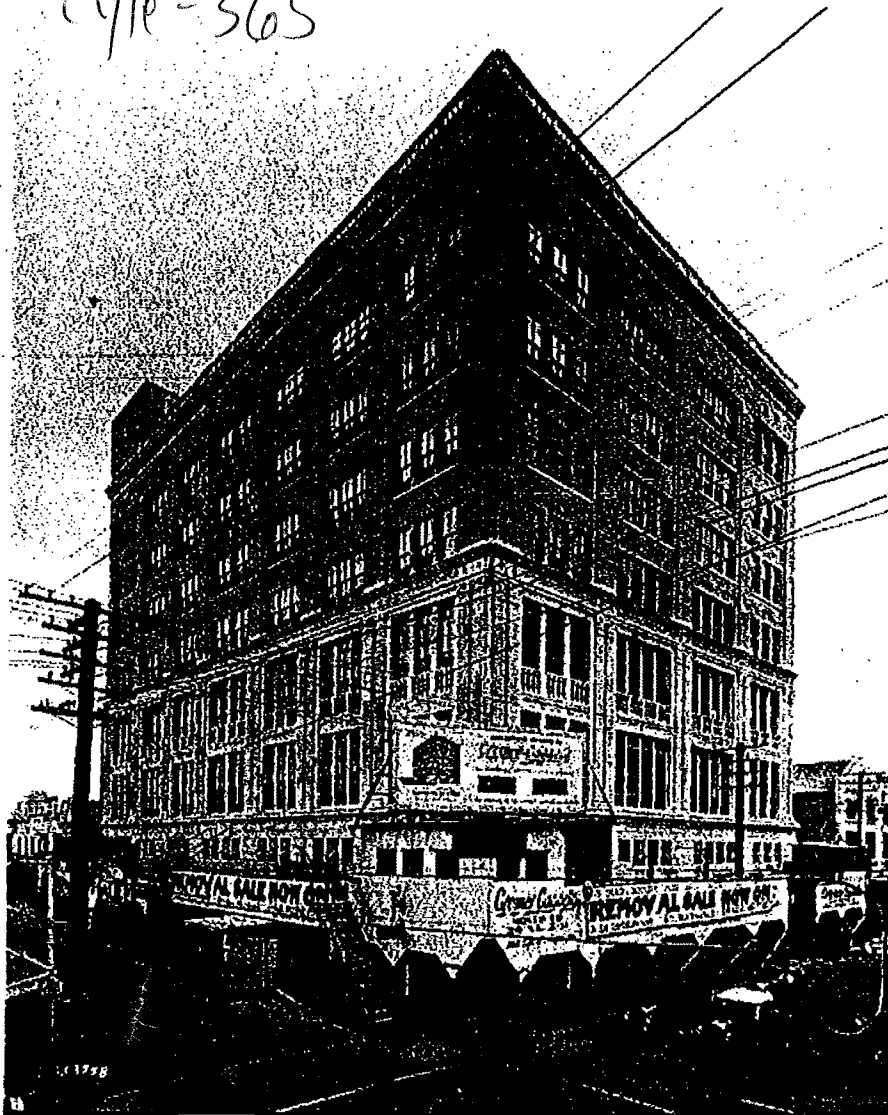


# Cromer-Cassel's

to

*Centro  
B10  
241e-365*

## Metromall



By Carolyn Klepser  
and  
Arva Parks & Company

November 19, 2002

## CROMER-CASSEL'S TO METROMALL

1 NE First Street, Miami

*"A city's store, like its railroad depot and hotel, had to be a source of pride, a symbol of the city's faith in its own growth and future"*<sup>1</sup>

In 1925, barely thirty years from its founding, Miami saw over \$60 million in new construction.<sup>2</sup> The Biscayne, Langford, Seybold, Capital, Meyer-Kiser and Huntington Buildings; the Miami Daily News Tower; the Everglades Hotel; the new Dade County Courthouse, the Olympia (Gusman) Theater and a 12 story addition to the Congress Building were all under construction downtown that year, the height of the Florida Boom. Citizens approved \$1,450,000 for public works as the population continued to climb; tourists streamed in by train, steamship and automobile and land speculation was in a frenzy.

On November 24, 1925, Daniel Cromer set the cornerstone of the building that still, after many alterations, stands at Miami Avenue and NE First Street. Six months later it opened with much fanfare as the seven-story Cromer-Cassel Department Store, a monument of urban commerce and a landmark in the booming city center. But after only four off-season months, the hurricane of September 17-18, 1926, ended the local Boom, and the national Depression a few years later

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<sup>1</sup> Harris, Merchant Princes, p.148.

led to Cromer-Cassel's bankruptcy in 1933. Mark Max then established the Mark Store on the premises until 1939 when Richard Gimbel, of the nationally-known merchandising family, took it over and renamed it Richards. Two years later, the City Stores Company bought Richards, retaining the name. They extensively enlarged and remodeled the building in 1951. After Richards closed, more alterations completed in 1981 changed the building to Metromall, a collection of individual retail stores, which it remains today.

### **The New York Bargain Store**

Years before Cromer-Cassel's, the J.B.Wofford livery stable first stood on this site.<sup>3</sup> It was replaced around 1912 by David Afremow's one-story New York Bargain Store. Afremow (1865-1928) had emigrated from Russia, married Sarah Cromer in Scotland in 1889 and lived in Chicago and Tampa before coming to Miami in 1909.<sup>4</sup> His first venture here was a store in a wooden shack at North Miami Avenue and Third Street. In a few years he moved it into larger, but still rugged, quarters at First Street:

"A narrow, unfinished little corner; no window backs, and tiny panes of glass set together to make their inadequate show window; no solid wall between it and its neighbor, but an open doorway to the next, and in

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<sup>2</sup> Ballinger, *Miami Millions*, pp. 53-55.

<sup>3</sup> "Cromer-Cassel Opening Draws 20,000 Crowd," *Miami News & Metropolis*, May 29, 1926.

that one to the next, and so on, so that the whole line looked like a little dusty indoor arcade."<sup>5</sup>

In 1913, he sold this store to his own brother-in-law, Daniel Cromer, and Cromer's brother-in-law, Irwin M. Cassel. As the Boom progressed, Afremow became a prominent Miami realtor and mortgage lender and one of the largest property owners in the city. The Biscayne Hotel, the Temple Court Apartments and the United States Hotel were his and he was part owner of the Havelin Building,<sup>6</sup> on NE First Street next door to his store. He helped found the Beth David Congregation of Miami, which was reputedly named in recognition of his contributions.<sup>7</sup> Despite his great success, Afremow committed suicide in a room of the United States Hotel in 1928.

Afremow's wife Sarah was the sister of Daniel Cromer (1877-1944). He was also from Russia, emigrating to Scotland as a child and later to Chicago, Mobile, Tampa and New York, where he spent three years in the jewelry business. He married Estelle Cassel in New York in 1911 and came to Miami in 1913,<sup>8</sup> when he and Estelle's brother Irwin purchased the New York Bargain Store from David Afremow. In upgrading the store, they dropped the "bargain" aspect and changed its name to The New York Department Store.

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<sup>4</sup> Blackman, E.V.; Miami and Dade County, Florida, pp. 181-2.

<sup>5</sup> "Confidence His Creed," Miami Herald, May 28, 1926, Section 2.

<sup>6</sup> "Life Is Ended by Afremow with Bullet," Miami Herald, Feb. 7, 1928, p.1-A.

<sup>7</sup> "Deaths," Miami Herald, Feb. 9, 1928.

<sup>8</sup> Blackman, E.V.; Miami and Dade County, Florida, pp.180-1.

Irwin M. Cassel (1887-1971), the son of Polish immigrants, was born in New York where he worked in shirt manufacturing. He came to Miami in 1913 to help Cromer operate the store but did not become a partner in the business until 1919.<sup>9</sup> Cromer and Cassel also owned two downtown apartment buildings: the Crosel Apartments at 223 East Flagler Street and the Bay View Apartments at 234 NE Third Street.<sup>10</sup>

Cassel was an accomplished pianist and musical composer. His wife, Augusta Zuckermann (c1887-1981), was also a well-known composer and songwriter ("I Love Life" perhaps her best-known song). As a teenager she adopted the stage name of Mana-Zucca, transposing the syllables of her last name. The Cassels' son Marwin (1925-1999) was a Miami attorney, and Stanley Cromer is still in the wholesale business in Miami.

### **Cromer-Cassel's Department Store**

Cromer and Cassel operated The New York Department Store for 12 years. But as Miami began to thrive after World War I, the time had come to expand and upgrade their business. They moved the store operations to the end of the block at Second Street and continued in business while the New York Store was demolished and

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<sup>9</sup> Ibid., pp. 233-4.

<sup>10</sup> Ibid.

a new seven-story building (plus basement and mezzanine) rose on its site.

"Mr. Cromer says that on the day he took over that dark, dingy little store, he saw the vision of the huge new shop of the firm standing on the spot as it does today."<sup>11</sup>

Several archival photographs document the magnificent Cromer-Cassel Building. It was designed in Italian Renaissance style, inspired by the grand department stores that had recently been built in New York and elsewhere, by architects Robertson & Patterson. Edwin L. Robertson, from Mobile, Alabama, trained in New York and came to Miami about 1919, where he first worked with August Geiger. Lawrence R. Patterson, from Ohio, graduated from the University of Pennsylvania in 1910. He came to Miami in 1915 and worked with Walter DeGarmo before partnering with Robertson in 1923.<sup>12</sup> Their other buildings include the Dallas Park Apartments and the Alhambra and Alcazar Hotels in Miami and the Washington Storage Company (now the Wolfsonian) in Miami Beach.

The Reinforcing Steel & Supply Company of Miami supplied the 500 tons of structural steel that went into the building skeleton, which is seen in several archival photographs of the building under construction. The bottom half of the building was faced in Indiana limestone and the top four floors in two shades of buff brick, with

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<sup>11</sup> "Confidence His Creed," Miami Herald, May 28, 1926, Section 2.

<sup>12</sup> "Architects Are Busy," Miami Herald, May 28, 1926, p. B-10.

limestone cornices, dentil molding and a rooftop balustrade. P.J. Davis, a well-known Miami construction company, was the contractor.

Construction met with a number of difficulties. An embargo at the Port of Miami held up the delivery of building materials. Additional problems occurred when the ship *Prinz Valdemar* capsized in January 1926 and blocked the harbor for six weeks.

"In addition to the delay caused by the embargo conditions of last year, several weeks of additional delay was experienced at the very beginning of the work by the unusual amount of water that flowed into the excavated area as a result of the heavy rains. Several sets of pumps were kept busy night and day pumping out the water to make the foundation work possible.

Excavating on the Cromer-Cassel site began June 3, 1925, the frontage on NE First Street being 100 feet and the frontage on Miami Avenue being 150 feet. Today, despite all the obstacles encountered, Miami's greatest mercantile structure, complete in every detail, stands as a monument of brick, steel and stone that will carry down the coming years the story of how American engineering skill and persistency accomplished this task in 11 months, under many adverse conditions."<sup>13</sup>

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<sup>13</sup> "Firm Is Given Credit," Miami Herald, May 28, 1926, Section 2, p. 17.

### *Opening Ceremonies*

Twenty thousand people attended Cromer-Cassel's grand opening on the evening of May 28, 1926. The store was open for only three hours to show itself off and no merchandise was sold until the following day.

"For two hours preceding the opening, the street below the building was thronged with eager Miamians awaiting with the utmost anticipation their first view of the interior. The huge new electric sign that blazed a welcome at the corner of Miami Avenue and NE First Street and the impressive window displays gave promise of the metropolitan aspect of the store."<sup>14</sup>

Radio station WQAM broadcast the opening ceremonies, which included an orchestra and 600-voice chorus of employees. Miami Mayor Edward C. Romph and other national and state officials were guests of honor. The store was decked with flowers; there was a parade of state flags and the owners gave each employee a \$2.50 gold piece.

Secretary of Commerce Herbert Hoover officially opened the building from Washington via an electronic impulse over a Western Union wire. A 21-gun salute honored President Coolidge's support in

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<sup>14</sup> "Progress Is Honored," Miami Herald, May 29, 1926.



allowing this, "the first time that a cabinet official has opened a retail institution in this manner, another feather in Miami's cap of initiating innovations."<sup>15</sup>

"The thousands surged forth and through the many doorways into the building. Stairways, elevators, (and) escalators, of which there are two, were loaded to capacity and the crowds passed through to view the \$2,000,000 of stock, \$250,000 worth of fixtures, and \$3,000,000 of building."<sup>16</sup>

### *Architectural Features*

Many details of the 1925 Cromer-Cassel's store are described in newspaper accounts of the time, from the Typhoon ventilating system to the Otis elevators and escalators. (The escalators were the first in Miami, but only went up to the third floor.)<sup>17</sup> (See Appendix I: "The Building is Described")

The most eye-catching exterior feature was the lighted, flashing "Cromer & Cassel's" sign on the southwest corner of the building:

"It is one of the largest animated hanging signs in the South, as well as among the most attractive. It was

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<sup>15</sup> *Ibid.*

<sup>16</sup> "New Store Is Opened," *Miami Herald*, May 29 1926, p. 4-A.

<sup>17</sup> "Escalators Are Safe," *Miami Herald*, May 28, 1926, Section 2.

shipped here in several sections, owing to its size, the measurements being 84 (?) feet high, eight feet wide and approximately one foot in thickness. The sign is of the on-and-off flasher type for the letters, which average four feet in height by three feet in width. The border around the entire sign is of the chaser type. It will create a dazzling effect when its thousands of lights are turned on, making the Cromer-Cassel's corner one of the brightest spots in Miami."<sup>18</sup>

The store had over seventy departments. In the basement, together with housewares and hardware, were a tearoom, which served lunch and a soda fountain. The soda fountain, by the American Soda Fountain Company of Boston, was "a marvel of Spanish marble, opaque glass and mahogany. Every kind of cold drink and ice will be served from it."<sup>19</sup>

The men's department was on the main floor and had a separate entrance at the east end of the First Street side. This enabled male customers to quickly enter and shop "and escape to the street once more without having at any time been involved in the humiliation of mixed shopping."<sup>20</sup>

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<sup>18</sup> "Cromer-Cassel's Modern Store Opens To Miami Public Tonight," Miami Herald, May 28, 1926, p. 1-B.

<sup>19</sup> "Tea Room is Inviting," Miami Herald, May 28, 1926, Section 2.

<sup>20</sup> "Avoid Mixed Shopping," Miami Herald, May 28, 1926, p. 1-B.

On the mezzanine were store offices and a beauty salon. The second floor sold fabrics, notions and shoes. "Galleries and large windows flood this floor with daylight, making only a minimum amount of artificial illumination necessary."<sup>21</sup> The third floor had women's and children's apparel. The fourth floor housed luggage, sporting goods and the music department, selling pianos and sheet music as well as the latest in phonographs. "The ardent musical tendencies and preoccupation of one of the members of the firm (Irwin Cassel) is in part responsible, it is said, for this extraordinary investiture for the lovers of music."<sup>22</sup> Motorboats shared the fifth floor with rugs and draperies. On the sixth floor, together with furniture and upholstery, an entire five-room stucco bungalow was constructed, complete with kitchen, bathroom and fireplace, displaying housewares that were all for sale in the store. The seventh floor was devoted to stock rooms, offices and employee facilities, including an infirmary.

Embodying the latest in modern technological marvels and exulting in optimism for the future, Cromer-Cassel's was the last gasp of the Miami Boom. The brakes had begun to be applied early in 1926 with the embargo and harbor closure, but the Boom came to a full halt with the hurricane of September 17-18, 1926, just four months after the store's gala opening. Within seven years, the struggling Cromer-Cassel's fell victim to the Great Depression and

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<sup>21</sup> "Store Record Excels," Miami Herald, May 28, 1926, p. 2-B.

<sup>22</sup> Ibid.

was purchased by Mark Max, who changed its name to the Mark Store.

## The Mark Store

It does not appear that many structural changes were made to the building during its six-year tenure as the Mark Store, other than the name on the corner sign (see photograph) On the interior, the restaurant and soda fountain were moved from the basement to the mezzanine in 1937. The new \$30,000 facility served breakfast, lunch and tea daily and dinner on Saturdays. It boasted the latest electrical equipment from refrigerators and dishwashers to potato peelers and Fry-o-lators.

"Lemon yellow and turquoise are the cool colors chosen to form the decorative scheme for the airy dining room. Booths and chairs are of burnished walnut. Tables are the new self-leveling types that do away with annoying unsteadiness. Floors are of marble and asphalt tile that prevents unnecessary noise....The soda fountain, a modern marvel in shining marble and stainless steel, runs along the east wall. A clever arrangement of modern and artificial lighting, windows shaded with Venetian blinds and indirect fixtures, forms the fountain background."<sup>23</sup>

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<sup>23</sup> "Mark Store Restaurant Opening Set," Miami Tribune, July 3, 1937.

## Richards

Richard Gimbel (1899-1970) was the grandson of Adam Gimbel, who first opened a store in Vincennes, Indiana, in 1842. Adam had seven sons, leaving a contentious group of third-generation cousins to run the fabulously successful Gimbels chain. In 1935 Richard had a falling-out with the family that resulted in getting him fired and banned from the Philadelphia store,<sup>24</sup> which he had run for seven years. He came to Miami in early 1939 (piloting his own plane) and became president of the Mark Store, changing its name to Richards. He refrained from naming it Gimbels, ostensibly because he "saw more glory and more success in pioneering, in blazing his own trail, and in achieving success or failure by virtue of his own genius rather than through the link of family or name."<sup>25</sup> (In fact, the family may not have allowed it.)

Gimbel owned the store for only two years, and he apparently made no major changes to the building other than again changing the name on the corner sign (see photographs). He joined the Army Air Corps in 1942, and after World War II became a professor of aviation and aerospace literature at Yale, his alma mater. He was also a renowned collector of rare books, especially the works of Dickens and Poe.<sup>26</sup>

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<sup>24</sup> Harris, Merchant Princes, pp. 81-82.

<sup>25</sup> "Miami Gets Richards Store When Scion Of Gimbels (sic) Passes Up Famous Name," Miami Herald, July 9, 1939, p.4-A.

## City Stores

In 1941, Richards was taken over by the City Stores Company but still retained its name. City Stores was one of the ruthless financial ventures of Albert M. Greenfield (1887-1967), a Russian Jewish immigrant to Philadelphia with a rags-to-riches story. Greenfield's cutthroat business tactics made him so reviled it was said he "could give anti-Semitism a good name."<sup>27</sup>

"As others crashed in the Depression, he picked up the pieces and with *chutzpah* in place of cash, built an empire many times greater than the one he had lost...Under Greenfield, City Stores grew from an insignificant group of three Southern stores (Maison Blanche in New Orleans, Lowenstein's in Memphis, Loveman's in Birmingham) into a chain that owned many well-known stores, including Philadelphia's Bonwit Teller and New York's W. & J. Sloane. What frightened and angered American store owners was that City Stores frequently served as the graveyard for many once great stores—Hearns's, Franklin Simon, and Oppenheim's in New York; Collins in New York; Washington's Lansburgh's; Boston's R.H. White; Philadelphia's Snellenburg's.

"...One reason so many of Greenfield's stores closed was that he often bought very sick stores....Greenfield

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<sup>26</sup> Obituary, Miami Herald, May 28, 1970, p.8-C

wanted only bargains. He wanted the joy of beating down the price of any store offered for sale. Rather than investing more money in people or plant, once he had bought a store, his usual pattern was to cut expenses and if possible to use the store as a tenant in one of his office buildings or shopping centers, whether or not that was in the long-range interest of the store itself."<sup>28</sup>

Actually, the Miami Richards store did well after World War II under Greenfield's ownership and the leadership of store manager C. Gordon Anderson. In 1945 they planned a \$1.5 million expansion calling for the modernization of the original building and a new seven-story addition to its east. Richards acquired the alley running along the east side of the building and took out a 99-year lease on the Havelin Building next door, across the alley on NE First Street. (The Havelin Building had partly belonged to David Afremow and was leased at this time from members of the Cromer family.) The finished project would give the store a total of 250,000 square feet with new escalators, fluorescent lighting and air-conditioning throughout.<sup>29</sup>

The planned expansion did not take place until 1951 with a different and smaller configuration designed by architects Steward & Skinner. (See Appendix II) The partnership of Steward & Skinner was

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<sup>27</sup> Harris, Merchant Princes, p. 83.

<sup>28</sup> Ibid., pp. 86-88.

<sup>29</sup> "Big Expansion Projected By Richards," Miami Herald, April 29, 1945.

formed in 1941 by Harold D. Steward and brothers John and Coulton Skinner. The firm's other work in the Miami area included the refitting of the Nautilus, Pancoast, and Biltmore Hotels as military hospitals; Mercy Hospital; an addition to Jackson Hospital; the former Miami Public Library; and Dade County Auditorium.<sup>30</sup>

The remodeled Richards was strikingly different. "From the interior, the spacious building appears to be all windows," the *Miami Herald* had said of the original Cromer-Cassel's store.<sup>31</sup> But in 1951, the installation of central air-conditioning caused all the window openings to be filled in and the entire facade was enclosed in a sleek, smooth skin of blue-green and gray terra-cotta tiles. The latest in fluorescent, incandescent, and cove lighting was installed to replace the daylight.<sup>32</sup> The corner sign was finally removed and replaced by individual channel-letters applied directly to the building front (see photograph).

The tile facade, plus the air-conditioning equipment and several additional escalators, added many tons of weight to the building. It was first necessary for the engineers, Jorgensen and Schreffler, to shore up the foundation by injecting cement between the rock strata under the basement.

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<sup>30</sup> Hollingsworth, *History of Dade County Fla.*, p.167.

<sup>31</sup> "Store Opens Tonight," *Miami Herald*, May 28, 1926, p.10-B.

<sup>32</sup> "Colorful Interior Is Designed for Convenience of Customers," *Miami Daily News*, Nov. 4, 1951, p.14-A.



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<sup>32</sup> "Colorful Interior Is Designed for Convenience of Customers," *Miami Daily News*, Nov. 4, 1951, p.14-A.

"Otto F. Jorgensen pointed out that 'contrary to common belief, the rock encountered in most of the Miami area does not go all the way to China but is a relatively thin layer of varying hardness. The thickness varies too...We made some extensive investigations before the Richards building addition was started. We found what we more or less expected: that the rock strata was only about 15 feet thick. As a matter of fact, by our inquiries we found that during the construction of the original building they went through the rock strata at the elevator pit and that this part of the old building was sitting on piles...It was necessary to 'create' new rock, somehow or other to get cement down under the rock into the sand, so the two elements together would form a new strata of approximately the same strength as the original rock. In addition, the thin layer of porous rock was permeated with the same cement in order to give it more resistance to 'shear.' With the diamond drills a hole was cut thorough the three-foot-thick footing, and an inch and a half pipe was inserted... Occasionally we ran into a strata of sand below the rock, fine as powdered sugar. We then had to use over 100 pounds of air pressure to force the mixture through.'"<sup>33</sup>

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<sup>33</sup> "Rock Bed Forced Under Foundation In Construction of Richards Store," Miami Daily News, Nov. 4, 1951.

The addition that was constructed on the east side of the building consisted of one seven-story bay abutting the original building and a four-story wing to the east of that, where the Havelin Building had stood. (This still remains the shape of the building today. The original intention to add three more stories to the four-story wing was never realized.) The entire east wall of the original building was removed and there were no interior partitions between the old and new sections. The new addition added 68,830 square feet to Richards, for a total of 230,000 square feet. The store now extended 200 feet along First Street and 144 feet along Miami Avenue.<sup>34</sup> The new Richards had new show windows, entrances, canopies, and new escalators that now reached the sixth floor. The restaurant and soda fountain were relocated for the third time and were now on the ground floor.

The store's grand opening on Monday, November 5, 1951, also differed from the one 25 years earlier: "There won't be any string quartets playing romantic music, no orchids for the ladies or candy for the kids; there'll be a week of bargains that we believe will be appreciated by the people far more than music, flowers or candy."<sup>35</sup> Times had changed.

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<sup>34</sup> "68,830 Square Feet Are Added To Remodeled Richards Dept. Store," Miami Daily News, Nov. 4, 1951, p. 14-A.

<sup>35</sup> "The Story of Richards is a Story of People," Miami Herald, Nov. 4, 1951, p.1-H.

By 1970, there were Richards stores in Cutler Ridge, Palm Springs, Lauderhill, and Palm Beach as well as Miami.<sup>36</sup> But "since Greenfield died (in 1967), both his City Stores and Bankers Securities have fallen on desperately difficult times, emphasizing how very much they had depended upon this imaginative, relentless, terrible little man for their success."<sup>37</sup> Richards' days in Miami were numbered; partly due to the decline of downtowns in general. It went out of business around 1978.

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## Metromall

Metromall was completed in July 1981—"the conversion of a seven-story building into 130,000 square feet of office space and 92,000 square feet of retail space" by Aesop Enterprises at a cost of \$7 million.<sup>38</sup> This remodeling was designed by the firm of Pancoast & Albaisa, with Adolfo Albaisa the supervising architect.

Mr. Albaisa recalls that Richards had been vacant for a couple of years at that time, and that no previous structural drawings were available. The building exterior, which was covered in terra-cotta tile and had no windows, got new textured stucco facing with black and white vertical stripes of tempered glass masking new window openings which are still present today. A new canopy and tempered glass storefronts were also added however, most of the remodeling was on

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<sup>36</sup> Advertisement, Miami Herald, July 30, 1970.

<sup>37</sup> Harris, Merchant Princes, pp. 88-90.

<sup>38</sup> "Roster of Projects Reshaping Downtown," Miami News, April 20, 1985, p. 7-A.

the interior.<sup>39</sup> Complete plans of this 1980 remodeling are on microfilm at the City of Miami Building Department. The original plans of the 1925 structure or any of its other incarnations cannot be located.

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<sup>39</sup> Telephone interview with Adolfo Albaisa, Oct. 4, 2002.

## APPENDIX I

From *Miami Herald*, May 28, 1926, p. 1-B:

### "Building is Described"

"The Cromer-Cassel building is of steel construction and reinforced concrete. The three lower stories are faced with specially selected Indiana limestone, while the four upper stories are faced with a buff tapestry type brick in two colors, with limestone cornices, the general contour being very pleasing to the eye as well as otherwise impressive. The basement and mezzanine floors, in addition to the seven already mentioned, give the building a height of practically nine stories."

"The first story above the basement has a clear height of 21 feet. The ceiling is paneled in plaster and the columns are octagonal in shape, with ornamental capitals. The street level floor is of a composition material having the appearance of a rich terrazzo. In the center of the ground floor there is a broad double flight of richly colored marble stairways leading down to the basement. At the rear of this first story is a mezzanine balcony, across the front of which runs an ornamental

iron balustrade, finished in antique bronze. On the mezzanine are located the private offices for executives and heads of departments, as well as working spaces for the accounting and merchandising departments. Here also are located the general offices."

"The entire Cromer-Cassel building is equipped with the Lamson tube system and inter-phone system and a refrigerating system, while an elaborate system of typhoon fans, electrically and automatically controlled, regulate the ventilation and supply fresh air. An automatic sprinkling system is provided to protect the entire building in case of fire. There are four high-speed passenger elevators of the latest type, with such features as automatic leveling devices, to insure the stopping of the cars at the precise floor levels, safety apparatus and signaling systems. There are two large freight elevators for handling incoming merchandise and outgoing deliveries. An innovation for Florida department stores, for the convenience of the public, are the two modern-type moving stairways or escalators, one extending from the first to the second floor and another from the second to the third floor...."

"On the seventh floor are to be found the stock rooms and employee rest and recreation rooms, as well as a complete hospital for employees, with a nurse in

constant attendance and many other facilities for the benefit of the store employees. Surmounting the seventh floor is a large penthouse for the elevator machinery, this and the elevators themselves being the most costly procurable, it is said, safety and comfort being the one objective."

"Another modern feature introduced in the Cromer-Cassel store for the first time in Florida, it is believed, is the chute system of waste disposal, with an entrance to the chute from every floor. This waste descends through the chute to a large receptacle in the basement, from which it is transferred to a built-in incinerator, making it unnecessary to remove a single item of refuse from the building."

"A feature designed to add greatly to the speed of the store service is the installation of a large parcel conveyor system which traverses the entire height of the building. Twin chutes, one conveying merchandise from the stock rooms to the various departments and another to convey the customer's parcels to the delivery department on the street floor, have been installed, the original plans of the architect making provision for this feature and the many others that make the new Cromer-Cassel store outstanding. Drinking fountains on every



floor, with automatically-cooled water, are another convenience."

"The display windows of the new Cromer-Cassel's store...extend along the entire length of the building, both First Street and Miami Avenue, and are of ornamental iron, finished in artistic antique bronze. The backs of the windows are of imported Caen stone, the flooring being of walnut of an attractive hue and pattern. Both overhead reflectors and footlight-type reflectors at the base of the windows will accomplish the show-window-lighting. The footlight-type reflectors are of solid bronze.... The Cromer-Cassel windows will undoubtedly be the mecca for thousands of 'window-shoppers' daily, and be the medium through which other thousands of actual and potential buyers will be attracted to the interior of the 'most beautiful store in the South.'"

## APPENDIX II

From *Miami Daily News*, November 4, 1951:

### **"68,830 Square Feet Are Added To The Remodeled Richards Department Store"**

"The new Richard Company's department consists of the original building remodeled, which had a frontage of 100 feet on NE First Street and 144 feet on North Miami Avenue, plus a new addition having a frontage of 100 feet and a depth of 144 feet on NE First Street. The original building is seven stories in height. The new building is seven stories in height for one bay directly adjacent to the old building, and four stories in height for the balance of the building frontage on NE First Street. The new building is designed so that the portion which is now four stories can later be added to for the full seven-story height of the building."

"The new addition adds 68,830 square feet of floor space and an air-conditioning penthouse on the fourth floor roof containing 3,360 square feet. All of the new building area—except the fourth floor penthouse—is used for perimeter stock space and selling space."

"The building being air-conditioned throughout, allowed for the elimination of all exterior windows, and this in turn created the opportunity for comparatively narrow perimeter

stock space around all four sides of the combined old and new buildings, with selling space in the large center areas. This permits of stock for various departments to be stored immediately behind the selling space required by such departments, and allows for the greatest possible amount of selling area with easy access to stock."

"As the old and new buildings have been thrown together without interior separation, there is no interruption of selling space between the old and new buildings except for the vertical-interruption-of-escalators. These escalators are of the newest and most modern design, and are of exceptional width for institutions of this character, giving the customer the greatest possible amount of comfort in travel from floor to floor. They have the maximum allowable speed for department store escalators."

"A new luncheonette has been created on the ground floor replacing a previously existing luncheonette on the mezzanine level in the old building, and provision has been made on the fourth floor of the new building for the creation of a large dining room and kitchen in the future."

"The North Miami Avenue front and the NE First Street front have been faced with terra cotta in a combination of blue-green and gray, and in a disposition of areas which gives very good scaling to the entire project. As previously stated, there

are no exterior openings in these walls, and they present a solid front on both streets."

"A new canopy has been installed on both street fronts, projecting nine feet from the building. This is faced with decorative aluminum. This canopy furnishes protection for the show windows and shoppers against the elements, and folding storm shutters are concealed in the under side of the canopy, which shutters fold down to cover the show windows during storm periods. These shutters are easily operated and although folded into the canopy are easily operated for immediate protection of show windows in case of hurricanes."

"New show windows and new entrances have been created on both street fronts, the trim of the show windows being of aluminum and of the latest design. The interiors of the show windows are furnished with the latest types of lighting and other mechanical features for the improvement of display."

"Perhaps the most remarkable feature of the construction has been that the original store has been kept in operation in all departments during the entire period of the construction of the new building and reconstruction of the old building. This has been done with very little inconvenience to the shopping public and is a very considerable tribute to the general contractor and his sub-contractors, as well as the management of the store."

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*Miami Daily News*, November 4, 1951:

"Colorful Interior is Designed for Convenience of Customers,"  
"Determination and Teamwork Build the New Richards Store  
for Miami Shoppers," "Rock Bed Forced Under Foundation in  
Construction of Richards Store," "68,830 Square Feet Are  
Added To Remodeled Richards Dept. Store," "The Story of  
Richards is a Story of People."

~~"Miami Gets Richards Store When Scion Of Gimbles (sic) Passes Up  
Famous Name,"~~ *Miami Herald*, July 9, 1939, p.4-A.

*Miami Herald*, May 28, 1926, Section 2:

"Architects Are Busy," "Avoid Mixed Shopping," "Building Is  
Described," "Cromer-Cassel's Modern Store Opens to Miami  
Public Tonight," "Confidence His Creed," "Escalators Are  
Safe," "Firm Is Given Credit," "Store Record Excels," "Store  
Opens Tonight," "Tea Room Is Inviting."

*Miami Herald*, May 29, 1926:

"New Store Is Opened," "Progress Is Honored."

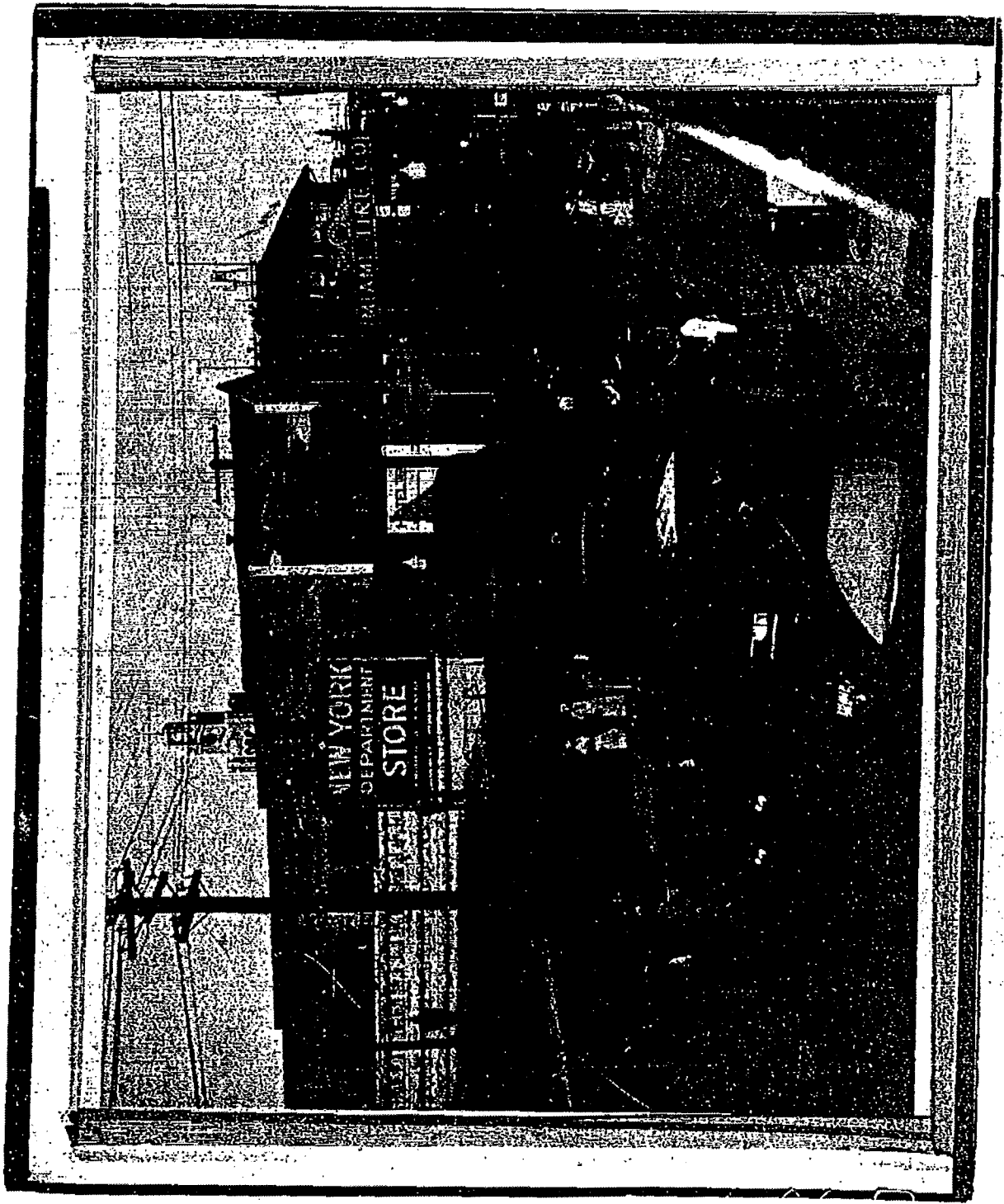
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Department Store

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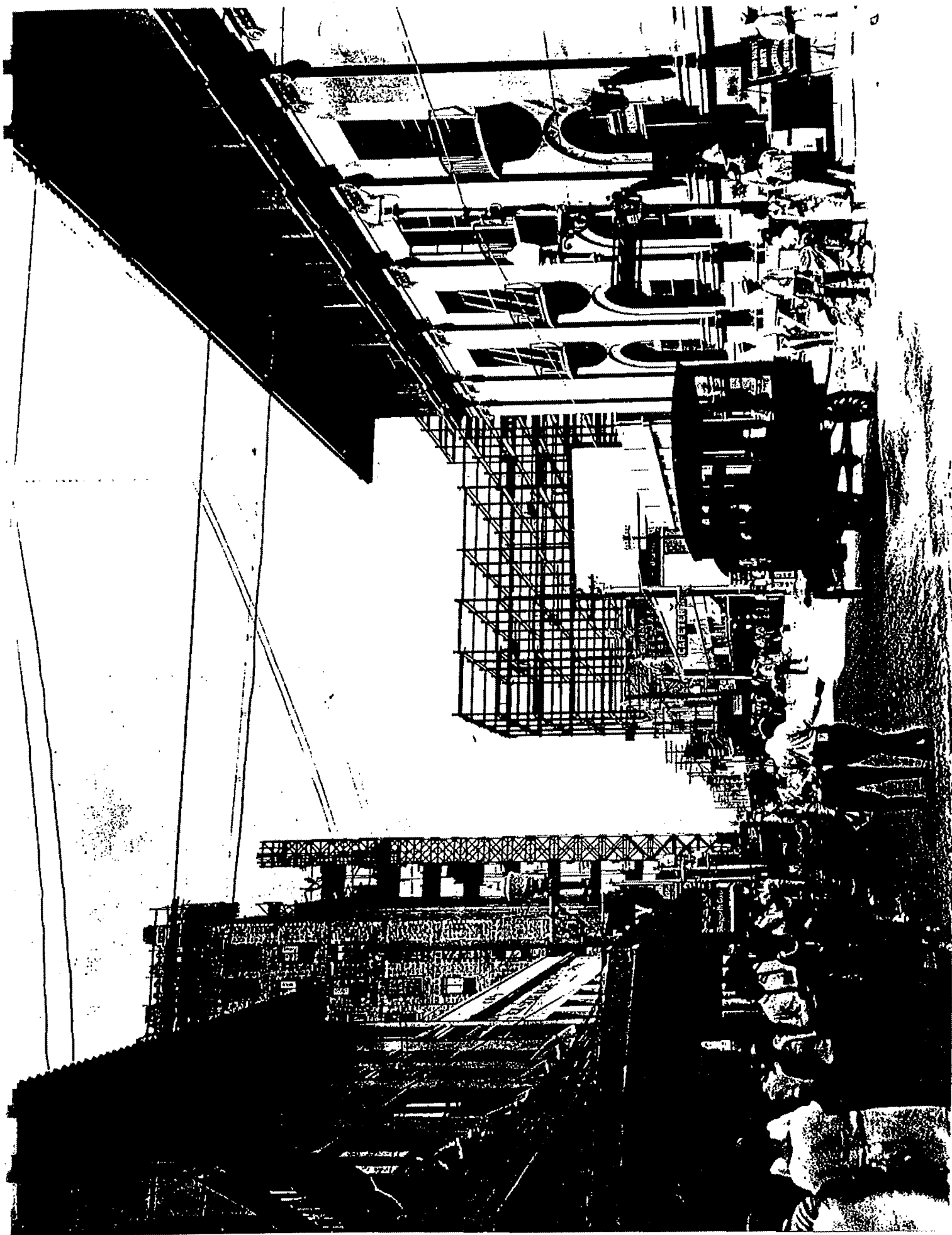
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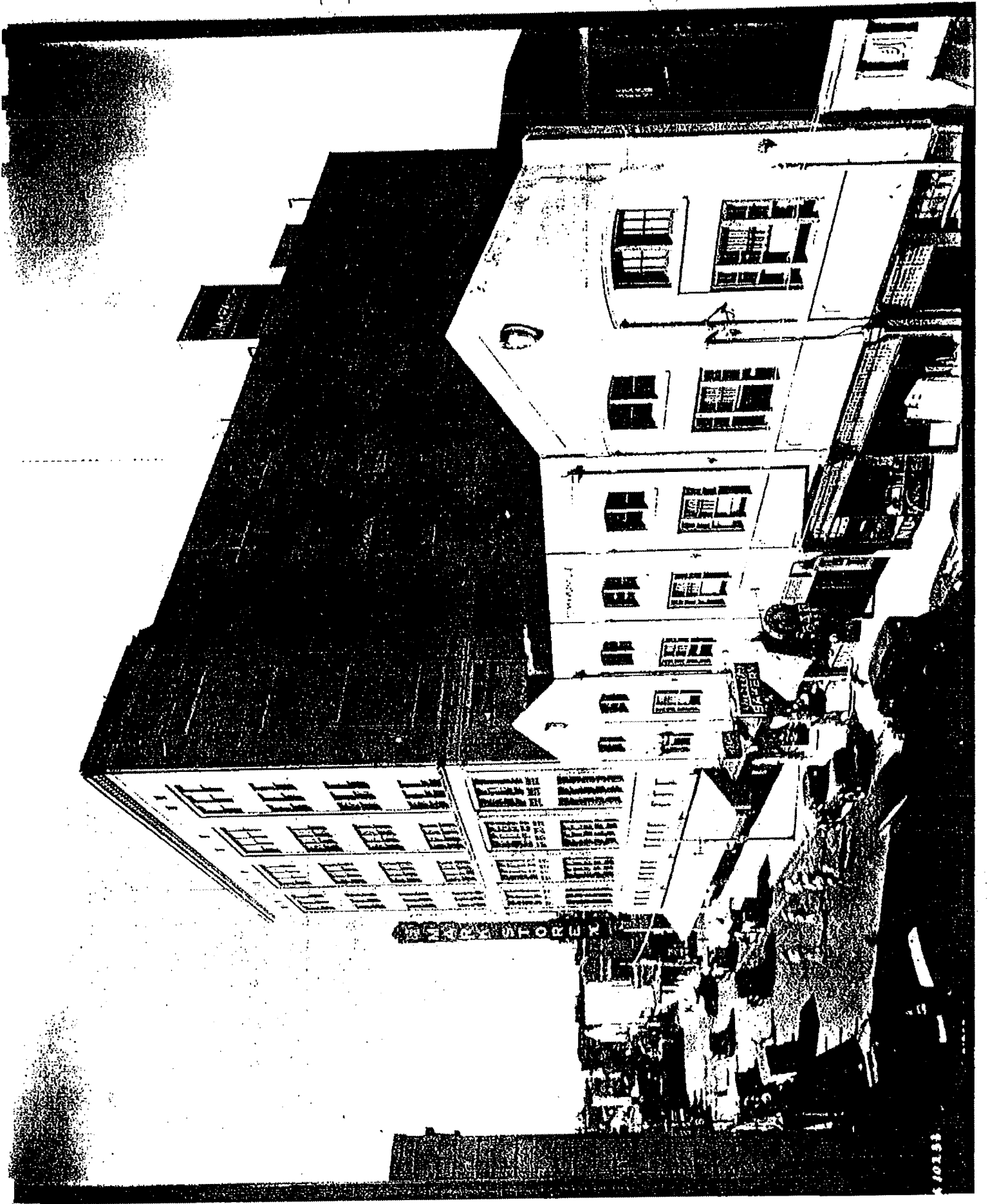


