

# Opening of Korrick's Greater New York Store



View of the Ladies' Shoe Section and Boys' Clothing Department Mezzanine Floor, Korrick's New York Store —Photo by Craft Shop

ture now occupied by the New York Store as an annex, was the home of Goldberg Bros., clothing and furnishing establishment, being vacated by that concern upon the completion of its handsome building a few doors west. Constructed of adobe many years ago, the building was once considered the largest and finest mercantile establishment in Phoenix. In most respects the building today appears to be in about as good condition as it was when new. Few people, except those old timers who were here in the early days suspected that it was an adobe structure, for its carefully plastered walls had the appearance of cement over brick.

but also the handsomest mercantile establishment in the southwest. It will also rank as the largest mercantile structure occupied exclusively by a single concern. With adequate elevator service, rest rooms for women customers, writing rooms for the convenience of patrons, in addition to practically unlimited floor space for the display and storing of a stock of goods not approached in Arizona, the Korrick building promises, when completed to take first rank among the structures of the southwest.

### LITTLE HISTORY OF THE STORE

For thirteen years the New York

later become the central room of the big establishment. He had a twenty-five foot frontage and the room extended back fifty feet. All this space was not required at the outset, so a partition was constructed about twenty-five feet back, giving a room twenty-five feet by twenty-five feet. Not a counter or a shelf, not even a table graced the interior. Instead of black walnut background for the window displays and genuine mahogany fixtures for the interior, the very packing cases in which the goods were shipped, were covered with cotton and calico and served the purpose of counters and shelves. In the daytime there was quite as much

well as a picture of the interior taken about one year after the business had been established. The store one year after it had been opened was considered one of the finest in this section.

Eighteen months after the first dry goods had been unpacked by Sam Korrick, the business had grown to the extent that more space was necessary. The store room adjoining on the west became available and it was leased and an arch connecting the two store rooms was cut through the wall between. The new store room was at once utilized as a men's department, making it possible to devote the entire original space to women's needs.

Another year passed and the Salvation Army which had been occupying the second floor over the two stores, vacated and this part of the building was secured for stock room purposes. Two years after that the store to the east of the original store was secured and utilized as a millinery and ready to wear department.

### PASSING AWAY OF FOUNDER

In the height of his success, the founder of the growing concern passed away and the business was turned over to Charles Korrick, his brother, then a minor. This was in



Supt. Evans of the New York Store

April, 1903. Under the direction of Simon Oberfelder, named as the guardian of Charles Korrick, the business was conducted until Charles became of age, when he assumed full charge. His experience of three years in the business with his brother before his death, had so familiarized the younger brother, that he stepped into his brother's shoes well equipped to carry on the business along the lines laid down by the founder.

When the need of more space became apparent, an addition was built extending twenty feet deep and along the entire rear of the three store rooms. This was at once devoted to the shoe department, millinery work room and men and boy's working clothes. About this time the basket system was installed, the most modern system of that period.

A balcony was constructed at this time in which were located the general offices. Two years later a room 25 feet by 50 feet was constructed towards the alley in which was installed the alteration and fitting room.

### SITE SECURED FOR NEW HOME

As long ago as eight years, it was seen that ultimately the New York Store must have a home of its own. About that time a piece of ground at First street and Washington, 29 feet by 137 1/2 feet was purchased from Mrs. Lula Porter, for \$25,000. A year later the adjoining property, 29 feet by 137 1/2 feet was purchased from Polhemus for \$15,000. In 1911 the property had increased in value until \$75,000 was offered for it and refused.

In 1907 Abe Korrick, a brother of Charles Korrick, arrived here and became associated in the business. He is today in full charge of the women's ready to wear department and general merchandise and makes frequent trips to New York and other buying centers.

In the new location there will be employed more than seventy-five men and women with an annual payroll of from \$35,000 to \$40,000. Mrs. Kate Kirkland, who has been with the New York Store fourteen years, will remain in charge of the millinery department. Mr. Henry Myers will continue as the advertising manager.

