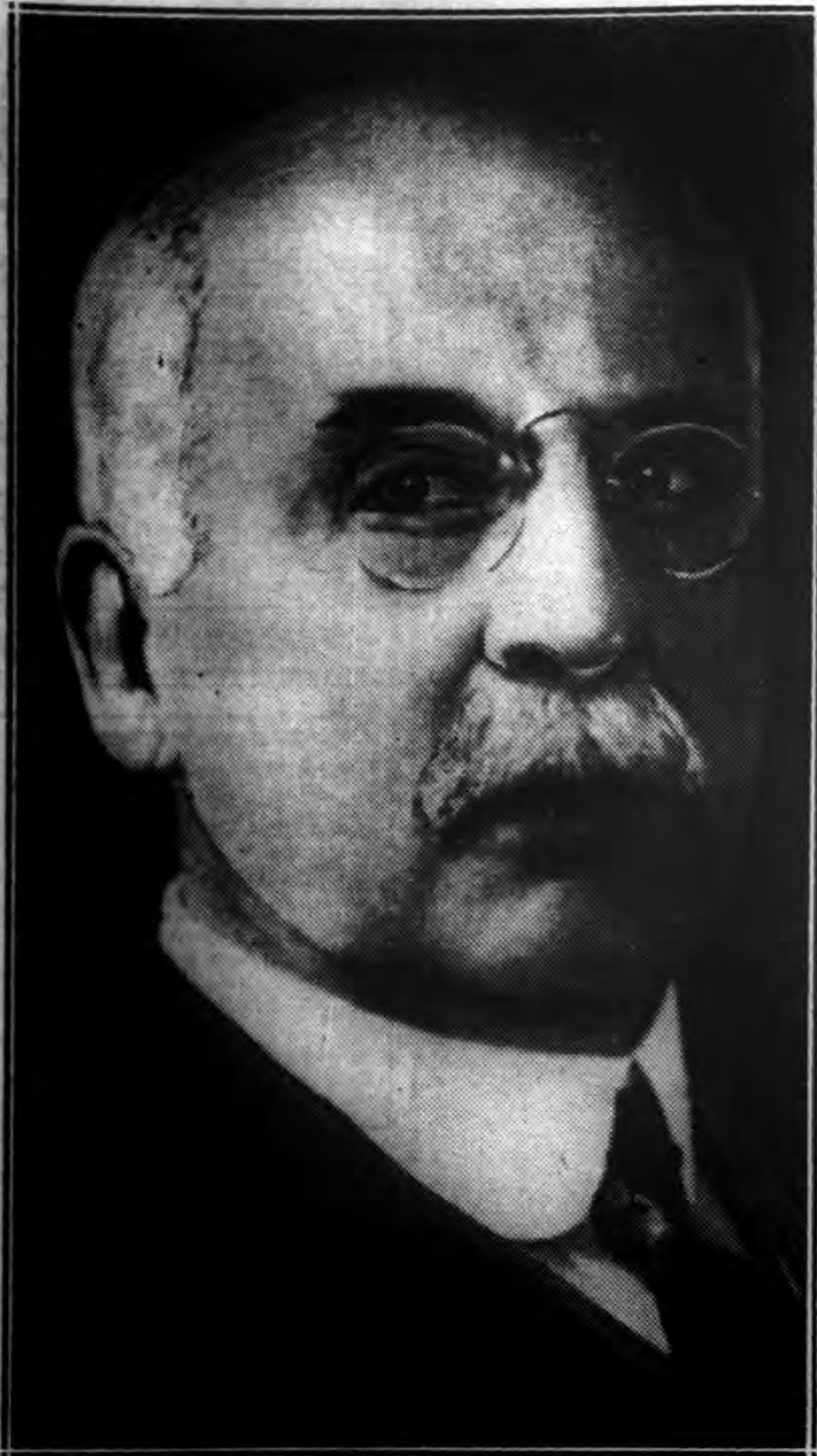


WITHERILL STORE WINS HIGH PLACE IN CITY COMMERCE



LISTON AMES WITHERILL
 Founder of the store which bears his name, Liston Ames Witherill lived to see his son take up an active part in the management. Mr. Witherill, a native of Union, near Endicott, embarked early on a career of merchant, which was climaxed when he became sole owner of the store in Syracuse in the early nineties.

POPULAR RETAIL HOUSE DATES ITS ORIGIN BACK TO YEAR 1870

(This is the fourth of a series of articles which will appear weekly in the Saturday edition of The Syracuse Journal, to permit Syracusans to become familiar with the inside story of the great industrial and commercial enterprises which have played important parts in the development of the city.)