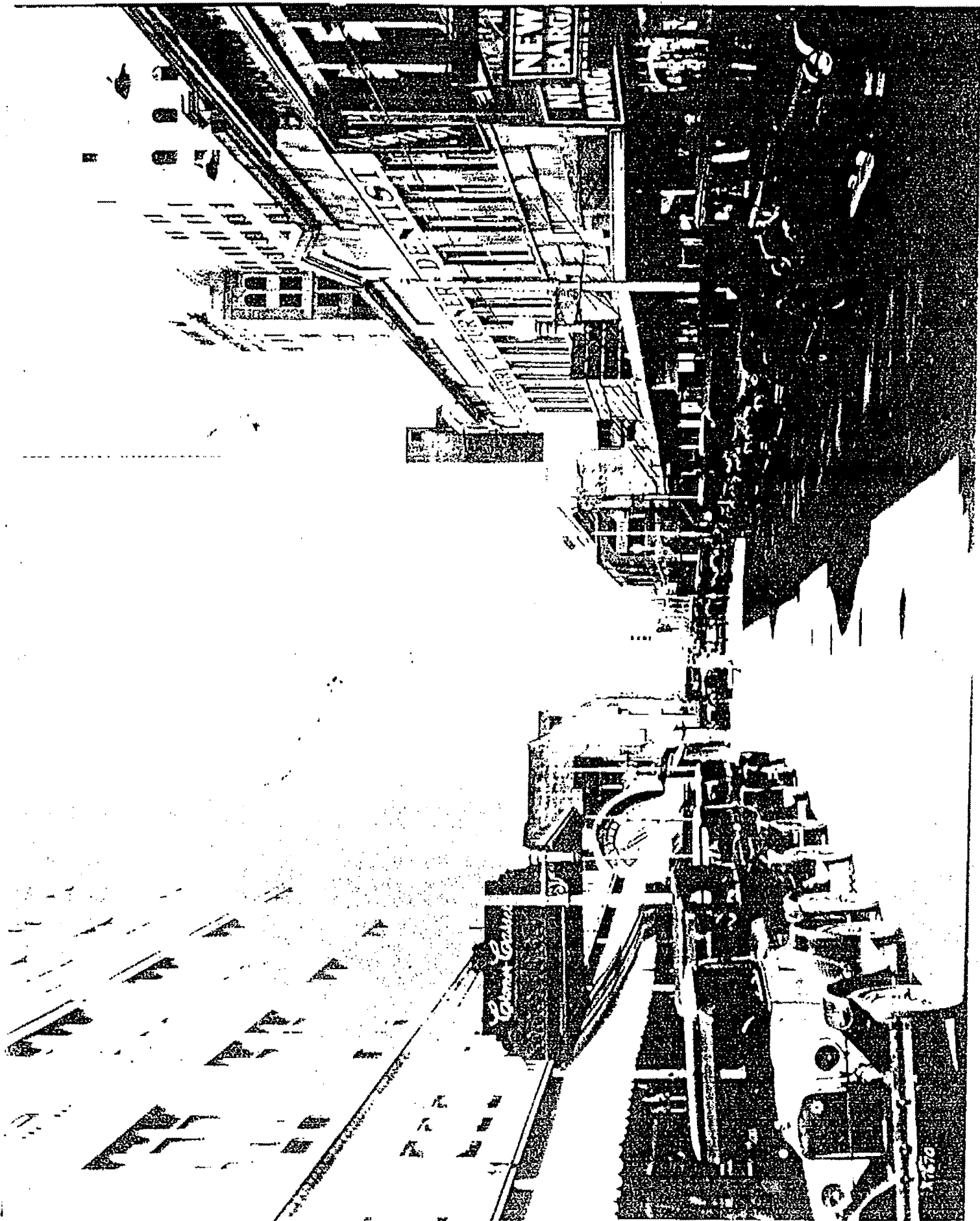


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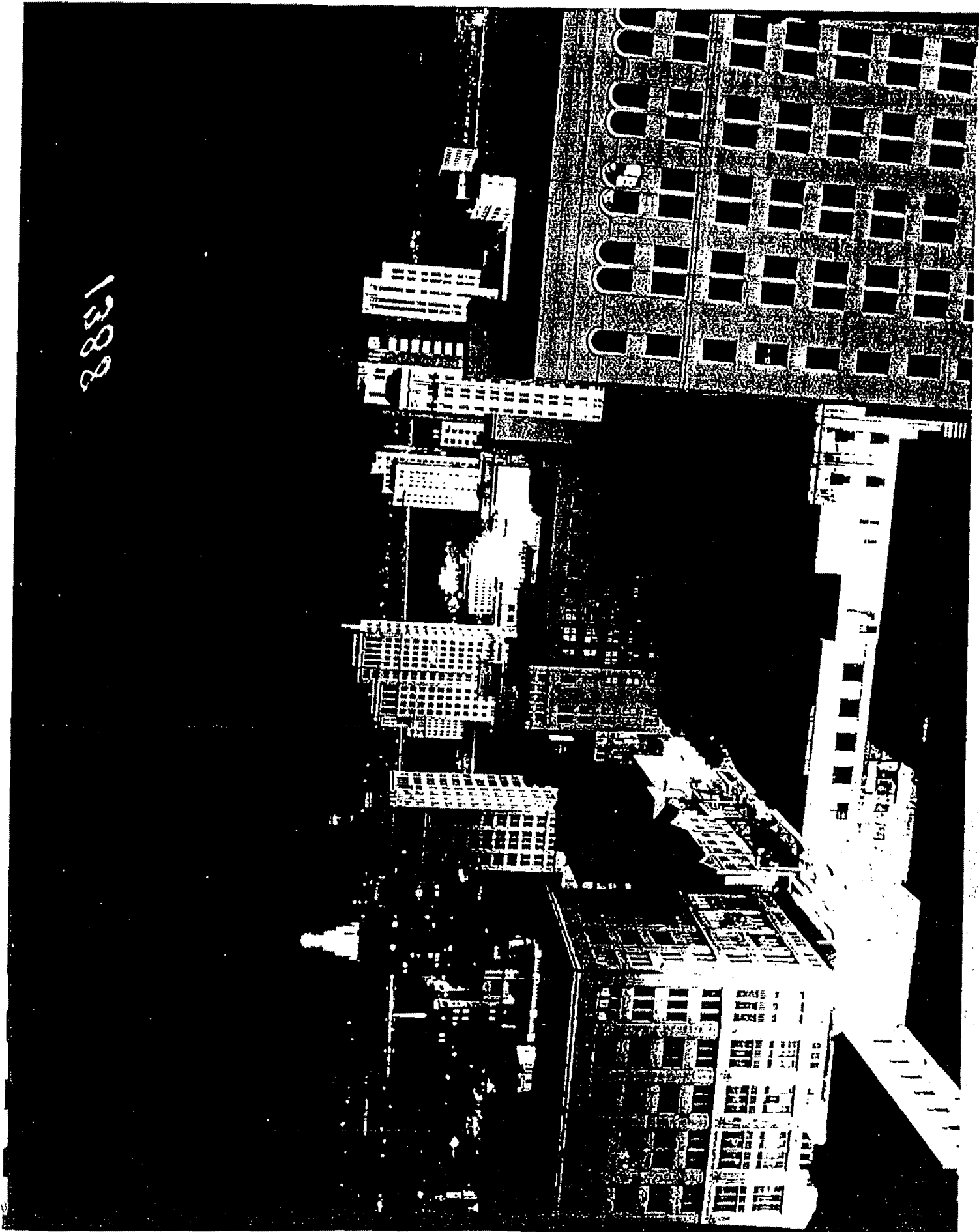


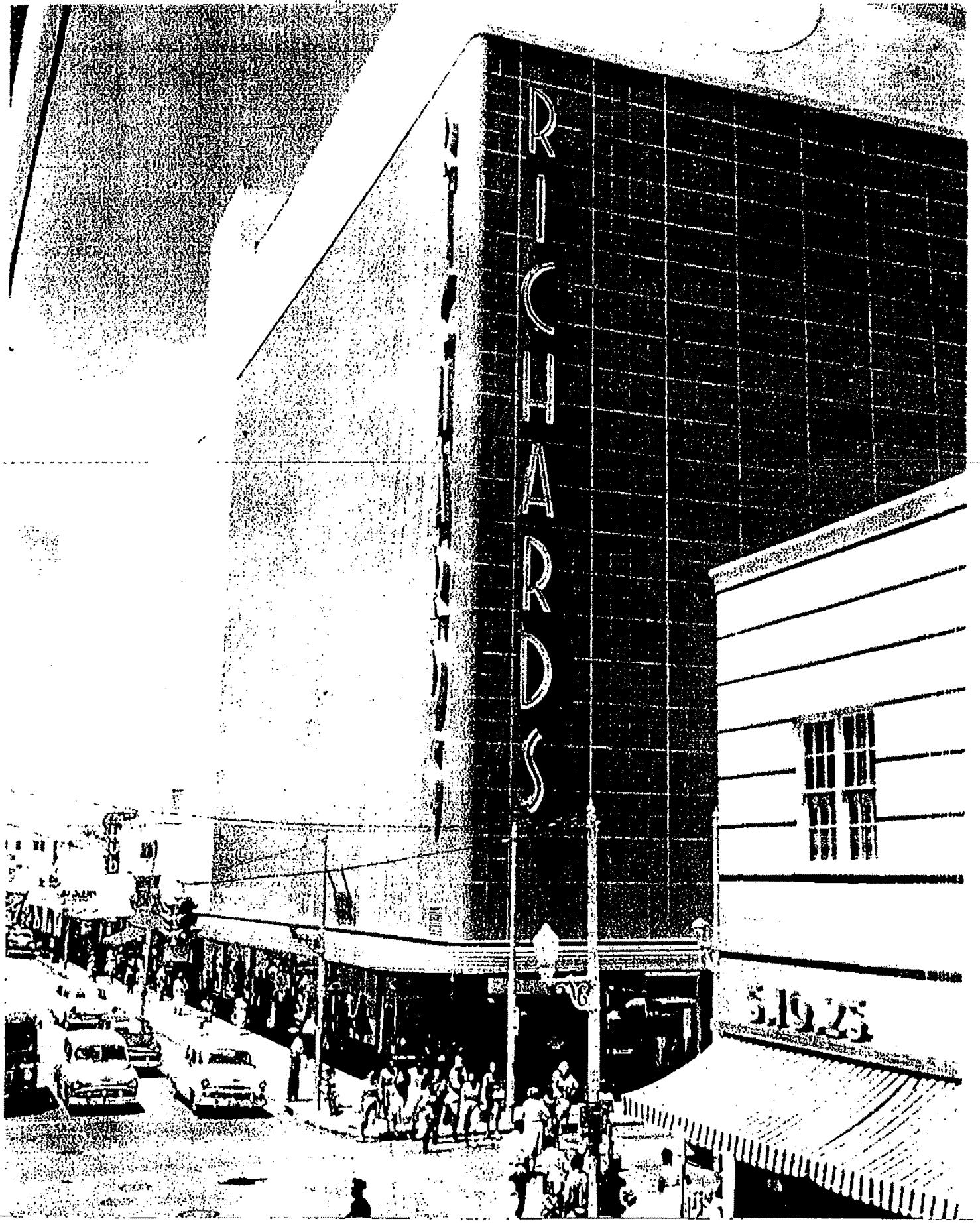
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# Newspaper Accounts

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## Miami: The way we were

## Cromer-Cassel a showcase store

• 207th in a series on early Miami

HOWARD KLEINBERG

Editor of The Miami News

Both Daniel Cromer and Irwin M. Cassel came to Miami in 1913. They were brothers-in-law. On April 1, 1913, the Russian-born Cromer purchased the New York Bargain Store from David Afremow, another Russian-born, Cassel, a New Yorker, also became associated with the store then but did not become a partner until 1918 or 1919.

From the very beginning, the team of Cromer and Cassel was a success story. First they changed the name of the North Miami Avenue business to the New York Department Store. By 1916, the New York Department Store increased its frontage by 25 feet and a year later expanded again, now taking in the corner store on North Miami Avenue at Northeast First Street.

In 1920, as they continued to succeed in business, Cromer and Cassel added two stories to the back of their building and in 1924 added more frontage on Northeast First Street.

All this set the stage for their crowning achievement: a huge, state-of-the-art department store to rise from the ground up on their existing property.

They demolished their buildings and moved into temporary quarters while a seven-story building was put up that was to be one of the finest in the South.

When the Cromer-Cassel store (they dropped the New York store designation) opened in May 1926, it was one of Miami's great spectacles. Secretary of Commerce Herbert Hoover, who in two years was to become president of the United States, participated in the opening ceremonies electronically from Washington, D.C., and 20,000 jammed the store for the 7 p.m. formal opening.

But the days of great success soon were to end. In September 1928, a great hurricane hit Miami, and severely damaged the store. Cromer and Cassel had no insurance on their store and had to absorb tremendous losses. The hurricane led to Miami's real estate bust and Cromer-Cassel's filed for reorganization in 1928. The great stock market crash of

1929 kept Cromer and Cassel reeling to a point where their showcase store reverted to the bondholders in 1933.

For a while, it operated as the Mark Store under the direction of Max Marks and, eventually, it was taken over by City Stores Co. and renamed Richards to its general manager Richard Gimbel.

In 1930, Richards went out of business. Cromer and Cassel's dream building now is the Metro Mall.

After losing the store, Cromer went into the wholesale dry goods business. His firm, The Cromer Co., still is doing business at 55 N.E. Seventh St. under the direction of his son Maurice and grandson Thomas and Daniel. Cassel became president of the Municipal Bond and Finance Co. His son Marvin is an attorney with the Miami firm of Britton, Cohen, Cassel, Kaufman & Schantz, ironically the same law firm — then under the name of Herbert U. Felberman — that handled the Cromer-Cassel bankruptcy.

Daniel Cromer passed away in July 1944; Irwin Cassel died in July 1971.

• NEXT SATURDAY: The pineapple industry.

(Excerpted from The Miami Daily News, July 26, 1926)

## Department Store Keeps Up With City In Program Advance

Evolution in a commercial sense is exemplified exceptionally clear by the remarkable growth and development of one of Miami's foremost retail establishments, Cromer-Cassel's New York Department store. The extraordinary gain in 12 years necessitating great expansion, is due to service to the public in lowered prices, sincere quality merchandise and meritorious conduct of its business in its contact with the public generally and its relations to its employees. Cromer and Cassel have made a practice of giving employees who merited it great consideration in both personal and financial ways. Many of them have been with the firm since its inception.

To Daniel Cromer and Irwin M. Cassel, Miami's future must have been apparent, for as founders of this establishment these shrewd merchants year by year advanced. With astonishing promptness, they acquired adjacent store rooms until the once small and inconsequential store space began to take on metropolitan proportions. Department after department was added; department managers began to appear to assume growing responsibilities and N. Miami av. found itself possessed of a full-fledged department store with wares in keeping with the demands of a growing city.

The management, however, could not be content with the inadequate space even after all their additions, so Mr. Cromer and Mr. Cassel last summer determined to erect in Miami a store unsurpassed anywhere and immediate plans were laid for a large institution. The building will cost approximately \$1,000,000.

Decision was made to raze the buildings then occupied together with the building immediately adjoining, which had been acquired shortly before, and to erect a new building on the combined sites. This necessitated finding a temporary location where the large business done by this firm could be fostered until the new building could be finished.

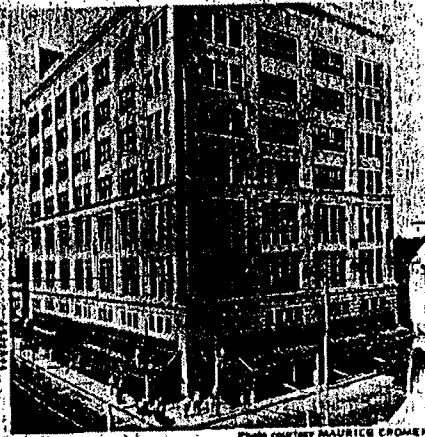
A site owned by this firm and then occupied as a garage on N.E. Second st. immediately in the rear of the First st. buildings was selected for a temporary home and a two-story building was erected to care for the store business. There the store is today and, strange to say, its business is reported to be increasing steadily even in this out-of-the-way location.

From the rear windows of temporary home can be seen the excavation for the nine-story steel and concrete structure designed to rise obelisk-like at North Miami av. and First st. The plans include a commodious basement to house one of the departments, and a mezzanine floor above the first floor. The ceiling here will be a height of 20 feet, thus assuring plenty of air and light. Decorative columns and spacious aisles will add to the beauty. The whole of the building will be used by the firm of Cromer-Cassel.

The seven stories above the sidewalk level will provide the foundation for three additional floors when increased expansion is again demanded. The main building has a frontage of 100 x 150 feet, while a projection will extend 225 feet toward Second st. The total area to be cov-



Irwin M. Cassel



The completed Cromer-Cassel store



(From The Miami Daily News & Metropolis, May 29, 1926)

## CROMER-CASSEL OPENING DRAWS 20,000 CROWD

Everybody went down to N. Miami av. and First st. Friday night, just as they did 20 years ago.

But instead of a dozen or so who went to loaf at J.B. Wofford's livery stable, there were 20,000 men, women and children who went to see the new \$3,250,000 home of Cromer-Cassel's department store, built on the spot where the old livery stable once stood.

And Saturday, after the biggest formal opening of any Miami institution, Cromer-Cassel's was doing business in the big home that Daniel Cromer and Irwin M. Cassel used to dream about 13 years ago.

At 4 p.m. Friday, three hours before the opening, the streets near the store were jammed. Twenty-five extra policemen were called out to keep the crowds from becoming hopelessly tangled. A steady stream of people, three and four abreast, poured in from the country side.

At two minutes before 7 p.m., just as the last gun of a 21-gun salute was made in honor of President Coolidge, an electric impulse started from Washington when Secretary of Commerce Herbert Hoover pressed a button there winched the locks of the big doors, causing them to open.

Before then, between 6 and 7 p.m., there had been a mass singing program by employees of the store, speeches by Mayor E.C. Romph, Mr. Cassel and Mr. Cromer and the awarding of a \$2.50 gold piece to every employee.

The store was dedicated by Rabbi Murray Alsted.

From 7 until after the scheduled closing time,

In 12 years necessitating great expansion, is due to service to the public in lowered prices, sincere quality merchandise and meritorious conduct of its business in its contact with the public generally and its relations to its employees. Cromer and Cassel have made a practice of giving employees who merited it great consideration in both personal and financial ways. Many of them have been with the firm since its inception.

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The seven stories above the sidewalk level will provide the foundation for three additional floors when increased expansion is again demanded. The main building has a frontage of 100 x 150 feet, while a projection will extend 225 feet toward Second st. The total area to be covered will be 175,000 square feet. In addition, the firm also has at its disposal the temporary home on a site 90 x 150 feet in one of the most valuable centrally located properties in Miami.



Photo courtesy MARWIN CASSEL  
Irwin M. Cassel



Photo courtesy MAURICE CROMER  
The completed Cromer-Cassel store

(From The Miami Daily News & Metropolis, May 29, 1926)

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The store was dedicated by Rabbi Murray Alsted.

From 7 until after the scheduled closing time, 10 p.m., the 20,000 visitors jammed elevators, aisles and escalators, examining the \$2,000,000 worth of merchandise, the \$250,000 worth of fixtures and the big building, which represents an investment in real estate and building of \$3,000,000.

No sales were made Friday night. The owners of the store were content let the crowds gasp as they walked from women's wear to motorboats and back to a beauty parlor or sporting goods.

More than 1,000 persons crowded up to the doors of the department store Saturday morning when the building was opened for the first time for business. Mrs. E.L. Brady, old time resident of Miami and wife of the pioneer Miami businessman, made the first purchase.

The 20,000 men, women and children who forced police to close the store 42 times Friday night at the formal opening were superseded Saturday by those who came to buy and to inspect the building and its merchandise with more leisure than was permitted the night before.

Attractive displays of the new merchandise in the various departments of the store were given suitable settings in the elaborate decoration of flowers sent from floral concerns and from friends of the firm throughout the United States. Strikingly enough, it was pointed out by officials, the flowers were all native products.

State flags and pennants from all over the country were decorating the balcony of the mezzanine floor. These had been placed Friday night at the formal opening by representatives of the states through the arrangement of the All-States society.

Women who pushed into elevators to shop on other floors than the main one exclaimed in excited sentences about the wonders of the new building, its basement tea room, its mezzanine floor and its innumerable other features which made it "just like a big city, so metropolitan, you know."

Thus Miami celebrated the expansion of one of its largest commercial enterprises.



Photo courtesy MARWIN CASSEL  
Daniel Cromer sets cornerstone on Nov. 24, 1925.

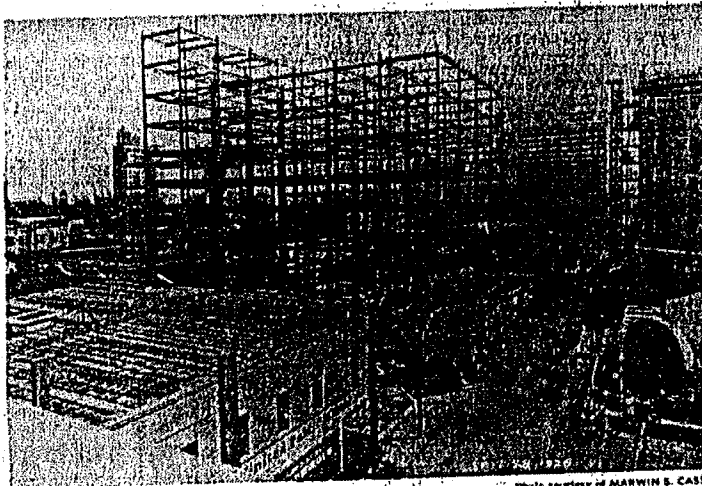
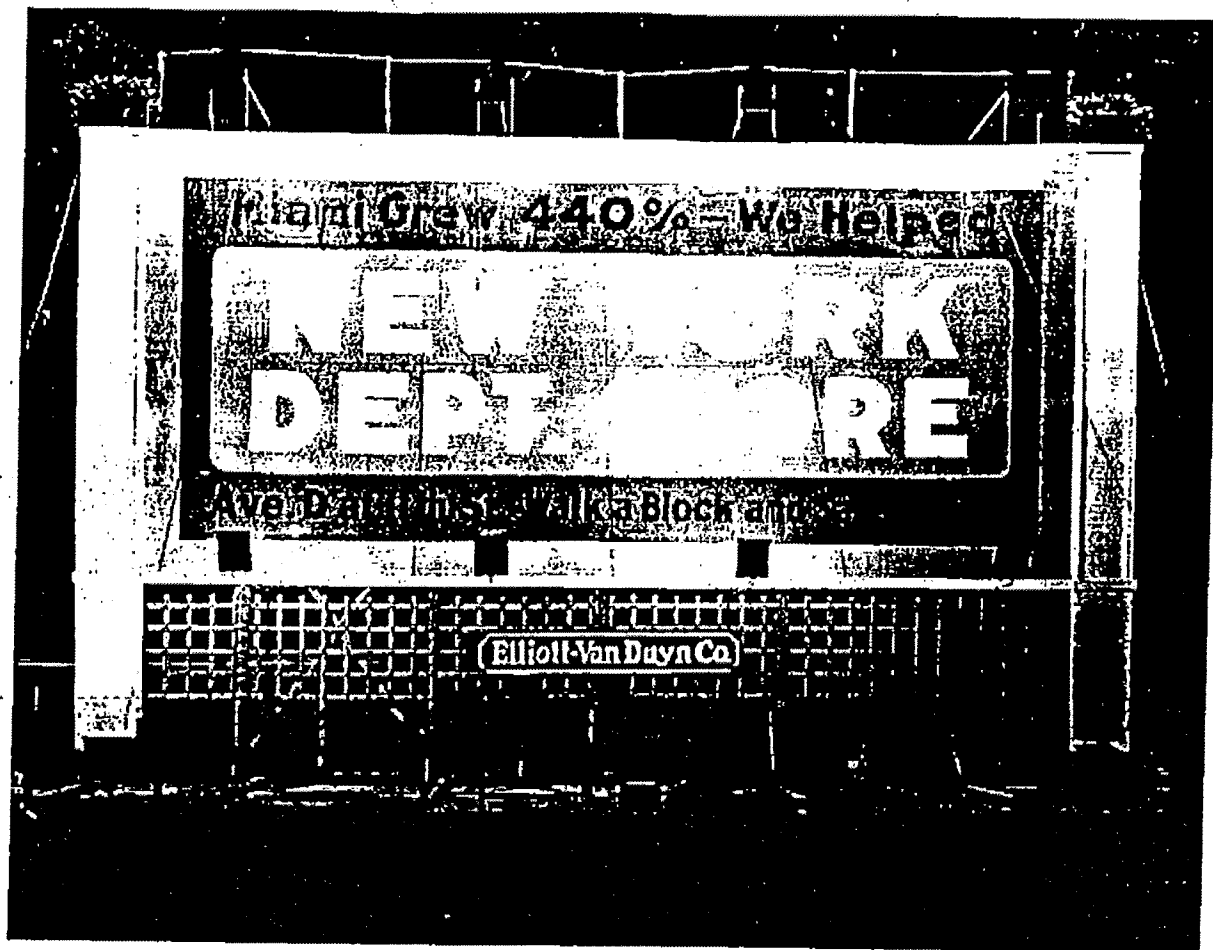


Photo courtesy of MARWIN E. CASSEL  
Cromer-Cassel store under construction on Sept. 28, 1925, in this scene looking east of N.E. First Street. At the right, an addition to the Seybold Arcade is under construction while in the background, the skeleton rises on the Meyer-Kiser Building. Almost a year later, on Sept. 16, 1926, a fierce hurricane all but destroyed the Meyer-Kiser Building and severely damaged parts of the Cromer-Cassel store. Just behind the Cromer-Cassel superstructure is what then was the post office and now is the AmeriFirst Savings and Loan building at 100 N.E. First Ave.



### They Shopped Early



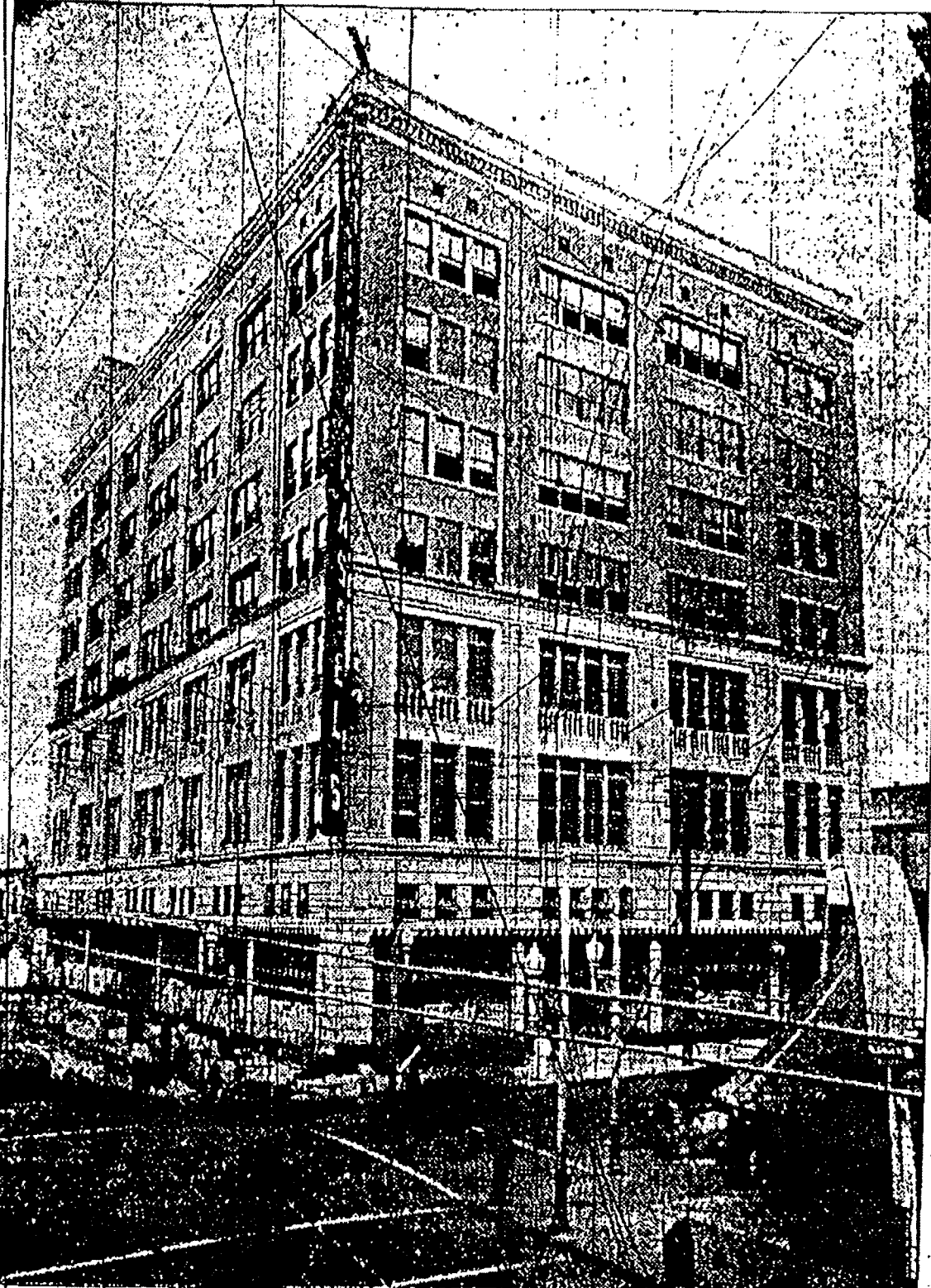
Gleason Walls Rorer Historic Files

THE LAST-MINUTE scurry of the procrastinating Christmas shopper, in active evidence on our streets today, was a bit less hectic in the Miami of the mid-20s, judging from this view eastward along NE 1st St. The intersection is with N. Miami Ave., and the New York Department Store prominently placed on the corner has been replaced by another, Richards. Recognizable landmarks remaining are the steeple of Gesù Church, just above the department store sign, and the roof line of what is now First Federal Savings and Loan Assn., just above the

Miami Tire Co. sign. But "what-to-give" was the question then as now. Advertisers suggested a Studebaker Standard Six Country Club Coupe at \$1,295 for "Her," pointing out it had a "compartment for golf sticks and a charming color scheme of Miami gray with a belt of Comanche brown striped in carmine." For "His," there was a straight-eight Rickenbacker sedan at \$2,135. Junior, if lucky, could hope for a genuine Crosley one-tube radio set at \$24.25. And then as now, there was something for mothers-in-law, too, starting with "genuine Turkish towels, 15 cents and upward."



### MIAMI'S NEWEST DEPARTMENT STORE READY FOR PUBLIC



MIAMI'S newest department store, Cromer-Cassel's, representing an investment of \$5,280,000, of which more than \$3,200,000 was expended for the building, fixtures and equipment, and \$2,000,000 for merchandise in stock, will be opened to the

public for the first time at 7 o'clock this evening. Every square foot of the nine-story structure at N. Miami Avenue and N. E. First street will be ablaze with light. Herbert Hoover, secretary of commerce, will press a button in his Washington office

which will release the entrance doors. A dedication program, which will be broadcast from the new Cromer-Cassel's radio station, WQAM, will be presented and thousands of citizens, including many civic leaders in Miami and throughout the state, will attend.

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## WARDEN IS DISMISSED! STORE OPENS TONIGHT

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# MISSISSIPPI

# STORE OPENS TONIGHT

## Cromer-Cassel's \$5,250,000 Department Institution, One of the Finest in South, Will Be Thrown Wide To Miami Public When Secretary Hoover Presses Button

**H**ERBERT HOOVER, secretary of commerce, will place his finger on a button in Washington at 6 o'clock tonight and another monument to Miami's progress will be unveiled.

The pressure of the cabinet member's finger will start an electric impulse on its way to Miami which a few seconds later will buzz in a lock on massive bronze doors at Miami avenue and N. E. First street and open Cromer-Cassel's \$5,250,000 department store.

Then a band will play, flags will fly and two men, Daniel Cromer and Irwin M. Cassel, will know their lives work has not been in vain and their visions of 12 years ago were not just plain day dreams.

**O**ther doors will open and the crowds that have waited in the street for the touch of Secretary Hoover's finger will be ushered into an institution that will astound them with its completeness and beauty.

A store that has no peer in the South and that is equipped with the most modern department store fixtures and devices will be viewed by thousands of Miamians who will accept the public invitation of the owners to be present at the opening. A major chapter will be written in Miami's merchandising history while a goodly percentage of the city's population stands as witness.

The unlocking of the door by Mr. Hoover with the aid of the Western Union Telegraph Company will be just the beginning of a detailed program planned for the opening.

**T**HE presidential salute of 21 guns will be fired at half minute intervals, beginning at 6:20 o'clock. The salute will represent Miami's gratitude to President Coolidge for his authorization of Secretary Hoover to open Miami's new department

### OPENING PROGRAM AT CROMER-CASSEL STORE

At 6 o'clock: Inspection of new building by city, state and national officials.

At 6:05: Formal dedication ceremonies and singing by employees.

At 6:10: Cromer-Cassel's oldest employe will entertain the oldest customer and Miami's oldest inhabitant.

At 6:15: The representatives in Florida of 48 states of the Union, through courtesy of All-States Societies will place flags of 48 states in the store.

At 6:20: Salute of 21 guns will be fired at half-minute intervals.

At 6:30: A radio program will be broadcast over station WQAY, announcing the ceremonies of the opening, followed by an orchestral and song program, 6:30 to 7:30. Musical festival, 7:30 to 8:30.

At 7: The doors of the store will be opened formally by Western Union wire from Washington by Herbert C. Hoover, secretary of commerce of the United States, who will press a button in his office in the capital, electrically releasing the fastening of the store doors.

Remainder of the evening until 10 o'clock, inspection of store by the public.

store. It will be carried out under the auspices of the American Legion.

A state flag ceremony, arranged by the state societies, promises to be a colorful event of the opening. Each state will be represented by a native. The procession will wind its way from the street into the new palace of business. The state flag ceremony

CONTINUED ON PAGE 10

5.—Senator Carter of Virginia, shall agree to bring a steady bill, including wine and referendum arena for a final overwhelming defeat.

6.—The senate committee, complying order, appointed a committee consisting of Sen. Borah, Goff, Walsh investigate the legality executive order.

7.—During the secret whole committee, author of the resolution Attorney General Sargent of the Treasury brought before the plain how far they inducting the new d

## COURT OF JUDGE I

McKenzie Moss For Downe

WASHINGTON, Mo. nomination of McKenzie Moss, assistant secretary of claims in the place of E. Downey, who died was sent to the senate President Coolidge.

Appointment of Mr. for 12 years a state judge in Kentucky prison official of without consultation with him.

It developed, now treasury official had sure to return to Moss was appointed secretary of the treasury President Harding as a deputy commissary revenue.

GOVERNMENT NEW YORK. May ment bonds closed to Liberty 84 1/2; 100.25; second 100.25; third 102 1/2; treasury, 8 1/2.

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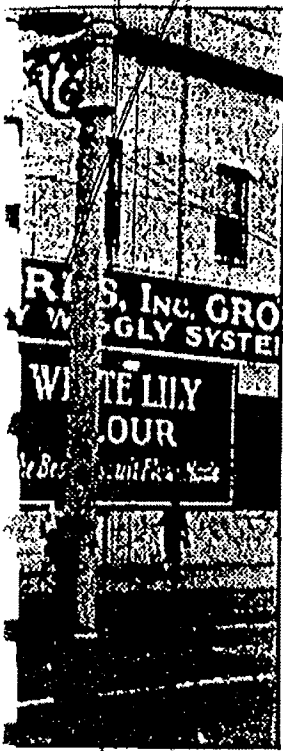
Senator politics, is

GIRL WEDS COUNT

COURT UPSETS STATE LAW AGAINST SOVIET

THE MIAMI

WIGGLY GROWS



16th S. Miami Avenue and by the 11 stores that new warehouse and general

17TH ANNIVERSARY

Piggly Grows From One To Twenty-one In Seven Years.

Month completes seven years operations for the Piggly main stores of Miami, owned and operated by local people. The recently opened its twenty-one in the southeastern Flori...

pany. Miami Piggly Wiggly chain, greater volume of business shown from Piggly Wiggly, any other city, it is said from week to week are so make it necessary for the maintain a large warehouse corner of S. Miami Avenue and 17th St. The large two-story is reached on its northern the tracks of the F. E. C. over which carload lots of grade, nationally known staple and fancy groceries food products arrive daily. Warehouse storage space covers 20,000 square feet and 17th St. general purchasing kept busy from week to finishing the rapidly moving

has 30 employees engaged in the records of the genes of the firm in the second the main warehouse building. by others are employed in and transferring stocks warehouse to the 11 stores

STORE OPENS TONIGHT

Cromer-Cassel's \$5,250,000 Department Institution To Be Inaugurated By Hoover. CONTINUED FROM PAGE 1

is to signify that Miami is composed of natives of every state in the Union. State and city officials will witness the opening. Gov. John W. Martin and the mayors of all the larger Florida cities have been invited to attend. A great portion of Miami's official family is expected.

THE program will be carried out in its entirety by employees of the concern. A concert, during which the many employees of the department store will be heard as a chorus, is included in the program.

From 7, until 10 o'clock the store will be open for inspection. Nothing will be sold, but salesmen and saleswomen will be at their posts to explain and discuss their wares, the new home, the officers, or answer any questions.

Many weeks have been spent by the officials in schooling the employees on the details of the new store, and any of them will be able to tell a visitor the location of any department or article in the huge establishment. The courtesy that always has lived in Cromer-Cassel's department stores will be there without any suggestions or schooling because it has been a permanent fixture of the institution as long as Miami has can remember.

From the interior, the spacious building appears to be all windows. Daylight selections can be made at any of the counters without the need to step outdoors, as in the case in many large stores.

ILLUMINATED showcases and daylight lights will rival the light of day at night. They will be used for the opening tonight, but very little thereafter as the store will close its doors daily at 6:30 p. m.

Mirrors are everywhere, some so designed that customers may see their reflections without as much as a turn of the head. Every convenience for the buyer is there.

More than 1,800 staple notions will be exhibited, for sale. A candy department, where fresh confections will be daily offered, is another feature.

The institution, which represents a real estate and building investment of \$3,000,000, fixtures that cost \$250,000 and \$2,800,000 worth of stock presents, besides all of the American products found in department stores, goods from all parts of the world.

SIX elevators and two escalators are provided to carry customers to the departments on the upper floors. One of the escalators is a double machine, with a capacity of 3,600 persons an hour and the other is a single unit, capable of carrying 1,800 persons an hour. Four of the elevators are devoted to passenger service while the remaining two will be used for freight.

Employees worked far into the night, completing arrangements for the opening. A visit to the institution at 4:30 o'clock last night saw the department heads and employees working hard against time. The final touches will not be added until a few hours before the doors open tonight, Mr. Cromer announced.

WQAM WILL BROADCAST TWO MUSICAL PROGRAMS

ENGINEER IN CHARGE OF STORE EQUIPMENT



R. G. Bergemann, engineer in charge of installation and maintenance of all the utilities equipment in the new Cromer-Cassel department store, has had eight years' experience in electrical and steam engineering in the department store field.

ago and other combinations. He has also conducted his own unit, the Marigold Serenaders. During the past three years, his name has been known in practically all social circles as well as the various hotels and restaurants whom he has supplied with orchestral units as well as instrumental and vocal artists. Mr. Novak is making Miami his home, expecting to build the orchestral organization, headed by himself, into the largest establishment of its kind in the South.

Walter H. Witko, director of the concert orchestra, has been a resident of Miami for several years. He has been connected with the Damrosch Symphony Orchestra, concert master of the Pennsylvania Hotel, New York, and also rendered solo with Arthur Pryor's band and Munchler's Orchestral band.

Peter Miller, pianist of the orchestra, has come to Miami to stay. Being Hungarian, receiving all of his schooling in Europe, playing before the royal families of Europe and also connected as soloist with European and American orchestras, Mr. Miller is going to surprise the music-loving public of Miami, due to his technique, style and assortment of solos, the first of which will be heard at the opening of the Cromer-Cassel department store.

- The following program will be broadcast starting at 6:30 p. m.: March, "Swing Carl" Mike Walls, "Swing" Mike Walls, Selection "Babs in Toyland" Herbert Piano, "Pier Miller" Selected Popular, "Who" from Sunay, Karan, "Under Desert Skies" Hoffman Suite, a part, "Ballad Egyptian" Lolgin Selection, "Student Prince" Romberg Violin solo, "Walter H. Witko" Selected Selection, "Rose Marie" Prim Popular, "Frank of Songs" Demoya Operatic selection, "March" Fletow Accordion solo, Frank J. Novak, Jr. Selected Popular, (a) "Prisoner's Song" Naber (b) "Do You Believe in Dreams" Watterson Aeolian chorus, Selection Miss Bertha Foster, director Aeolian chorus, Selection Miss Bertha Foster, director Violin solo, "Meditation from Tosti" G. Lind, accompanied by the

MALE BATHING BEAUTY CHOSEN AT SARASOTA

Sarasota, Fla., May 27. (AP) ENRIQUE MILER, 20-year-old Sarasota youth won the male bathing beauty contest staged here today by members of the Sarasota Health Board. There were more than 25 contestants for the distinction of being termed "Water Sarasota." The judges were five local society women. The winner is six feet tall, weighs about 175 pounds, and is a brunette. Several thousand people were at Sarasota Beach to witness the judging.