The heads of departments make semi-annual visits to New York, and in addition an office is maintained the year around in New York by Alfred Pantl, at 120 West 32nd street. His duty is to see that the very latest offerings are secured for the Phoenix house and sent forward immediately upon their appearance in the market.

### NOVELTIES THAT APPEAL TO WOMEN

When the New York Store moved into its handsome new home, its stock was necessarily increased not only to the extent of multiplying what it had formerly contained but, in addition of many new departments. Up to the present time the



A Birdseye View of the Millinery, Corset and Infants' Department Second Floor Korrick's New York Store —Photo by Craft Shop

establishment has not been equipped to show to advantage its most attractive merchandise and when the doors are thrown open to the public at eight o'clock tomorrow night, the building will undoubtedly house as large a gathering as it held during the Fashion Show.

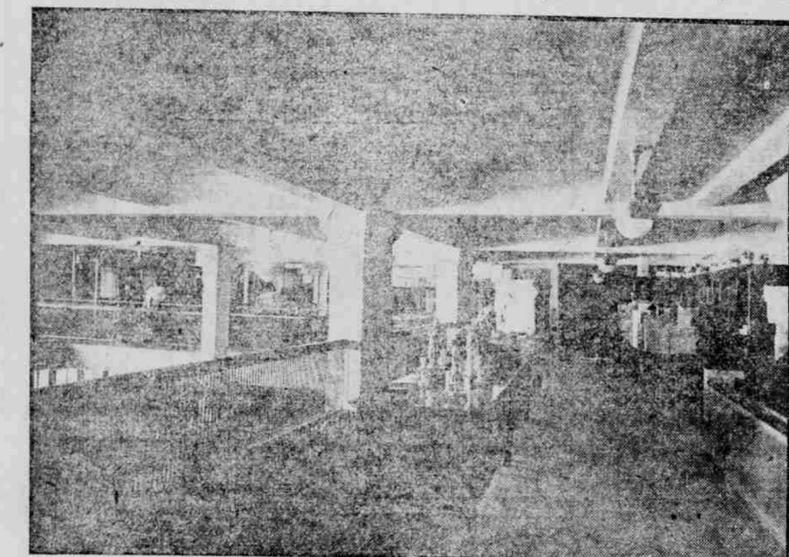
The novelties that especially appeal to women—beautiful laces, smart trimmings, handsome embroidered linings, dainty handkerchiefs, handbags, vanity boxes and odd jewelry that were "merchandise" before are art departments now in the full sense of the word. There

the buyer and salesman has been made. The ready to wear frocks, suits and coats are particularly smart this season and those on exhibition at the New York Store range from the simplest to the most elaborate one would wish and all are in excellent taste. Corresponding in quantity and quality to his stock is the lingerie department where plain muslins, minkoos, French embroidered garments and those of crepe de chine and Italian silk are sure to please the most exacting. The workmanship is unusually good and it is the little touches of ribbon,

"Everything for the baby's trousseau" does not express what may be procured in this section. Gifts for the little one, nursery furnishings as well as flannels, crochet garments and fine linens, caps, bibs and booties are there. A glass case filled with the dainty creations is one of the show features of the shop.

### CONSTRUCTION FIRM HAS MADE RECORD

The "big job" in connection with the New York store building, of course,



Art Department and Beauty Parlors—Mezzanine Floor, Korrick's New York Store —Photo by Craft Shop

ornamental brick, with concrete foundations. There will be a basement extending under the entire structure, with four stories above. The east walls will be of hollow tile, giving opportunity sometime in the future, if conditions warrant of connecting with adjoining structures with little or no trouble. In most respects the building will be practically fireproof. Beyond wooden floors, specified because of the hardship concrete floors work upon the feet of employees, there will be little or nothing connected with the construction of the building that could be considered inflammable.