By RICHARD E. WELCH.

For more than 40 years a favorite meeting place, because of the fact through all these years it has been the principal stopping point for first trolleys and now buses, has been the southwest corner of S. Salina and W. Fayette sts., or as it is known more popularly, Witherill's Busy Corner.

And through all these years the department store from which the corner takes its name, has also won many patrons and an esteemed place in the commercial history of the city under the name of L. A. Witherill, Inc.

There has been a store on the corner since 1870 when John Robert Whitlock, a pioneer merchant in Syracuse, moved his drygoods establishment from E. Genesee st., then the principal business thoroughfare, to the corner of Salina and Fayette, then on the outskirts of the shopping area.

Mr. Whitlock was born Feb. 11, 1853, in Saratoga County and when a young man, came to Syracuse with his brother, Joel, to enter business. The brothers first opened a store in the 200 block of S. Salina st. and then John branched out for himself.

He opened his own store in E. Genesee st. in 1853 and 17 years later moved to the site of the present Witherill store.

Liston Ames Witherill at that time was obtaining his experience with the D. M. McCarthy Department Store, occupying the northeast corner of Fayette and Salina sts. He had foresight and had saved a small working capital from his earnings.

Although the Whitlock store at that time occupied but a small store with scarcely 20 feet frontage on Salina st., Mr. Witherill decided it had a future and in the early nineties he purchased a half interest in the store.

Founder Born of Pioneer Stock; Came From Near Endicott.

Mr. Witherill was born of pioneer stock in Union, N. Y., near Endicott. When a young man he decided to become a merchant and secured employment with Sisson Brothers of Binghamton. He was assistant buyer in the silk department of that store when he decided to come to Syracuse.

He secured employment in McCarthy's department store and in the three years he was with that firm had been advanced to buyer of the silks and dress goods.

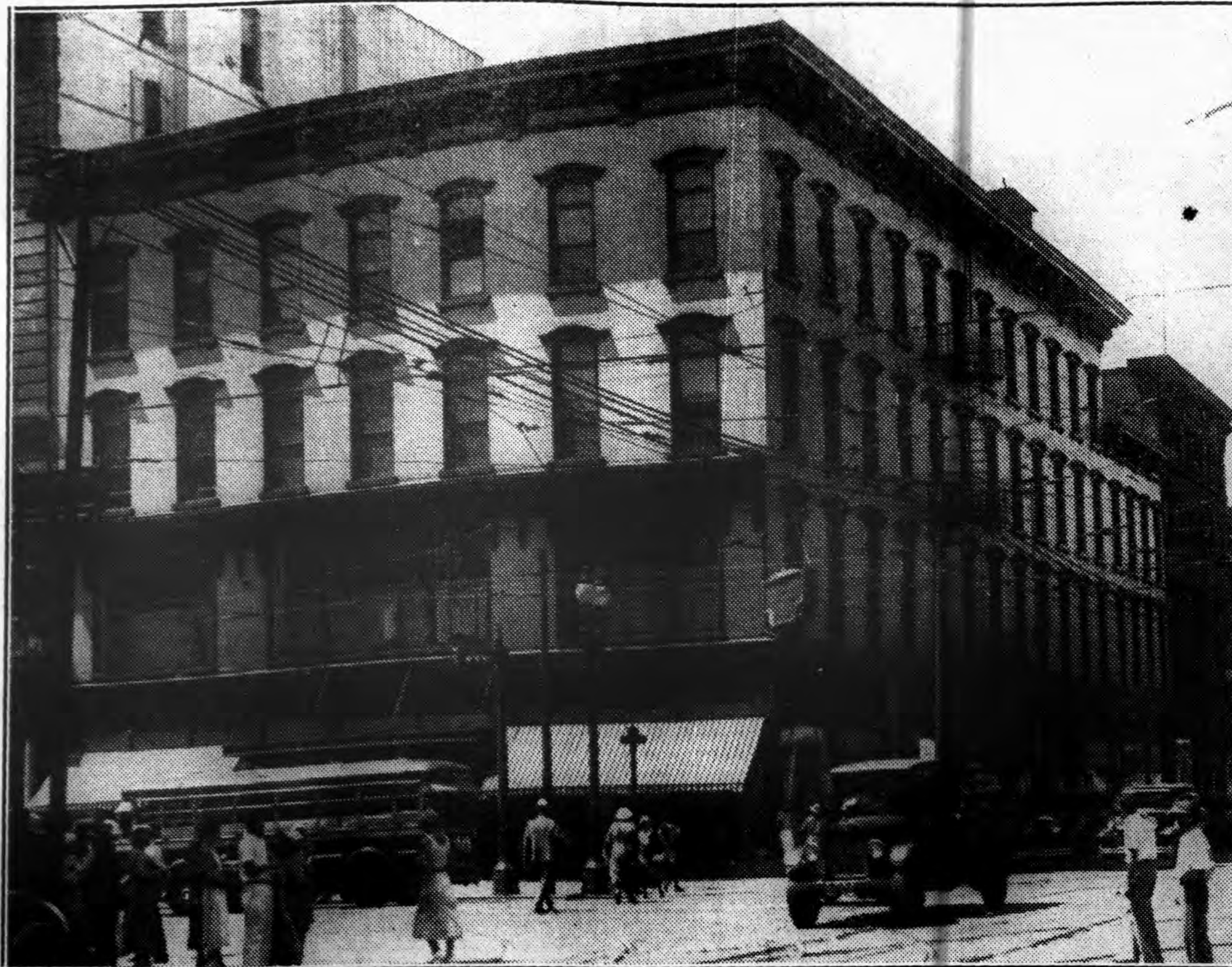
One of Mr. Witherill's brothers, John Witherill, also embarked on a career as merchant, but chose Union as scene of his activities. John Witherill established a general store in Union, which he conducted up to about 10 years ago, when he retired. The store is now being managed by his son, Harbert Witherill.