FLORIDIANS FAVORED

Taxpayers Will Be Allowed Extensions For Returns.

WASHINGTON, May 27.—At a conference today with Commissioner of Internal Revenue David F. Blair, Ernest B. Bigelow, chief of the Florida income tax division, was assured that Florida taxpayers will be accorded every reasonable extension in extensions for filing belated returns. Additional time was asked for those who found it impracticable to complete their returns by the expiration of the law extension date which was May 15. No general extension will be granted but Commissioner Blair said that the case of Florida taxpayers would be treated individually with the additional time allowed for completing returns arranged to suit the particular circumstances. Today's article applies only to returns in excess of \$5,000.

SCIENCE WOULD GIVE OZONE CUPID'S CREDIT

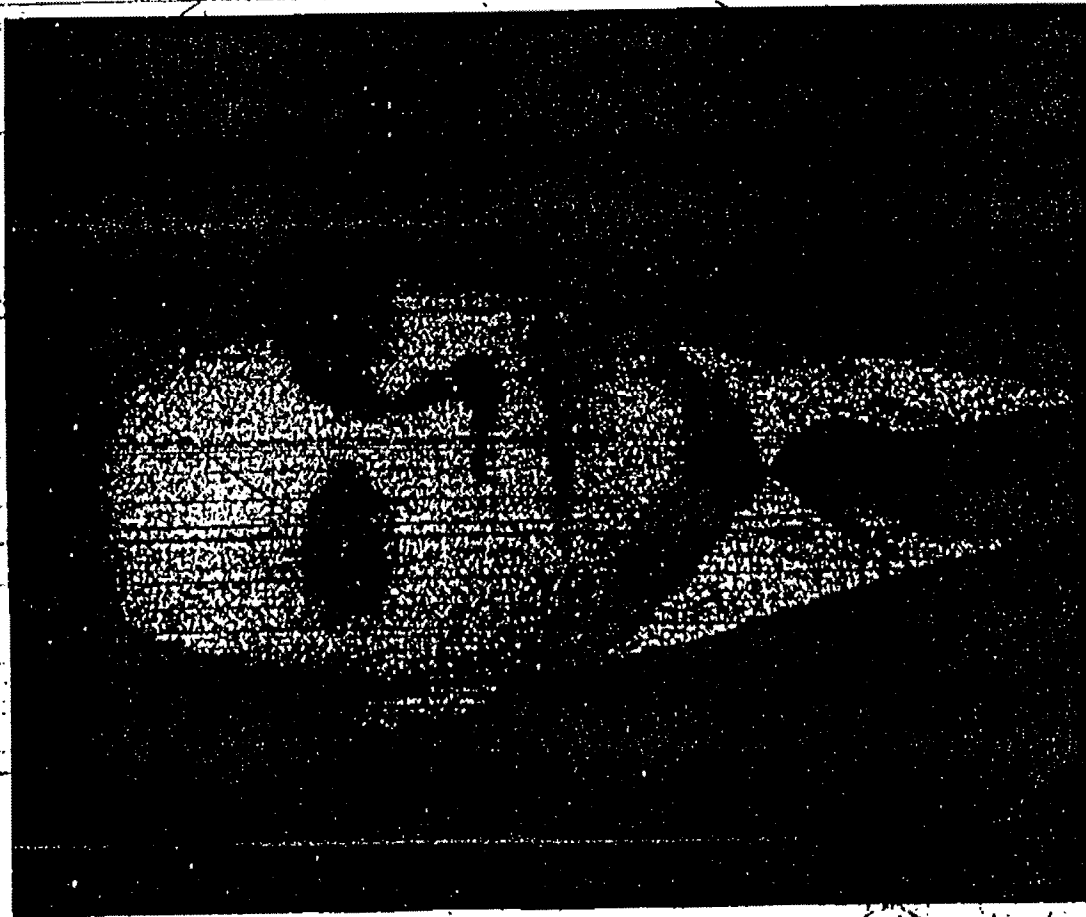
LONDON, May 27. (AP) Cupid has nothing to do with the epidemic of love-making which comes with spring. It is ozone, and not the gods of love, so British scientists told the Royal Society, which fires poets and lovers at the passing of winter. Their latest sense in psych-analysis, asks youth to determine why it acts differently in the spring as these scientists said in the spring months there is the maximum amount of ozone in the air, with the result that lambs frolic and all nature has more energy than in any other season.

The proper your t... (Advertisement for a product, possibly a beverage or food item, featuring an image of a person and a product container.)



# R-CASSEL'S MODERN STORE OPENS TO MIAMI PUBLIC

PIONEER MERCHANTS WHO HAVE BUILT THE GREATER CROMER-CASSEL'S INSTITUTION INTO TODAY'S CLIMAX OF SUCCESS



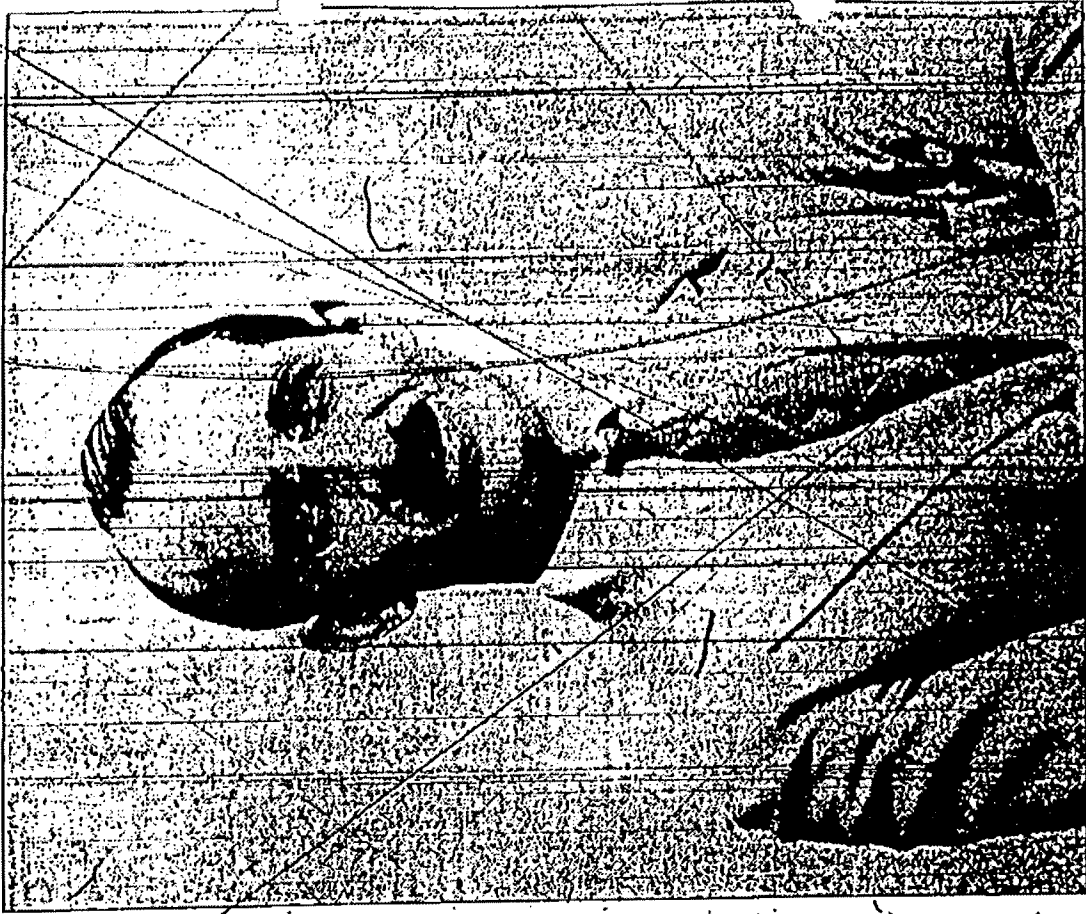
DANIEL CROMER.

One month a store, it is an institution, one that by skillful and hard working the various and personnel of a group of devoted and energetic employees become practically a part of the city itself.

A store from this institution, property of the Greater-Cromer-Cassel's store, Miami.

## WORLD MARKET TAPPED

Cromer-Cassel's Merchandise Manager in Constant Contact With Principal Sources From Which Department Store Commodities Come In Steady Stream To All Counters.



IRWIN M. CASSEL.

Miami of today a store, as fine and as comprehensive as any he has ever met in his career.

The firm, in other words, continues as it has always done, to carry what the public needs, and the man who is most directly responsible for buying merchandise for that need is Irwin M.

## THREE IMPORTANT LINES HANDLED

Former Baltimore Men Manager For Furniture and Rugs. Caspell, Harwood, formerly an- markable Record.

## EXECUTIVE IS POPULAR

Rise From Rank To Position of Executive Manager Is Remarkable Record.

# CROMER-CASSEL'S MO

PIONEER MERCHANTS W

## ACHIEVEMENT FOR CITY

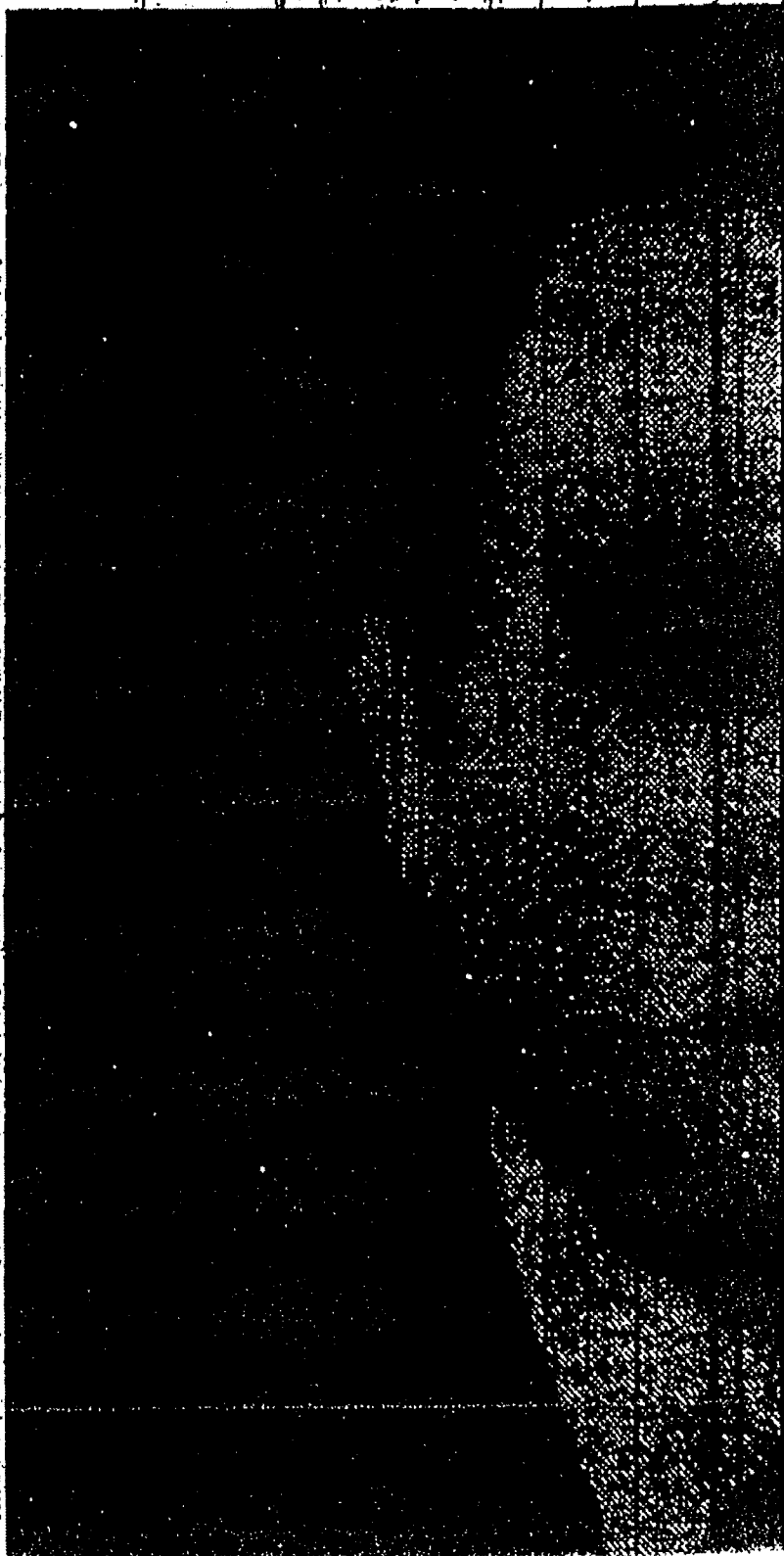
**Firm's History Furnishes Impressive Parallel To Miami Growth In Recent Years.**

By J. K. LEE  
Staff Writer for The Herald

**T**HROUGH 13 years of consistent effort and steady expansion to the classic climax of the Magic City's greatest mercantile drama, the most thrilling scene of which will be revealed tonight when, amid a merchandise setting of unrivaled splendor, the curtains will be drawn, figuratively speaking, presenting to the public the new Cromer-Cassel's, among the South's masterpieces in the mercantile realm, and Miami's finest store.

Friday, May 28, 1926, will be remembered as another momentous date among the many significant ones in the history of Greater Miami, during the past few years; for on this date, in adequate and impressive response to the requirements of a rapidly increasing and cosmopolitan population, the formal opening of the imposing edifice that is now the new home of Cromer-Cassel's great department store business will occur. It will be an event to be remembered and to be proudly referred to through the coming years by every Miamian, for it signifies the attainment of truly metropolitan standards in the matter of supplying meritorious merchandise to approximately half a million people of cosmopolitan habits in Miami and its trade radius.

**T**HE inauguration of business in the imposing and impressive new Cromer-Cassel's store is in itself final and overwhelming proof. If any were needed of the substantial nature of



THE inauguration of business in the imposing and impressive new Cromer-Cassel's store is in itself final and overwhelming proof. If any were needed, of the substantial nature of the progress and prosperity, with which southeastern Florida has been favored during the past few years. As one of the greatest events, commercially speaking, in the city's history, the occasion is cause for felicitation throughout the state.

That the initiation of sales in the new Cromer-Cassel's is also an event of state-wide and even national significance is indicated by the fact that Hon. Herbert C. Hoover, secretary of commerce in President Coolidge's cabinet, will lend the impress of his personality and the added dignity of official position to the occasion. Gov. John W. Martin and U. S. Senator Duncan U. Fletcher are also expected to be present. Edward C. Romfo, mayor of Miami, together with Governor Martin and Senator Fletcher are invited honor guests of the store owners for the formal opening.

Secretary Hoover has accepted the invitation of Daniel Cromer and Irwin M. Cassel, comprising the firm bearing their names, to officiate during the formal opening program Friday night, May 24, at 7 o'clock by pressing a Western Union button from his office in the capitol, opening the doors of the store by Western Union wire, through electrical connections arranged for and installed at Cromer-Cassel's, by means of which the locks on the store doors will be slipped so that they can be formally opened for the first time to the public.

MAYORS of other Florida cities and prominent business and political leaders from many sections of the state are expected to be present, as well as a number of nationally known business economists and manufacturers from different parts of the country. Thousands of Miami-ans in all walks of life are expected to be present, in an endeavor to secure their first glimpse of the completed interior of the huge Cromer-Cassel's structure, now filled to overflowing with the world's choicest merchandise. During the evening a radio program announcing the details of the opening ceremonies will be broadcast over WQAM.

For the owners, Daniel Cromer and Irwin M. Cassel, the inception of business in their new store structure Saturday, May 23, represents the realization, far earlier, no doubt, than they had dared to hope, say 10 years ago, of a goal and an ideal that they cherished from the beginning of their partnership. Typifying, as each one does supremely, the highly commendable and truly coura-

than merely a store; it is an institution, one that by utilizing and harmonizing the services and personalities of a group of several hundred employes becomes practically a part of the city itself.

**A**SIDE from these idealistic aspects of Cromer-Cassel's great mercantile enterprise, and viewing it primarily from the materialistic angle, the store and its contents comprises practically "a city in itself," a phrase that comes as near as any single phrase can to describing the store as it stands today. Incidentally, one should remember, had not the population of Miami increased with such amazing rapidity to its present figures there would have been no need of the greater store that Cromer-Cassel's has erected to reflect enduring credit upon the city and to advertise to the world at large the fact that the city of Miami is indeed a place of wonders. Had the people not come here in thousands and tens of thousands with needs to be supplied here could not and would not have been created the new and enlarged Cromer-Cassel's store to meet the requirements of a cosmopolitan population numbering nearly half a million people in a comparatively small trade radius.

Proclaimed by the builders as "the South's finest store," the new home of Cromer-Cassel's, erected by the J. P. Davis Construction Company of Miami, and valued, with equipment, grounds and merchandise, at more than \$5,250,000, the new structure comprises more than 200,000 feet of floor space, and consists of seven floors, basement and mezzanine. The building is characterized by simplicity of architectural lines and symmetrical proportions, and is equipped from basement to superstructure with the most modern of merchandising facilities. It typifies, more than anything in recent years has done, the development of Miami into a great metropolitan city. In the words of an admirer, "Nowhere south of the Mason and Dixon line will there be found a store so carefully contrived, so deliberately planned, in the last detail

DANIEL CROMER

# WORLD MA

*Cromer-Cassel's Merchandise  
Principal Sources From  
States Come In Steadily*

**S**AMUEL SILVERSTEIN is the merchandise manager for Cromer-Cassel's, an influential and respectable position he achieved entirely within the firm itself, by reason of the precept of its owners and inherent ambition and talent which they inspired. Mr. Silverstein came to the firm during its first day of expansion, intending to keep books. Apparently that occupation offered an insufficient field for activities, for he began a profound interest in every phase and angle of the store and its business, absorbing and learning without any particular effort or campaign, until today finds himself with the executive heart of the concern lying in his hands.

The story of tremendous merchandising operations as he tells it assumes the interesting tinge of a romance of adventure. Applied, as his is, to the firm of Cromer-Cassel's is especially romantic, for he speaks

CROMER-CAS

years ago, of a goal and an ideal that they cherished from the beginning of their partnership. Typify as each one does supremely, the highly commendable and truly courageous pioneering spirit that must exist in someone's mind before the first steps are taken toward the founding and building of a great mercantile business, they are the recipients today of well-earned congratulations from thousands of their friends here and elsewhere.

The artistic vision of both Mr. Cromer and Mr. Cassel has been amply vindicated in the new store, which, with fixtures and equipment, cost more than \$2,200,000, while the \$2,000,000 stock of merchandise carried brings the total to more than \$5,200,000.

FROM the earliest chronicles of mankind's activities, dating back in the period of recorded history some six thousand years, the interchange of commodities, known in modern phraseology as the buying and selling of goods, in other words, merchandising has been one of the greatest and most impelling factors urging man on toward the goal of service to his fellows and rewards for himself. From the time in the old world when the only means of transportation were the slow-plodding caravans of camels, articles of commerce have been manufactured and transported from one region and people to other countries and people, merchandising being second only to agriculture, then as now, among man's occupations.

In this Twentieth Century era of a world transformed by modern inventions, such as the steam engine, gasoline motors, airplanes, telephones and radio, all of which facilitate the transportation of merchandise and the inter-communication of mankind, as well as the transaction of business merchandising on a large scale, has come to be the customary thing in the larger cities of the world. It is only during the past quarter of a century, however, that the department store system as a distinctive institution has been developed to render service in supplying the necessities and luxuries, frequently equally in demand, to large numbers of people over extensive areas.

The new Cromer-Cassel's store, meriting civic pride of the most emphatic kind, is an impressive example of what merchandising can do to bring the peoples and countries of the world closer together. Paraphrasing Shakespeare, it might be said that "one touch of business makes the whole world kin," though it is equally true, unfortunately, that business jealousies have at times brought on the world's worst wars. On the contrary, many nations have undoubtedly refrained from wars because of the commercial damage that all wars precipitate. Cromer-Cassel's is

tan city. In the words of an admirer, "Nowhere south of the Mason Dixon line will there be found a store so carefully contrived, so deliberately finished to the last detail, so replete with comfort and convenience, as is this new contribution to Miami's mercantile greatness." As one approaches the building a sense of both symmetry and sufficiency is felt, as if the contractors had encompassed the plans of the owners in a material entity with which no other structure here quite compares.

**A** NEW departure for department stores in Florida, to increase ground floor space and give added comfort and convenience, are two escalators, or moving stairways. One lifts from first floor to second, and the convenience has been tried out for years in the North and found entirely other from second to third floor. This practical, it has these advantages over elevators: There is no waiting, no crowding, nor cramped feeling in moving from one floor to another, and a good view of the floor you are leaving can be had as you rise. The escalators will be kept in constant motion during store hours, and one has to only step aboard and step off on the next floor.

The entire building is equipped with the latest ventilating contrivances to assure a constant intake of fresh, pure air and exhaust foul air, particular attention having been given the basement, where eight large fans of the typhoon type keep the air in motion.

To guard against fire, an automatic sprinkler system is provided, which extends throughout the entire building. This device at a predetermined temperature automatically opens and a heavy spray of water is released which covers a radius overlapping that of the next outlet. There is a double blade spiral chute extending the full height of the building for the rapid distribution of merchandise from floor to floor. There is also a waste paper chute into which all rubbish, discarded packing boxes, excelsior and paper are dumped at each floor, this chute emptying into the basement, where it is immediately fed into a large built-in incinerator and burned.

**A** REFRIGERATING system for furnishing ice water is provided with drinking fountains on each floor. The entire building is equipped with a tube system of cash conveyors, with rapid handling of cash. An inter-telephone system connects all departments, and each has individual connection with outside service.

A large animated electric sign over the northeast corner of Miami avenue and First street, with the name "Cromer & Cassel's," flashes on and off, and is the finishing touch to the new home of the firm. It is one of the largest animated hanging signs



Completed by the building of this building, first May 23, at 7 o'clock. The new and complete of seven main pliers of architectural lines, triumphant culmination of 12 outstanding pioneer merchant great modern metropolitan

Copyright 1925 by Cromer & Cassel's, Inc.

# STORE RECORD EXCELS

## History of Cromer-Cassel's Forms Striking Parallel to Progress of City.

CONTINUED FROM PAGE 1, SECOND SECTION.

to the South, as well as among the most attractive. It was shipped here in several sections, owing to its size, the measurements being 12 feet high, eight feet wide and approximately one foot in thickness. The sign is of the on-and-off flasher type for the letters, which average four feet in height by three feet in width. The border around the entire sign is of the chaser type. It will create a dazzling effect when its thousands of lights are turned on, making of the Cromer-Cassel's corner one of the brightest spots in Miami.

The contrast between Miami of 30 years ago, first as a government military headquarters and then as an embryo village and the metropolitan city of 1934, is so great as to be almost incalculable, as is indeed the transformation of Cromer-Cassel's in 13 years' time from a small store with a 15-foot front to a dominating mercantile institution that it is today.

THESE contrasts, appreciated most, no doubt, by those who have watched the steady advancement and growth of the city throughout the five decades of its development, are mirrored by the class and volume of business done, not only by Cromer-Cassel's but by every other line of business as represented by the numerous stores specializing in the various lines of business necessary to the needs of a constantly augmented population.

Outstanding among these contrasts is the tremendous expansion in the passenger and freight business of the Florida East Coast Railroad, especially during the past four years, as well as the development and increase in the volume of commerce radiated through the port of Miami. There is only a comparatively few residents required service in the earliest years of the city's history, and many more could claim only casual and occasional customers, thousands of whom say of the doors of stores and retail service institutions for the purchase of merchandise and the service requirements that a modern city has established as common or necessary.

The modern department store, now giving its greatest exemplification in Miami in the new Cromer-Cassel's building, merchandise and management, represents the scientific collaboration of many acute minds in analyzing and anticipating the needs of the people that support and patronize it. While many smaller specialty stores are essential in every city of 100,000 or more population, assembled under one roof the hundreds of articles that a large percentage of the people of today regard as contributive to their health, happiness and general welfare.

NO VISUALIZER concretely the service on a large scale to a very numerous clientele which Cromer-Cassel's is prepared to give in its new building, one needs but to visit a store, comprising, as previously noted, practically a city of ordinary size in its eight great floors of merchandise, assembled by experts from every part of the compass to meet a need of an increasing and distinctive public.

Illustrative of the immense buying capacity of the Cromer-Cassel's store is the fact that in addition to the

# ADVERTISING MANAGER EXPERIENCED



Clarence Jacob Wolf, Director of advertising for Cromer-Cassel's, came to the firm only recently. Previously he was with the Famous-Barr Company, St. Louis; Green-Firth-Best, A. Company, Chicago, and Crowley-Miller & Company, Detroit, as assistant advertising manager in the order named. Later he was advertising manager for W. A. Wiedbold & Company, Chicago, and the Strom-Mitcheberg Company, Youngstown, Ohio, as advertising manager. He also represented the Standard Corporation, an advertising production concern, and was Pacific Coast representative of Society Brand Clothes as advertising and merchandising counsel. He is a graduate of the University of Illinois in Journalism, and a native of Cambridge, Ohio.

domestic domain of buying, is the fact that the firm maintains foreign buying agencies in many important European centers. Included in the list of cities where foreign buying offices are located are London, Paris, Vienna, Berlin, Belfast, Hamburg, Bremen, Brussels, Gabor, Havre, Hamburg, Frankfurt, Nuremberg and many others. The New York office is at 1110 Broadway.

Taking the new Cromer-Cassel's store by floors, one finds in the basement what might be termed the domain of the home. Here will be found the housewares, table, hardware, electrical appliances, china-ware and glassware sections, besides the tea room and soda fountain grills. On the far side of the basement is located the locker room for employees. According to the imagination one sees the executive and general offices of the firm. Here also is one of the most modern, equipped beauty salons in the country.

Among the distinctive features not previously mentioned, of this new Cromer-Cassel's store are the immense fans on every floor, part of the unified typhoon system of ventilation, regulating the temperature to an even degree, and said to be unique in American stores. The ventilators, parcel conveyor system of chutes, sprinkler system, waste paper chutes, automatic leveling passenger and freight elevators, a lift-in incinerator, Lamson cash tube system, refrigerating drinking water system, lavatories and toilets on every floor

for employees, overhead and footlight reflectors for the large display windows.

On the street floor, to the right as one approached the marble stairway leading to the basement, is the men's and youth's clothing, furnishings and hat and shoe sections, for which there is provided a separate entrance at the extreme end of the first street front. This section is blocked off completely from the women's section, where dress accessories, hosiery, toilet goods, leather goods and other small wares are conveniently located for quick selection.

The second floor, which may be reached by either the escalators or regular elevators, is devoted to yard goods, including silks, wash goods, linens, domestics, notions and the women's and children's shoe sections. Galleries of large windows flood this floor with daylight, raking only a minimum amount of artificial illumination necessary.

Apparel for women, misses, children and infants is the feature of the third floor, where a number of elegantly appointed fitting rooms include privacy in trying on garments. Perfect ventilation is in evidence here as on all the other floors. Music devotees will find both inspiration and satisfaction on the fourth floor, where special rooms for playing both the piano and mandolin, and piano and players, there

also special rooms for trial of phonograph records. Two famous makes of these instruments are featured. A wide selection of sheet music is available, ranging from the latest popular numbers to the finest operatic scores and arrangements, the latter in a variety such as no other department store in the country has attempted. It is said. The ardent musical tendencies and preoccupation of one of the members of the firm is in part responsible. It is said, for this extraordinary investment for the lovers of music. Trunks, bags and sporting goods are also found on the fourth floor.

One of the most beautiful floors in the entire store, from the viewpoint of the merchandise displayed, is the fifth, where rug, draperies and hangings of remarkable beauty are found in profusion and variety. On the sixth floor is located the furniture upholstery and interior decorative departments, with the added attraction of a model furnished bungalow, built into the walls and floorings of the main store building. The bungalow contains five rooms, bath and kitchen. Every detail necessary to the furnishing of a complete modern home of the type so numerous in Miami and vicinity.

The seventh floor at Cromer-Cassel's is devoted to stock rooms, and employ's rest and recreation rooms. This will be the headquarters of the publicity and display managers, including the sign writers' office. A complete hospital for employees, with a nurse in constant attendance, and many other facilities for the benefit of the store personnel.

Cromer-Cassel's has many unique service features, among which are twin telephone systems, one exclusively for inter-department calls, which permit all departments to communicate direct, and another for the regular outside circuit, which accommodates trunk lines with a capacity of 150 phones. This interior system is said to be the only one of its kind in the South.

CROMER-CASSELL'S is known as Miami's Popular Department Store, and that this great mercantile institution is popular in a real sense is proved by the ever-increasing volume of its sales from year to year during the entire 13 years of its existence. That all previous records of the store will be surpassed by far from the inception of business in the new building, beginning Saturday morning, May 23, is a foregone conclusion.

All Miami and all the lower East Coast welcomes the new Cromer-Cassel's, not alone for the superior merchandising service which is assured through the store's scientifically co-ordinated sales organization and equipment and its immense stocks of variegated merchandise, but for the reason that this great department store is destined to be one of Miami's most superlatively valuable civic assets from the standpoint of national and world-wide advertising. For Cromer-Cassel's will serve not only the permanent residents of the Magic City but many thousands of visiting tourists who come here annually, and will have a trade radius on the Florida East Coast from Fort Pierce south to Key West. And, besides, through its foreign buying activities in European and Oriental countries, the name of Miami will be carried into practically every part of the globe at frequent intervals.

SPECIAL SERVICE COUNTER. A special service counter that will be a feature of the Cromer-Cassel store will be a fast color section of dress goods. Every piece of material in it is guaranteed to preserve its brilliancy of color in spite of sun and water.

# NEW STORE COMPLETE

**Public Invited To Inspect \$5,000,000 Cromer Cassel's Establishment Tomorrow Night.**

INSPECTION by the public from 7 to 10 o'clock tomorrow night will open the new Cromer-Cassel department store, N. Miami avenue and N. E. First street. Preparations have been made to entertain thousands of visitors. The first sales will be made Saturday morning.

Herbert C. Hoover, secretary of commerce, has accepted the invitation extended to him by Daniel Cromer and Irvin M. Cassel, owners, to open the doors officially at 7 p. m. tomorrow by pressing a button in his office which will release the locks on the store entrances.

Gov. John W. Martin and United States Senator Duncan U. Fletcher, who is now in Florida, have been invited to be present, with Mayor Edward C. Romph of Miami, as guests of honor for the occasion. Invitations have been extended to the mayors of other Florida cities, as well as to many national and state officials to be present at the formal opening of the new Cromer-Cassel's building, Charles F. Jones, general manager, has announced.

CONGRATULATIONS and commendation of the enterprise which has built the Cromer-Cassel business from a small store 12 years ago to a great mercantile establishment are contained in a telegram received by the owners yesterday from Isidor Cohen, widely known Miamian, who is in the North on a vacation at present.

The telegram follows:

"Congratulations on your transformation in a little more than a decade of a shoe string into a mercantile institution. Having observed the progress of the little store opened by you 12 years ago with hardly any capital and no hope of financial assistance, I cannot but marvel at your enterprise and at the wonderful opportunities offered by the city of Miami to men of vision, faith, ambition and energy. I regard your remarkable achievement as an important addition to the prestige of the city which more than any other is founded upon the faith, vision and daring spirit of its citizens.

"I also regard the erection of your magnificent building and its auspicious opening as a highly modern and complete department store as an historic event which will serve as a

monument marking the thirtieth anniversary of Miami's commercial progress. This is a fitting monument indeed. It will not only serve as a monument to posterity but it will in a large measure tend to disabuse the minds of Miami's detractors, who cannot help being impressed by the creation of a new \$5,000,000 enterprise that depends entirely upon the continuity of local prosperity.

"I VENTURE to state that the opening of an important mercantile establishment in a distributing center like Miami has a tendency to draw trade from a wide area in which all other Miami establishments are bound to share, at the same time safeguarding the public against excessive profits likely to prevail in a limited mercantile field. All of which entitles your enterprising firm to the good will of the trading public, of your fellow merchants and of every one interested in the welfare of Miami. With best wishes for a successful career.

"ISIDOR COHEN."

## TELEPHONE BOOK BEING COMPILED

*July Edition Will Take On Metropolitan Appearance.*

Additions to the Miami telephone directory will result in presentation of a greatly changed "phone book" in July. Vernon Baird, manager of the Southern Bell Telephone and Telegraph Company here, said yesterday.

The book will assume a more metropolitan appearance, with a classified directory, in which will be listed every business telephone in the city and vicinity. It will be nearly twice as thick, but an inch shorter. Coconut Grove and the North exchange, which serves Little River and Lemon City subscribers, will be listed in the regular alphabetical section of the book and not in separate groups as in the present directory.

Fifty pages will be added to the classified directory. Each business telephone will be listed both in the alphabetical section and in the classified division. They will be arranged in groups according to the business which they are serving.

Directory workers from Atlanta have been compiling the book for several weeks, and the directory will go to press at Atlanta on June 1.

## Waterways For Florida

The election of John A. Van



# ACHIEVES GREAT IDEAL

## In Partnership With Daniel Cromer, Irwin M. Cassel Can Claim To Have Achieved His Share of Their Mutual Goal and Joyfully Cherished Ideals.

IRWIN M. CASSEL is today com-  
placently looking at the spectacle  
of the city of Miami and confidently  
predicting three-quarters of a mil-  
lion as its census figure within 10  
years. Behind his complacency and  
confidence are 18 years of unshaken  
faith in this tremendous civic devel-  
opment and expansion, and a seven-  
story building of the best possible  
department store type that ably  
demonstrates his good judgment and  
capabilities during those years of  
a walk.

Mr. Cassel was born and bred a  
New Yorker, and the early days of  
his professional life were spent in  
that city embracing quite a career  
in themselves. Native energy and  
ambition that is the outstanding

opened a chain of men's stores in  
Brooklyn, so that his experience was  
inclusive concerning manufacturing,  
wholesale and retail merchandising.  
The accident of marriage and the  
relatives it made were the foundation  
from which arose the present part-  
nership of Mr. Cassel and Mr. Cromer.  
That partnership, Mr. Cassel says, has  
been a true one, in which every  
movement of the firm's progress  
has been accomplished by two hearts  
and two heads which have been as  
near one in their functioning as is  
humanly possible. Two heads are  
better than one, only when they are  
pulling for a common goal, or are  
pursuing a single ideal and policy.

THAT ideal which both have fol-  
lowed is visible to any one today  
in the department store which they

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# WALK WITH DOORS!



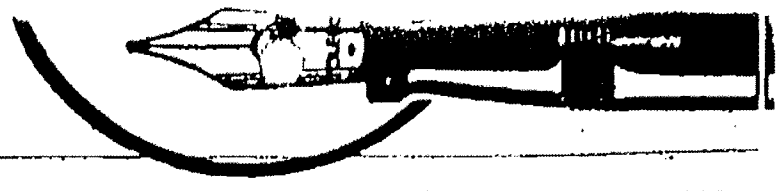
# CONGRATULATIONS

TO

# Irwin Cassel

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# WELLS



from paint, china, toys, housewares, hardware and sporting goods departments, managed by Forbes Getty and W. W. Wentworth; No. 5, draperies division, directed by Mr. Harwood.

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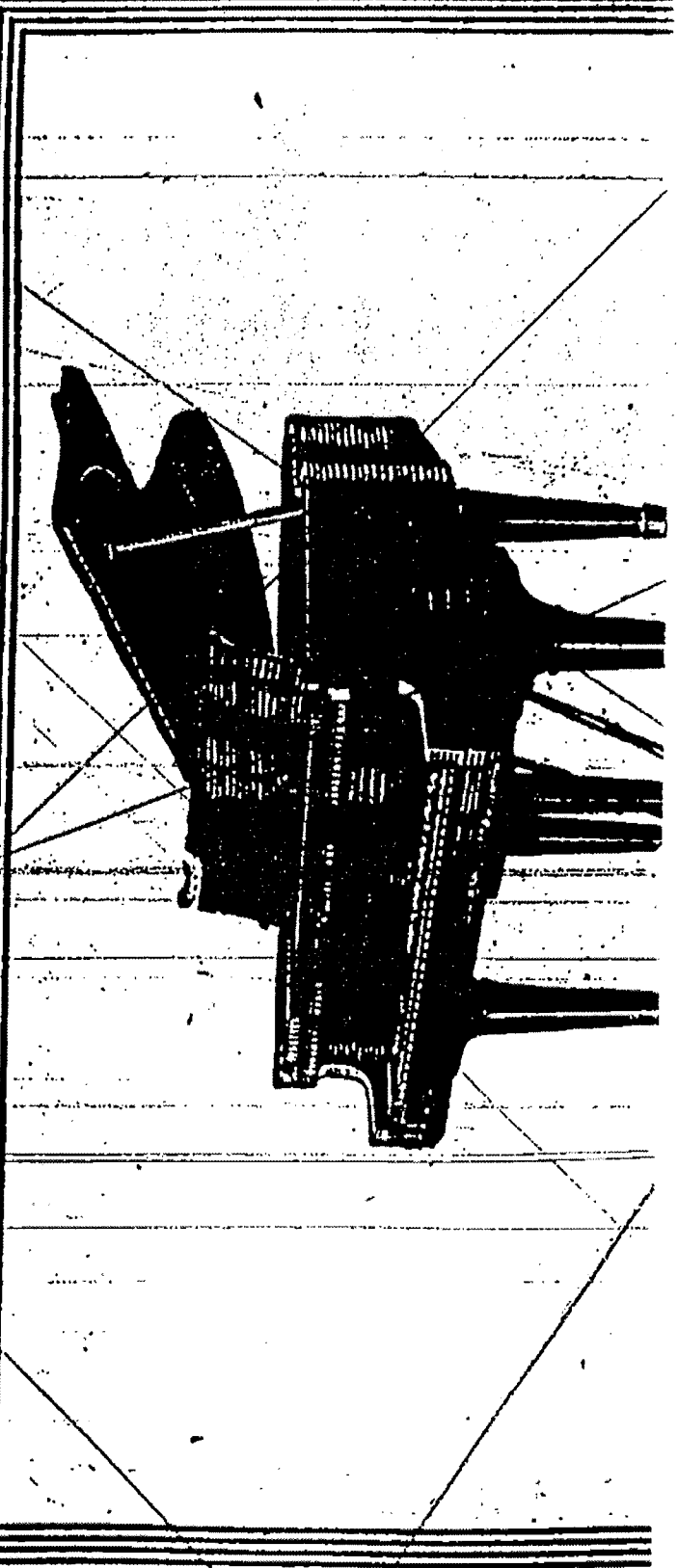
he wants is what the firm wants.  
What he buys must be the best possible value for the sum he pays, and must have sufficient inherent value to warrant a place in the stock to start with. The person who sells to the customer must invariably accomplish every detail of the sale with perfect courtesy, whether it be casual or made under the most pressing conditions.  
Value recalled at a fair price, accompanied by courtesy, is the final summing up, as both partners tell it. The combination is calculated to preserve intact the personnel of both customers and employees, and to encourage both to steady expansion.

acquired American citizenship papers of one Cassell dated in October, 49 years ago. It is the property of Mr. Cassell's father, and on the back of this is the passport claim of his mother dated early this spring. Mrs. Rae Cassell at this moment is on an extended European tour that takes her over the ocean for the first time since she landed here a very small immigrant about 60 years ago.

HER absence at the opening of this culmination of long years of hopes and plans is the only adverse quality in the happy moment for either Mr. Cassell or Mr. Cromer. Yet it is just as entirely a tremendous satisfaction to know that a pleasure long anticipated by the senior Mrs. Cassell has actually come to pass. The junior Mrs. Cassell, Mrs. Irwin

The policy of the store, which has demonstrated its soundness in the present condition of the business, concerns the welfare of the customer alone. He must be satisfied what

document that proclaims the newly

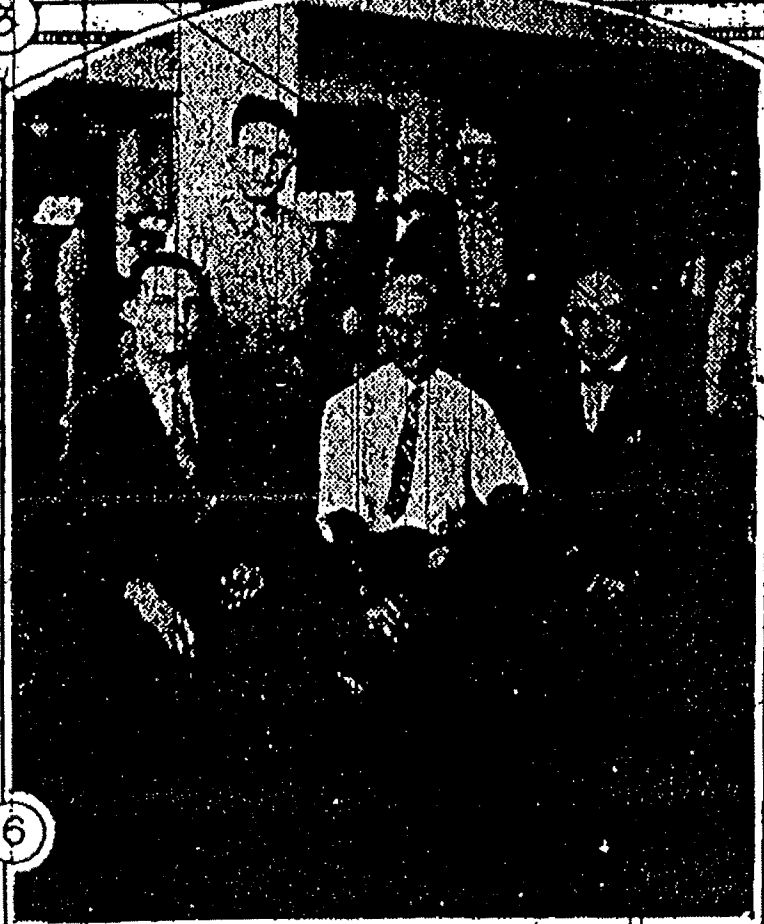




PERTLY DIRECTED THROUGHOUT BIG STORE



3



6

No. 1, shoe department, Leo Roth, manager; No. 2, infants' and children's department, Beatrice Sweetman, manager; No. 3, toilet goods, notions, jewelry and neckwear divisions, H. R. Cox, manager; No. 4, corsetry department, Mrs. Eleanor C. Cox, manager; No. 5, group of office employes, Max E. Weber and Anna Curtis, manager; No. 6, rug and furniture departments, Mr. Healls, manager; No. 7, combined group from paint, china, toys, housewares, hardware and sporting goods departments, managed by Forbes Getty and W. W. Westworth; No. 8, draperies division, directed by Mr. Harwood.

