enough to command a \$1 admission charge, but Bernheimer customers had free inspection. News American

In the first-floor men's shop, shoes went for 79 cents a pair and fancy silk vests at 89 cents.

Police were called in to the second floor to guard a hat, "guaranteed to be worth \$1,000" specially displayed in a glass case. For those women lacking that amount, other cheaper millinery from some 1,000 different selections could be purchased. FEB 13 1972

Another specialty of the store was a 600-seat restaurant where a full-course chicken or roast beef dinner was served for 19 cents.

Never to be outdone, Bernheimer also installed a vaudeville theater on the fourth floor, where six acts could be taken in by weary shoppers, seated on plush velvet chairs, all for a nickel.

A photographer was on duty all times and the store had its own candy department. Gentleman courting ladies could get the candy makers to confect special chocolate bon-bons in the shape of heart-cupids or even inscriptions. All please the paying customer! FEB 13 1972

Literally, to top things off, special "plunger" safety elevator whisked customers to a roof garden where, weather permitting, luncheon was served. The terrace also had a bowling alley, merry-go-round, playground for children, and a dairy herd, where cows were milked by electric machines.

Always faithful to his employees Ferdinand Bernheimer, the firm's founder, liberally remembered some 87 of his workers in his will. At his death in 1921, \$33,700 was bequeathed, with employees of 10 or more years service receiving \$1,000 each.

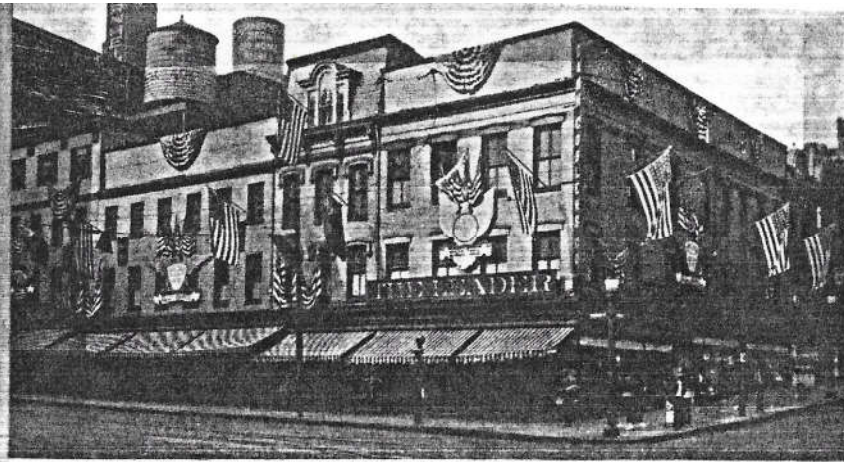
Sales kept rising each year; in 1923, a merger took place with the Leader Store, then located at the southwest corner of Howard and Lexington Streets. In that year merged Bernheimer-Leader Store grossed a comfortable \$7 million.

At the same time, the most ambitious expansion scheme in the store's history was announced. A eight-story, \$1½ million building was to be constructed at Howard and Lexington Streets, the large department store in Baltimore area in the entire South. News American

Architects Wilson L. Smith and Howard May designed the building which by now had graduated walnut paneling, Caen stone interior walls and marble floors.

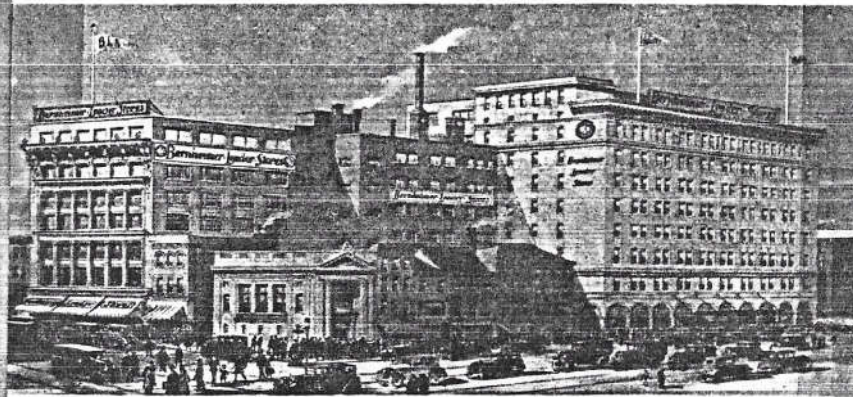
Louis Fisher's orchestra played peppy fox trots like "Sleepy Time Gal" and Yes Sir, That's My Baby, for the May, 1925, opening of the building destined to be the last of the Bernheimer houses. FEB 13 1972