While the estimated first cost of the building is in the neighborhood of \$75,000, it is known that no expense will be spared in making the building not only the most modern

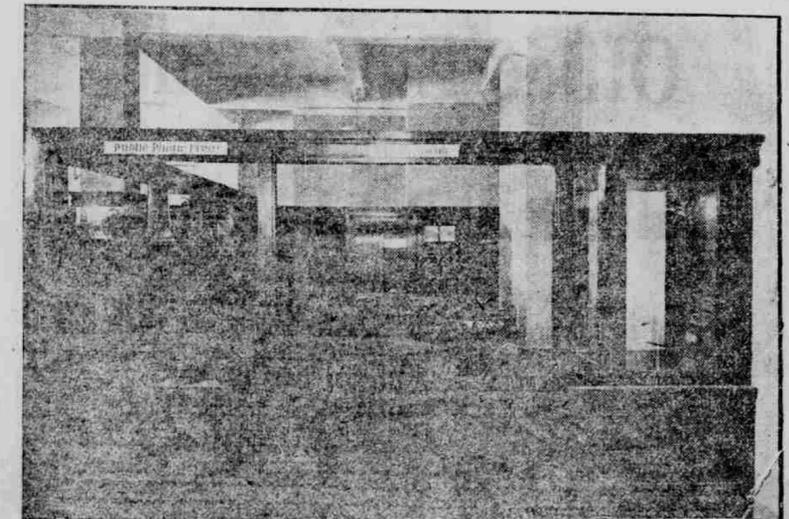
Store occupied the original quarters on East Washington street. This does not mean that no space was required for the constantly growing business. To the contrary it became necessary time after time to take in adjoining store rooms, to acquire the upper floors and finally to build additions in the rear and then there wasn't enough room for the real needs. With a floor space towards the close of the tenancy of the Gardner building, equal to that occupied by almost any of the mercantile concerns in Phoenix, every department was still crowded and it was found impossible to segregate the departments in accordance with modern ideas.

It was in September, 1895, that Sam Korrick leased that portion of the building which was destined to

stock on display in front of the store as there was to be found inside.

### GREAT GROWTH FROM THE START

In six months the business had prospered to the extent that shelving became absolutely necessary. Then came the counters, then a cashier's desk and other improvements modern at the time. In one year the portion at the rear had been torn out and the entire space utilized. The first step towards the modern New York Store had been taken. An illustration of the original store with the proprietor, Sam Korrick and his assistants, is shown herewith, as



View of Rest Rooms on Second Floor of Korrick's New York Store —Photo by Craft Shop



The New York Store just prior to removal to present quarters

is variety in plenty such as a careful and at the same time lavish buyer, would select for an up to the minute shop like the one owned and managed by Charles Korrick. Best of all, the articles are artistically placed, not so much to tempt the shopper perhaps as to produce an harmonious effect which with the perfect order that prevails at all times makes it a desirable place in which to shop. A comfortable rest room is another feature that is responsible for attracting women purchasers. The same careful attention that has been paid in the furnishing of this room is noted in the fitting rooms where every possible arrangement for the convenience of

chiffon, ornaments and shadow lace combined with ribbons of the delicate rainbow shades that make the lingerie more distinctively pretty than any made to order style. There are many bits of lace and ribbon combinations, matinees and blouses that seem to herald the approach of Christmas. A large assortment of Corsets in various makes and sizes is also to be found on the second floor, corsets that in style are the correct thing for old and young and the different mode of costuming they effect. For with the different fashions different corsets are required to properly accentuate the lines of the gown.

Infants' wear is a new department,

was the general contract, the building of the building. This was done in a highly creditable way by the Arizona Construction and Engineering company of Mesa. This company has more than once taken big jobs away from big contractors in their home towns and it has a big string of first-class jobs to its credit. This concern, of which S. B. Shumway is president and M. R. Bowen secretary and treasurer, was incorporated in 1912, succeeding the engineering and construction firm of Bowen & Shumway, which since 1910 has been active in the local field. Among their jobs in the Salt River valley are the beautiful Columbia theater in Phoenix, the girls' dormitory at the Tempe Normal school, the Meth-



The New York Store as it looked in 1895