Mr. Cassel is a figure internationally known under her professional and maiden name. She is Mana-Zucca, brilliant American composer and pianist, who is one of the recognized contributors to the music of America, as music by schools and types is meant. Her compositions appear on the programs of the mighty here and abroad, and her presence is a familiar grace, much sought after in many circles here and abroad. With Mr. Cassel's proficiency as a pianist, for such is his talent, aside from business acumen, the home and the contacts of the Irwin Cassels is an artistic and musical, an interesting atmosphere in which to rear their only child, a son of 9 months, who combines the names of his parents in his Marwin Cassel.

From metropolis to metropolis, progressing all the way, and constructing durable monuments as he has progressed, Irwin M. Cassel has been able to achieve the ripened fruit of pioneering, while he is still young enough to carry his progress on with the expansion of a metropolis.

TYPHOON FANS TO KEEP STORE COOL

Ventilation At Cromer-Cassel's Will Be of Unusual Type.

No matter how warm the day of this occupation that is making it warmer, the Atlantic who turns into Cromer-Cassel's will find always cool, fresh air. None of the staidness that characterizes even a little house sometimes when winds are low and visitors are many, will ever be sniffed into even the far inner rooms of this huge building.

All seven floors are equipped with an adequate number of ventilators, known as typhoon ventilators, which constantly are breathing fresh currents from the outdoors into the store, except when they are put in reverse by an attendant, when they expel the used air before resuming the business of supplying fresh air.

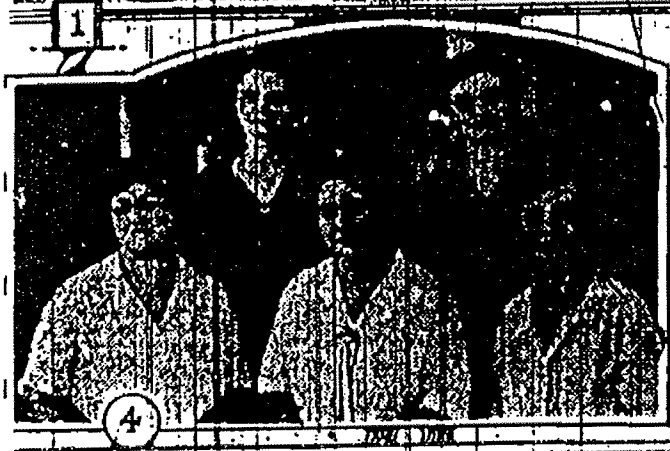
These ventilators get their force from electrically driven motors, one to a fan, each an individual drive, the various motors having horse power commensurate with the size of the fan. These motors supply from 10 to 20 horse power, and as there are more than 40 of the devices in the building, the mechanical end of the system assumes important aspects.

The typhoon fans in their embraces, separated from interference by decorative grill work, are an interesting study in the lengths to which inventiveness has been carried in the matter of obtaining comfort to promote efficiency.

NEW STORE TELLS IMPORTANT STORY

The opening of Cromer-Cassel's is regarded in many quarters as the most important event commercially and in its many potentialities otherwise that has occurred in Miami in the last decade, primarily because of the tremendous import and proof that it carries of the impregnable faith of capital in the future greatness of Miami and all Florida, and its indisputable evidence that tens of thousands of new people have really come to this section, making necessary the enlarged merchandising service that Cromer-Cassel's can now give in unlimited measure.

DEPARTMENTAL GROUPS AT CROMER-CASSEL'S ARE CAREFULLY SELECTED AND EXPERTLY



# CHIEVES GREAT IDEAL

Partnership With Daniel Cromer, Irvin M. Cassel Can Claim To Have Achieved His Share of Their Mutual Goal and Jolidly Cherished Ideals.

IRVIN M. CASSEL is today the characteristic of this men's business

opened a chain of men's stores in Bipsoklyn, so that his experience was intensive concerning manufacturing, wholesale and retail merchandising. The accident of marriage and the relatives it made were the foundation from which arose the present partnership of Mr. Cassel and Mr. Cromer. That partnership, Mr. Cassel says, has been a true one, in which every movement of the firm's progress

now offer to the public! It is absolutely the best that either could devise at the end of years spent in preparation for this occasion. It is the fruition of an ambition that consumed lean years and nurtured them to success. Nor is the material and arrived at yet. The building is so planned that several additional floors may be added above the original

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# CONFIDENCE HIS CREED

*Master Merchant Has Faith In Future of Miami As Well As Confidence In Fellowman From All Parts of the World.*

IN A NEW country that has riveted international eyes upon it because it has been built of the fabric of dreams as well as of steel and wood and stone, one of the biggest builders is Daniel Cromer, who has built his monument for Miami of all these elements. To anyone who has the eye of the casual observer, the magnificent store, with its metropolitan simplicity and elegance, is merely the opulent expression of successful business men, who are looking far into the future of Miami and its merchandising demands.

But after a conversation with these men who are "Cromer-Cassell," the store is seen to be far more beautiful than any city has a right to demand, and the story of its building is more of a romance than an economic measure. A tremendous part of the overhead will result from the esthetic consideration that has accompanied every step of the building, from the general outline suggesting Fifth avenue inspiration, to the last inner detail of finishing.

Mr. Cromer has traveled largely in pursuit of his dream, which, he says, was always a search for expansion and opportunity. His native Russia was left for Scotland, where he spent his boyhood; his youth was spent in Chicago with his parents. In that city, where he found happy employment, he first experienced the urge that drove him adventuring after his dreams. His fate led him in 1904 to Florida, where he visited a sister, who was living in Tampa. And after the visit he happened to pass through Miami on his way North. It was a case of fatalistic conviction and compulsion. Miami at that far day was to him the prettiest, loveliest place he ever had seen, and the vision of it never left his imagination.

On nearly ten years Mr. Cromer followed his star elsewhere, being by turn a peddler from house to house, the owner of a small jewelry business in Mobile, Ala. and finally a member of the wholesale jewelry business in New York City.

It was at that time, 1911, that he married Miss Estelle Cassell, whose brother, Irwin, met at this time, within a few years became business partner as well as brother-in-law. The Florida infection reasserted itself, and the Cromer family were away to Miami, where the New York bargain store was bought and changed to the New York department store, and Mr. Cassell was induced to come down from New York and take an active partnership.

Mr. Cromer says that on the day that he took over that dark dingy little store, he saw the vision of the huge new shop of the firm standing on the spot as it does today. In 12 years he has watched that vision growing in the spirit and developing in the heart of the partnership until it has emerged from that capable of effort and desire the solid, tangible, proud thing that it was meant to be. Many the utter satisfaction and delight that these two men feel today when they look about them, and moving an eye to the dimming end of the telescope, see the humble nucleus that they developed. A narrow, unfinished, little corner, no

window backs, and tiny panes of glass set together to make their inadequate show window; no solid wall between it and its neighbor, but an open doorway to the next, and in that, one to the next and so on, so that the whole line looked like a little dusty indoor arcade. And the evolution was a matter of back-breaking, even heart-breaking work for the partners for long days that became years, before they became sufficiently prosperous to have clerks to carry some of the work, while the owners doubled the responsibilities of the business.

FORTUNATELY for the dream, the firm bought the present site of the store at a time when it was not prohibitive as income-bearing property. At about the same time Mr. Cromer and Mr. Cassell also bought other properties which have since become immensely valuable, so that from first to last, every penny poured into this business has come from Miami and is being returned to it in enduring guise.

Mr. Cromer is a firm believer in the huge metropolitan destiny of Miami. He insists that the depression from which the city is emerging was a valuable, inevitable, economic adjustment, and that it could in no way have altered the determination of faith of himself and Mr. Cassell in rearing their new building. In his far-sightedness he points out that he has been liberally supported and comforted by the opposition and convictions of the Miami banks. Especially does he mention James H. Gilman, president of the Bank of Bay Biscayne, whose liberality and optimistic judgment have been literally indispensable to the fruition of this mercantile dream.

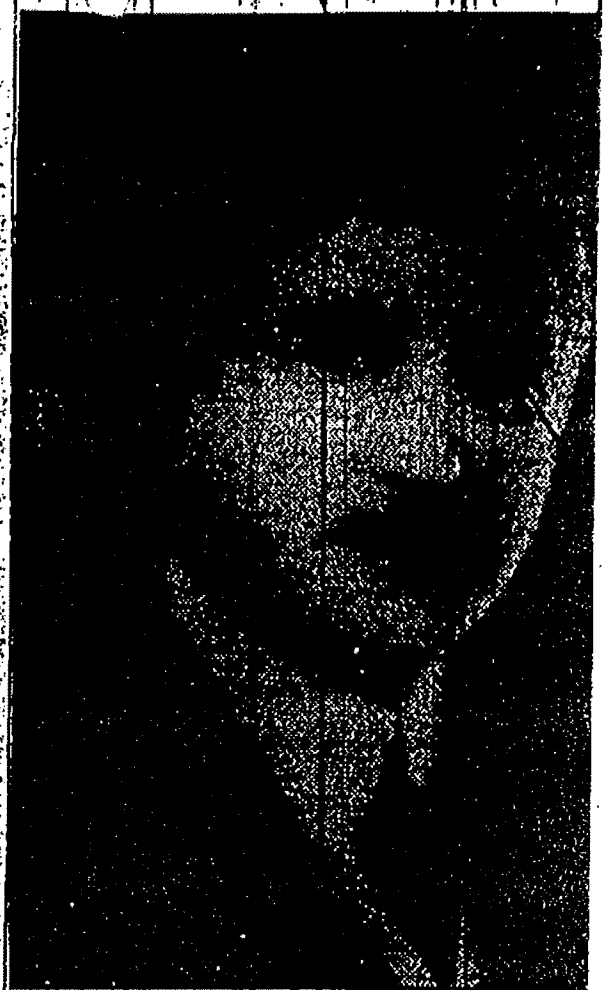
It is a perfectly obvious statement that Daniel Cromer is on his way to being one of those men known as a merchant prince, and like all of those who are made and not born, the romance of an ideal pursued and overtaken is the inspiration of the term.

## ESCALATORS ARE SAFE

**Cromer-Cassell's Has Only Equipment of Kind Here.**

The escalator in the Cromer-Cassell store is the only one in Florida. It is of the Otis make, that being the same company which installed the elevator system. As it is designed to carry people only through the most traveled parts of a store, only the first and second, and the second and third floors are joined by this means. Each escalator has three times the capacity of one of the store elevators, and the machinery required to operate it is as much as for an elevator. The escalators are equipped with a safety button at the top and at the bottom of the flight by pressing which the whole progress of the device ceases, not to resume until the engineer whose special knowledge it is starts it in motion once more. As in the elevator system, the slightest deviation from perfect adjustment means that the whole machine will automatically cease to work until repair is made.

## FORMER NEW YORKER BUYS A



Millard Stauffer, originally from Buffalo, N. Y., active and busy with Robert Simpson & Company, Inc., of Toronto, Canada, but more recently with New York City, is in charge of the silk division. He is well versed in the knowledge of silk markets.

## MAWAPHIL SOFT STOCKING AND INFANT PILLOWS

*"For Teeny Tots"*

Mawaphil soft stockings, dolls are hand made in 48 unique and attractive designs. Fifteen Mother Goose Characters, each with its rhyme.

Mawaphil Infant Pillows are made of saten (pink and blue) stuffed with kapok and down, signed and beautifully embroidered. Popular.

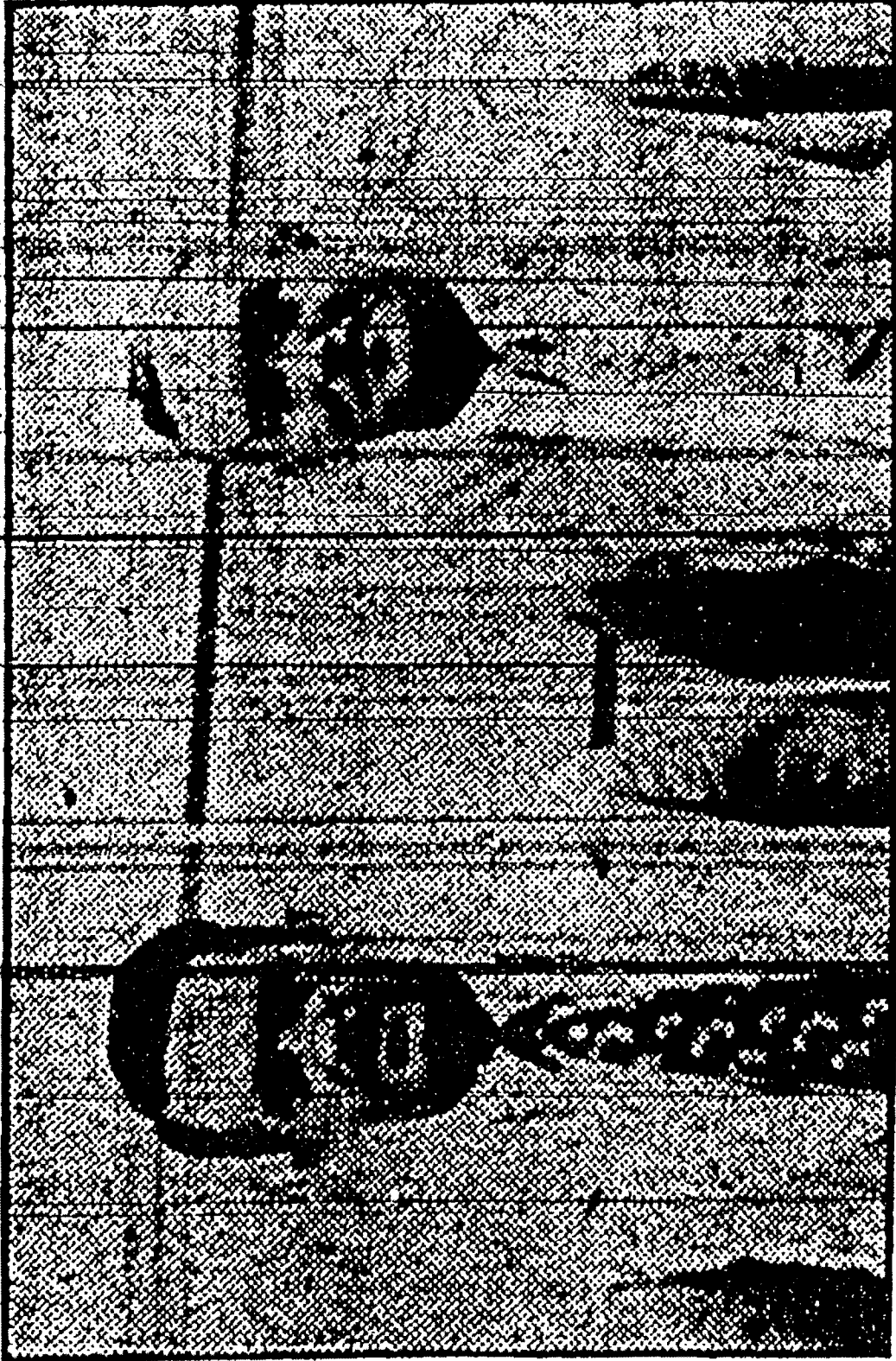
See them in the Infants Department

*Cromer-Ca*

MIAMI'S POPULAR DEPARTMENT  
The Rushton Company, Atlanta

# DESIGNERS OF CROMER-CASSELL STORE

(N2) 1756 (1928)



E. L. Robertson, left, and L. R. Patterson, right, are the architects for the new Cromer-Cassel's store structure, regarded generally as among the most distinctive buildings in southeastern Florida and among the largest in the South.

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# ARCHITECTS ARE BUSY

Designers of Cromer-Cassel Store  
Structure Plan Many Other  
Buildings.

ROBERTSON & PATTERSON, the company which prepared plans and co-operated in the construction of the Cromer-Cassel store building, is a firm that is now about two and one-half years old. E. L. Robertson is a native of Mobile, Ala., and received final training in New York City. He has been a resident of Miami seven years and was formerly associated with August Geiger of this city. L. R. Patterson comes from Portsmouth, Ohio. Mr. Patterson is a graduate of the University of Pennsylvania, class of 1910, and has been a resident of Miami for the past 11 years. Before forming the present organization, he was connected with the architectural firm of W. C. De Garmo.

Outstanding examples of architecture conceived by this firm are the Dallas Park Apartments, Alhambra Hotel and the recently-completed Alcazar Hotel on the bay front. Individuality and artistic touch is reflected in the newly-built home for James E. Matheis on Star Island, and the residence of Fred Miller at Lemon City, designed by this firm. Numerous apartments and store buildings have been planned by the firm, among which is a 36-family apartment facing City Park and a seven-story building on N. Miami avenue in the 800 block. Plans are now being prepared for a 12-story hotel building that will cost over half a million dollars and will be announced shortly. Plans are also being drawn for a school building to be erected at Arch Creek. Under construction now is a theater in South Miami for Dorn Brothers, also a two-story bank building, for which Robertson & Patterson are the architects.

Mr. Robertson expressed himself recently as being pleased with the building situation, which he said was getting better daily, the trend being toward commercial buildings.

(Edwin Robertson / Lawrence Patterson)

AS  
OUNSEL

# LARGE AMOUNT OF STEEL FURNISHED

BUYS FOR SEVERAL  
LARGE DEPARTMENTS

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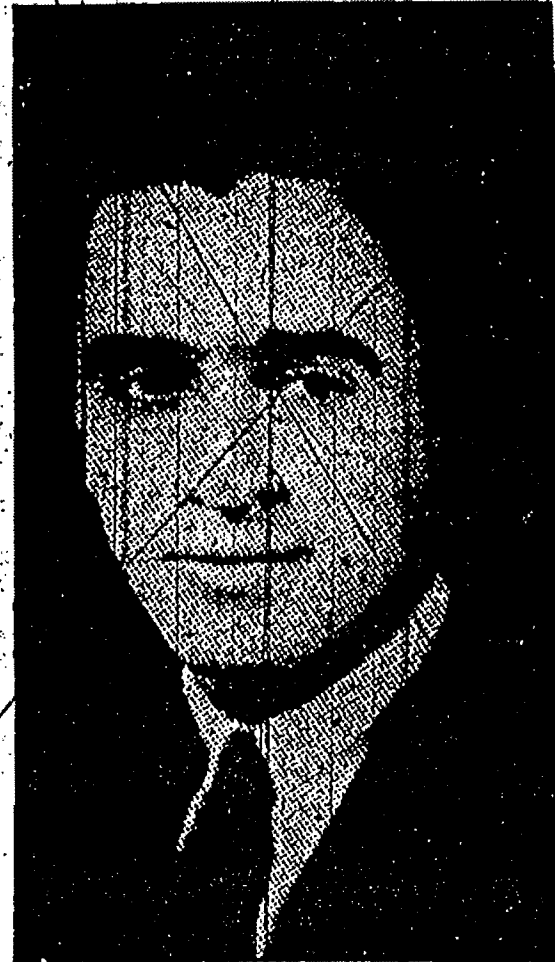
## Local Firm Supplies 500 Tons For Cromer-Cassel's.

The modern skyscraper that survives earthquakes, cyclones and defies the elements, is truly a monument to man's progress, besides being a purely American type of architecture. In viewing the Cromer-Cassel's building one is impressed when realizing that approximately 500 tons of reinforcing steel is just one of the many material items entering into the construction of this modern building.

The steel reinforcing for this structure was furnished by the Reinforcing Steel & Supply Company of this city, which has, in addition to local warehouses, offices located at 20 N. W. Fifteenth street. Fred May, proprietor of this firm which, now a year and a half old, has been in the steel business for the past 12 years and is a native of Birmingham, Ala. Mr. May was an organizer of the Southern Steel Rolling Mills, of Birmingham, and is now vice president of that institution which manufactures steel from the ingot, and supplies jobbers output over 14 southern states.

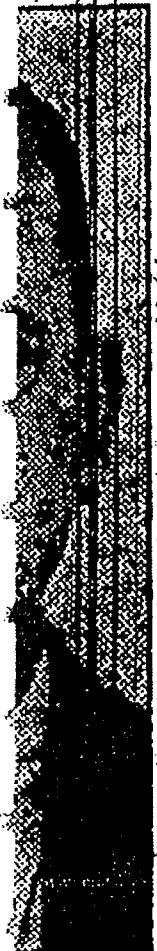
Mr. May said the local firm now has about 30 employees and four large trucks are kept busy transporting material. His company also have their own engineering department and fabricators, and with one or two exceptions, all his employees have been in the steel business with him for the past eight or nine years.

This firm is a member of the American Society of Testing Materials, and other engineering organizations. Mr. May says Miami is destined to be a large city and he is backing up his convictions with an expansion program that carries proof



H. H. Cox has the responsibility for a number of important departments in his hands in connection with the maintenance of stocks. He does the buying for notions, jewelry, ready-to-wear specialties, ladies, ribbons, toilet goods and novelties. He came to Cromer-Cassel's three months ago, and has many years experience with Northern stores.

of his belief in this city's great future.



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# The Miami Herald

FLORIDA'S MOST IMPORTANT NEWSPAPER

HERALD TELEPHONE 2312

MIAMI, FLORIDA, SATURDAY MORNING, MAY 29, 1926.

## SUMMARY

**WEATHER.**  
Florida: Local showers probably tomorrow. Com report on page 2.

temperatures Maximum 78.

**IN WASHINGTON.**  
St of Utah was taken indigestion.

Cooper resigned as chief of agricultural eco-

nomist at Chicago fea- ture on the rivers and

and princess of ne sights of Washing-

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American Oriental ship was signed at the ship-

after the senate com- mittee protested against its

**NATIONAL.**  
were burned to death or persons injured in a

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.000) then leaped back or car and escaped.

Mrs. Bickel declared W. E. D. Stoker's estate

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trial of Charles W. ers indicted in 1925 on

ook conspiracy was or- ganized by

ers were electrocuted by state prison at Ed-

day. were killed in a and- ulla Ge-

## CROMER-CASSELL'S DEPARTMENT STORE HOLDS OPEN HOUSE

### Thousands of Miamians Throng Streets For Ceremony.

## HOOVER PRESSES BUTTON

### Electric Current From Washing- ton Throws Wide Doors of Institution.

## SALUTE IS FIRED

### Guns Honor President Coolidge At Inauguration of \$5,250,000 Enterprise.

THERE were many among the thousands who attended the opening of Cromer-Cassel's \$5,250,000 Miami department store last night who likened the crowd to an old world army, back from a glori- ous conquest, being feted in an emperor's palace, and with spoils from the four corners of the globe placed in grate- ful tribute to them.

Thousands pecked the streets, side- walks and entrances, while a corps of 25 policemen labored with whistles and hand signals to move traffic when the time neared for Herbert Hoover, secretary of commerce, to place his finger on the button in Washington that would open the main entrance to Miami's new home of merchan- dising.

Two minutes before 7 o'clock, following the firing of the pres- idential salute of 21 guns, the West- ern Union brought the electric im- pulses started by the pressure of Sec- retary Hoover's finger, and the thou- sands thronged in.

Three hours later it was estimated that 25,000 persons had visited the new establishment. Truly can it be said that the formal opening of any- thing in the city drew one half the throng that came to celebrate

CONTINUED ON PAGE

## PLEAD DEFENSE IN KILLING OF AGENT

### Birmingham Prisoners Seek Re- lease Under Bond.

BIRMINGHAM, Ala., May 28. (C)— Habeas corpus proceedings seeking the release of Byron Shirley and Dewey Barrett, now in the Jefferson county jail under indictments for first degree murder in connection with the death of Johnny Jones, state law enforcement officer, early Wednesday morning, were filed here this afternoon by Roderick Hedden, their attorney.

Plans for hearing the application, which will be opposed by the state, were made tonight. The two accused men will be tried June 14, it was an- nounced today by Solicitor Jim Davis. Mrs. Louise Scott, said to be the mystery woman in the case, will be returned to Birmingham from Mont- gomery immediately, it was learned tonight.

The woman is believed by author- ities to have been the third occupant of the automobile used by Shirley and Barrett on the night of the slaying.

## PRISONER ESCAPES

### Dade County Jail Inmate Was In Hospital Ward.

Silas Campbell, 22, charged with grand larceny and breaking and en- tering, escaped from his cell on the third floor of the county jail early today. The escape was discovered by City Detective Joe Jenkins, who saw the twisted cell window bars and a hanging blank rope.

Campbell had been in the jail hos- pital ward since May 6. He was shot by Detective Ben Shivers March 24 when sought in Hialeah in connection with an automobile theft. A wound in the abdomen had caused him to be confined to bed since.

## ARMORY IS BURNED

### Lightning Causes \$18,000 Loss At Lakeland, Fla.

LAKELAND, Fla., May 28. (C)— Struck by lightning during a heavy electrical display here late this after- noon, headquarters of Battery D, Seventh Field Artillery, together with a quantity of equipment was de- stroyed by fire. Loss on the building is \$18,000 and an undetermined loss on the government material.

## SENATOR SMOOT ILL

### Stricken With Acute Indigestion At Washington.

## LEOPOLD DECLINES TO TALK AT INQUIRY IN KEEPER'S DEATH

### Life Former Saw Joliet Killing; Fears Enmity of Fellows.

## RELATES REFUSAL TO PLEA

### Details of Murder of Official By Escaping Convicts Told By Other Prisoners.

## STABBED IN OFFICE

### Coroner's Jury Recommends In- vestigation of Department Regulating Prison.

(BY THE ASSOCIATED PRESS.)

JOLIET, Ill., May 28.—Nathan Leo- pold refused to testify today be- fore a coroner's jury investigating the murder of Deputy Warden Peter Klein of the state prison by seven escaping convicts on May 5. Leopold is serving a life sentence for the murder of Robert Franks in Chicago. The youth, who viewed the killing of the warden from a solitary con- finement cell and who had already said he refused an opportunity to flee with the convicts, declined to tell the jury anything about the cir- cumstances of the escape, saying that to do so would incur the enmity of his fellow convicts.

Despite Leopold's refusal to testify the jury heard the story of escape from a half a dozen other prison wit- nesses. They told how the seven con- victs, gaining Klein's permission for an interview, came to his office, stabbed him to death, called Guard Captain Kelley and ordered him to go with them across the yard to get the gate lifted for them, and com- pelled him to ride with them in the deputy warden's car to freedom.

THE conclusion of the inquest and the inquiry into prison condi- tions and into the murder and escape unless a suggested welfare depart- ment inquiry is taken up. The five recaptured convicts, who have pleaded

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# NEW STORE IS OPENED

## Thousands of Miamians Attend Inauguration of Cromer-Cassel's Enterprise.

CONTINUED FROM PAGE 1

Daniel Cromer and Irwin M. Cassel, the two men responsible for this latest monument to Miami.

ORATIONS of praise, voices of satisfaction and speeches of congratulations were heard on all sides; everyone, it appeared, had plenty to say. Then it came the turn of Mr. Cromer and Mr. Cassel. They tried hard as they leaned from a balcony out over the crowd swarming on the main floor, but speech would not come. They were too greatly impressed. Then Mr. Cromer spoke. "We are so excited we can't express ourselves now," he said, and Mr. Cassel nodded.

At 4 o'clock, three hours from the opening, the crowd started gathering, admiring the windows where the trimmers were adding the finishing touches. Others stood on the sidewalks of N. Miami avenue and First street, admiring the electric sign that was to break forth in illuminated colors two hours later. With arched necks they watched the electricians, rapidly inserting the colored globes.

At 4 o'clock the window at the corner of N. Miami avenue and First street, spacious and elaborate, began to take the form of a living room with wax figures posing at piano and on lounge. Yells were lifted from the other windows and Cromer-Cassel's window decorators were heralded as artists. The windows were attracting further crowds.

Twenty-five policemen, marching double file, turned off Yagler street and into N. Miami avenue. Silently they took their post beside traffic officers who had been working there for an hour.

At the many entrances, already filled with throngs, showing forward to be in an advantageous position when the doors were opened, the policemen stilled themselves.

The crowd increased and the sidewalks surrounding the building were filled. Policemen courteously kept the spectators from the sidewalks so that traffic would not be congested.

At 6 o'clock a chorus of 100 voices was heard within. It increased and from the many windows of the ground floor were wafted the stirring strains of the national anthem. With one motion, nearly hats were snatched from the heads of many men on the street and policemen stood at attention. The flags, 100 or more, flying from the second floor, seemed to reach out proudly in the breeze offered by Crocker's bay, although they were hunched and remained their country's best.

The singing ceased, and the band played a waltz of 600 employees and 40 representatives of the city government and representatives of the press and the radio. The speaker of the hour, the mayor, then turned to the crowd and said: "The New Yorker department store, which has been a part of Miami's life since its birth in 1912, is now a part of Miami's life again. It is a new chapter in the history of the city, and it is a chapter that will be remembered for many years to come. It is a chapter that will be remembered for many years to come. It is a chapter that will be remembered for many years to come."

The speaker of the hour, the mayor, then turned to the crowd and said: "The New Yorker department store, which has been a part of Miami's life since its birth in 1912, is now a part of Miami's life again. It is a new chapter in the history of the city, and it is a chapter that will be remembered for many years to come. It is a chapter that will be remembered for many years to come. It is a chapter that will be remembered for many years to come."

# HUNDREDS WAITED NEARLY TWO HOURS TO VIEW NEW CROMER



Several hundred people, eager to attend the formal opening of Cromer-Cassel's new department store, waited nearly two hours before the doors were scheduled to swing open. The attention of special traffic policemen was directed to the store, and the sidewalks were crowded with thousands of people. When the doors were opened, the crowds were so thick that the sidewalks were completely blocked. The store was located at the corner of N. Miami avenue and First street, and the crowd was particularly dense in the area. The store's opening was a major event in Miami, and the large gathering of people demonstrated the public's interest in the new enterprise.

# ADDRESS IS BROADCAST PROGRESS IS

## Cromer-Cassel's New Store and Dedication Described To Radio Listeners.

AN ADDRESS by Fred Miner, announcer, provided the musical program broadcast from radio station WQAM, Cromer-Cassel's Department Store, last night as a part of the dedication ceremonies. The address was the first given from a new station, and broadcast from 10 to 11 p. m. Mr. Miner traced the history and growth of the Cromer-Cassel store and included a description of the new store in his talk. He said that the store had been in business for the last 11 years and in spite of the figures in the past they regard their coming as the final move of their lives. They bought a small store, known as the New York-Florida House, in the Department Store. The business grew so rapidly that a new location was needed. The new store is a modern building with a large display window and a spacious interior. The store is located at the corner of N. Miami avenue and First street, and it is a new chapter in the history of the city. The store is a part of Miami's life again, and it is a chapter that will be remembered for many years to come.

## Miami Pays Tribute To the Late Daniel Cromer-Cassel's \$5,000,000 Is Given To the Public During

A TRIBUTE to the late Daniel Cromer-Cassel, who died last night, is being paid by the city of Miami. The city has set aside \$5,000,000 for the public use of the late Daniel Cromer-Cassel's estate. The money is to be used for the improvement of the city and for the benefit of the people. The city council has approved the plan, and the money will be distributed to various public works projects. The late Daniel Cromer-Cassel was a prominent businessman and a member of the city council. He was known for his contributions to the city and for his philanthropic work. The city council has decided to honor his memory by setting aside this large sum of money for the public good. The money will be used for the improvement of the city and for the benefit of the people. The city council has approved the plan, and the money will be distributed to various public works projects.



Mayor Edward C. Heekin stood on a platform and stood, beaming, over the heads of the employes within. He voiced a brief message of congratulation, on the accomplishment of Mr. Cromer and Mr. Cassel and what a great public service they have performed for the city, commended the employes for their tireless efforts and for their courtesy, which always has been an outstanding feature of Cromer-Cassel's.

Other officials were present, but the time was limited, the crowds outside surging restlessly, and no other speakers were called. Time was not reckoned in hours for Mr. Cromer and Mr. Cassel and their 50 or more employes. Each minute now had as much interest to them as days.

It was 3:30 o'clock. There was a crack like that of a rifle, followed closely by a resounding boom, heard far and wide. It was the first gun of the presidential salute, fired in honor of President Coolidge, who authorized Secretary Hoover to open Miami's palace of merchandising. At minute intervals others sounded, continuing until 31 were fired. The salute, sounded by bombs and not by guns, was carried on from the roof of the establishment by employes of the concern.

At 3:59 a second blast reverberated over the city, a colorful parade was started on a march throughout the main-floor department. Through the aisles it went, made up of 48 girls, each representing a state in the union and carrying banners bearing the names of the states of which they were natives. The procession was staged by the state societies of the city.

The time for the awarding of prizes for the best department arrived and the two owners made a tour of the store and tried to decide again which was arranged and presented in the best manner. It was impossible—everything appeared perfect. There had been no mistakes, no makeshift arrangements. The owners were puzzled over whom to award the \$15 in gold. They both reached the solution at once.

"All of the departments are perfect. Not one is the peer of another. So we will award a prize of a \$15 gold piece to every employe," the employes are told.

The hour for the opening of the doors drew near. Across the main entrance swung a piece of uncovered copper wire. It was connected with a wire than swung through a window from a pole outside. This was the Western Union connection that carried the impression of Secretary Hoover's finger to the store. Employes and their friends gathered around to hear one of the department manager's explanation.

When Mr. Hoover pressed the button in Washington the wire in the center was melted by the electrical current several seconds later and the doors were thrown wide to welcome the crowd that had been waiting for hours.

Four minutes before 7 the crowd expectantly surged closer and were exultant by the police. Secretary Hoover lived up to his reputation again. He was ahead of time. At two minutes to 7 the wire sparked and melted away. Applause sounded throughout the building. It was the employes giving vent to their exuberance. The thousands surged forth and through the many doorways into the building.

Stairways, elevators, escalators, of which there are two, were loaded to capacity and the crowds passed through to view the \$1,000,000 worth of stock, \$350,000 worth of fixtures and \$1,000,000 of building. The chil-

are listed on the alphabetical directory. There are several hundred words between the first word, apron, and that last name, with clothes. From miniature all boats of the "bathub" variety to life-sized motor boats. How they managed to get these boats, which are 80 feet long, onto the fifth floor is too much of a problem for the layman.

The flowers that crowded the aisles drew one's attention from the splendor of the store. Floral offerings from New York, Chicago—everywhere—and a hundred or more. They are found on every floor.

The owners' desks are piled high with the telegrams of congratulations. There is one from Governor Martin, former Governor Cox, at his home in Dayton, Ohio, and from mayors and city officials of a score or more cities.

EVERY department has its outstanding feature of interest. The sixth floor has a completely furnished bungalow that is remarkable in its completeness. Such an array of household embellishments. This alone is worth the visit to the institution. On the second floor is a beauty parlor that the crowds proclaimed to be unequalled in the city. A soda fountain in the basement is spacious and inviting. These motorboats on the fifth floor were one of the chief topics of discussion. It appeared, sitting up there, five stories above the street, they are puzzling, and the question constantly arises, "How did they get there?"

### FREIGHT VOLUME IS ON INCREASE

New Orleans-Miami Service Now Showing Growth.

Freight business from New Orleans to Miami which since the inauguration of a service between the two ports three years ago by the Gulf and Southern Steamship Company has been one of the most stable factors in Miami port activities, now is on the increase, according to Miami agents of the line. During the last three trips of the freighter Louisiana to Miami from New Orleans, slight increases have been noted in the tonnage of freight carried over the amounts reported for preceding trips and season averaged. On the freighter's next trip, starting from New Orleans on June 9, a substantial increase in tonnage is assured, it was said. The gain will be about one-third over the volume carried on the last trip. The Louisiana is expected to reach Miami on June 9, and will sail the following day on her return trip.

### Professional Cards

**Dr. L. W. Haskin**  
Specializing in the Scientific Examination of the Eyes and the Proper Fitting of Glasses  
126-128 Central Arcade

**Edmund M. Poud, M. D.**  
Genito-Urinary Diseases  
of Men and Women  
Physiotherapy Equipment  
(Electricity, Ultra-Violet Light, etc.)  
Hours: 9 to 5, except Sun. and Thurs.  
PROFESSIONAL BUILDING  
314 N. E. 2nd Avenue.

**DR. R. F. MEAD**  
Specializing in scientific examination of the eyes and proper fitting of glasses.  
511 N. Flagler St.  
Phone 4074.

Department Store. The business grew so rapidly that a few years later they had to use their own names over their door, and since then their store has been known as Cromer-Cassel's, Miami's Popular Department Store.

ONE of the most remarkable things about this firm is that all of the employes during these many years have exerted all their efforts to help make the business the big success that it has been. Thirteen years is a very small time for a store to grow from, perhaps, the smallest store in Miami to the largest in the South, although many other cities have a greater number of inhabitants than Miami at the present time.

There is one big thing about Cromer-Cassel's store, which is also notable throughout the state, and that is that everyone in it is a booster. Everyone believes that Miami will have some day more than 1,000,000 inhabitants and everyone in the Cromer-Cassel store believes that soon the business of the firm will be equal that of big stores in New York and Chicago.

Just a few words about the store itself. It occupies a space of 19,000 sq. ft. on one thoroughfare, N. E. First street, by a depth along Miami avenue of 325 feet.

The architecture itself is said to be as beautiful as any store building in the South and compares with any store in any city in America. Although located here in the tropics, its cooling system, regulated by numerous typhoon fans, will keep the temperature lower than in the North during the summer months. It is impossible to tell for the price of all of the beautiful things this store contains or to even list many of the kinds of goods that are sold here at just as low prices as in any other city in America.

Gov. John W. Martin, Senator Duncan I. Fletcher, and a group of nearly all the mayors of the surrounding towns, as well as Mayor Romfo of Miami, were admitted to the store a little ahead of the general public. There are several hundred other prominent citizens in business life, educational and religious circles who are expressing their admiration at this wonderful store that is opening tonight in Miami.

standing the quality of the material contributing materially to the success of the city.

Appropriately, the day floral tributes counters brought from the leading florists and the many friends of the United States woman in the sea, courteous and cultured was the one through the store for the test of the voice of the people.

Practically all the services, attended to by the staff of Miami Frank H. Wharton, 17. Fletcher and official and state officials of Miami.

Had skin trouble that was bad, was to appear Rosinol cream boaled

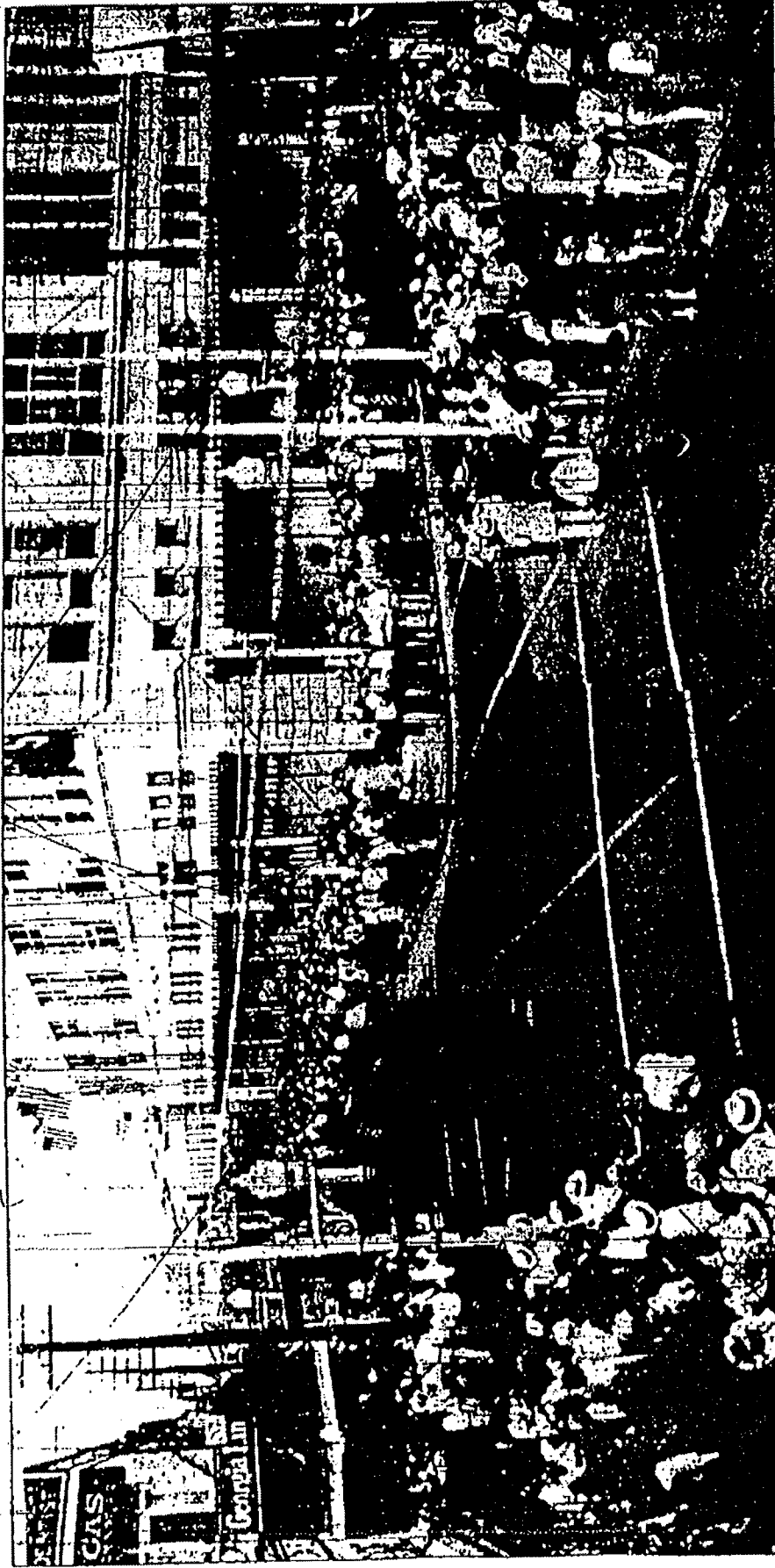
Enricken, Pa., I remember I had a rash on my face, hardly spreading until I had hated to be seen in public. The itching was very annoying and nothing I tried gave me a relief. A friend recommended your Rosinol Ointment and I bought some at once. The first application, but I continued and in a very short time the itching disappeared and my skin was completely cured. I have great appreciation for skin disorders. Ketterman.