On Sept. 9, 1927 the Bernheimer Leader flags, high above a crowded Howard Street, were lowered for the last time. The May Company's white banners were hoisted along with the new bronze nameplates. The Bernheimer-Leader emblems were quickly chipped off their fleet of electric delivery trucks. That day the negotiations were completed for the \$7 million sale of the business as Baltimore lost one of its veliest bargain houses. News American



ORIGINAL LEADER BUILDING

1924



BERNHEIMER-LEADER STORES

BERNHEIMER-LEADER STORES

On accompanying pages are shown the new Bernheimer-Leader Stores as they will appear upon completion and, by contrast, the original Bernheimer Building, also the building occupied by the other firm in the consolidation, The Leader. It is interesting to note that the original Bernheimer Building had a frontage of only 31 feet on Lexington Street and extended south 80 feet along Kimmel Alley, while the Leader Building had a frontage of approximately 125 feet on Howard Street and extended west on Lexington Street to perhaps half that distance.

The Bernheimer business was founded originally by Ferdinand Bernheimer and Herman Bernheimer about 1889. The Leader was organized by Kohner & Company in 1904, and in 1905 this business was purchased by Cahn, Coblens Co. The public is well aware of the growth of both of these organizations to their present proportions, under the able business administration on the one hand of Messrs. Ferdinand, Herman and Abraham Bernheimer and Mr. Isadore I. Wolf, and on the other hand of Mr. Leon C. Coblens and Mr. Maurice U. Cahn. As a result of this remarkable growth, amounting at the present time to a combined



ORIGINAL BERNHEIMER BUILDING

business of about \$3,000,000 annually, larger quarters on the part of both companies became necessary, and in August, 1923, a merger was effected and a new building program outlined.

The new building, now in the progress of erection and scheduled to be opened in the spring of 1925, is situated on the site of the original

Leader Store, at the southwest corner of Howard and Lexington Streets, with a frontage of 156 feet on Howard Street and 91 feet on Lexington Street. The building will be an eight-story, fireproof structure, with basement and sub-basement, costing approximately \$1,500,000.00. The exterior will be of cream color, a combination of granite, limestone, brick and terra cotta, and will have an attractive facade and a type of display windows new to Baltimore. A series of bridges and tunnels will connect the building with the present Bernheimer Building on Fayette and Lexington Streets. An interesting innovation will be the use of the sub-basement for the loading of delivery trucks, which will be lowered from the street level of Marion Street by means of elevators.

To render the best possible delivery service a fleet of electric trucks have been ordered from The Consolidated Gas Electric Light and Power Company.

The Bernheimer-Leader Management consists of Mr. Leon C. Coblens, President, Mr. Isadore I. Wolf, Vice-President and Chairman of the Board of Directors, Mr. Maurice U. Cahn, Vice-President, Mr. Abraham Bernheimer, Secretary. They have chosen Smith and May of Baltimore, architects; Mr. Charles L. Reeder of Baltimore, engineer; Taussig and Flesch of Chicago, interior architects; Starrett & Van Vleck of New York consulting architects and engineers and the M. A. Long Company of Baltimore, Builders. All the electric requirements for the new building, representing an installation of approximately 350 k.w. light and 575 H.P., will be purchased from The Gas & Electric Company.

The foundations for the handsome six-story fireproof building being erected for Bernheimer Bros., on the north side of Fayette street between Howard and Eutaw streets have been laid and steelworkers have begun to set in position the large uprights that will help support the structure. More than 1,200 barrels of cement have so far been used, and all the foundations are done.

FROM SUN

and Fayette Street was laid yesterday. **SUN MAR 7 6 1928**

When Bernheimer Bros. throw open their new six-story addition at 302-306 West Fayette street this morning they will be the proprietors of one of the most up-to-date and novel department stores south of New York. Among the more important features of the new building are: Theater for continuous performances, nursery, where babies may be left in charge of competent attendant, dairy, where cows will be milked by electricity, shoe shop, where shoes will be mended "while you wait," roof garden, where free concerts will be given, and a miniature market.