Prior to Remodeling  
**CLEARING OUT OUR ENTIRE STOCK OF DRESSES - MILLINERY AT AND BELOW COST**  
Voiles, Rayons, Linens, Shantung and Silk Crepes  
Chinese DRESSES Very Special For This Sale  
**ROSE DRESS SHOP**  
124 N. W. Fifth Street—Open Evenings  
"Price On Every Garment SLICED"

Want to buy a house? Look in the Herald's classified columns or Dial 2312



HUNDREDS WAITED NEARLY TWO HOURS TO VIEW NEW CROMER-CASSEL DEPARTMENT STORE AT OPENING LAST NIGHT



Several hundred people, eager to attend the formal opening of Cromer-Cassel's new department store at the corner of N. Miami avenue and N. E. First street, commanded the attention of special traffic policemen nearly two hours before the doors were scheduled to swing wide at 7 o'clock last night. Lieutenant McCarthy of the traffic squad was in charge of the policemen who had difficulty in keeping the streets cleared. When the doors were opened at 6:58 o'clock, two minutes ahead of schedule, the crowd had been increased to thousands, and all the main entrances to the building were targets for attack. The doors were opened by telegraph when Herbert Hoover, secretary of commerce, touched a button in his office at Washington, releasing the wire that, crossed the front of the first street entrance, nearest Miami avenue. Policemen went on duty inside of the building, and with their aid the crowds were handled without inconvenience. Persons attending the pre-opening reception at 6 o'clock were received at the N. E. Second street entrance.—Herald Photograph, Morry.

ADDRESS IS BROADCAST

Cromer-Cassel's New Store and Dedication Described To Radio Listeners. A N. ADDRESS by Fred Mizer, announced by the station, was broadcast from radio station WQAM, Cromer-Cassel's Department Store, last night as a part of the dedication ceremonies at the opening of the new store. The program was the first given from the new station, and continued from 8:30 p. m. to 10:30 p. m.

PROGRESS IS HONORED

Miami Pays Tribute To the Latest Monument Attending Its Opening When Cromer-Cassel's \$5,250,000 Department Store Is Given To the Public During Civic Demonstration. A dedication ceremony was held last night at the new store, when the doors of Cromer-Cassel's Department Store, built at the corner of N. Miami avenue and N. E. First street, were swung open by a button-pressed signal from the secretary of commerce.

When the great doors swung open at 7 o'clock in response to the alerting signal, the crowd that had gathered outside the Western Union building from Washington, an impressive and long line of the Miami police and their brass bands, the dedication of being the best to the store for their interest and cooperation in assisting the owners of the store was ample evidence of their devotion to the city's progress. The dedication of the new store as a national institution was typified by the presence of the All State Society of the United States, which was the only organization of the kind in the state. The society at the time of the dedication was the only one of its kind in the state. The society at the time of the dedication was the only one of its kind in the state.

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# PROGRESS IS HONORED

**Miami Pops Tribute To the Latest Monument Attesting Its Expansion When Cromer-Cassel's \$5,250,000 Department Store Is Given To the Public During Civic Demonstration**

MIAMI did not last night to another landmark monument to the city's quarter-century of progress, when the story of Cromer-Cassel's \$5,250,000 department store were swung open by a button pressed in Washington by Robert C. Hoover, secretary of commerce.

For two hours preceding the opening the street below the building was thronged with eager Miamians awaiting with the utmost anticipation their first view of the interior. The huge new electric sign that blazed a welcome on the corner of Miami avenue and N. E. first street and the impressive window displays gave promise of the metropolitan aspect of the store.

To the visitors it was a gala occasion to be shared with two of Miami's foremost mercantile pioneers, Daniel Cromer and Edwin M. Cassel. It was this feeling of hearty congratulation and of friendly greeting that permeated the atmosphere. Miamians were extending the hearty hand of felicitations to fellow citizens who were congratulating materially to the progress of the city.

Appropriately, the decorations of gay floral tributes that decked the counters brought congratulations from the smiling citizens of Miami and the many friends from all over the United States that the store has won in its 25 years of consistent, courteous and careful service. In fune was the music that drifted through the store as a background for the festivities and the united voices of the employees' chorus.

PRECEDING the opening to the public at 7 o'clock were inaugural services, attended by Mayor Edward C. Romo, of Miami, City Manager Frank H. Wharton, Senator Duncan U. Fletcher and other prominent national and state officials.

Mayor Romo delivered a brief address.

officials, and back up "prouds" under the contagious leadership of Bill Shell, intimitable song leader of Miami Shores.

CHAS. FRANKLIN JONES, director of the store's activities, announced to the employees the award of a \$500 gold piece from Mr. Cromer and Mr. Cassel to every employee of the store for their interest and cooperation in assisting the owners of the store in assisting the owners of the store in assisting the owners of the store.

The dedication of the Cromer-Cassel department store as a national institution brought members of the All State Society of the 15 state flags, and the winter season of the past year of this modern merchandise house represented every section of the county.

The salute of 21 guns punctuated appropriately the rendition of the patriotic selections, "My Country, 'Tis of Thee," "The Star Spangled Banner" and "Dixie," by the "Aebelian Choir" led by Miss Bertha Foster of the Miami Conservatory. This happy salute was accorded President Coolidge in recognition of his courtesy in permitting Secretary Hoover to open the store. This is notable as being the first time that a cabinet official has opened a retail institution in this manner, another feather in Miami's cap of initiating innovations.

The inauguration of Miami's new store beautiful was shared with all parts of the country through the

radio program, broadcast over station WQAM announcing the ceremonies of the opening and an orchestral and song program of elaborate proportions from half-past 5 o'clock until half-past 8. The Chicago-Miami Orchestra, led by Frank E. Spvack, jr., already a favorite in Miami's music circles, contributed the orchestral program.

When the great doors swung open at 7 o'clock in response to the electrical impulse that had coursed over the Western Union wires from Washington, an impressive view met the eyes of the Miamians who had been thronging the sidewalks holding for the distinction of being the first to enter.

The excellent lighting of the store giving the effect of almost sunlight, the lofty white pillars decked with garlands of pink roses and delicate tracery of green leaves, the counters were lastingly displayed, warred upon by high tufted-trimmed every detail.

**Special Dinner Served 11 a. m. Complete a la carte Ser 75c and \$1.00**

# The Cricil

"Delicious Home Cooked"  
42 West Flagler

ANNOUNCING THE SUMMER POLICY AND

# REDUCED PRICES

OF MIAMI'S LEADING POPULAR PRICED CAFE  
Service Without Frills

Had skin trouble so

FRIDAY, MAY 28, 1926.

HERALD TELEPHONE 23125

# FIRM IS GIVEN CREDIT

## COLLEGE TRAINED SPECIALIST SERVES

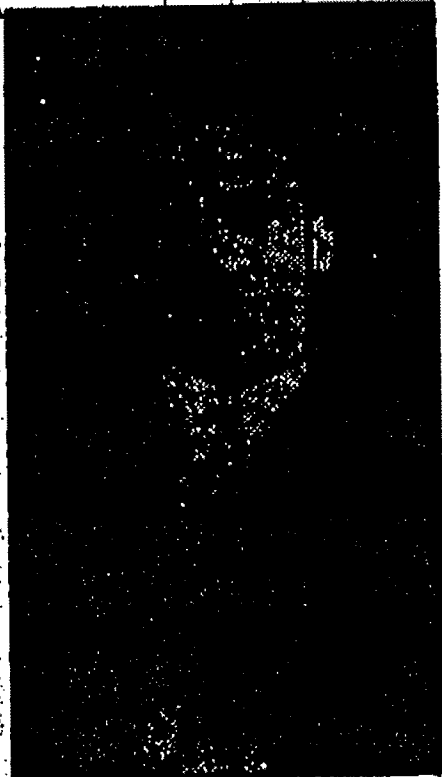
### Construction Firm Overcomes Many Obstacles In Building Cromer-Cassel's Structure.

THE erection within one year of Cromer-Cassel's new store building, in the face of many unexpected obstacles, due to delay in the delivery of materials from distant points, is a record that reflects great credit upon the contracting firm, the P. J. Davis Construction Company, of which P. J. Davis is vice president and general manager. But the overcoming of obstacles and making of construction records is one of the strong points of his company, which built the Moore Furniture Company's building at Buena Vista in the record time of 90 days and the Fairfax Theater building in E. Flagler street in 72 days.

In addition to the delay caused by the embargo conditions of last year, several weeks additional delay was experienced at the very beginning of the work by the unusual amount of water that flowed into the excavated area as a result of the heavy rains. Several sets of pumps were kept busy night and day pumping out the water to make the foundation work possible.

Excavating on the Cromer-Cassel site began June 3, 1925, the frontage on N. E. First street being 108 feet and the frontage on Miami Avenue being 150 feet. Today, despite all the obstacles encountered, Miami's greatest mercantile structure, complete in every detail, stands as a monument of brick, steel and stone that will carry down the coming years the story of how American engineering skill and persistency accomplished his task in the period of 11 months, under many adverse conditions.

Too much credit for the success of his building operation cannot be given to the P. J. Davis Construction



That service with a big eye will be forthcoming to the people from Cromer-Cassel's stationery department is assured with Alfred Ernest Knight in charge. Mr. Knight is a college trained man and is a specialist in book and office systems, as well as in all styles of stationery. He is a native of Toronto, Canada, and has been with Cromer-Cassel's since November, 1924.

Company for the completion of this tremendous undertaking under the conditions. This company, organized with a capitalization of \$500,000, is owned by Miamians of long residence

and known to all residents of the city.

P. J. Davis, the organizer, and for whom the company is named, was born and educated in New York, where in early life he became identified with a large construction company, later becoming its supervisor.

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## Le VINE HAT CO.

710 Broadway  
New York, N. Y.

Importers of the Le VINE YEDDO, made in Switzerland,

Extend to

### CROMER-CASSEL'S

Their heartiest congratulations and best wishes for a continuous and lasting success.

To Cromer-Cassel's

He has engaged in building work in Canada, having built the Imperial Theater and the transportation building in Montreal, and for some years was engaged in the construction of apartment buildings in New York. During the World War he was employed by the J. G. Whitten Company as assistant in charge of the con-

struction of the power house at Xucile, Szechuan, and on the completion of this project came to Miami where he located in 1919.

The other officers of the P. J. Davis Construction Company are: E. P. Grimes, president; T. V. Moore, vice president; and J. E. Junkin, secretary. The company has been active in the

construction field since its organization, having built, among the larger buildings in Miami, the Alhambra Hotel, the Ritz Hotel, Mirador Hotel, Granada Apartments, Fairax Theater, Mariboro Hotel, Alton Hotel, Casino at Fulford, St. Regis Apartments, Moore Furniture Building, New Hal-

Bradford Hotel, Clayton Building, Helene Hotel, Stadler Building, Cadillac Building, Buena Vista Post office, Golf Park, Clubhouse, Riviera Theater at Larkton, and an arcade at Buena Vista. In addition the company has erected a large number of private homes in every section of Dade county.

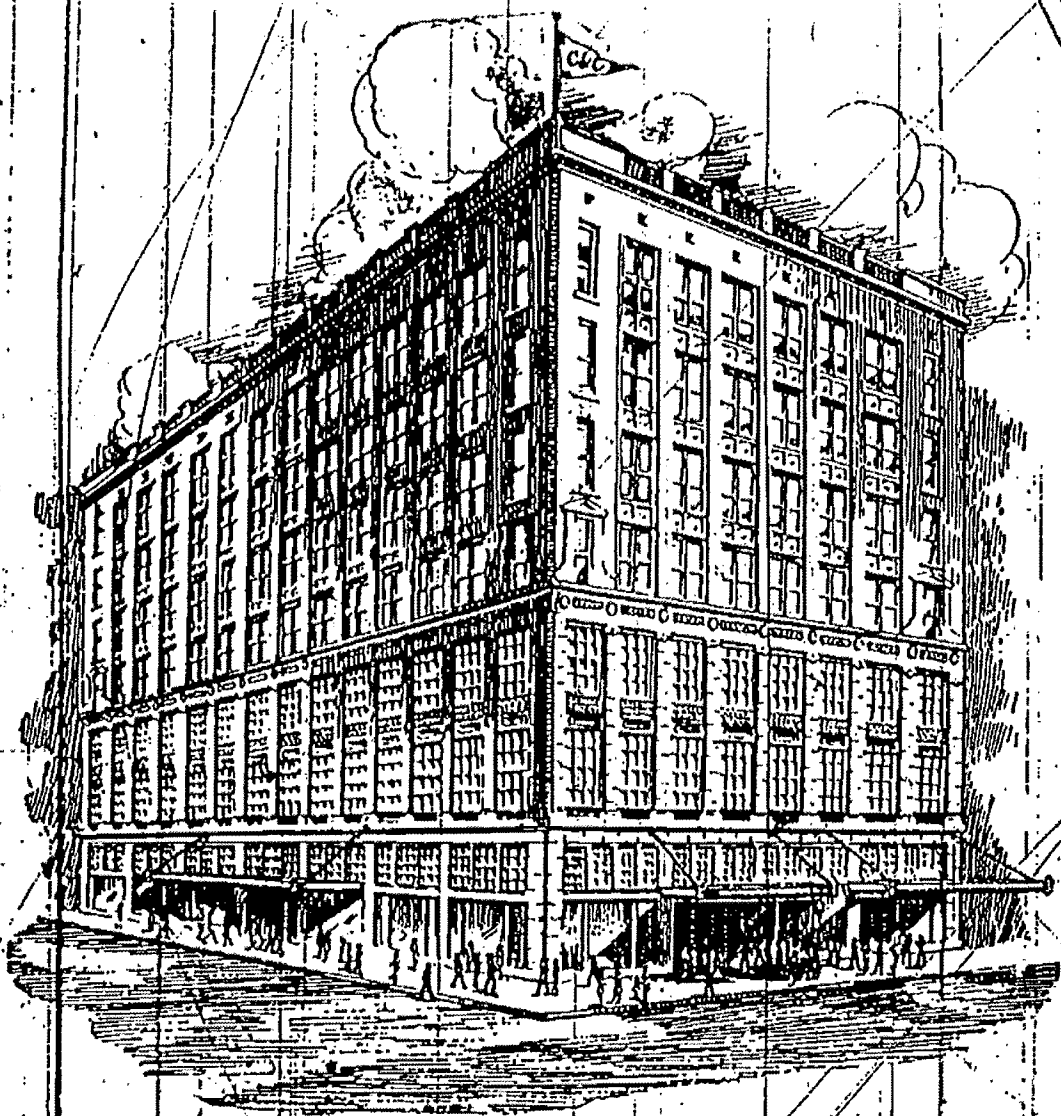
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PAINT-VARNISH  
PRODUCTS

*Announcing our appointment as authorized agent Devoe Paint and Varnish Products — the oldest most complete and highest quality line in America*

For dependable paint service based on Devoe's 172 years' experience, see us

**Cromer-Cassel**

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**CONGRATULATES** THE OWNERS,  
 THE BUYING PUBLIC AND THE CITY OF MIAMI  
 ON THIS SUBSTANTIAL EVIDENCE OF THE SPIRIT OF  
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 TION OF THE SOUTH'S FINEST DEPARTMENT STORE

P. J. Davis Construction Co.

*Builders of*  
 Fairfax Theater  
 Moore Furniture Co.  
 Halcyon Arcade

Daylight Arcade  
 Alhambra Hotel  
 Ritz Hotel  
 Mayflower Hotel  
 Club Lido

and more than 100 of the  
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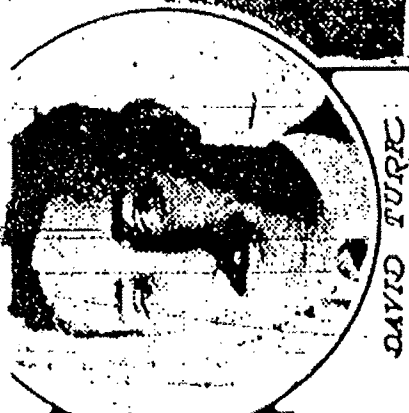
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—MIAMI—

202 Calumet Bldg.



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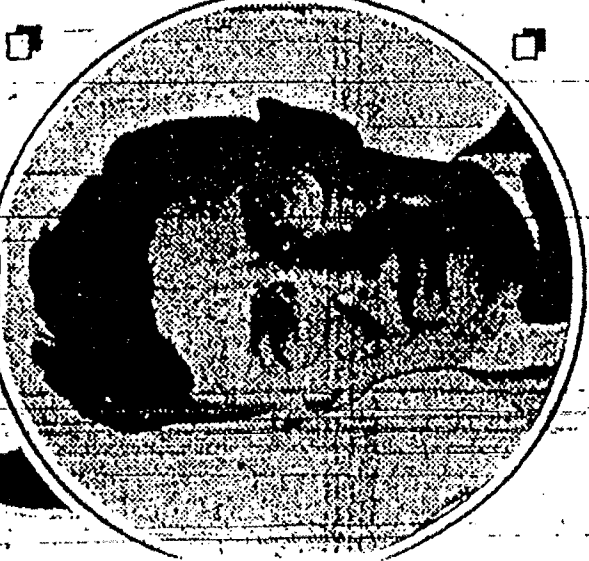
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V.W. WESTWORTH



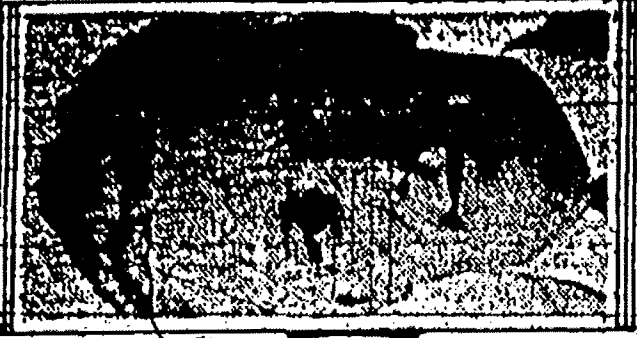
HARRY AUSTIN



F. ELMO EVANS



W. J. RHOADES



OLIVER B. LITSCHE

**SUGGESTIVE OF NEW YORK**

If the contours and spacious interior of the Cromer-Cassel store vaguely reminded the customer of something seen elsewhere, it is probably the recently finished Saks Fifth Avenue store in New York. The Miami store took many characteristics of the architecture and equipment from the New York store, which is admittedly the finest in New York, and has been able to add even newer equipment and improve other features in their renovation. Development of the similar plans.

Left to right top row: Charles F. Kary, manager boys' furnishings; Allan Wolfburn, manager plans department; Charles W. Dunham, assistant manager suits; George A. Leary, assistant manager toys, home-wares and china; Leo M. Feldman, office specialist; Wina S. Story, assistant advertising manager. Center row: Samuel Klywehlein, merchandise manager; Max E. Weber, office manager; J. W. Littman, manager linens; David Turk, assistant manager electrical goods; W. W. Westworth, manager toys, home-wares, hardware and electrical goods department; Harry Austin, assistant manager ready-to-wear. Lower row: Irving Freeman, assistant manager toilet goods, notions and neck-wear; M. Feddet, Jr., assistant manager shoe department; F. Elmo Evans, manager adjustment bureau; Cyril V. Rhodes, general superintendent of stores; N. J. Rhoades, manager sporting goods; Oliver F. Litisch, manager ice cream and fountain.

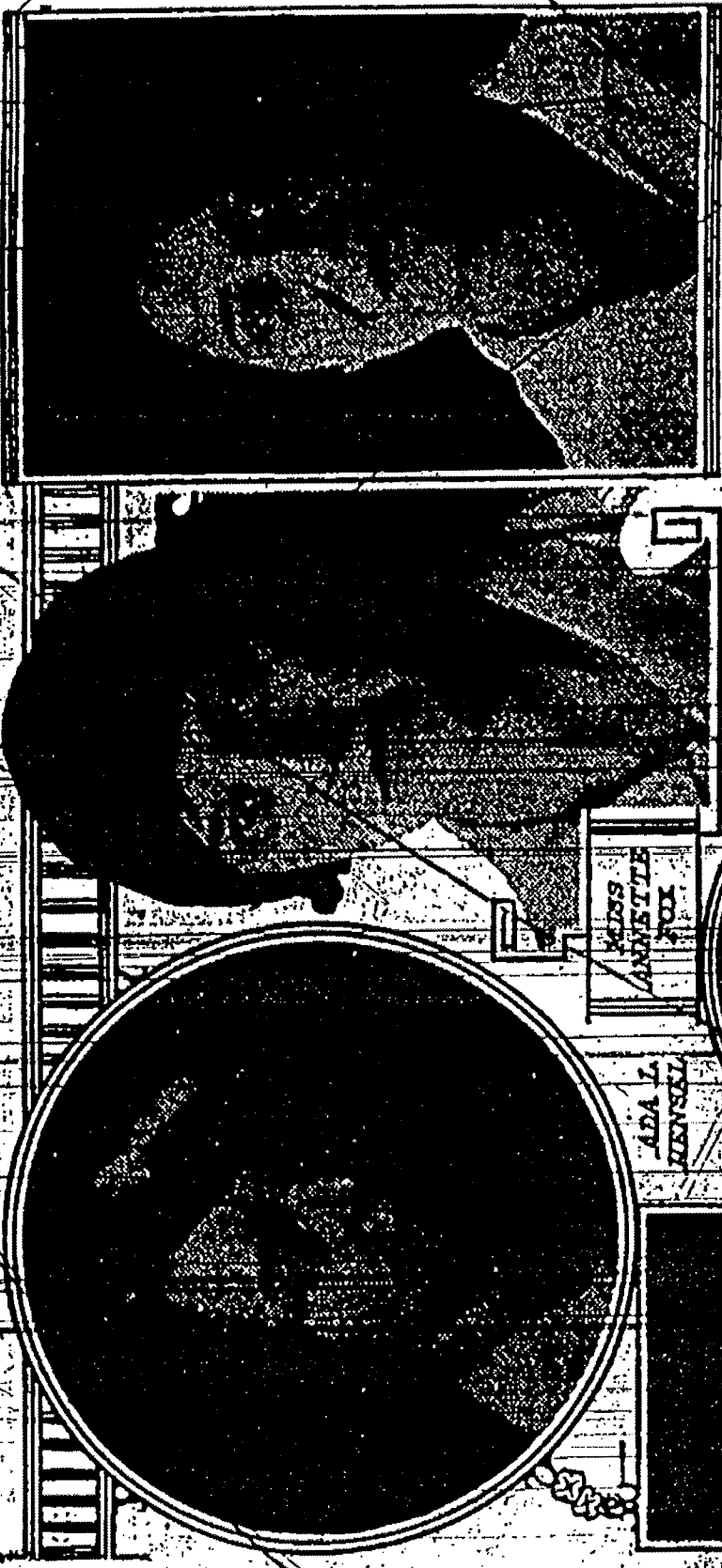
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# GROUP OF ALBERT WOMEN EXECUTIVES AND MANAGERS AT CROMER-CASSEL'S



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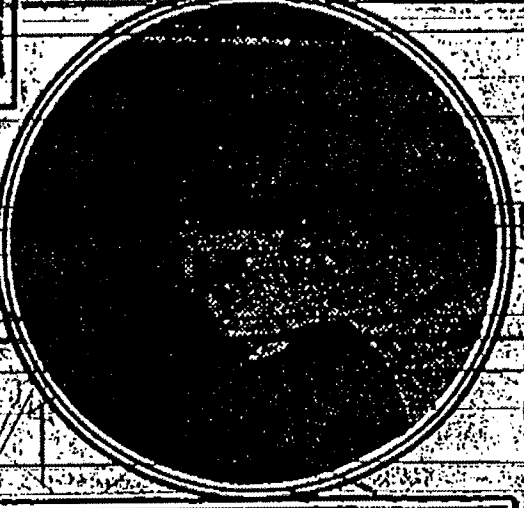
MRS. ELEANOR C. FOX

Shown in the picture are Ada L. Homel, director of personal training; Annette Fox, manager silk and rayon underwear department; Mrs. Eleanor C. Fox, manager jewelry department; Anna Curtis, office manager; Clara Lonke Bentham, manager velvet; Beatrice Sweetman, manager infants' and children's section. These women are all recognized authorities in their respective lines of work, and are valued players of Cromer-Cassel's. Most of them have been with the firm for a number of years.

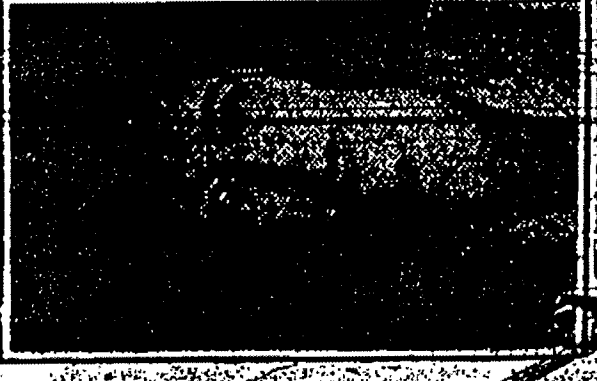
That women are vitally essential in practically every phase of the department store business is illustrated by the success of Cromer-Cassel's and other women at



MISS ANNA CURTIS



CLARA LONKE BENTHAM



ADA L. HOMEL

MISS ANNETTE FOX



To Mr. Daniel Cromer  
Mr. Irwin M. Cassel

WE, your employees, or, as you have preferred to call us, your co-workers, cannot let pass this momentous occasion without extending to you our heartiest congratulations and conveying to you our pride in being associated in the conduct of this magnificent new store.

Those of us especially who have been with you these many years, through thick and thin, finding welling in our hearts a feeling that words cannot quite express, a feeling that casts a mist before the eyes, as we think of the "old days" and now of the glorious building that we are about to occupy.

We know how close to your hearts has always been the vision of this beautiful new store, for we have heard that even in the little store where you first began business together, you dreamed of the day when you could erect in this city the finest store that money could build.

We cherish that ambition of yours. We know it was only the steadfastness of your faith in Miami

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We cherish that ambition of yours. We know it was only the steadfastness of your faith in Miami and in us that made our beautiful new store possible. And we know too the difficulties and heartaches, the many tireless days and wakeful nights this tremendous project has cost you. Few there are who would have attempted it, and fewer still are those whose superb idealism would have brought it to completion.

As we might have surmised, you have not forgotten our comfort and well-being in planning our new home. Just as in the past you have gone beyond the letter of the law to deal with your co-workers fairly and generously.

And we, both old and new employees, here pledge to you our very deepest loyalty, our very proudest allegiance to the fine principles of courtesy and friendliness which have always been your business watchwords. May you prosper in the future as you have so well deserved in the past.

**YOUR EMPLOYEES**

**C**ongratulating



# Cromer-Cassel's

—on the completion of one of the finest department stores in the South—an accomplishment brought to its successful conclusion in the face of the greatest difficulties, due to the recent tie-up in shipping and consequent scarcity of building materials.



**Burdine & Quarterman, Inc.**

*"Twenty-three Years in Miami"*

Roney Plaza

Miami Beach

...a beautiful sight, dressed  
up (they, evidently are by those who  
have made a special study of window  
display art. Incidentally, the polished  
walnut floor/space behind the plate

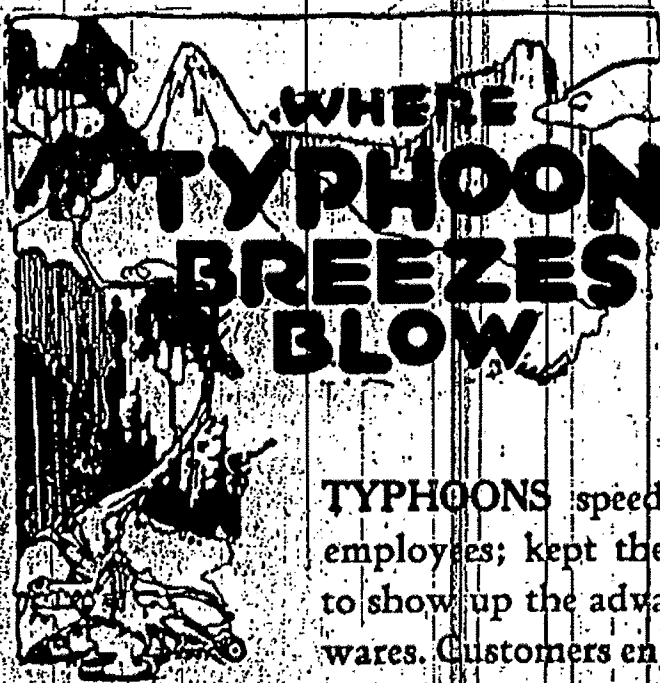
...through everyone of its  
furnished rooms, is a veritable  
treasure trove of "modern" ideas to  
make a fascinatingly beautiful place.  
Yes, indeed, as would satisfy one's  
love of the beautiful without travel.

SCHENBERG BROS.

# THE FIRST CONTRACT

Closed in Connection With Cromer-Cassel's New  
Store Was for a

## TYPHOON COOLING SYSTEM



Cromer-Cassel's knew from experience what influence Typhoons have on their sales by keeping the store refreshingly cool and comfortable, regardless of weather conditions.

TYPHOONS speeded up the steps of their employees; kept them wide-awake and alert to show up the advantages and value of their wares. Customers enjoyed trading in the store.

TYPHOONS bring the refreshing air, for which Florida is noted, inside of your buildings and are valuable for Hotels, Churches, Theaters, Cafes, Stores, Factories and Private Residences as well. We solicit new customers and are pleased to offer you the benefit of years of research and practical experience.

Branch Office:

239 Riverside Ave.  
Jacksonville, Fla.

### TYPHOON FAN CO.

ERNST GLANTZBERG,  
President  
345 West 39th Street  
New York City

Branch Office:

1044 Camp Street  
New Orleans, La.

# TEA ROOM IS INVITING

Basement Luncheon Space With Soda Fountain Adjoining, Is Unique Attraction.

THE feeling of empty exhaustion which follows the exhilaration of shopping will be met and mended by the most attractive possible means in the Cromer-Cassey store tea room. The most modern equipment available is installed to insure the hot food being hot and the cold food being cold, and the old washing machine snags that linger as the curse of domesticity, for it can wash 1,000 dishes an hour, still leaving them at 25 degrees Fahrenheit.

The soda fountain is the last word in elegance and service—the latest model of the American Soda Fountain Company of Boston, a marvel of Spanish marble, opaque glass and mahogany. Every kind of cold drink and ice will be served from it, and all the syrups will be made in the place, while the ice creams will be made exclusively for the place, with an extra percentage of butter fat, as recommended them. The fruits used for syrups always will be of the variety that have been preserved by a vacuum process rather than by cooking, so that the luscious flavor of the fresh fruits will be distinguishable.

Naturally all this exceptional service has been placed there by an expert, and will be operated by one

Oliver H. Litsch, who has been an efficiency worker in luncheon counters and soda fountains for 12 years, has installed the fountain, which is in the basement of the new shop, and will operate it and the tea room, which is next to it.

THE system for cooling the fountain is elaborate and turns out its products at about 25 degrees Fahrenheit. The shop's Audfont cooling system is connected with the carbonator of the fountain, whence it connects with the Lipman system that refrigerates the fountain itself, and the result is a sustained coolness nicely balanced just above freezing point.

Among the more delectable offerings will be the "Delicious French Soda," a well-known delicacy in the North, offered in Miami for the first time, and exclusively at this fountain.

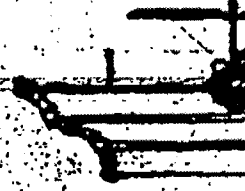
A woman cook, who is depended on to give a taste of home cooking to her work, will be the power behind

the luncheon menu, which will be compiled from light appetizing dishes in combinations at popular prices. Toasted sandwiches will be a feature, and the cook has prize waffle recipes to guide her in her waffle business. Attractively uniformed girls will wait on the guests. Everything will be on the best of its kind, and will be served to appease the inner man when over come by the exigencies of downtown activities. A branch of the department will be a catering service which may be called on for help at times of picnics on land or sea, or parties that follow or precede the theater.

## BABY VEHICLES ELEGANT

Baby carriages of distinction and utilitarian virtue, some of genuine elegance, form a valuable display at Cromer-Cassey's. Large and small coaches, those that one pushes about for the benefit of the very new infant and those that are meant to restrain the boiling energies of a later stage of development are available in many prices and models.

# Fine Clothes Deserve the Best Traveling Equipment



# BASEMENT IS BRILLIANT

## Great Variety of Shining Wares Shown In Section Below Street Level; Tea Room and Fountain Add To Attractions For Visitors At New Store.

Have  
hair

creasing articles that fill the basement of Crocher-Cassels make a whole shop in themselves, and among them are some of the most interesting and unusual stocks that the store provides.

The first thing that catches the shoppers' eye also holds it worthily for a long time: it is the large exhibit of china, glassware and pottery, spread out where each piece may be seen and appreciated and where the brilliant colors and delicate lusters make a stop imperative.

Most delicate and alluring on display are the tinted glass articles imported from Czechoslovakia and France, and an unique and exclusive shipment to this country. This group was much coveted by several New York stores, according to W. W. Wentworth, manager of this department, but was diverted here as a friendly gesture to a new entry into the retail business, acquaintance of the importers of the lot, The Venetian glass effects in this lot are one more tribute to the cleverness of Czechoslovakia, and in themselves the most exquisite and fragile of accessories to boudoir or drawing room.

The lustre tea sets and other articles that come from the Rochester Ceramic Studio are one of the noticeable displays. They represent

arranged on these delightful plates. The best of the stock in the basement makes an almost endless list compiled largely from necessities alone. The paths are there, the automobile parts and accessories, the labor saving devices for the housewife, kitchen hardware, household hardware, electrical appliances and the lunch counter and soda fountain.

Ironing machines, washing machines, vacuum cleaners, percolators, toasters, grills, hair curlers and irons are some of the household equipments for electrical operation. Here, in nickel work, are casseroles, tea servers, nut bowl sets, toast racks and coasters for hot or wet plates.

The aluminum ware is of the "Mirro" and "Wearover" variety; the white enamel is Vollrath. There is a large stock of wire ware, hollow iron ware, such as pots and skillets; wicker ware; sponges, cloths and chamols for cleaning and polishing; and brushes and brooms. The wooden ware ranges from a steak plank to an ironing board, with every conceivable article between.

The household hardware includes the cheerful furnishing of estimates to bullpens on the door sets which are part of the stock. Every utilitarian article that one needs in the pursuit of comfortable life at home is to be found in this department, which is under the management of W. W. Wentworth, formerly buyer for the Retail Research Association, and who has also been connected at length with Abraham Straus Co., of Brooklyn, and Wm. Taylor of Cleveland. Mr. Wentworth has also spent 21 years with Walbridge and Co. of Buffalo.

For the dinner service a long list of impressive manufactories, both domestic and foreign, has been called upon. Such names as Minton, Royal Doulton, Royal Worcester, Haviland and Royal Schwartsburg testify to the internationally famous quality and beauty of the ware. These are not all from abroad of home; the porcelain and china of less well-recognized makers are largely represented in the stock.

For vases, bowls, novelties—the hundred and one little things that are fashioned of pottery—the markets of Holland, Germany, France, Italy, Japan, Bavaria, England, America and Spain have been drawn on. The gay colors and flaring beauty of design that has come to mean Czechoslovakia ware in America is just the accompaniment for the bright awning and cool shade of the patio dining table. The more subdued colorings of the Italian peasant ware may be the preference of some, and the informal meals of the hot months will seem more appetizing and less formal and suggestive of serious eating if

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# BUNGALOW IS FEATURE

## MEN'S FURNISHINGS BUYER IS EXPERIENCED

Furnished Stucco-Finished Model Home Permanently Built In On the Sixth Floor.

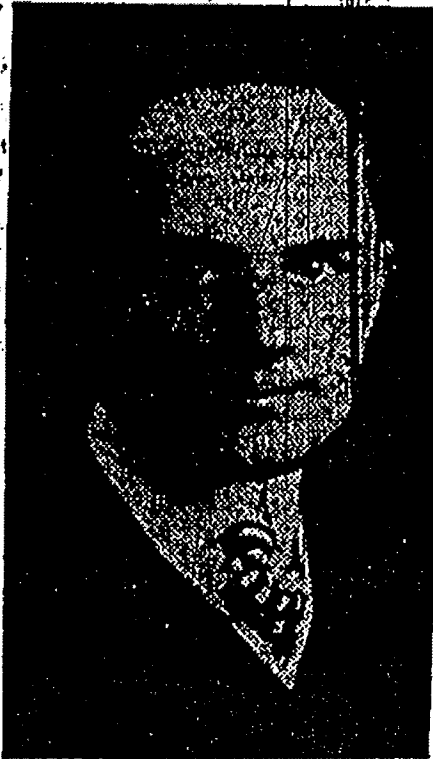
THE absorbing subject of the perfect house beautiful, which is one of the biggest items of this stage of Miami's development, is met in Cromer-Cassel's scheme of things in a unique way that adds as much pleasure to a shopper for a prospective or for "a proposed" home as it adds to his convenience. House furnishings, to start with, occupy two floors, which cover 40,000 square feet, or rather more than a fourth of the entire floor space of the building.

And on one floor has been built a model stucco bungalow, tinted green, boasting a tiled patio or terrace, gay with blooming flowers, decorative shrubs and awnings, and welcoming the visitor with an air of comfortable hospitality. Within, every one of the four rooms is attractively furnished to the last detail; not a comfort is missing from the fireplace in the drawing room to the skillets in the kitchen. Incidentally, the kitchen is a marvel of dove gray tile which would put any cook into a peaceful, cool frame of mind.

The bedroom, with windows swung wide to the fresh breezes which actually blow in from the Typhoon ventilating system, is provided with every convenience and pretty conceit, and the bathroom, tiled in robin's-egg blue, has in it all the devices that mark this extraordinary age as next to godliness.

All this elaborate demonstration is to suggest and acquaint the eye of the beholder with the huge stock and infinite variety of harmony that led within it. From time to time the displays will be changed, and the returning visitor will be constrained to appreciate the possibilities of furnishing a house all over again.

A LONG walk through the drapery department will be instructive as the products of many lands as well as of American manufactures. Hundreds and perhaps thousands of bolts of materials, which range from cheese cloth to gorgeous broadsides will be admired, all skillfully displayed in groups that do not confuse in spite of their numbers. Belgian linens, English chintz, velvets, tapestries and the braids and other trims that they may require for finish are all on display. A huge workroom with staff commensurate with the stock is ready



Edward B. Richardson, a native of Ocala, Fla., but with years of experience with men's clothing firms of New York, is head of the men's furnishings department at Cromer-Cassel's. He is glad to be back in his home state, he said, and feels that he is "all set" to share the big future that he believes Miami is destined to have. He said he really enjoys his "job" of trying to give Miami men a service in furnishings identical with that received by those who live in New York.

to make drapes, window shades, curtains, pillows, or anything that any householder may desire; indeed, it is possible through them to place an order for a house, completely furnished, from the front door key to the back, and arrive in time for dinner at a place that you never saw before, but which is yours because you ordered it, and because Cromer-Cassel's arranged it for you.

Mounds of rugs, domestic and Oriental, are piled high in the department, while plenty of space is available to really have one laid out to its best advantage and the buyer's eye.

Furniture from the finest manufacturers forms the rest of the stock, period reproductions, the exotic colors and workmanship of Oriental countries embodied in chests and cab-

inets that disguise the western jass of radio outfits, Venetian mirrors, Florentine benches, wrought iron pieces designed for various uses, lamps that glow like huge flowers and tint the light of a drawing room to the proper shade, which softens and charms are also part of the display.

At the head of this department is Campbell Harwood, who began his mercantile career with the Robert Simpson Company of Toronto, Canada. Immediately before joining the Cromer-Cassel firm, Mr. Harwood was with Hutzler Brothers of Baltimore, Md. The direct assistant in the department is Paul Henslein. Mrs. J. W. A. Gloss is in charge of the important workroom with its modern equipment which will enable it to turn out so much work.

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To Cromer-Cassel's

CONGRATUL  
LEVIS-ZUK  
ST. LOU

# SOUTHERNER DIRECTS

### Executive of Varied Experience Directs Activities of Cromer-Cassel's.

EVER on the alert to get not only the best in merchandise, but also to attain the highest standards of service, Mr. Cromer and Mr. Cassel recently acquired the services of Charles Franklin Jones as general manager of their mammoth new store. As such he will direct every phase of the activities involved in the conduct of the big store's tremendous volume of business.

That Cromer-Cassel's is fortunate in having the services of this veteran of the merchandising field is indicated by the facts of his career, which has been uniformly successful in his various connections with some of the leading mercantile establishments of the country.

Among the prominent firms with which Mr. Jones has been identified in the past are the Simpson Crawford Company, New York, and the Shepard Norwell Company, Boston, of which he was general manager at one time. For a number of years he was an executive in the chain of stores owned and operated by Lord & Taylor and James McCreery & Company of New York. He was also president and general manager of Chayman & Company of Brooklyn, and of the Fair, Cincinnati, both leading stores in their respective cities.

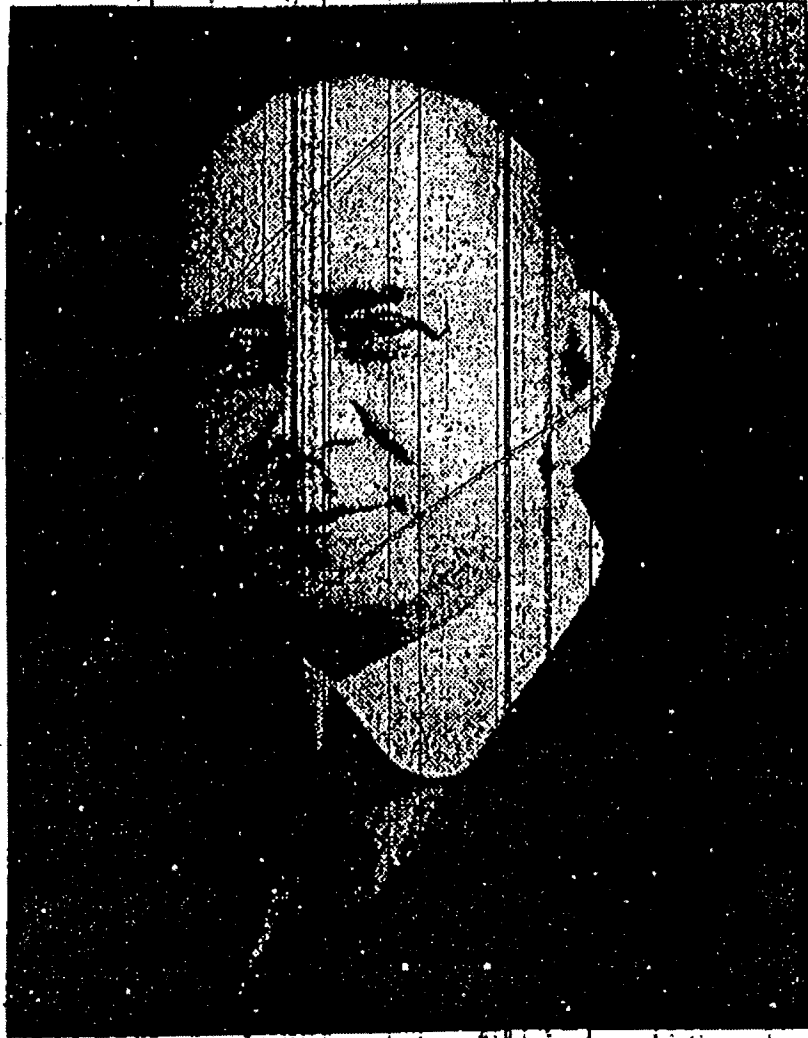
DURING the past two years before coming to Cromer-Cassel's, Mr. Jones was the New York representative for several hundred of the largest stores in the United States, Canada and England, giving them service and reports on all the new ideas on merchandise and store management adopted by the leading stores in New York City. In this connection, he published for his clients a weekly news letter called, "Meeting New York for Retailers," which is said to have had the largest circulation of any similar publication in the United States.

Although Mr. Jones has spent the greater part of his business life in the North, he is a Southerner, having been born and reared in Louisville, Ky. His father at that time was among the leading merchants in the South. He is related on his father's side to Gen. Robert E. Lee and on his mother's side to Jefferson Davis. During the World War Mr. Jones was a "Dollar-a-Year" man for the government, operating directly through the public speakers division by special appointment of the late President Wilson.

Mr. Jones is an enthusiastic believer in the future of Miami. Within the past year or more he has visited practically every large city in the country, and said he has not found one that can compare with Miami in many ways. He brings to Cromer-Cassel's a wealth of experience and a reputation for business sagacity.

MERCHANDISE COUNSELLORS.  
The four divisional-merchandise

## GENERAL MANAGER CROMER-CASSEL'S



Charles Franklin Jones, of Southern repute, with many years of experience in association with large merchandising institutions of New York, Boston and other cities, is directing head of all Cromer-Cassel store activities. He is nationally recognized in department store merchandising circles as an authority on merchandising methods.

### CAST STONE FIRM HAS BUSY PLANT

#### Former Minneapolis Man Establishes New Industry Here.

C. O. Peterson, formerly in business of a similar nature in Minneapolis, Minn., came to Miami last August, bringing with him a force of approximately 100 men, to establish here a building industry known as the cast stone business. In association with his father, C. C. Peterson, who has been in business in Minneapolis for 40 years, they had successfully conducted a similar business there.

To meet the growing demand at that time for cast stone decorative interiors for homes and office buildings it was decided to erect a plant and office in the southwest section, which was done at 1736 S. W. Sixth

street. Owing to the scarcity of labor in Miami at that period, Mr. Peterson had thought it advisable to bring in his own labor. As a result, perhaps 10 families became permanent residents of Miami including Mr. Peterson's own. He now resides at 1777 S. W. Twenty-sixth street.

Among the unique cast stone work done by his firm, is that in the complete bungalow on the sixth floor of the new Cromer-Cassel building. Other structures in which the cast stone work and plastering has been furnished from the Peterson plant are the B. H. Kress store, the Realty Board building, Golf Park Country Club, Bank of Bay Biscayne and many homes throughout the Miami area, including 30 residences in the Coral Gables section.

Cast stone is furnished and manufactured by the Peterson plant in all colorings and contributes much to the desired Spanish atmosphere so popular here.

## CONTRACT

### Electrical ment Sto

IN THE Cro electrical ances. In th and installed Company, ar pride they r as a fitting "We sell w with depend The Dade numbered an having prop In Novem Williams be dec his gite padded and puples two avange. An the executi ment in O. C. M. Selff manager; W Aggr and Y man This r roll of 80 e fleet of moic eral electric chandling is job small cated. It in trio refrige Fada radios. I. L. G. ven son A Kva signs, and s torp and app dis.

An an c growth of i Mr William business. Ap \$250,000, and eb far for Just comple the largest ground equ Florida, at southwest s (right. Here ing conduct no poles vic Company h Electrical and the An- ternational.

### CONGRATULATIONS

*Cromer Cassel*



## CONTRACT COMPLETED

### Electrical Firm Installs Equipment In Cromer-Cassel Store Building.

IN THE Cromer-Cassel building the electrical equipment and appliances, in the main, were furnished and installed by the Dade Electric Company, and it is with pardonable pride they refer to this achievement as a fitting answer to their slogan, "We sell satisfaction in conjunction with dependable service."

The Dade Electric Company is numbered among the oldest in Miami, having been in business since 1916.

In November, 1922, Raymond L. Williams became proprietor, and under his guidance the firm has expanded and prospered. It now occupies two stores at 23-4 N. Miami avenue. Assisting Mr. Williams in the executive and operating departments is O. M. McDaniels, auditor; C. M. Salfert, general construction manager; W. H. McArthur, sales manager; and W. F. Dalle, general foreman. This firm has an average payroll of 60 employees, and maintains a fleet of motor trucks. It does a general electrical contracting and merchandising business and says no job is too small, too large or too complicated. It is agent for Zerzone electric refrigerators, Phanstiel and Fada radios, L. & H. electric ranges, L. L. G. ventilating equipment, Rawson & Evans "Edgeglow" electric signs, and sells General Electric motors and assorted electrical merchandise.

As an evidence of the steady growth of this concern, according to Mr. Williams, in 1922 it did a \$50,000 business, and in 1925 it had grown to \$250,000, and the volume has increased so far for 1926. This company has just completed what is reputed to be the largest installation of underground equipment in the state of Florida, at Natona Manors in the southwest section of the Miami district. Here all phone, light and heating conductors are underground, and no poles visible. The Dade Electric Company holds membership in the Electrical Contractors Association, and the Association of Electrician International.

## DIRECTOR OF MERCHANDISE DISPLAYS



William R. Chandler, formerly advertising manager for Cromer-Cassel's, will supervise all merchandise displays in the new store. He is thoroughly conversant with the art, having won many honors in this field.

*"Catering to Those Who Care"*

TO

DANIEL CROMER

# WORLD MARKET TAPPED

*Cromer-Cassel's Merchandise Manager In Constant Contact With Principal Sources From Which Department Store Commodities Come In Steady Stream To All Counters.*

**S**AMUEL SILVERSTEIN is the merchandise manager for Cromer-Cassel's, an influential and responsible position he achieved entirely within the firm itself, by reason of the precept of its owners and an inherent ambition and talent which they inspired. Mr. Silverstein came to the firm during its first days of expansion, intending to keep its books. Apparently that occupation offered an insufficient field for his activities, for he began a prowling interest in every phase and angle of the store and its business, absorbing and learning without any particular effort or campaign, until today he finds himself with the executive heart of the concern lying in his hands.

The story of tremendous merchandising operations as he tells it assumes the interesting tinge of a tale of adventure. Applied, as his tale is, to the firm of Cromer-Cassel's, it is especially romantic, for he speaks

Miami of today a stock as fine and as comprehensive as any he has ever met in his travels.

The firm, in other words, continues as it has always done, to carry what the public needs, and the man who is most directly responsible for buying merchandise for that need learned his job on the home ground during the stimulating years of rapid transition. Mr. Silverstein must have a technical knowledge of the whole list of merchandise, so that he may watch both foreign and domestic markets, and buy at those times and prices that will be to the greatest advantage of the firm, which retails its advantageous buying to its customers. The firm of Cromer-Cassel maintains a New York representative who keeps the firm's local buyers informed to the last fluctuation of the market. Representatives in Germany, Belgium, England, Italy, Austria and Ireland send the same life news from foreign markets, with the result that the Miami public gets its importations through Cromer-Cassel's at a price that is reasonable, since the firm by direct buying has cut the middleman's profit which would go to an importing house. The merchandise sources of the world's best markets are known to the merchandise manager, and are current events which affect them.

from the literal frontier of the jungle, though firmly and comfortably located in a shop of Fifth avenue contours and luxury. Arresting statistics fall from his lips, little stories that tell of the passing of another day point his history. Today he assumes the final responsibility for the purchases of some 40 buyers, each of them an expert.

Today the tremendous buying capital of the store passes through his hands, and he must be thoroughly conversant with the contemporary condition of each of the 70-odd departments, so that the operations of their buyers will be comprehensible to him, that he may approve or disapprove.

Going farther back in the history of Cromer-Cassel's as Mr. Silverstein has inquired into it, he finds a vivid picture of contrasts, bridged by an unbelievably short space of time to accomplish the transition.

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CROMER-CASSELL'S MAGNIFICENT MERCHANDISE ESTABLISHMENT NO

To Mr. Daniel Cromer  
Mr. Irwin M. Cassel

WE, your employees, or, as you have preferred to call us, your co-workers, cannot let pass this momentous occasion without extending to you our heartiest congratulations and conveying to you our pride in being associated in the conduct of this magnificent new store.

Those of us especially who have been with you these many years, through thick and thin, finding welling in our hearts a feeling that words cannot quite express, a feeling that casts a mist before the eyes, as we think of the old days and now of the glorious building that we are about to occupy.

We know how close to your hearts has always been the vision of this beautiful new store for we have heard that even in the little store where you first began business together, you dreamed of the day when you could erect in this city the finest store that money could build.

We cherish that ambition of yours. We know it was only the steadfastness of your faith in Miami

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As we might have surmised, you have not forgotten our comfort and well-being in planning our new home, just as in the past you have gone beyond the letter of the law to deal with your co-workers fairly and generously.

And we, both old and new employees, here pledge to you our very deepest loyalty, our very proudest allegiance to the fine principles of courtesy and friendliness which have always been your business watchwords. May you prosper in the future as you have so well deserved in the past.

**YOUR EMPLOYEES**

**C**ongratulating



# Cromer-Cassel's

—on the completion of one of the finest department stores in the South—an accomplishment brought to its successful conclusion in the face of the greatest difficulties, due to the recent tie-up in shipping and consequent scarcity of building materials.



**Burdine & Quarterman, Inc.**

*"Twenty-three Years in Miami"*

Roney Plaza

Miami Beach

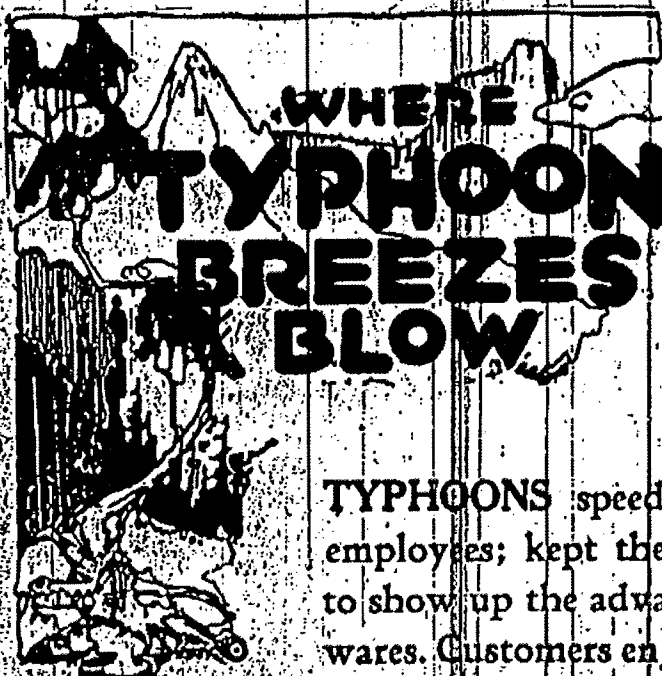
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TYPHOONS bring the refreshing air, for which Florida is noted, inside of your buildings and are valuable for Hotels, Churches, Theaters, Cafes, Stores, Factories and Private Residences as well. We solicit new customers and are pleased to offer you the benefit of years of research and practical experience.

Branch Office:  
 239 Riverside Ave.  
 Jacksonville, Fla.

**TYPHOON FAN CO.**  
 ERNST GLANTZBERG,  
 President  
 345 West 39th Street  
 New York City

Branch Office:  
 1044 Camp Street  
 New Orleans, La.

# TEA ROOM IS INVITING

Basement Luncheon Space With Soda Fountain Adjoining. Is Unique Attraction.

The feeling of empty exhaustion which follows the exhilaration of shopping will be met and mended by the most attractive possible means in the Cromer-Cassel store tea-room. The most modern equipment available is installed to insure the hot food being hot and the cold food being cold, and the glass washing machine snaps its fingers at the curse of domesticity, for it can wash 2,000 dishes an hour, sterilizing them at 25 degrees Fahrenheit.

The soda fountain is the latest word in elegance and service—the latest model of the American Soda Fountain Company of Boston. A marvel of Spanish maple, opaque glass and mahogany. Every kind of cold drink and ice will be served from it, and all the syrups will be made in the place while the ice creams will be made exclusively for the place, with an extra percentage of butter fat to recommend them. The fruits used for syrups always will be of the variety that have been preserved by a vacuum process rather than by cooking, so that the luscious flavor of the fresh fruit will be distinguishable.

Naturally all this exceptional service has been placed there by an expert, and will be operated by one

Oliver B. Litsch, who has been an efficiency worker in luncheon counters and soda fountains for 12 years. Has installed the fountain, which is in the basement of the new shop, and will operate it and the tea room, which is next to it.

The system for cooling the fountain is elaborate and turns out its products at about 25 degrees Fahrenheit. The shop's Audfont cooling system is connected with the carbonator of the fountain, so that it connects with the Lipman system that refrigerates the fountain itself, and the result is a sustained coolness nicely balanced just above freezing point.

Among the more delectable offerings will be the "Delicious French Soda," a well-known delicacy in the North, offered in Miami for the first time, and exclusively at this fountain.

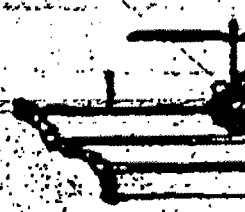
A woman cook, who is depended on to give a taste of home cooking to her work, will be the power behind

the luncheon menus, which will be compiled from light appetizing dishes in combinations at popular prices. Toasted sandwiches will be a feature, and the cook has prize waffle recipes to guide her in her waffle business. Attractively uniformed girls will wait on the guests. Everything will be the best of its kind, and will be served to appease the inner man when over come by the exigencies of downtown activities. A branch of the department will be a catering service which may be called on for help at times or picnics on land or sea, or parties that follow or precede the theater.

## BABY VEHICLES ELEGANT

Baby carriages of distinction and utilitarian virtue, some of genuine elegance, form a valuable display at Cromer-Cassel's. Large and small coaches, those that one pushes about for the benefit of the very new infant and those that are meant to restrain the boiling energies of a later stage of development are available in many prices and models.

# Fine Clothes Deserve the Best Traveling Equipment



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THE variety of departments and articles that fill the basement of Cromer-Cassel's make a whole shop in themselves, and among them are some of the most interesting and unusual stocks that the store pro-vides.

The first thing that catches the shoppers' eye also holds it worthily for a long time; it is the large exhibit of china, glassware and pottery spread out where each piece may be seen and appreciated and where the brilliant colors and delicate lusters make a stop imperative.

Most delicate and alluring on display are the tinted glass articles imported from Czechoslovakia and from France, and an ubiquitous and exclusive shipment to this country. This group was much coveted by several New York stores, according to W. W. Wentworth, manager of this department, but was diverted here as a friendly gesture to a new entry into the retail business, acquaintance of the importers of the lot. The Venetian glass effects in this lot are one more tribute to the cleverness of Czechoslovak imitators, and in themselves the most exquisite and fragile of accessories to boudoir or drawing room.

THE lustre tea sets and other articles that come from the Roster Ceramic Studio are one of the noticeable displays. They represent

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# BASEMENT IS BRILLIANT

Great Variety of Shining Wares Shown In Section Below Street Level; Tea Room and Fountain Add To Attractions For Visitors At New Store.

the finest of American work and are things of beauty, of comparatively so small a number that their exclusiveness adds to their inherent value. One of their designs is suggestive of the old Sandwich glass, reproducing in amber or blue the quaint charm of pressed glass that passed to us from our grandmothers.

For the dinner service a long list of impressive manufactories, both domestic and foreign, has been called upon. Such names as Minton, Royal Doulton, Royal Worcester, Haviland and Royal Schwartzburg testify to the internationally famous quality and beauty of the wares. These are not all from abroad of home; the porcelain and china of less well-recognized makers are largely represented to the stock.

For vases, bowls, novelties—the hundred and one little things that are fashioned of pottery—the markets of Holland, Germany, France, Italy, Japan, Bavaria, England, America and Spain have been drawn on. The gay colors and flaring beauty of design that has come to mean Czechoslovakia ware in America is just the accompaniment for the bright swirling and cool shade of the porcelain table. The more subdued colorings of the Italian peasant wares may be the preference of some, and the informal meals of the hot months will seem more appetizing and less formal and suggestive of serious eating.

arranged on these delightful plates. The best of the stock in the basement makes an almost endless list compiled largely from necessities alone. The salons are there, the automobile parts and accessories, the labor saving devices for the housewife, kitchen hardware, household hardware, electrical appliances and the lunch counter and soda fountain.

Ironing machines, washing machines, vacuum cleaners, percolators, toasters, grills, hair curlers and irons are some of the household equipments for electrical operation. Here, in nickel ware, are casseroles, pie servers, nut bowl sets, toast racks and coasters for hot or wet plates.

The aluminum ware is of the "Mirro" and "Warever" variety; the white enamel is Vollrath. There is a large stock of wire ware, hollow iron ware, such as pots and skillets; wicker ware; sponges, cloths and chamois for cleaning and polishing, and brushes and brooms. The wooden ware ranges from a steak plank to an ironing board, with every conceivable article between.

The household hardware includes the cheerful furnishing of estimates to bulldozers on the door sets which are part of the stock. Every utilitarian article that one needs in the pursuit of comfortable life at home is to be found in this department, which is under the management of W. W. Wentworth, formerly buyer for the Retail Research Association, and who has also been connected at length with Abraham Straus Co., of Brooklyn, and Wm. Taylor of Cleveland. Mr. Wentworth has also spent 21 years with Walbridge and Co. of Buffalo.

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# BUNGALOW IS FEATURE

## MEN'S FURNISHINGS BUYER IS EXPERIENCED

Furnished Stucco-Finished Model Home Permanently Built In On the Sixth Floor.

THE absorbing subject of the perfect house beautiful, which is one of the biggest items of this stage of Miami's development, is met in Cromer-Cassel's scheme of things in a unique way that adds as much pleasure to a shopper for a prospective or for "a proposed" home as it adds to his convenience. House furnishings, to start with, occupy two floors, which cover 40,000 square feet, or rather more than a fourth of the entire floor space of the building.

And on one floor has been built a model stucco bungalow, tinted green, boasting a tiled patio or terrace, gay with blooming flowers, decorative shrubs and awnings, and welcoming the visitor with an air of comfortable hospitality. Within, every one of the four rooms is attractively furnished, to the last detail; not a comfort is missing from the fireplace in the drawing room to the skillets in the kitchen. Incidentally, the kitchen is a marvel of dove gray tile which would put any cook into a peaceful, cool frame of mind.

The bedroom, with windows swung wide to the fresh breezes which actually blow in from the Typhoon ventilating system, is provided with every convenience and pretty conceit, and the bathroom, tiled in robin's-egg blue, has in it all the devices that mark this extraordinary age as next to godliness.

All this elaborate demonstration is to suggest and acquaint the eye of the beholder with the huge stock and infinite variety of harmony that lies within it. From time to time the displays will be changed, and the returning visitor will be constrained to appreciate the possibilities of furnishing a house, all over again.

A LONG walk through the drapery department will be instructive as the products of many lands as well as of American manufactures. Hundreds and perhaps thousands of bolts of materials, which range from cheese cloth to gorgeous brocades will be displayed, all skillfully displayed in groups that do not confuse in spite of their numbers. Belgian linens, English chintz, velvets, tapetries and the braids and other trims that they require for finish are all on display. A huge workroom with staff commensurate with the stock is ready



Edward B. Richardson, a native of Ocala, Fla., but with years of experience with men's clothing firms of New York, is head of the men's furnishings department at Cromer-Cassel's. He is glad to be back in his home state, he said, and feels that he is "all set" to share the big future that he believes Miami is destined to have. He said he really enjoys his "job" of trying to give Miami men a service in furnishings identical with that received by those who live in New York.

to make drapes, window shades, curtains, pillows, or anything that any householder may desire; indeed, it is possible through them to place an order for a house, completely furnished, from the front door key to the back, and arrive in time for dinner at a place that you never saw before, but which is yours because you ordered it, and because Cromer-Cassel's arranged it for you.

Mounds of rugs, domestic and Oriental, are piled high in the department, while plenty of space is available to really have one laid out to its best advantage and the buyer's.

Furniture from the finest manufacturing firms the rest of the stock period reproductions, the exotic colors and workmanship of Oriental countries embodied in chests and cab-

inets that disguise the western jass of radiol outfits, Venetian mirrors, Florentine benches, wrought iron pieces designed for various uses, lamps that glow like huge flowers and tint the light of a drawing room to the proper shade, which soothes and charms are also part of the display.

At the head of this department is Campbell Harwood, who began his mercantile career with the Robert Simpson Company of Toronto, Canada. Immediately before joining the Cromer-Cassel firm, Mr. Harwood was with Hutzler Brothers of Baltimore, Md. The direct assistant in the department is Paul Henlein. Mrs. J. W. A. Glass is in charge of the important workroom with its modern equipment which will enable it to turn out so much work.

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To Cromer-Cassel's

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# SOUTHERNER DIRECTS

Executive of Varied Experience  
Directs Activities of Cromer-Cassel's  
Cassel's.

EVER on the alert to get not only the best in merchandise, but also to attain the highest standards of service, Mr. Cromer and Mr. Cassel recently acquired the services of Charles Franklin Jones as general manager of their mammoth new store. As such he will direct every phase of the activities involved in the conduct of the big store's tremendous volume of business.

That Cromer-Cassel's is fortunate in having the services of this veteran of the merchandising field is indicated by the facts of his career, which has been uniformly successful in his various connections with some of the leading mercantile establishments of the country.

Among the prominent firms with which Mr. Jones has been identified in the past are the Simpson Crawford Company, New York, and the Shepard Norwell Company, Boston, of which he was general manager at one time. For a number of years he was an executive in the chain of stores owned and operated by Lord & Taylor and James McCreevy & Company of New York. He was also president and general manager of Chapman & Company of Brooklyn, and of the Fair, Cincinnati, both leading stores in their respective cities.

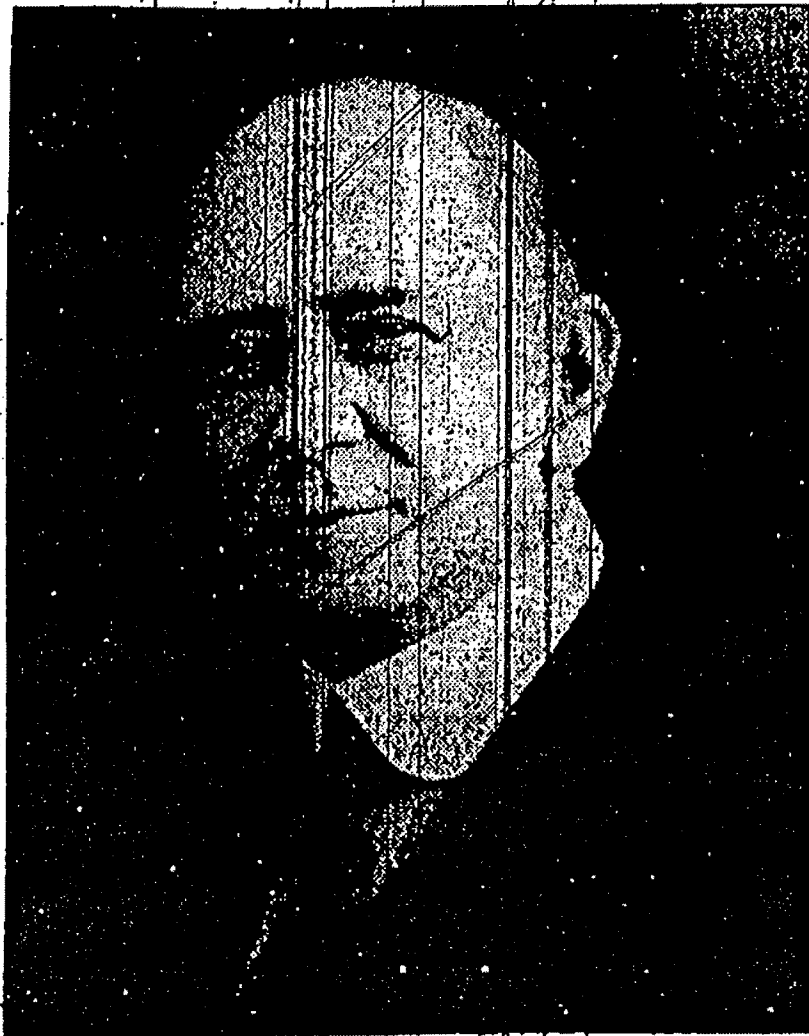
DURING the past two years before coming to Cromer-Cassel's, Mr. Jones was the New York representative for several hundred of the largest stores in the United States, Canada and England, giving them service and reports on all the new ideas on merchandise and store management adopted by the leading stores in New York City. In this connection, he published for his clients a weekly news letter called, "Seeing New York for Retailers," which is said to have had the largest circulation of any similar publication in the United States.

Although Mr. Jones has spent the greater part of his business life in the North, he is a Southerner, having been born and reared in Louisville, Ky. His father at that time was among the leading merchants in the South. He is related on his father's side to Gen. Robert E. Lee and on his mother's side to Jefferson Davis. During the World War Mr. Jones was a "Dollar-a-Year" man for the government, operating directly through the public speakers division by special appointment of the late President Wilson.

Mr. Jones is an enthusiastic believer in the future of Miami. Within the past year or more he has visited practically every large city in the country, and said he has not found one that can compare with Miami in many ways. He brings to Cromer-Cassel's a wealth of experience and a reputation for business sagacity.

MERCHANDISE COUNSELLORS.  
The four divisional-merchandise

## GENERAL MANAGER CROMER-CASSEL'S



Charles Franklin Jones, of Southern experience, with many years of experience in association with large merchandising institutions of New York, Boston and other cities, is directing head of all Cromer-Cassel store activities. He is nationally recognized in department store merchandising circles as an authority on merchandising methods.

### CAST STONE FIRM HAS BUSY PLANT

Former Minneapolis Man Establishes New Industry Here.

C. O. Peterson, formerly in business of a similar nature in Minneapolis, Minn., came to Miami last August, bringing with him a force of approximately 100 men, to establish here a building industry known as the cast stone business. In association with his father, C. C. Peterson, who has been in business in Minneapolis for 40 years, they had successfully conducted a similar business there.

To meet the growing demand at that time for cast stone decorative interiors for homes and office buildings it was decided to erect a plant and office in the southwest section, which was done at 1735 S. W. Sixth

street. Owing to the scarcity of labor in Miami at that period, Mr. Peterson had thought it advisable to bring in his own labor. As a result, perhaps 10 families became permanent residents of Miami including Mr. Peterson's own. He now resides at 2377 S. W. Twenty-sixth street.

Among the unique cast stone work done by his firm, is that in the complete bungalow on the sixth floor of the new Cromer-Cassel building. Other structures in which the cast stone work and plastering has been furnished from the Peterson plant are the B. H. Kress store, the Realty Board building, Golf Park Country Club, Bank of Hay Biscayne and many homes throughout the Miami area, including 20 residences in the Coral Gables section.

Cast stone is furnished and manufactured by the Peterson plant in all colorings and contributes much to the desired Spanish atmosphere so popular here.

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### CONGRATULATIONS

*Charles Cassel*

**CONTRACT COMPLETED****DIRECTOR OF MERCHANDISE DISPLAYS****Electrical Firm Installs Equipment In Cromer-Cassel Store Building.**

IN THE Cromer-Cassel building the electrical equipment and appliances, in the main, were furnished and installed by the Dade Electric Company, and it is with pardonable pride they refer to this achievement as a fitting answer to their slogan, "We sell satisfaction in conjunction with dependable service."

The Dade Electric Company is numbered among the oldest in Miami, having been in business since 1916.

In November, 1922, Raymond L. Williams became proprietor and under his guidance the firm has expanded and prospered. It now operates two stores at 224 N. Miami avenue. Assisting Mr. Williams in the executive and operating departments is O. M. McDaniels, auditor; C. M. Seiffert, general construction manager; W. H. McArthur, sales manager, and W. F. Dalls, general foreman. This firm has an average payroll of 60 employees, and maintains a fleet of motor trucks. It does a general electrical contracting and merchandising business and says no job is too small, too large or too complicated. It is agent for Zerzone electric refrigerators, Phanstiel and Fada radios, L. & H. electric ranges, L. L. G. ventilating equipment, Rawson & Evans "Edgeglow" electric signs, and sells General Electric motors and assorted electrical merchandise.

As an evidence of the steady growth of this concern, according to Mr. Williams, in 1922 it did a \$50,000 business, and in 1925 it had grown to \$250,000, and the volume has increased so far for 1926. This company has just completed what is reputed to be the largest installation of underground equipment in the state of Florida, at Natona Manors in the southwest section of the Miami district. Here all phone, light and heating conductors are underground, and no poles visible. The Dade Electric Company holds membership in the Electrical Contractors Association, and the Association of Electricians International.



William R. Chandler, formerly advertising manager for Cromer-Cassel's, will supervise all merchandise displays in the new store. He is thoroughly conversant with the art, having won many honors in this field.

*"Catering to Those Who Care"*

TO

DANIEL CROMER

# WORLD MARKET TAPPED

*Cromer-Cassel's Merchandise Manager In Constant Contact With Principal Sources From Which Department Store Commodities Come In Steady Stream To All Counters.*

**S**AMUEL SILVERSTEIN is the merchandise manager for Cromer-Cassel's, an influential and responsible position he achieved entirely within the firm itself, by reason of the precept of its owners and an inherent ambition and talent which they inspired. Mr. Silverstein came to the firm during its first days of expansion, intending to keep its books. Apparently that occupation offered an insufficient field for his activities, for he began a growing interest in every phase and angle of the store and its business, absorbing and learning without any particular effort by campaign. Until today he finds himself with the executive a heart of the concern lying in his hands.

The story of tremendous merchandising operations as he tells it assumes the interesting tinge of a tale of adventure. Applied, as his tale is, to the firm of Cromer-Cassel's, it is especially romantic for he speaks

from the literal frontier of the jungle, though firmly and comfortably located in a shop of Fifth avenue contours and luxury. Arresting statistics fall from his lips, little stories that tell of the passing of another day point his history. Today he assumes the final responsibility for the purchases of some 40 buyers, each of them an expert.

Today the tremendous buying capital of the store passes through his hands, and he must be thoroughly conversant with the contemporary condition of each of the 70-odd departments, so that the operations of their buyers will be comprehensible to him, that he may approve or disapprove.

**C**OMING farther back in the history of Cromer-Cassel's as Mr. Silverstein has inquired into it, he finds a vivid picture of contrasts, bridged by an unbelievably short space of time to accomplish the transition. Today Cromer-Cassel's offers to the cosmopolitan who makes up the

Miami of today a stock as fine and as comprehensive as any he has ever met in his travels.

The firm, in other words, continues as it has always done, to carry what the public needs, and the man who is most directly responsible for buying merchandise for that need learned his job on the home ground during the stimulating years of rapid transition. Mr. Silverstein must have a technical knowledge of the whole list of merchandise, so that he may watch both foreign and domestic markets, and buy at those times and prices that will be to the greatest advantage of the firm, which retails its advantages by buying to its customers. The firm of Cromer-Cassel maintains a New York representative who keeps the firm's local buyers informed to the last fluctuation of the market. Representatives in Germany, Belgium, England, Italy, Austria and Ireland send the same life news from foreign markets, with the result that the Miami public gets its importations through Cromer-Cassel's at a price that is reasonable, since the firm by direct buying has cut the middleman's profit which would go to an importing house. The merchandise sources of the world's best markets are known to the merchandise manager, and are current events which affect them.

played in the history of the firm. Captain Hunter and his staff, including the important members of the staff, such as Cassel's, draperie, Mr. H. and land and sea's for expert party. de time with the firm, T ried but contract placing apartm ho

CROMER-CASSELL'S MAGNIFICENT MERCHANDISE ESTABLISHMENT NO

well as otherwise impressive. The basement and mezzanine floors, in addition to the seven already mentioned, give the building a height of practically nine stories.

First story above the basement a clear height of 21 feet is paneled in plaster and has octagonal in shape capitals. The strong composition makes a sense of a rich double flight to stairways basement flat. At the front of iron balcony and bronze. On the private and heads of as working is and imbricate. Here also offices. The building is a mason tube system and while an phon fabrically construction and automatic. In case of speed latest type automatic the step- and signal- two large ing income- going delivery Florida convenient modern escalators first to the from the

THE sixth floor of the Cromer-Cassel store embodies a very unique feature in department store construction in the South in that there is built into the walls and floor-ink of the building a model bungalow of the Spanish type and of five full-sized rooms. This bungalow is completely furnished and will be maintained as a permanent model home exhibit.

On the seventh floor are to be found the stock rooms and employe rest and recreation rooms, as well as a complete hospital for employe with a nurse in constant attendance and many other facilities for the benefit of the store employe. Surrounding the seventh floor is a large penthouse, for the elevator machinery, this and the elevator shafts being the most costly part being the one objective.

Another modern feature introduced in the Cromer-Cassel store for the first time in Florida, it is believed, is the chute system of waste disposal with an entrance to the chute from every floor. This waste descends through the chute to a large receptacle in the basement, from which it is transferred to a built-in incinerator, making it unnecessary to leave the building. A feature designed to add greatly to the speed of the store service is the installation of a large parcel conveyor system which traverses the entire height of the building. Two chutes, one for advertising merchandise from the stock rooms to the various departments and another to convey the customer's parcels to the delivery department and another to final plans of the architect making provision for this feature and the many others that make the new Cromer-Cassel store outstanding. Drinking fountains on every floor, with automatically cooled water, are another convenience.

THE display windows of the new Cromer-Cassel Store are in themselves a demonstration of mechanical ingenuity in modern construction work. The windows extend along the entire length of the building, both First street and Miami avenue, and are of ornamental iron finished in artistic antique bronze. The backs of the windows are of imported Caen stone, the flooring being of walnut of an attractive hue and pattern. The show win lighting will be accomplished by both overhead reflectors and foot-light type reflectors at the base of the windows. The footlight type reflectors are of solid bronze. With an internationally-known lighting expert in the person of William R. Chandler to supervise all displays, the Cromer-Cassel windows undoubtedly will be the mecca for thousands of "window shoppers" daily, and be the medium through which other thousands of actual and potential buyers will be attracted to the interior of the "most beautiful store in the South."

The case of tens of thousands of recent Miamians and of other thousands of visitors will be attracted to the Cromer-Cassel Store in the future through the animated electric light sign that will hang seven stories high above the street pavement at the corner of N. W. First street and N. Miami avenue. The sign, supported by iron-channels and projections from the wall of the building, is the largest being in the South, it is believed, it measures 34 feet in height, eight feet in width and is about one foot thick. Double channelled-iron beams bolted on to the steel framework of the building hold the sign in place.

Miami Herald, May 28, 1926 p. 1-B

SILVER ANNIVERSARY  
EDITION

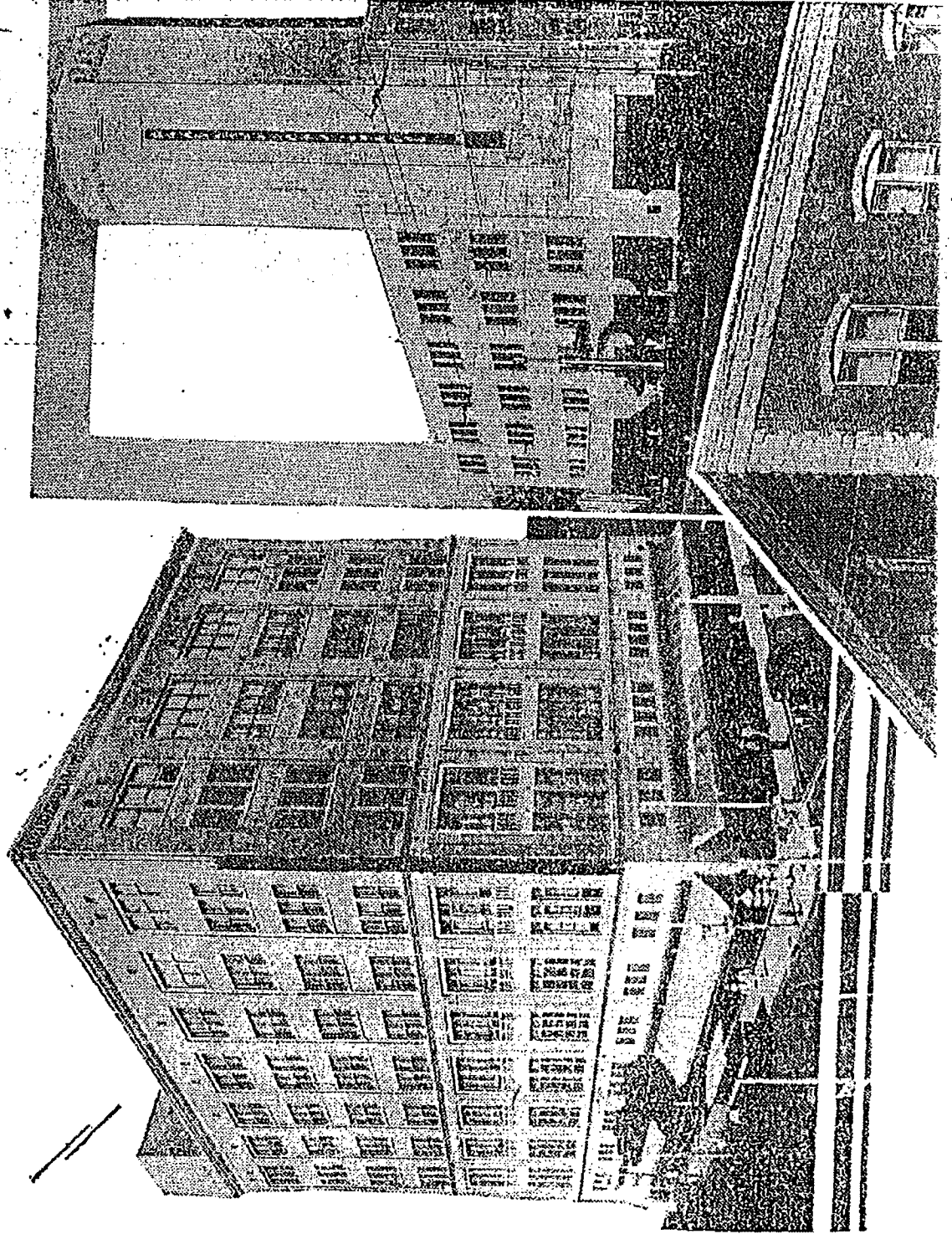
# The **Miami**

FLORIDA'S MOST IMPORTANT

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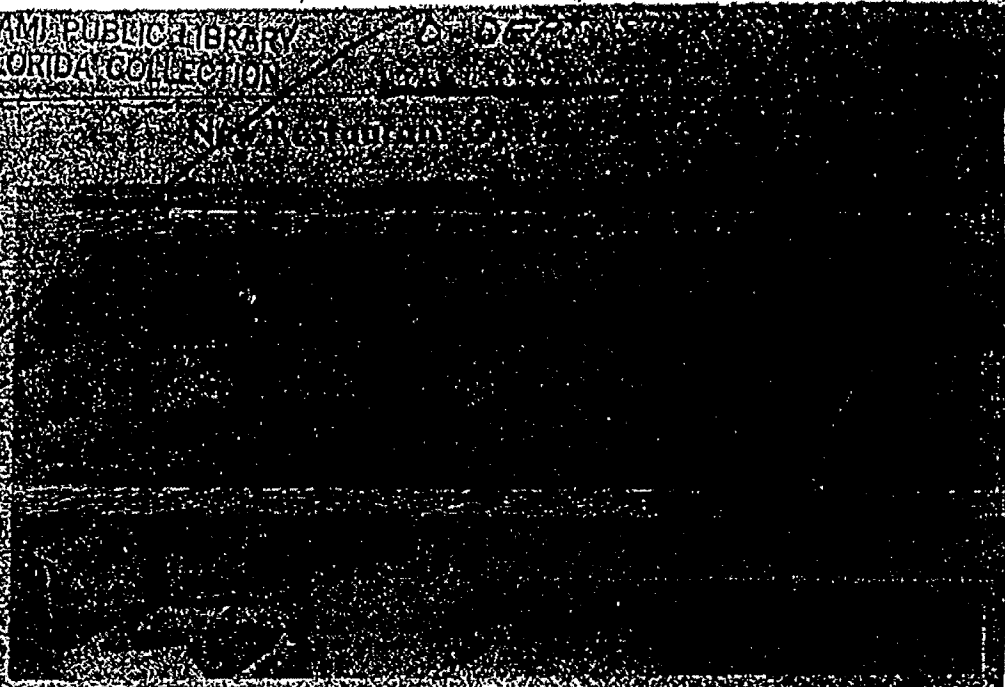
## Miami Department Stores Centers

Center of  
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# Mark Store Restaurant Opening Set

The new restaurant at the Mark store is opening today. The main entrance of the Mark store is on the corner of First and Duval streets. The new restaurant is located on the second floor of the building. The restaurant is a modern and comfortable place. The walls are painted in a light color. The floors are of marble. The furniture is modern and comfortable. The kitchen is equipped with modern appliances. The staff is friendly and efficient. The restaurant is open from 10:30 a. m. to 10:00 p. m. The menu is extensive and includes a variety of dishes. The restaurant is a great place to eat and relax.



Above is shown part of the new restaurant opening today at the Mark store. Lemon yellow and turquoise blue are the colors used.

**Big Expansion Projected By Richards**

Richards yesterday unveiled a \$1,500,000 post-war expansion program calling for modernization of its present building and for erection of an additional building on recently acquired N. E. First-street property.

When the modernization program is completed, according to C. Gordon Anderson, president and general manager, the building, with its 250,000 square feet of space, will make Richards one of the largest department store structures in the South.

Recently Rich-

# Miami Gets Richards Store When Scion Of Gimbles Passes Up Famous Name

## SUIT A GABLE

### Absentee Fight In Rinel

Two candle Coral Gables State Supreme day, challenge Rinehart, Jr., commissioner. Chief Justice derided Rinehart warrahto suit of absentee by Joe E. W. Bell. anti-ad dates.

The two par most votes we terms and the elected for tw W. Keith P led the June plus 118 abse of 882. Rinehart a commission tees in a total Chang Whitley pol for an 838 t. Given 64 abse count. Thro would give th 765; Phillips hart, 733.