1908

From Sun, 50 Years Ago

Bernheimer - Leader Stores
Maryland Vertical

File

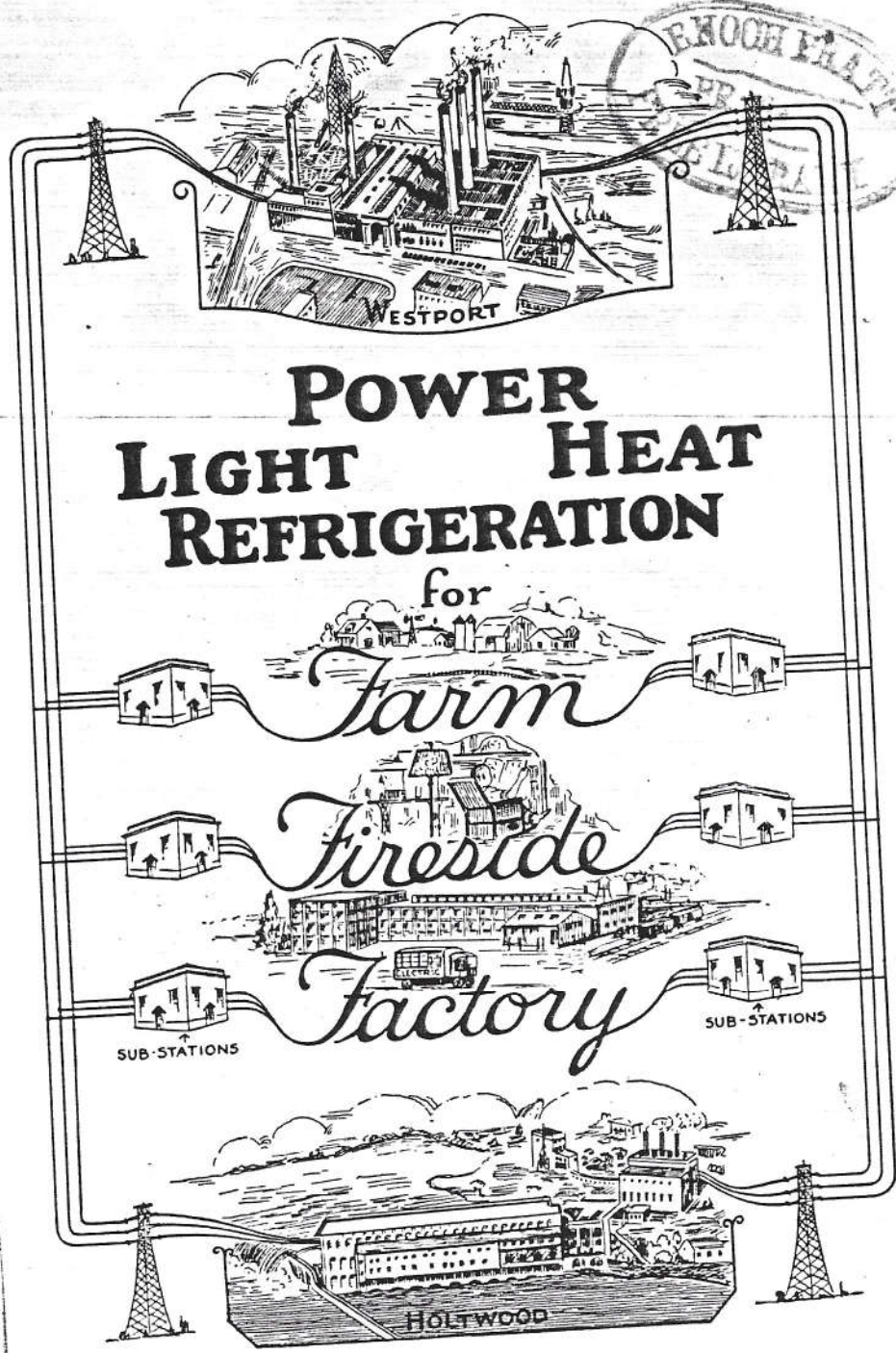


MR. LEON C. COBLENS, President, Bernheimer-Leader Stores.
New unit of the Bernheimer-Leader Stores, Howard and Lexington Streets.
(See page 42)

[38]

Power Pictorial March 1927 4810

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POWER
LIGHT **HEAT**
REFRIGERATION

for

Farm

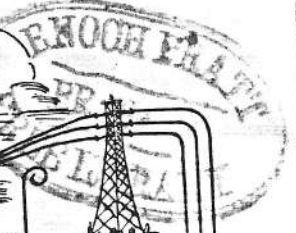
Fireside

Factory

SUB-STATIONS

SUB-STATIONS

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Bernheimer - Leader Stores

POWER PICTORIAL

Power Plant Abandonment

Bernheimer-Leader Stores

The new store of Bernheimer-Leader on the southwest corner of Howard and Lexington Streets typifies the many ways that electricity is made to serve the modern department store. Although this new building has been designed to obtain the very maximum window area, it is largely dependent on artificial illumination for the display of its wares and on electric-driven elevators for the carrying of its patrons from floor to floor. Furthermore, in a modern department store, such as this, practically all of the mechanical equipment is electric driven and also electric trucks are used to deliver the packages from the loading bins in sub-basement, reached by route of a spiral chute and electric-driven conveyor belts, to the door of the purchaser.