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Whitley cla titled to a fou said he was d. Notice of the had been serve hart. After a Circuit court c ing of ballots. recently reo. pointed city o'

## Merchandise Prince Wants To Pioneer On Own Account In Department Store Field

Backed by one of the greatest names in the mercantile history of America, surrounded by tradition and wealth, Col. Richard Gimble, for the past six months president of the Mark Store, has turned back the pages of time for 98 years to step into the boots of his grandfather, Adam Gimble, pioneer merchant prince.

Believing in himself as did Adam Gimble in 1842 when he walked from New Orleans to Vincennes, Ind., to open the first Gimble store in America, Richard Gimble is going to start from scratch.

Renaming the Mark Store as Richards, Colonel Gimble has chosen to do so because, as he puts it, "I don't want to appear as trading on the name." The name that he could have used in dropping that of the Mark Store, stands for all that is traditional in department store merchandising. The name itself could sweep away barriers, could smooth the way, but, like Adam, this one saw more glory and more success in pioneering, in blazing his own trail and in achieving success or failure by virtue of his own genius rather than through the link of family and name.

Made World Study Colonel Gimble graduated from Yale in 1920, made a trip around the world and studied department stores in every country he could reach. When he came back he stepped into the Gimble Brothers Corporation as one of the executive cogs. He served as vice president, secretary, treasurer. He built a \$10,000,000 store in Philadelphia, perhaps the largest in the world, ran it for seven years and then stepped down because he wanted to



COLONEL GIMBLE believes in himself.

be more like Adam Gimble the pioneer.

He found in Miami the setting for his experiment. He studied the situation for six months while he served as president of the Mark Store, and then he decided upon his venture in the same manner that his grandparent did 98 years before. In 1842 Adam Gimble left Germany in a sailing vessel. He passed down the Florida Coast and on to New Orleans. He looked about him, listened to tales of the new country to the north, and one morning set out on foot on a six months' journey that ended in founding the House of Gimble.

Colonel Gimble set out six months ago in an airplane from Philadelphia, piloting the plane himself

he landed in Miami twelve hours later. But the trip, it seems, was no less momentous than was that of his grandfather, for it too may end in setting up a new mercantile dynasty.

Chose Miami For Venture He chose Miami for his venture into the mercantile field, says the great name of Gimble, because, he said, he saw in this community the need for the kind of merchandise and service he wanted to give.

When not the merchant prince Richard Gimble turns to three hobbies. His wife and five children which is hobby No. 1; aviation and book collecting. He has had a private pilot's license for three years and does a great deal of flying. He has what many call the greatest collection of the works of Edgar Allan Poe now in existence. He bought the famous Poe home in Philadelphia, created the Richard Gimble Foundation for Literary Research and established the Poe home as a museum and there placed his collection of Poe's works, manuscripts and portraits. It cost him \$1,000,000.

He also has a huge collection of works of Charles Dickens and Thomas Payne. But these he has never opened to the public. His latest find in the literary field was a hitherto unknown story by Poe. He discovered it something over a year ago and has had it privately printed.

Passing of the Mark Store to that of Richards writes another chapter in the interesting record of this corner of North Miami avenue and First street. Occupied first by The New York Store which was housed in a one story building, the site was chosen for the present structure in 1928 and was built by Daniel Cromer and Irvin M. Cassel, who were owners of The New York Store. Under the name Cromer and Cassel the store operated until The Mark Store Company took over with Mark Max at its head.

## Refund Check Brings Sorrow To One Miami Householder

A \$200 electricity refund came as a catastrophe rather than as a source of rejoicing to the household of James J. Moore at 940 S. W.

## DIVORCE NO EXCUSE FOR GETTING DRUNK

The revelation that the defendant had received a divorce shortly before arrest on an intoxication charge, failed in City

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**DEATHS**

**Col. Richard Gimbel, 71,  
Founded Richards Stores**

NEW YORK — (UPI) — Col. Richard Gimbel, one of the founders of the Gimbel's Department Stores, died Wednesday near Munich, Germany, a family spokesman said.

Gimbel, 71, was with his wife on a European tour with the Groulier Club when he suffered a heart attack earlier this week, the spokesman said. Gimbel, who had a history of heart trouble, was reported recovering, but his condition deteriorated.

A son, Roger, Gimbel of Roger Gimbel Enterprises, a television production company, flew to Munich Wednesday to return the body to Philadelphia.

GIMBEL resigned as vice president of Gimbel Brothers, the department store firm, in



**Col. Gimbel**  
noted collector

1935, and moved to Florida, where he began a second chain, the Richard's Stores. In 1942, he joined the Army Air Corps, where he remained until 1951, reaching the rank of full colonel. In

that year, he accepted a professorship in air sciences and tactics at Yale University, where he was graduated Phi Beta Kappa in 1920.

In 1953, he became an adviser in aerospace literature at Yale, a position he held until his death.

A NOTED collector of the works of Edgar Allen Poe, Charles Dickens and Thomas Paine, Gimbel bought Poe's old home, restored it and gave it to the city of Philadelphia as a landmark.

He maintained homes in Philadelphia, New Haven, Conn., and Bald Mountain, Maine.

He is survived by his wife, the former Julia Millhiser; a sister, Mrs. Thomas Graham, of Philadelphia, seven children and 20 grandchildren.



**Carlile Reid**  
retired officer

**Realtor**

**Carlile**

**Reid, 77**

Carlile (Pete) Reid, a naval commander who became a Surfside Realtor upon his retirement in 1946, died Wednesday during his sleep. Carlile Reid was 77 and lived at 916 Surfside Blvd.

He had been a naval officer for 36 years, serving in Panama, China, the Far East and the Pacific. He was associated with the Marion Buller Realty Co., Surfside.

Cmdr. Reid was a 32nd Degree Mason and belonged to the York Rite and Mahl Shrine Temple. He also belonged to the Indian Creek Country Club, Jockey Club and Retired Naval Officers' Association.

A native of Chattanooga, Tenn., Cmdr. Reid attended McCauley Military School there and later went to Cornell Preparatory School in Ithaca, N.Y.

Surviving is his wife, Gertrude. Friends may call from 6 p.m. to 9 p.m. today at the Walsh and Wood Funeral Home. Services will be held there at 2 p.m. Saturday.

Mrs. Reid has requested flowers be replaced with memorial contributions to the Veterans Hospital of Miami.

**C. L. Macurda, 86,  
Broker, 71**

Lawrence Macurda, 86, an account executive for Harros, Lane and Deam Inc., a brokerage house with offices in the Dupont Plaza, died Tuesday in South Miami Hospital. He had been in a coma due to internal bleeding from an undetermined cause since Monday.

Regarded as a skillful appraiser of public companies, Mr. Macurda had more than 40 years' experience in the brokerage business, dating with his graduation from Boston University and the Harvard Business School. He was born in Wiscasset, Maine.

Until he went with Harros, Lane and Deam three years ago, Mr. Macurda had been a trader, specializing in whole sale exchanges of securities between investment houses. Earlier, he had been with Prudential Investments.

Mr. Macurda, a Miamian since 1940, lived at 4039 Knosmada Ave., Coconut Grove.

**Mrs. Grace E.**

**A Miamian 6**

Services for Mrs. Grace E. Combs for 65 years and a retired secretary will be held at 2 p.m. Friday in the Combs

Mrs. Combs, who was 85, died in Ohio, where she was visiting a daughter. She made her home here with a son, Florida Blvd.

Though born near Philadelphia, a native Floridian. Her family moved to Miami after she was born.

She was married to Joseph J. Combs and with the Combs Funeral Home.

For many years Mrs. Combs was brother, the late W. P. Eavenson, with Linen Supply and the Florida Linen Supply.

She also was active in the Tarble Church and Grace Methodist Church.

Surviving, in addition to her daughter, son, Harvey J., of Miami; two more daughters, Fay Pickett, of Miami; and Mrs. Dorcas Pickett, of Miami, Fla., 10 grandchildren and 13 great-grandchildren.

Friends may call at the funeral home today.

**Breeder Arch DeGeer, 72**

Services for Arch DeGeer, breeder and father of greyhounds for 50 years, will be held at 11:30 a.m. Friday in the Van Orsdel Gratigny Road Chapel.

Mr. DeGeer, 72, died of a heart attack Tuesday in North Miami Beach Osteopathic Hospital. His home and kennels were at 3395 NW 191st St.

Owner of his first greyhound at age seven, Mr. DeGeer had a lifelong affection for dogs bred on the jack-rabbit racing plains of his native Kansas.

Using his home in Coffeyville as a base, he bred, raised and raced his animals throughout the nation, but always wintered in Florida.

His dogs were in the first greyhound races at the old Hialeah track in 1922.

**Mr. Ballard,  
In Executive**

**For Grocers**

Howard R. Ballard, a sales executive for 40 years with Clark and Lewis, institution-



**Mr. DeGeer**  
started at 7

In 1945, he established a permanent home here.

Among Mr. DeGeer's top racers was Jessie Nell, winner of the Gold Collar Stake at the Miami Beach Kennel Club in 1965 and the winner of three major state races. The Tex-Rickard Memorial, the O. P. Smith, and the Au Revoir.

Another was Golden Sahara, a male imported from England in 1930, who was named to the Greyhound Hall of Fame in 1965.

There was no infallible formula, Mr. DeGeer believed, for producing a winning dog, but his first emphasis was on breeding.

A LADY was a lady, whether dog or human, Mr. DeGeer was convinced.

"You get a good female dog," Mr. DeGeer said positively, "and she's just as good as any male. But they just won't stand being knocked around. One gets hit going into a turn, she'll start backing up."

"Lots of male dogs are that way, too," he added. "But all females are like that — dogs and people both."

Surviving Mr. DeGeer, in addition to his wife, are a brother, Victor, of Tulsa, Okla., and a sister, Mrs. Zela Summer, of Albuquerque, N.M.

**Today's Horoscope**



**Deaths Elsew**

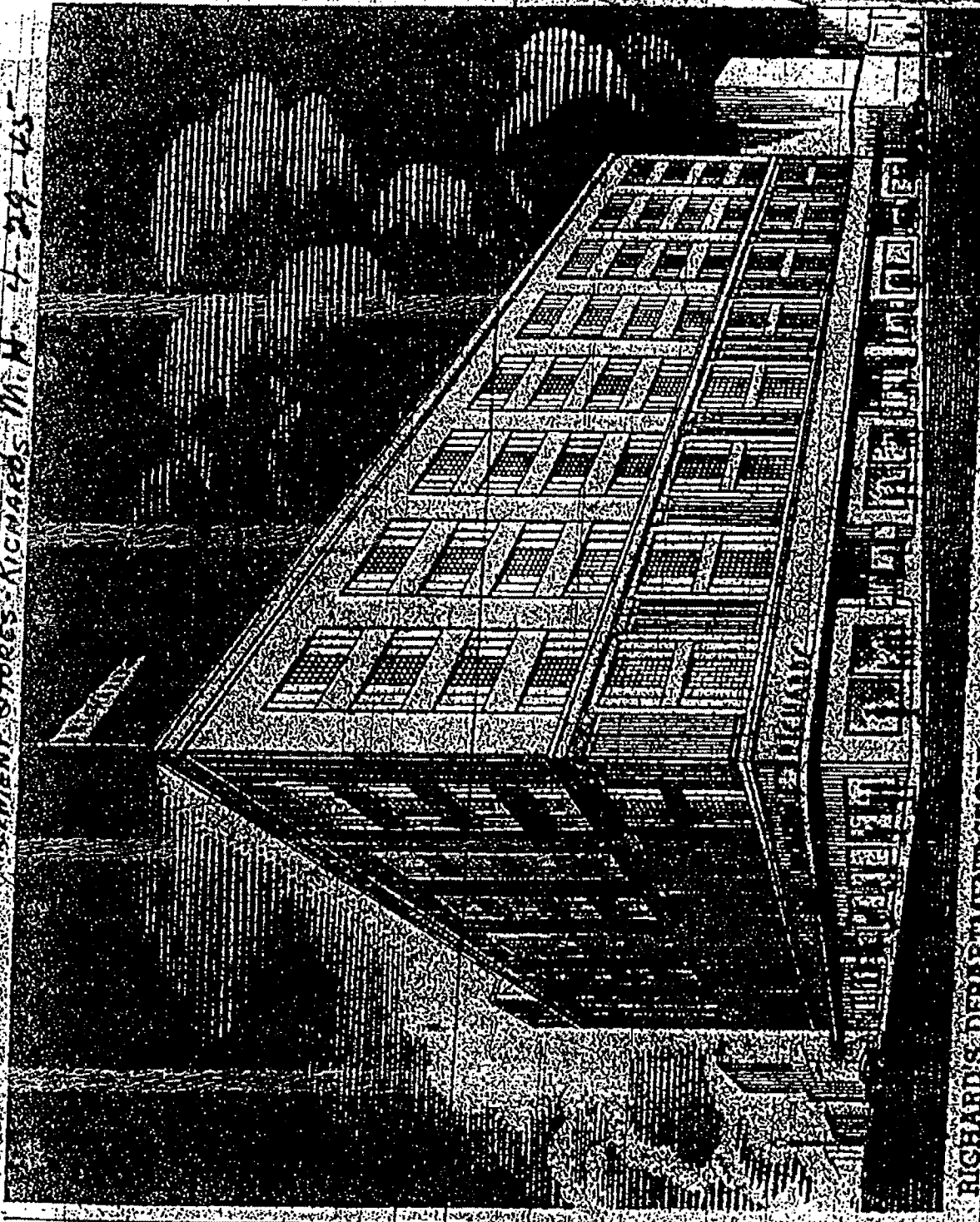
Dr. Joseph P. ... and Science and a noted ecologist, searcher, near Tel Aviv. Since his death, he had been developing a theory in the desert when Israel...

Miami Department Stores Richards N. E. 1st St. 1925

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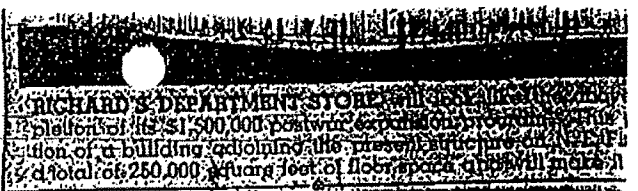
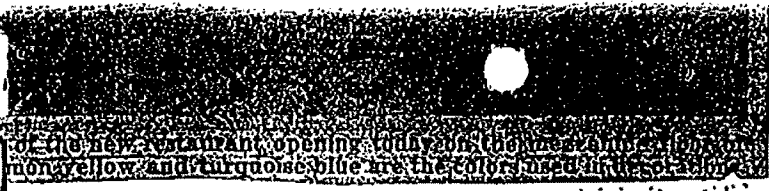
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RICHARD'S DEPARTMENT STORE will look like the above architect's sketch upon completion of its \$1,500,000 postwar expansion program. This program calls for the construction of a building adjoining the present structure on N. E. First st., which will give the store a total of 250,000 square feet of floor space and will make it one of the largest in the South.

# Big Building



of the new expansion program. A study of the colors of the new yellow and turquoise blue are the colors used in the store.

RICHARDS DEPARTMENT STORE... \$1,500,000... building... 250,000 square feet of floor space...

# Big Expansion Projected By Richards

Richards yesterday unveiled a \$1,500,000 postwar expansion program calling for modernization of its present building and for erection of an additional building on recently acquired N. E. First street property.

When the modernization program is completed, according to C. Gordon Anderson, president and general manager, the building, with its 250,000 square feet of space, will make Richard's one of the largest department store structures in the South.

Recently Richard's acquired the alley directly east of its present building.

Anderson and, in addition, obtained through a 99-year lease the Havlin building, which adjoins the alley.

Anderson said the building will have a frontage of 200 feet on N. E. First st. and 150 feet on N. E. First ave. He added that the new portion of the store will be set back approximately five feet to conform with the present building, thereby adding to the width of N. E. First st.

The store's postwar program calls for the latest model silent

# Big Building Plan Unveiled By Richards

Continued From Page 1

four-foot up and down escalators, and that the building will be air-conditioned throughout. It also will be refitted from top to bottom with the most modern type of department store fixtures, many of which Anderson said will be especially designed for the purpose of making complete units unique in department stores will be a feature of the new Richards, he added.

Anderson explained further that a new and modern type of cold fluorescent lighting will be used throughout the new store and a new color technique called "printing with light" will be extensively used.

## STORE GROWING

In commenting upon his plans, Anderson said that the growth of Richards during the past three years—according to Federal Reserve Bank figures—has been faster than that of any other Miami department store, and that it is necessary in order to continue this growth that the physical size of the building be greatly increased. He added that many new departments and services not now offered by Richards will be available by the new building.

Anderson said it was his plan to begin construction of the new building at the earliest possible moment, and when started it will be pushed rapidly to completion.

The Havlin building was leased from Rosa Cromer, Ella Cromer Potter and Isadora Cohen. The transaction was handled through the office of Oscar E. Dooley, Jr.

After 10 years with Burdine's as publicity director and later general sales manager and divisional merchandise manager, Anderson resigned to become president and general manager of the George B. Peck Co. department store in Kansas City. In June, 1941, he was elected president and general manager of Richards, and officially took charge of the store on Aug. 1, 1941.

## CIVIC WORKER

Anderson is now serving his second consecutive term as president of the retail merchants' division of the Miami Chamber of Commerce.

He is serving his second term as chairman of the Dade County Chapter, American Red Cross, and is a member of the board of directors of the Miami Chamber of Commerce, and a member of the executive committee of the Community War Chest. Other civic organizations in which he is active include the President's Round Table.

11/4/51

# CONSTRUCTION OF RICHARDS STORE

and that pension plans have saved more than 300 per cent the same time the association closed its day fall meeting yesterday noon.

## Nega Fraternity Hear Speaker

The Omega Psi Phi fraternity begins its achievement with a public meeting at 7 p.m. Nov. 11 in Mount Baptist church. Principal speaker will be Dr. M. Nabritt, Jr., secretary of Howard university and professor of law. The annual fellowship banquet of the Negro group will be held at 30 p.m. Monday, Nov. 12. The banquet is open to the public. G. W. Hawkins, business manager of the local chapter, Sigma Alpha Epsilon, announced that the organization's grand convolve will be here in December. Nabritt, a practicing attorney, was instrumental in the organization of the United Port Service Employees of America and was the first to inaugurate a course in rights in an American law school.

## Broadcasters Ask Ruling On Law

PETERSBURG, Nov. 3 (AP)—Florida broadcasters asked for an official ruling today to comply with the new law on expenditures law they described as "confusing." Florida Association of Broadcasters said in a resolution cannot determine how to comply with it and at the same time comply with the federal and regulations governing broadcast practices. The association, comprised of radio and television broadcast stations, asked Attorney General Ervin to give a ruling. The Hill of station WORZ in Orlando was elected a director. He succeeded Bob Venn, former WMIE at Miami.

## Members To Report Membership Drive

The 12-day membership campaign of the Miami Chamber of Commerce announced at a breakfast 8 a.m. tomorrow at the hotel. The H. F. Meyer, president, said it is expected that the goal of 300 new members will be reached. A report for the first five days of the campaign showed that 102 members had been recruited.

Forcing an artificial rock bed between rock layers under the foundation was one of the unique structural engineering problems which confronted Jorgensen and Schreffler in the construction of Richards' new store.

In discussing this problem and its solution, Otto F. Jorgensen pointed out that "contrary to common belief, the rock encountered in most of the Miami area does not go all the way down to China but is a relatively thin layer of varying hardness. The thickness varies, too." Under this strata of rock, Jorgensen continued, "we usually find a very fine sand somewhat similar to quicksand, and finally, down about 45 feet or more, we find a rather substantial strata of hard rock."

THROUGHOUT THE county where sand is being pumped from pits, Jorgensen said, "what they are really doing is stealing sand from the surrounding territory; the sand, that is, between each strata of rock." "In the case of the Richards addition we encountered, just these conditions. "With all this in mind, we made some extensive investigations before the Richards building addition was started. We found what we more or less expected: that the rock strata was only about 15 feet thick. As a matter of fact, by our inquiries we found that during the construction of the original building they went through the rock strata at the elevator pit and

that this part of the old building was sitting on piles.

"SO, IN THE first place, the basement which was wanted was ruled out; in the second place, it was felt necessary to reinforce the foundation in order to be sure that the thousands of tons of terra-cotta making the new Richards had safe support.

"In order to do this, it was necessary to "create" new rock; somehow or other to get cement down under the rock into the sand; so that the two elements, together, would form a new strata of approximately the same strength as the original rock. In addition, the thin layer of porous rock was permeated with the same cement in order to give it more resistance to "shear."

"With the diamond drills a hole was cut through the three-foot-thick footing, and an inch and a half pipe was inserted. We then drove a half-inch pipe in each corner of the footing so that when the cement was forced through the larger hole we could watch the path it travelled through the smaller holes. It is very important in this type of operation that the cement be evenly distributed. Therefore, when it was found that the cement all went in one direction, we had to stop operations for a while in order to allow the cement to set. It was necessary then to repeat the performance several times so that we could be sure to get the proper penetration in all directions.

TWO BIG BARRETS were set on a 20-foot scaffold on the Miami ave. side. They were hooked in tandem; so that when one was empty the other could be turned on by the flick of a wrist. It was most important that the flow be kept continuous so that the cement could have no chance to set up until we wanted it to.

The 20-foot scaffold, plus the 10 feet down to the old basement, gave us a 30-foot head. In addition to this we had a compressor hooked up behind to give more pressure if necessary. A mixture of two sacks of cement to approximately 50 gallons of water was used in order to make it flow freely, and the mixture was continually stirred with a pipe attached to the air compressor. The cement, therefore, would not sink to the bottom but would be kept in continual suspension.

"OCCASIONALLY WE ran into a strata of sand below the rock, fine as powdered sugar. We then had to use over 100 pounds of air pressure to force the mixture through. "That was when we had to use extreme caution because 100 pounds per square inch is the same as 14,000 pounds per square foot. That much pressure could have lifted the column under which we were working. "Jack Watson was the Gunite contractor. Most of the work had to be done at night, and how he stood up under the strain I don't know—but he certainly did a fine job."

**ON THE POSITIVE SIDE OF MENTAL HEALTH**

*Miami Sanatorium*

MENTAL HEALTH, the nation's No. 1 problem. The American Medical Association's report reveals that 55.3% of all beds in registered hospitals for year 1950 were occupied by mental patients.

ALCOHOL AND DRUG HABITS TREATED WITH GRADUAL REDUCTION METHOD

MIAMI SANATORIUM serves all Florida and the Federal Agencies  
Rates are flexible, write for mental-health literature

**MIAMI SANATORIUM**  
NORTH MIAMI AVENUE AT 79th ST. MIAMI 38, FLORIDA

Advertisement for a shop: "The Trousseau Shop here in New York Shop."

RICHARDS

RICHARDS MIAMI

W. W. RICHARDS  
1101 MIAMI AVENUE  
MIAMI, FLA.

RICHARDS

# GRAND Opening Sale!

Starts Tomorrow Morning At 9:

Six Great Thrill-Jammed, Value-Packed Days! We promise you South Florida never seen anything like it! Every single item has been carefully chosen from list of favorite nationally famous names at some earlier time of year. At Richards year after year. So don't miss this Grand Opening Sale! prices that in many instances you actually will save money. You can make a date, set the alarm, be there when the doors open tomorrow morning, and share in the excitement of a new year's start in South Florida.

Open Monday Night

60 and 100  
Escarpments  
60 and 100

Modern Fixtures  
and Cases Make  
Selection Easier

Wide  
Aisles Permit  
You to Shop  
Comfortably

Save in a Million  
on a Million

**TO THE MILITARY**

willing to guarantee "foolproof" controls on atomic and all other armaments. The new proposals were worked out in a year of intense study on disarmament by American and other UN experts.

NEW YORK, Nov. 3 (UP) — Maj. Gen. Lewis B. Hershey, selective service director, said today that in 18 months "we are going to have to look around" for men to fill draft quotas. "Our surplus isn't quite all gone but it's going," he said. Hershey spoke at a convention of the educational testing service, which has been conducting examinations for youths seeking draft deferment to attend college.

A major part of the plan, officials indicated, would be a call for drastic curbs on armaments, including atomic and other weapons. It would provide for international safeguards to make sure that all nations would observe the rules.

Maj. Roland L. Urquhart, Jr., of West Warwick, R. I., the pilot, greeted his wife and three children. "I have been up a long time."

Co-pilot Capt. John Moser of San Jose, Calif., and the other 13 men aboard echoed the sentiments. All were disappointed over not being able to make the flight without stopping.

The giant plane has been in the Far East theater for the past three months for a series of combat suitability tests.

in some sections of the Several highways were closed by blowing snow in Iowa.

Snow also fell in Michigan and Illinois. The wild weather cut size of the crowds at stadia in the storm. Scores of high school

**New Richards' Opening Is Set For Tomorrow**

The "New Richards" will open tomorrow. The department store, long a major Miami business, will celebrate completion of a new addition increasing its sales space by 60 per cent.

The addition to the store, running seven stories part of the way and four stories the rest, has been completed on the NE 1st st. side to join the old building, which stands at the corner of N. Miami ave. and First.

The total store area in the combined buildings has been increased to feet, the new building adding 68,830 feet.

THE MOST MODERN type of escalator has been installed to the sixth floor of the corner building. New store fronts and

president, D. Lowenstein & Bros. co., Memphis, Tenn.; Ralph Goldsmith, president, Lansburgh Bros., Washington, D.C.; Harry V. Schacter, president, Kaufman-Straus co., Louisville, Ky.; Robert Jenista, store manager, Lit Bros., Philadelphia, and Mrs. Jenista; Allan Intrilligator, vice president, City Stores co., New York; Bi B. Zients, merchandise manager, hard lines division, City Stores Mercantile co., New York, and T. F. O'Donnell, merchandise manager, soft lines division, City Stores Mercantile co., New York.

Additional stories and pictures of the Richards store on pages 14-15A.

OTHER VISITORS are Frank Schwalbe, Florida National Bank, Jacksonville; Dallas L. Hostetter, executive director, Florida State Retailers' assn., Orlando; J. A. Waterman, Maas Bros., Tampa; R. R. Guthrie, Maas Bros., St. Petersburg; H. C. Pearson, district manager, Alexander Smith, inc., Atlanta; Mr. and Mrs. Harry Doniger, McGregor's Sportswear, New York; William Stein, A. Stein & Co., New York; Joseph Rabinovich, Harry Saltzer and George Luhman of the New York millinery firm of Ogus, Rabinovich and Ogus; Sidney Seligman and E. K. Latz, New York.

canopy have been added to the old building. All windows have been eliminate above the first floor and the building faced with tile and topped with terra cotta coping.

Departments have been expanded and rearranged so as to ease the flow of traffic and to make shopping more comfortable. The entire building is air-conditioned.

ALBERT M. Greenfield, chairman of the board of City Stores co., of which Richards is a subsidiary, arrived in Miami yesterday with other officials of the parent organization and executives of the 10 other department stores in the chain. The visitors include Herbert J. Schwartz, president, City Stores co. and director of Richard Store co.; Aaron Scharff,

THE AIR FORCE said that during the tests the plane carried out more than 140 litter cases and more than 80 ambulatory patients in one flight from an advanced Korean air strip. Five four-engine C-54's were needed to haul the patients away when the Globemaster brought them to a base further from the lines.

The air force also disclosed that the plane carried 60,000 pounds of cargo into a Korean airstrip.

**21 Degrees C In Tallahassee Than Portland**

PORTLAND, Maine (AP)—It was 21 degrees in Portland, Maine, Tallahassee, Fla., today.

The U. S. weather here said Portland's temperature was 60 with 30 at Tallahassee.

**Husband Says 'Thank God I Was 'Miracle' Averts A**

COLUMBUS, Ohio, Nov. 3 (UP) — A small town columnist revealed today that he planned the mercy killing of his wife, suffering from cancer, but gave up the idea because of "the miracle" worked by her own courage.

Dudley Chamberlain of Marietta, Ohio, told in his column appearing in the Columbus Citizen, that his experience taught him that mercy killings are never justified.

TORTURED BY the agony of his wife, Julia, 65-year-old mother of his three children, he decided after eight months of her anguish to end it, but at the moment he made up his mind, she whispered:

"Wait, wait, Dudley, until I tell you."

After that came "the miracle that passeth all understanding," he said, and he could not go through with the act.

Julia died Tuesday at a rest home in their Ohio River home town.

Mrs. Chamberlain's illness was cancer of the chest and spine.

IN HIS COLUMN, Chamberlain

wrote that his wife stricken in mid-March paralyzed from the v his wife, a native of Va., was taken to V Hospital here! Doct the sensory nerves h to ease her pain, b case was hopeless.

In August, she wa to Marietta to await Chamberlain wrote "We were sure sh before May 1, June 1.

"IN THE WORST o last spring, I had plarately to kill her. selfish viewpoint, r morality or compa involved.

"I was prepared and spiritually to d neither apology, nor

"For a few minut ribly bad after-noon, me to help her, as I used. But thank God, ing for the moment she whispered, wait, ley, until I tell you ;

"Then at White Cr in Columbus came that passeth all und calm, serene. B

*Handwritten notes:*  
Dudley Chamberlain  
Nov 4 1957  
p. 1-A

will be at the Columbus, Nov. 20 at the

DIVISION work- will hold their ing at 3 p.m. Columbus, while will till Nov. 21st report 2nd second ro- be at 3 p.m. Columbus; Sec- port meeting at 30 also at the

Other agencies: Community American Chil- Boys' club of outa of Amer- Charles but- Home soc- n's Service bu- Nursery of Mi- ce:

Dade county. Urban league. Service bureau- ty for South- (Miami Hearing men's Cooper- Protestant Serv- alvation Army. Community Aid society. Wsn., Welfare Y. M. C. A.

for a writ of habeas corpus.

If he follows the later con- the circuit judge to whom case is assigned will make the final decision on the extradition.

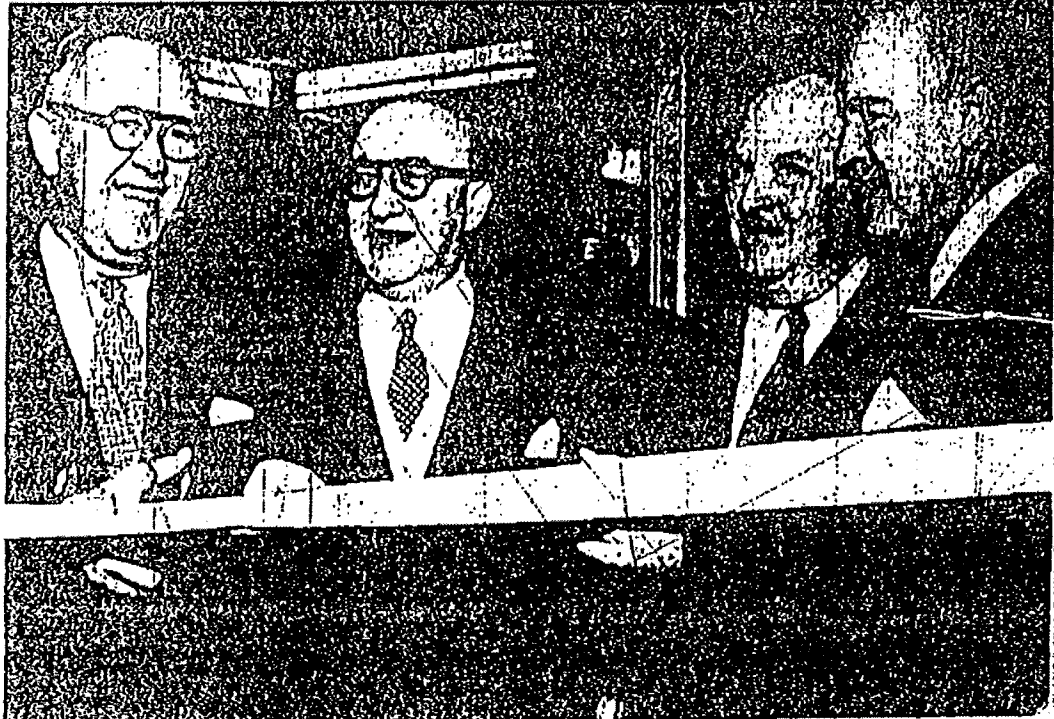
screening plant.

The council also is expected to name a police psychologist. The post was authorized more than a year ago, but never has been filled.

the regular agenda has been disposed of at last week's special meeting, the commission will meet at 10 a. m. Wednesday, how- ever, to open bids and hear a few routine zoning matters.

morning sessions.

Gray traced the growth Florida labor mo- stressed the necessity of oration between labor or- agement, and offered the icon of his office in he bring about such cooper-



**MAYOR OFFICIATES**—Mayor William M. Wolfarth of Miami wields the scissors at tape cutting ceremonies marking the opening of the new Richards department store. Others, left to right: Albert M. Greenfield, of Philadelphia, chairman of the board of City Stores, co., of which Richards is a unit; Herbert J. Schwartz of New York city, president of City Stores, and C. Gordon Anderson, president and general manager of Richards.—Miami Daily News photo by Sanders. (Other picture, page 4-B)

Balloy told of the imp- of the apprentice prog Florida schools, pointing industrial training is one the continued growth state's industry.

HE SAID that the con- of organized labor, espe the supplying of instruct been of major import- the program.

Frank Roche, presiden-

## Slayer's Fate To Hinge On Sanity Test

The case against M. Renegar, charged with degree murder in the his wife, hinged entirel sanity angle as trial of er serviceman opened Judge Ben. C. Willard a man jury in criminal-day.

**RENEGAR TOOK** himself after his defor- sol had entered a plea guilty by reason of Ins the fatal stabbing on 1949. Both prosecution fence agreed on the fac killing, leaving the qu Renegar's sanity as t- mining factor in the cas-

The ex-soldier, who Japanese dagger, a w- nlr, in stabbing his v confined to the state ho the Insane at Chattahc November, 1949, after found incompetent by commission. He was pr sane and ready for disc- Friday, leading to re-: h's trial.

**UNDER QUESTION** Hubbard, defense coun- egar today recalled the the altercation leading slaying at 6516 NE 1st c- "I didn't know that was hurt," he declared not know what had h- She just turned and away."

He said that when she had been hurt, he call an ambulance and that the operator had police. He said he saw on the ground with the side her, picked up the l stabbed himself.

## May Get Her Job

mer chairman commission, named Miami- orly.

not confirm slating that has been made announcement come from Talla- er Warren will ment.

harbormaster, as resigned, ef- he was appoint- Millard Caldwell.

in on a fee ba- d about \$10,000 end of World

was active in atorial cam- ping commis- with other dcommission, state senate re- their reappoint-

# THOUSANDS CROWD INTO STORE Richards Opens New Addition

**BY MILT BOSIN**  
Miami Daily News Staff Writer

The new Richards department store opened today and thousands of Greater Miami women—plus a few venturesome men—were on hand to celebrate the event.

Not that Richards was ever closed, but the store put on a "grand opening sale" to inaugurate a new addition which increased the floor space from 153,000 square feet to 230,000 and to show Miamians the new décor in tropical pastels, setting off new show cases and fixtures and the latest in daylight lighting.

**HUNDREDS OF** shoppers were on hand when Mayor William M. Wolfarth cut a wide white ribbon at the Miami ave. and NE 1st st. entrance of the store at exactly 9:29 p.m., and they surged in through the three

double portals at that entrance along Miami ave. and 1st st.

First shopper through the doors was Mrs. J. O. Langston of 128 NE 80th st.

Within a few moments, scenes at many of the counters resembled those which cartoonists love to portray of women on bargain hunts—but everybody seemed to be in holiday spirit and there was little, if any, of the pulling and tugging which the cartoonists stress. Since the scene was Miami, there were few hats to be knocked askew.

**PARTICIPATING** in the ribbon-cutting ceremony with the mayor were C. Gordon Anderson, president and general manager of Richards; Albert M. Greenfield of Philadelphia, chairman of the board of City Stores co., of which Richards is a unit, and Herbert J. Schwartz

of New York city, president of City Stores.

Within a few moments the wide aisles were jammed and bargain-hungry women were keeping the sales clerks busy. Store executives plied in to help where they could.

Within an hour and a half of the opening, Anderson estimated that there were 17,500 persons in the six-story building—on every floor and in the basement where "super-bargains" were being offered, riding the new escalators and trying to push through the throngs to get to the counters.

**THE MAYOR** didn't even get the scissors out of the deal. Anderson wanted Wolfarth to have the shears but Wolfarth handed them back and told the store president, "I'm sure you'd like to have these as a memento of the occasion."

# Determination And Team Work Build The

By CHARLES F. FORBES

This is the story of Richards. Not the story of a store, for a store is an inanimate thing—brick and mortar, concrete and steel. This is a story of people—people who made the new Richards possible. People make a store. People give it life. And this is a story of people like you and me, our neighbors, people who join us in social, civic and church activities.

It's the story of people who are an integral part of the community. And it's the story of a team in action, coached by a group who point out the errors and who call the plays to make team work more effective.

THIS STORY BEGINS in 1941 when determined men and women, with a will to succeed, pulled success out of a series of failures and gave to Miami what tomorrow shoppers will call "The New Richards."

It was 10 years ago that Albert M. Greenfield, chairman of City Stores Co., placed C. Gordon Anderson at the head of Richards and loosed the rein. It was then Anderson began to build—to build people to fit into the command posts of a merchandising operation which he had determined would one day challenge the best in the South to equal it.

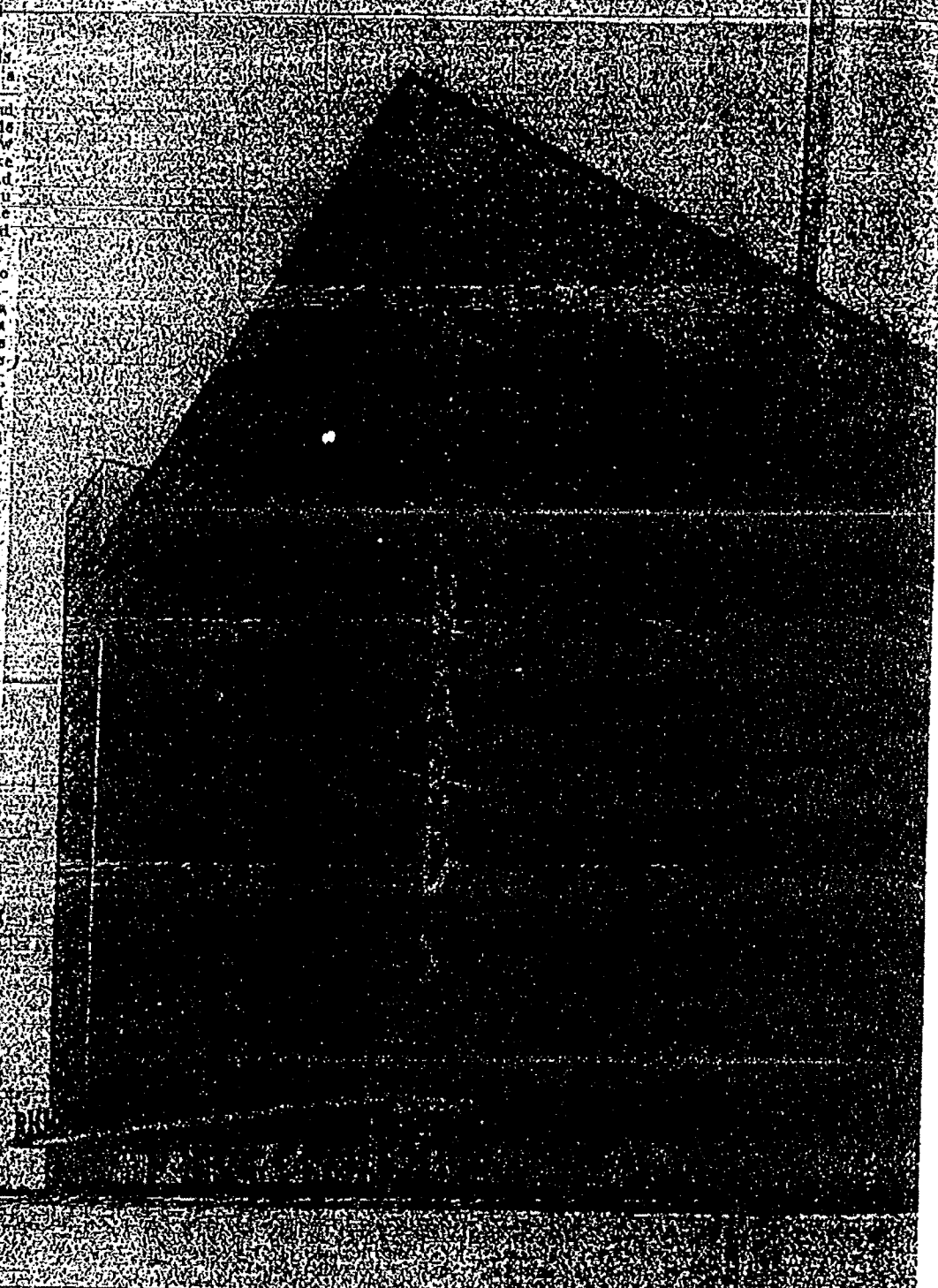
Men and women who were trained by Anderson at Richards or in other stores which Anderson had directed now compose the executive staff of the store. In that period only one has left the store's employ.

LET'S SEE WHO these folks are who have made the new Richards possible. First, of course, is Anderson. He was a stranger to Miami when he took command at Richards. From 1929 to 1939, when he resigned, he was sales manager at Burdine's.

He's a native of Keyno, Ark., born Jan. 11, 1898. Educated in the public schools of Mississippi, he began his business career as a stock boy with Nehms & Blum Co., Greenville, Miss., in 1915. He served in the advertising department of Bry's, Memphis, Tenn., and J. M. High Co., Atlanta, Ga. He took over the publicity director's job with Cohen Bros., Jacksonville, Fla., and later joined Davison, Paxson Co., Atlanta, as a member of the executive staff.

AFTER HIS ten-year tour of duty with Burdine's he became president of George B. Peck Co., Kansas City, Mo., resigning in 1941 to take command at Richards.

He is a member of the board of City Stores Co., of the Florida National Bank & Trust Co., Miami; American National Red Cross, and member of the advisory committee of the University of Miami. He is vice president of the Florida State Retailers' Assn. and of the Dade County Research Foundation. He is also a member of the



"THE BIG NEW RICHARDS" — Planned as the outstanding department store in the south, both for shopper convenience and beauty of design, the new Richards will be opened to the public tomorrow, just short of 17 months after ground was broken for the seven- and four-story addition to the original building at the corner of N. Miami

ave. and N.E. First st. S. Maurice H. Connell & Associates, including air and structural engineers.

department. He remained in this position until July 31, 1950, at which time he was made divisional merchandise manager for all of the men's and boys' departments, for toys and luggage and for the recently added sporting goods department.

warehouse manager and delivery superintendent. In Sept., 1950, he was made service superintendent, in charge of all service departments of the store.

eral public. It starts with personnel and general office force. There's a heap of billing and writing to do in a busy department store. There are scores of job applications to scan and

Satisfy Is A/A

THE RICHARDS TEAM isn't confined to these nine men and

raids, and there's job training



and American National Red Cross, and member of the advisory committee of the University of Miami. He is vice president of the Florida State Retailers' Assn. and of the Dade County Research Foundation. He is also a member of the executive committee of the Traffic and Parking Improvement Committee of Miami and a member of the Florida Joint House-Senate Tax Survey Committee and of the Orange Bowl Committee. He married Leota Irene Calkins in 1941 and resides at 1415 Sevilla ave., Coral Gables.

Here are the members of the executive staff who serve with Anderson:

**PAUL BEAUDIN**, general merchandise manager, became a member of the executive staff of Richards in the capacity of assistant to the president on July 5, 1950. In April, 1951, he was promoted to general merchandise manager. Although Beaudin is comparatively new to the Richards executive family, he came to the store from Peck's in Kansas City where he had worked with Anderson during the time the latter was president of that store.

**MRS. ELEANOR K. MULLEN**, assumed her duties at Richards in April, 1945. With a background of personnel work both in Atlanta and in Miami during World War II, her present post is her first in retailing. During her nearly seven years with Richards she has been in charge of personnel, employment and training.

**B. E. THOUVENELLE**, executive vice-president, came to Miami to join Richards as store controller on Sept. 15, 1941. He had held a similar position in Kansas City in the store of which Anderson had been president. Thouvenelle became vice-president of Richards on Aug. 1, 1946, and on Nov. 10, 1950, he was made executive vice-president in charge of all non-selling operations.

**WILLIAM BAKER**, divisional merchandise manager for the basement store, became affiliated with Richards on Jan. 1, 1946, as buyer for the basement store. He was promoted to the post of divisional merchandise manager on Aug. 4, 1947, and has been largely responsible for the great success of Miami's only bargain basement.

**MRS. CYPHERA LOVE**, divisional merchandise manager for ready-to-wear and accessories, joined Richards in 1945 as buyer of radios and phonograph records. In Sept. 1947, she was promoted to assistant to the general merchandise manager. In Aug., 1948, she was made divisional merchandise manager for all ready-to-wear and accessory departments in the upstairs store.

**A. J. PELESKI**, divisional merchandise manager for men's and boys' clothing and furnishings, sporting goods, toys and luggage, joined Richards in May, 1949 in the capacity of buyer for the men's furnishings de-

partment until July 31, 1950, at which time he was made divisional merchandise manager for all men's and boys' departments, for toys and luggage and for the recently added sporting goods department.

**A. L. SALTZMAN**, sales promotion manager, came to Miami to join the staff of Richards in July, 1949. He has a fine background in advertising and sales promotion obtained while working in several well-known Eastern stores.

**CHAS. H. GOBLE**, began his career with Richards in August, 1940, as a stock man in the warehouse. In 1941, he became manager of the warehouse. He resigned this position in 1943 to enter the navy. Upon being discharged from the armed services, he returned to Richards in 1946 and resumed his duties as

every superintendent. In Sept. 1950, he was made general superintendent in charge of service departments of the store.

**THE RICHARDS TEAM** continued to grow with men and women. All employees are on the squad. All are being trained for higher duties. First there's the sales force. They're the employees of whom we see most. They are a battle-tested group; the record shows turnover is only 4 per cent. That's something any large business would like to shoot at. Of course, we see the elevator operators and the delivery men and occasionally the credit office employees. We hear the voices of the telephone operators.

**RUT THE BACK-STAGE**, operations are hidden from the gen-

eral and general office force. There's a heap of billing and writing to do in a busy department. There's a lot of work to do in a specialized area.

There's the advertising department and display, receiving and marking, merchandise wrapping, routing, delivery supplies, etc. There's a lot of work to do in a specialized area. There's the advertising department and display, receiving and marking, merchandise wrapping, routing, delivery supplies, etc. There's a lot of work to do in a specialized area.

Yes, it takes a lot of folks back stage to run a big show but they're all part of the team. They all have a part to play. They're people, like you and me.

## 68,830 Square Feet Are Added To Remodeled Richards Dept. Store

The new Richard Co's. department store consists of the original building remodeled, which had a frontage of 100 feet on N.E. 1st st. and 144 feet on North Miami ave., plus a new addition having a frontage of 100 feet on N.E. 1st st. and a depth of 144 feet. The original building is seven stories in height. The new building is seven stories in height for one bay directly adjacent to the old building and four stories in height for the balance of the building frontage on N.E. 1st st. The new building is designed so that the portion which is now four stories can later be added to for the full seven-story height of the building.

The new addition adds 68,830 square feet of floor space and an air-conditioning penthouse on the fourth floor roof containing 3,360 square feet. All of the new building area except the fourth floor penthouse is used for perimeter stock space and selling space.

THE BUILDING being air-conditioned throughout, allowed

for the elimination of all exterior windows, and this in turn created the opportunity for comparatively narrow perimeter stock space around all four sides of the combined old and new buildings, with selling space in the large center areas. This permits of stock for various departments to be stored immediately behind the selling space required by such departments and allows for the greatest possible amount of selling area with easy access to stock.

As the old and new buildings have been thrown together without interior separation, there is no interruption of selling space between the old and new buildings except for the vertical interruption of escalators. These escalators are of the newest and most modern design, and are of exceptional width for institutions of this character, giving the customer the greatest possible amount of comfort in travel from floor to floor. They have the maximum allowable speed for department store escalators.

A NEW LUNCHEONETTE has

been created on the ground floor replacing a previously existing luncheonette on the mezzanine level in the old building and provision has been made on the fourth floor of the new building for the creation of a large dining room and kitchen in the future.

The North Miami ave. front and the N.E. 1st st. front have been faced with terra cotta in a combination of blue-green and gray and in a disposition of areas which gives every good heading to the entire project. As previously stated, there are no exterior openings in these walls and they present a solid front on both streets.

A NEW CANOPY has been installed on both street fronts, projecting nine feet from the building. This is faced with decorative aluminum. This canopy furnishes protection for the show windows and shoppers against the elements, and folding storm shutters are concealed in the under side of the canopy, which shutters fold down in cover the show windows during storm periods. These shutters are easily operated and although folded in to the canopy are easily operated for immediate protection of show windows in case of hurricanes.

New show windows and new entrances have been created on both street fronts, the trim of the show windows being of aluminum and of the latest design. The interiors of the show windows are furnished with the latest types of lighting and other mechanical features for the improvement of display. Perhaps the most remarkable feature of the construction has been that the original store has been kept in operation in all departments during the entire period of the construction of the new building and reconstruction of the old building. This has been done at very little inconvenience to the shopping public and is a very considerable tribute to the general contractor and his sub-contractors, as well as the management of the store.

## Anderson Lists Contractors Who Worked On Richards

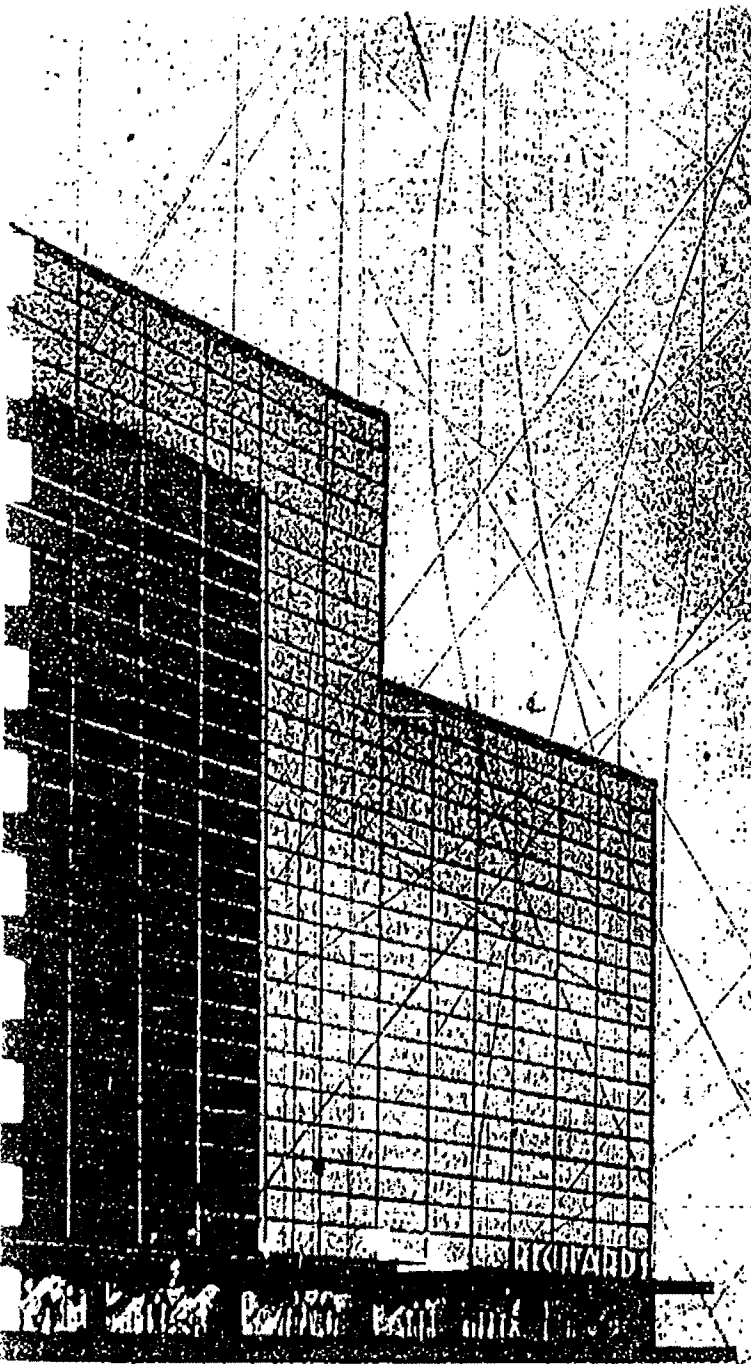
C. Gordon Anderson, president of Richards, issued this list of technicians, general and principal sub-contractors who have cooperated in the design and construction of the new store:

- Architects: Steward & Skinner, AIA, 223 SE 1st st.
- Interior design: Adolph Novak, AIA, New York city.
- Mechanical engineers: Maurice Connell & Associates, Langford bldg.
- Structural engineers: Jorgensen & Schreffler, Discayne bldg.
- General contractor: Fred Howland, Inc., 1451-NW 20th st.
- Steel erection: Bushnell Steel Products, Inc., 4100 NW 37th st.
- Tile: Interstate Tile & Marble Co., 4000 N. Miami ave.
- Flooring: Lotspeich Flooring Co., 3800 NE 1st ave.
- Electrical: Lowry Electric Co., 309 Bird rd., Coral Gables.
- Painting: Modern Paint & Glass Co., 4030 N. Miami ave.
- Plumbing: Alexander Orr & Associates, 66 NE 39th st.
- Plastering: John W. Thomson & Son, 2101 SW 32nd ave.
- Escalators: O's Elevator Co., 110 SW 2nd st.

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# Anderson - Leadership Earns Store Top Rating

C. Gordon Anderson, president of Richards, devotes about 75 per cent of his time to leadership, 10 per cent to community activities and 15 per cent to the president's job. That's his own appraisal of his line. Leadership means just that. He doesn't ask any employee to go where he doesn't lead the way.

HE STARTS EVERY business morning with a conference of his top level executives.

Every week he conducts a conference with buyers and department heads.

On the last Saturday morning of each month he conducts a meeting of the entire employee group.

Under this program of daily, weekly and monthly contact with every employee of the store the spirit of a team is developed.



C. GORDON ANDERSON  
President of Richards

FROM A HATING so low Richards doesn't like to think of it when Anderson took over the management 10 years ago the sales force is now rated by the Willmark Service System, Inc., as the highest in the nation. Out of a possible 100 per cent the most recent rating was 79.8 Willmark is a national shopping service. Sales for goods are shopped every day and the shopper is unknown to anyone in the store. At the end of the

month the report comes in and the store knows just who is who in its sales force.

It is a rare month, says Mrs. Eleanor K. Muller, personnel director, when at least one sales person does not obtain the coveted 100 per cent rating.

THERE ARE MONTHLY Awards for 100 percenters. For the first time the award is \$5 and when a sales person obtains five 100 per cent marks the award is \$25. Winners of top awards have run as high as eight in a single month.

Every month seven employees are selected to sit down with Mrs. Muller in a family circle and discuss personal relations. The employees may bring up any matter which has come to their attention. The discussion is wide open. A new set of employees is called to the conference each month.

"THEY KNOW what's going on in the store," says Mrs. Muller. "They're my eyes. We learn from them how to give better service."

There is an employee association to which the store and the employees contribute in equal amounts. It is a small contribution for each employee. The fund is spent for sick benefits and 10 per cent is used for recreational purposes.

Seven years ago Richards employed 304 employees. Today the total is approximately 800.

## City Stores Is Operator Of Richards

Richard Store co. of Miami is a subsidiary of City Stores co., which operates 11 other department stores extending from Boston, Mass., to New Orleans, La.

The complete list of stores in the chain follows:

- Lit Brothers, Philadelphia
  - Maison Blanche co., New Orleans
  - B. Lowenstein & Bros., Memphis, Tenn.
  - Loveman, Joseph & Loub, Birmingham, Ala.
  - Kaufman Straus co., of Louisville, Ky.
  - R. H. White corp., Boston, Mass.
  - Oppenheim, Collins & co., Inc., New York
  - Wise, Smith & co., Inc., Hartford, Conn.
  - Swern & co., Trenton, N. J.
  - Franklin Simon & Co., Inc., New York
  - Lansburgh Brothers, Washington
- Stores like Franklin Simon and Oppenheim, Collins operate several suburban branches in New York and New Jersey.

## 230,000 Square Feet In New Store Area

The total area of the new Richards is 230,000 square feet. The increased sales area is 80 per cent over the similar area of the old store.

and N.E. First at Steward & Skinner, AIA, were the architects; Maurice H. Connell & Associates handled mechanical engineering problems; including air-conditioning, and Jorgensen & Shreffler were the structural engineers.

## Satisfaction Of A Customer Is A 'Must' At Richards

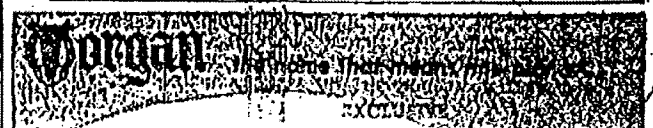
Asked for a statement of policy, C. Gordon Anderson, president, said: "That can be stated in 12 words: No transaction at Richards is ever complete until the customer is satisfied."

merchandise is generally conducted in bargain basements. Richards is the only South Florida department store with such a basement.

Anderson is a stickler for truth in advertising. There's a place in department store operation, recognized the country

The public is entitled to know if an item is irregular in any respect, Anderson declared, and if anyone fails to so advertise or tag the merchandise for just

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Receiving  
merchandise,  
delivered,  
a service,  
document



# Colorful Interior Is Designed For Convenience Of Customers

War Is Co  
750 Millic  
Every Mon

By ADOLPH NOVAK, A.I.A.  
Interior Architect For Richards

The interior of Richards Store Co. has been planned and designed to provide a pleasing and functional operation throughout. To achieve this it was necessary to take into particular consideration, the problems attendant with circulation, merchandise, services, color and lighting.

Circulation was planned with respect to creating a functional aisle system to facilitate an easy flow of traffic from department to department and at the same time to eliminate dead selling areas.

THE PLANNING also included the best arrangement of longitudinal and cross aisles, suitably spaced, for convenient access to elevators and escalators, thus promoting a more efficient vertical as well as horizontal circulation. An information booth was located by the escalators with an eye to further improve circulation by being at the very core of traffic.

The co-relation of merchandise was taken into consideration by, in the large sense, the placement of various departments. On the main floor, for example, men's sections were placed in the same general area and women's merchandise was planned as to, not only occupy a general area, but to promote the flow of traffic from department to department.

The co-relation of merchandise can be seen also in the placement of departments within the larger groupings. Thus, gloves, neckwear and belts will be found adjacent to women's handbags, cosmetics, near to drugs, and lingerie, bras and corsets in proximity to hosiery. Men's furnishings within the larger men's section was placed adjacent to men's shoes, which leads into the men's clothing department. Stationery, greeting cards and promotional items form another major grouping about the escalators.

OTHER PRIMARY groupings include the women's clothing of all categories and price ranges, as found on the third floor. The second floor is devoted primarily to children's merchandise. Other floors have, in like manner, major groupings and co-relation of merchandise.

Throughout the store, services were planned to facilitate the operation of departments in the most functional manner. For example, freight passages were created behind selling floor perimeters in order to prevent re-

stocking across public areas. Stock rooms were located along these passages and directly behind the various shops.

This placement of stock rooms in conjunction with shops, allows for more efficient operation of the particular department. Wrapping stations were so placed as to service various departments without the need for excessive walking, an arrangement that is functional for the store and convenient for the customer.

THE OVERALL color scheme was devised with the purpose in mind of having it harmonize with local Miami surroundings. Brilliant pastel colors have been utilized. These colors have been arranged contrastingly, not only for pleasing effects, but for departmentalizing the merchandise. Walls were colored in a manner that ties together departments. For example, an off green pastel wall embraces the cosmetic and drug departments. A similar green is picked up in the show cases and back fixtures of this type of merchandise and thus the entire group is tied together and identified.

Color also has been employed to enhance and accentuate the merchandise. Lavender was selected to set off jewelry and light pinks and blues were used for intimate apparel. Colors were toned down in areas where merchandise itself is colorful. Thus the color scheme in the drapery areas promotes but does not fight the color of the merchandise. The ceilings are eggshell white. This selection along with the lighting gives greater brilliance and enhances the pastel wall colors.

Floor tiling colors were selected to harmonize with the entire floor color schemes and at the same time not to distract attention from department colors. Tiling about the escalators was made contrasting to the general floor colors, so as to be an aid to circulation. The multiplicity of color on the children's floor is calculated to provide interest and excitement to match youthful exuberance and activity.

LIGHTING WAS designed to achieve the desired brilliance for enhancing the total interior store, its colors and merchandise. It was so placed and planned as to provide for the greatest effectiveness in utilization at locations where greatest sales activity takes place. It was designed to produce general, decorative and merchandise illumination.

The general lighting has been

so placed as to provide proper departmental light and yet be inconspicuous in comparison with the merchandise being sold. It has been located so as to tie in with the design and decoration throughout. A combination of incandescent and fluorescent lamps are utilized to secure the best color values.

THESE TWO TYPES of lamps supplement each other, the abundance of red and yellow ray emitted by the incandescent lamps tend to correct whatever color distortion might otherwise result from the use of fluorescent lighting alone. The light from incandescent lamps have the ability to bring out qualities of merchandise such as weave, texture, sparkle, sheen and fine detail, as well as color that fluorescent lighting cannot approach.

COVE LIGHTING has been used extensively and principally for dramatic effect and for washing walls to bring out color. Predominant use of fluorescent lighting in merchandise cases is for producing uniform lighting and for reducing the amount of fading which is prevalent with high intensity concentrated illumination directed adjacent to merchandise.

## Park Executives

## Announce Topics

Delegates to the 63rd American Institute of Park Executives meeting in Miami, Nov. 12-16, will consider such widely diversified subjects as golf course and swimming pool maintenance, regulations for zoos and how to conduct model airplane contests.

Advance reservations indicate more than 750 will attend. Included are delegates as far west as Paul V. Brown, parks superintendent of Seattle, Wash., and George Helle, manager of parks and recreation of Los Angeles, and as far north as E. J. Anderson, superintendent of parks, Westmount, Quebec, and Phillip B. Stroyan, board of parks commissioner, Vancouver, B. C.

Other subjects will include the role of parks in defense, management of stadiums and arenas, religious services in parks, land planning, developments in insecticides and fungicides, and the public and its trees in a street-widening program.

BY STEPHAN AN

WASHINGTON, N. Korean war apparent to cost Americans in excess of \$10,000,000, a cease fire looks like it has been decided. Defense Secretary I. et al. has been also informed Congress that real costs for this alone would range in 000,000 if the war tax July.

THE ARMY costs year through last placed at \$4,900,000, Gen. George H. B. He said he was peak Army only. Sen. Harry F. C. Wark, a member of Armed Services Committee, said the war would cost \$700,000 in direct costs.

He declared that this would remain substantial even if a cease fire is declared and fighting on the Korean front.

"OUTSIDE OF the involved in destroyed a expended ammunition for of keeping guard out be as much as if fi continuing in a cease lod," Cain asserted.

Lovett, however, says that the costs for year 1952, ending Jan ably would vary between a minimum 000,000 and a maximum 500,000. Those estimates depend on the rate consumption of weapons ammunition, which depends on the amount of the fighting.

FIGURES submitted Senate appropriation by Decker above Army by far was the greatest amount of money and material in support Korean operations. The Army's cost for fiscal year 1952 was \$4,900,000, whereas the Navy's was \$1,120,000 and the Air Force's \$1,000,000. Cain said that, under circumstances could be afforded to take Army in Korea if the fighting is pointed out that the new Red aggression great to take such a

# Executives Of Richards Department Store

Partners in Progress!

Best Wishes to Richards on the completion of their new store!

Complete Wiring Installation And Lighting Equipment

by



300 Bird Road - Coral Gables - Dial 48-6574

A Salute to

**RICHARDS**

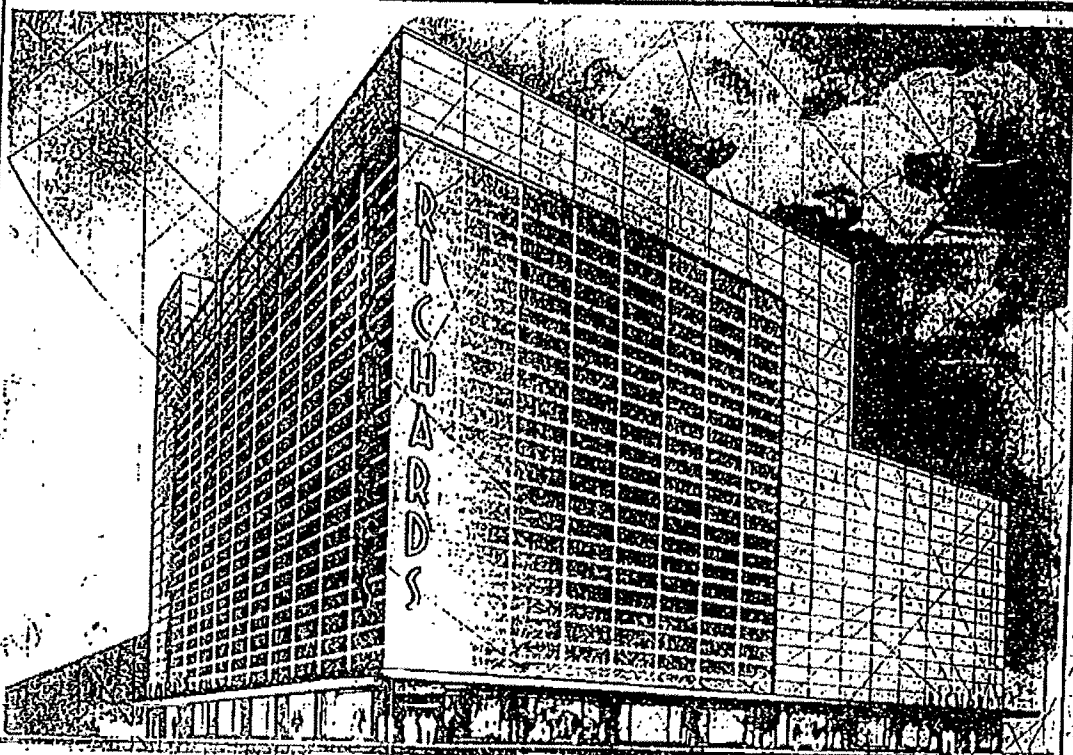
On Their Newly Remodeled Store

... one of the Finest in the South!

**MODERN PAINT & GLASS CO.**

Supplier of MURPHY PAINTS

4030 N. MIAMI AVE. PH. 27-7541



The Beautiful

**RICHARDS**

REMODELLED AND EXPANDED BY

**FRED HOWLAND, INC.**

General Contractors

A. G. C.

1171 N.W. 20th St. PHONE 2-4192

CONGRATULATIONS TO:  
**RICHARDS**  
SOUND CONDITIONING With Acousti-Chlorox.  
**ACOUSTI ENGINEERING CO. OF FLORIDA**  
Acoustical Engineers and Contractors  
3737 N.W. 53rd Street PH. 38-7519  
Products for every sound conditioning problem.

We Are Proud To Have  
Participated in The  
Construction of The Beautiful New  
**RICHARDS**  
**G. M. DYKES IRONWORKS, Inc.**  
11 N.W. THIRD ST. PHONE 85-1111

Congratulations  
**RICHARDS**  
On Your Newly Remodeled Store!  
INTERIOR & EXTERIOR  
PAINTING by  
**MODERN PAINTING CO.**  
4030 N. MIAMI AVE. PH. 27-7541

**FARREY'S, INC.**  
CONGRATULATES  
**RICHARDS**  
ON THIS OCCASION  
AND THANKS THEM  
FOR THEIR  
VALUED BUSINESS  
1476 ALTON RD. MIAMI BEACH  
1111 N.W. 10th AVE. MIAMI

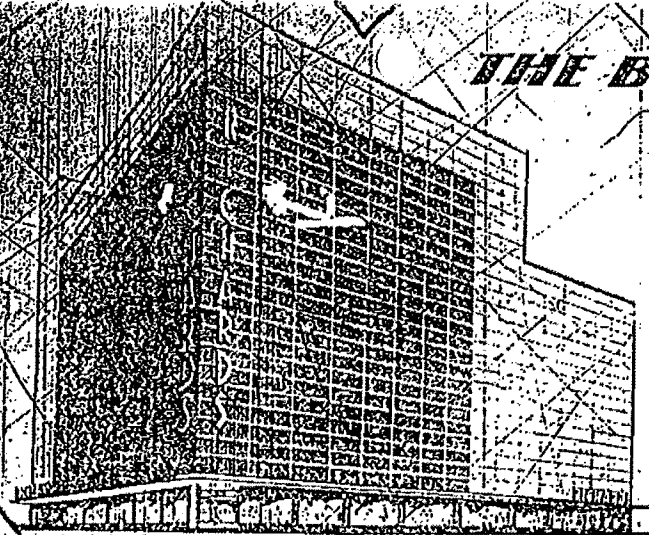
Another Sign of Progress  
CONGRATULATIONS  
TO  
**RICHARDS**  
DEPT. STORE  
Upon the Completion of  
Their Beautiful Store

THE CONCRETE BLOCKS IN THIS  
STRUCTURE WERE FURNISHED BY  
**SAMSON BLOCK CO.**  
TWO PLANTS FOR SERVICE  
Homestead

THE BIG, NEW

COMPLETELY AIR-CONDITIONED

RICHARDS  
MIAMI



LOVE

It Was a Case of

At First Sight!



It happened Monday... at 9:30 A.M., at Miami Avenue and N.E. 1st Street. We'd been standing there—minding our construction work for a good many months, waiting for the day when you'd see us as we really are.

Monday was the day! We were all ears. And when we heard what you said... Well, Z.I.N.G. went the strings of our heart. We heard things like "Most beautiful store ever!" "Such convenient escalators!" "Whoa! values!" "Nothing like it!" "Such cool air-conditioning!" "What nice, wide aisles!" "Perfect... daylight lighting!" "Think what this is going to mean!"

Meanwhile, we love you. And after Monday we believe the feeling's mutual. You come by the thousands, from everywhere within walking and riding distance, to see the new store that's our gift to you. If you found our service lacking, it was only because we weren't prepared for your enthusiasm. If you found our aisles too crowded for comfort, put it down to the same reason.

Come again, soon and often. Richards store is yours, MIAMI, to enjoy, beginning now... and later. As you use its services, you'll know we meant what we said: This is for keeps! We want to be the STORE IN YOUR LIFE.

THANKS for making Monday the biggest,  
Most wonderful day in our life!

Most Beautiful Building in the South... Friendliest Store in America

# Throngs Jam New Richards For Opening, London Hails Mary Martin



SCENES LIKE THIS WERE REPEATED THROUGHOUT THE STORE AT OPENING SALE OF THE NEW RICHARDS

# SON

## Pictures er Than Ever

NEW YORK, Nov. 5.—Some times this afternoon Sunday School teacher gets to brooding about the declining morals of America's youth. He remembers that when he was in his school, back in his pimply past, he was about as hot rodder. Maybe he says, "he says, really he'll be completely no's in blame for covetous."

FAUVERED two producers — Jerry Herman Krassa, who with a name called "Well." They loudly charged hirings of others have tied to eat and Jane Russell movie. They aren't actual

the moral meltdown of thing," proclaimed it we use sex in pictures it's handled with and fun, it's fine. Hollywood contraband delinquency is noticed too much as have pictures and a cap. Let's on the the primmest thing motion pictures.

SPOKE UP. "In fact, I have a squawk! We don't do the dirty because they did it. I was telling you, said, movie stars aim — to the public — one more movie like the kitchen with

# Is A Story Of People

By JOHN BOYLS

The brand-new bar will be on the street floor. So will the hat bar and play-knee bar.

These innovations in store planning are clues to the newness one will find throughout all levels of the new Richards department store when it opens Monday.

Even the floor is going to be strikingly different. The man in charge of the new store, C. Gordon Anderson, president and general manager of Richards, explained this way:

"We're going to open this new store with the merchandising of our merchandise at prices that will make people's eyes pop."

"There won't be any string quartets playing romantic music, no benefits for the ladies or candy for the kids; there'll be a week of bargains that we believe will be appreciated by the people far more than music, flowers and candy."

He mentioned a few of the types of merchandise and the prices to be found on them. His eyes popped.

WE WERE SITTING in Anderson's office talking about the new store. I had come to find out what I believed would be a good real estate story, facts about the physical improvements to the building and its equipment.

Anderson gave them to me. Then he said, "You want a good story, John?" I said yes.

He picked a loose pencil from a tray out of a desk drawer, carefully drilled a hole in one end with a yellow golf tee, fired up, and shot a cloud of smoke toward the ceiling that reminded me of Touchdown Tommy when the Hurricans score. He cocked his head to the right, but his eyes left me and barked:

"The story of this store is a story of people."

We both sat silent while a workman finished doing what he had to do with a electric hammer on a water pipe. Anderson continued:

"IT WOULD BE JUSTICE to discount my own part in this development at Richards, but let's put it this way—I'm the coach, but the people get there," and he waved his arm in a wide arc toward the sales floor service departments and offices. "They carry the ball."

"There isn't a one of them that doesn't think of this store as something more than a business with merchandise in it and who isn't as thrilled as I am over what has been done here."

So we talked about people instead of steel, concrete, air-conditioning, escalators, elevators, new fixtures, costs and other factors that make up the usual real estate story.

Richards employs some 500 people now. But the figure will be about 1,000 during the opening sale and Christmas shopping season. Fluffier per cent. of all sales persons have received perfect ratings of 100 from the Williams Service System, Inc.

THIS IS A COMPANY that puts super-entatives into its store to "shop" sales people. They've tried an approach to customer, customer attention, establishing interest, creating a desire for the merchandise, holding just suggestive selling, appearance, appearance of equipment, compliance with store system and closing the sale.

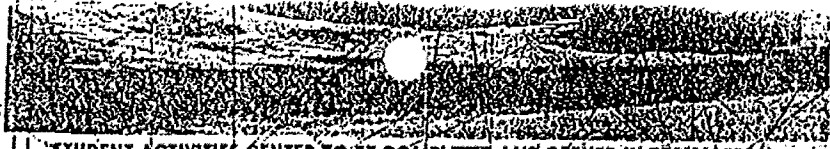
Those who win a 100 rating get a \$1,000 certificate, and many have won several times. The 100th perfect score gets the winner a \$2,000 certificate. All certificates are presented personally by Anderson at monthly meetings of store personnel.

Richards is also proud of the fact that all top three or four key executives and department heads have come up through the ranks. Anderson said that 95 per cent of all buyers and their assistants and department managers have come that way.

"WE DON'T GO OUT AND BUY brains and ability," Anderson explained. "We train our own salesmen." He rattled off a list:

H. E. Thompson, assistant manager; Paul Bond, general merchandise manager; William Jackson, department merchandise manager for the men's and boys' department; Donald MacFarland, department merchandise manager for the men's and boys' department; and Charles H. Goble, service superintendent.

He listed all the employees who've been with Richards 25 years or more, Mrs. Fay Haines, Miss Pearl Collins, Mrs. Louis Wilson, Harry Vacker, Miss Mary Conroy, Mrs. Angela Poles and Edith Wake, head cutter.



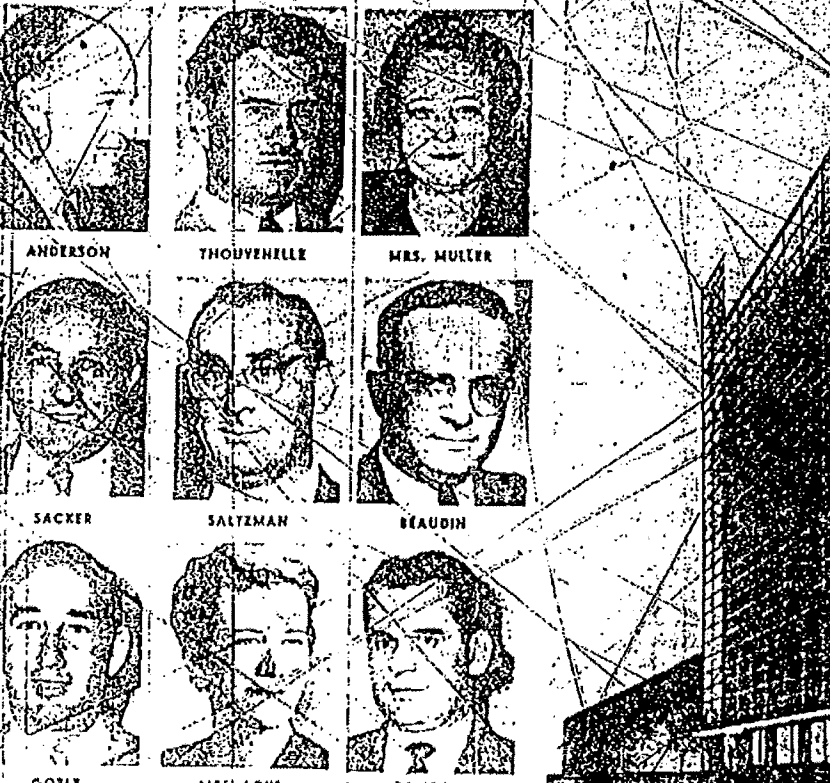
STUDENT ACTIVITIES CENTER TO BE COMPLETED AND OPENED IN EARLY 1952



THESE MODERN NEW DORMITORIES FOR MEN ARE GOING UP ON EAST CAMPUS

## New Richards Department Store Building

### Executive Staff Of Richards



ANDERSON THOUVENELLE MRS. MULLER  
SACKER SALTZMAN BAUDIN  
GOBLE MRS. LOYE PELESKI

When the nine executives were placed in service, Mrs. Muller, assistant manager of continuous service, was chosen as the first person to be in charge of them. She made the rounds with them.

I SUPPOSE THAT MOST FOLKS, like me, think it's big department store sales where a lot of people are trying to sell merchandise. I was disappointed on that.

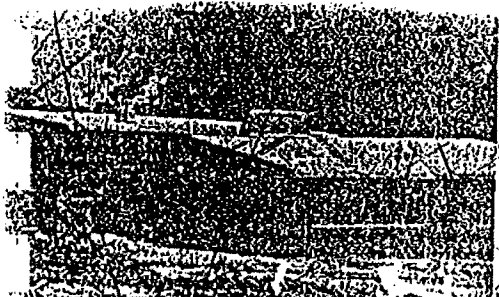
"Did you know," Anderson asked, "that we employ more people in our service departments than we do on the sales floors?" He ticked them off:

Stock department, parking, alterations, personnel, credit, supply, maintenance, elevator and escalator, receiving and marking, advertising, delivery, general office, customer service, traffic, personal shopping, mail distribution.

What's unit control? I asked the department that keeps track of all its counters, shelves or boxes or in the vault in a fifty how many dozen napkins where they are.

"The people who man these departments," are just as important in the chain in a chain."

IT WAS INTERESTING to hear a people, far more so than to record it gave me. But here they are: The new Richards will have 230,000



OR MEN ARE GOING UP ON EAST CAMPUS

...Tennessee, the state colleges...  
 ...the first of the new buildings...  
 ...to be completed. An eight-story dormitory...  
 ...for women on the main campus stands seven...  
 ...stories high, with number eight being...  
 ...May, a number of the modernizing...  
 ...for men are just about ready for...  
 ...and the big student activities center...  
 ...will be completed about the first of the year...  
 ...It will also house the PSU post office, book...  
 ...store and soda shop.  
 ...PSU is probably the South's fastest grow...  
 ...ing university student-wise and well as in its

...new expansion plan of...  
 ...2,915 new students at PSU...  
 ...with 2,644 women...  
 ...all new...  
 ...West...  
 ...Later women were...  
 ...social...  
 ...between...  
 ...leg...  
 ...In 1920 it became...  
 ...in 1905 the name was...  
 ...State Teachers College...  
 ...later it became...  
 ...when it was re-constituted in 1957

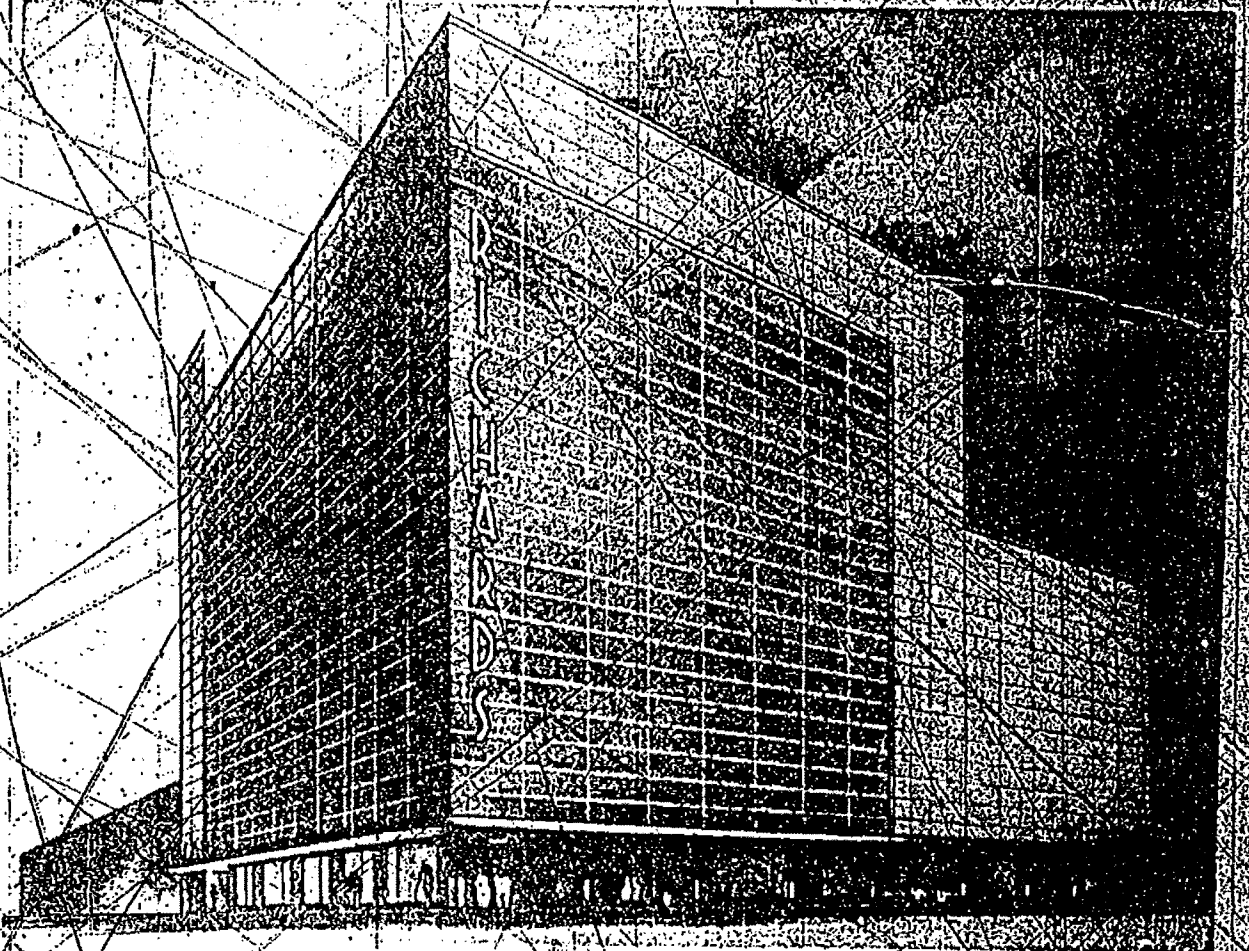
# Department Store Building Ready For Opening Monday



S. MULLER

EAUDIN

PELESKI



service, Mrs. ...  
 service, was ...  
 He made the ...  
 think of a ...  
 of people are ...  
 on that; ...  
 employ more ...  
 on the sales ...  
 onnel, credit ...  
 receiving, and ...  
 customers serv

ice, traffic, personal shopping, maids and porters, unit con-  
 trol.  
 What's unit control? I asked the same question. It's the  
 department that keeps track of all merchandise, whether on  
 counters, shelves, or floors, or in the stockroom. It can tell  
 you in a jiffy how many dozen paper pins Richards owns and  
 where they are.  
 "The people who man these departments," Anderson as-  
 serted, "are just as important to the overall operation as links  
 in a chain."  
 IT WAS INTERESTING to hear the man talk about his  
 people, far more so than to record the real estate facts he  
 gave me. But here they are:  
 The new Richards will have 230,000 square feet of floor

space, a 60 per cent increase, all of it air-conditioned. It  
 will rank among the top department stores in the South.  
 As I left Anderson's office my mind was searching for  
 something that I vaguely realized was important. In Mrs.  
 Mueller's office, in personnel I saw it. It was a framed motto  
 hanging on the wall. I had seen it before somewhere else. It  
 contained this quotation from a decision of the United States  
 Supreme Court:  
 "Goodwill is the disposition of a customer to return to  
 the place where he has been treated well."  
 That lined up my ducks for me. That's why the story of  
 Richards store, as Anderson put it, is a story of people. You're  
 treated well by people, not by a fancy building, fancy mer-  
 chandise or fancy fixtures.