The lighting system throughout the new Bernheimer-Leader Store is excellent. In particular, the first floor is beautifully lighted with large 1000-watt units, which give an intensity of approximately 20 foot candles or appreciably greater than that of any department store in the city, with almost a complete absence of glare. Including the well-lighted show windows, the total lighting installation of the store is approximately 400 kilowatts.

The elevator system of the new store, consisting of six electric traction passenger elevators, one freight elevator and two dumb waiters, is properly a source of pride, as it represents the very latest development and improvement in elevator equipment. The passenger elevators are of the unit control multi-voltage type. The main equipment for each elevator consists of the driving motor proper, a motor generator set and control panel. The motor generator runs at constant speed and the generator voltage is varied by the controller in car from full voltage in one direction corresponding to the upward motion of elevator, to full voltage in other direction, for full speed on down motion. The speed of the elevator motors is, of course, proportional at all times to the generator voltage. One-half voltage gives one-half speed, full voltage full speed, etc. In other words, the speed of the car is controlled by varying the field of generator rather than the old rheostatic method of inserting resistance directly in the armature circuit of elevator motor. The advantage obtained is chiefly a smoother elevator acceleration and operation with a more positive control at all speeds and loads. This, along with the many other advantages of the system, makes it a real pleasure to patrons to ride in these elevators.

The other mechanical equipment of the new store is in keeping with the elevators in design and efficiency and is practically all electrically driven. This electrically driven equipment consists of large intake fans bringing fresh air into the store and exhaust fans taking out the foul air, refrigerating machines for the fur vault and kitchen, pneumatic tube blowers, conveyor belts, kitchen equipment, air compressors, pumps, etc., which, including the elevator motors, require an installation of approximately 500 horsepower.

In addition to the uses of electricity in the department store proper, Bernheimer-Leader Store uses nine $\frac{3}{4}$ -ton Steinmetz electric trucks for pack-

POWER PICTORIAL

age delivery and four large electric freight trucks. All the electric trucks are charged and loaded in the sub-basement and raised to street level on a large 10-ton freight elevator.

For this new store contracts were made for exclusive Central Station Service from the direct current, underground system of the Gas and Electric Company, these contracts totaling 400 kilowatts and 500 horsepower.

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INDUSTRIAL POWER

II. Co-operation With Larger Industries

While the smaller industries seldom consider installing their own power plant, the larger industries sometimes think they should consider the installation of an isolated plant; and, in the distant past, the installation of private power plants was the rule rather than the exception. Perhaps the best proof of the value of the Company's service and its economies to the larger industries in general is to be found in the testimony of some of these, who, having in the old days installed their own power plants, changed over to Central Station Service in comparatively recent years and are thus eminently fitted to compare the two methods of power supply. Such testimony from three of these given on page 40 will serve to indicate the trend of belief and action in this field:

age delivery
charged and
10-ton freight
For this
Service from
Company, 1

III. Co-operation With Amusement World

Your Gas and Electric Company is always striving toward making Baltimore's commercial and social harmony greater. One of the more recent efforts toward this cause is helping the motion picture theaters to better serve their patronage. Two theaters, namely, the Century-Valencia and the Stanley theaters, are installing refrigeration equipment to lower summer temperatures to a degree that will make summer theater amusement most enjoyable. All of this equipment will be synchronous motor driven, with purchased power. Thus we are enabling these enterprises to enjoy more harmony with their customers and indirectly spreading harmony among thousands of amusement lovers, as well as between the customer and ourselves. (See pages 49, 71, 72, 73.)

IV. Co-operation With the City

In order that the city's harmonious ensemble may be broadcast from Maine to Florida, and from New York to California, this Company has dedicated to the City of Baltimore, WBAL, a superpower radio broadcasting station, telling the advantages of this most modest city in the country, to the world.

Thus Baltimore is fast becoming one of the leading industrial centers of America. Its industries are growing and expanding rapidly, more population is being recorded in each census. Out-of-town enterprises, large and small, recognizing the advantages of Baltimore and its harmonious relations, are establishing their plants here, moving from other sections of the country. And thus the sounds of industrial harmony have fallen pleasantly on the ears of industry, which has traveled miles to enjoy and to benefit by it.

In conclusion it must not be overlooked that purchased gas and electricity are the only forces working for man that promise to become cheaper instead of more expensive, thus opening another field to boost co-operative harmony to greater heights. So it is conclusively evident that your Gas and Electric Company is co-operative with the community, and as a "Public Servant" conducting business with the entire community, is doing its best to produce harmonious relationships.