When Mr. Whitlock died in 1899, Mr. Witherill was in position to buy out his heirs and became sole owner of the store and the name was changed from Whitlock & Witherill to L. A. Witherill. Under Mr. Witherill's guidance the store prospered and expanded, until it occupied the entire four-story building, with entrances from both Salina and Fayette sts.

Plans were being made to purchase the building when Mr. Witherill died in 1923, his death removing an honored and useful citizen, who had played an important part in the city's progress and development.

The company was incorporated in 1914 under the name of L. A. Witherill, Inc. Liston Ames Witherill was president; Mrs. Witherill, vice president; James Y. Burch, treasurer, and Edmund B. Weller, secretary.

After Lawrence Liston Witherill, son of the store founder,



Since 1870, when John Robert Whitlock moved his dry goods store from E. Genesee st. to the southwest corner of Salina and Fayette sts., there has been a department store on this site. The Whitlock store became Whitlock & Witherill in the early nineties, and then L. A. Witherill, Inc., after Mr. Whitlock died and Mr. Witherill became sole proprietor. Starting with but 20 feet frontage on Salina st., the store expanded until it now occupies the entire building shown here.

completed his education he became connected with the company and first served as secretary. For three years after her husband's death Mrs. Witherill served as president, Lawrence Witherill was vice president, Mr. Burch continued as treasurer, and George D. Mathews was secretary.

Then Mrs. Witherill handed over direction of the company to her son and Lawrence Witherill became president, Mrs. Witherill assumed the title of secretary, and Mr. Burch became vice president and treasurer.

Lawrence Witherill Carried Forward Plans of Father.

Lawrence Witherill carried forward the plans of his father, which included purchase of the building which houses the store. The transaction was closed in 1924 and title of the block passed to the corporation from Mrs. Annie Dunfee, widow of John Dunfee.

L. L. Witherill was born in Syracuse and after preliminary education in the public schools, prepared for college at Hill School, Pottstown, Pa. He later entered Princeton University, from which he graduated with a degree of bachelor of arts. Immediately after his graduation he entered his father's company and was elected secretary of the corporation.

During the World War, L. L. Witherill enlisted in the naval aviation corps and was assigned to the Massachusetts Institute of Technology for ground school. Later he was sent to Miami, Fla., for air instruction and served there until the war ended. He received an honorable discharge with the rank of chief quartermaster of aviation.

James Y. Burch, now serving as vice president and treasurer of the corporation, has been with the store for 31 years. He entered the service in July, 1903, taking over management of the credit department and won promotion as the store expanded.

Bustles and elaborate heavy suits were all the rage when Miss Eva Patterson of 133 S. Midler av. went to work for Witherill's 32 years ago, just after the turn of the century.

She secured employment in the fitting department of the store and for years has been in charge of this department.

Sees Styles and Fancies Go Around the Cycle.

She has seen styles and fancies change and go around the cycle and has been able to meet these demands of fashion without difficulty.

Miss Patterson recalled how on a busy Saturday before Easter or some other holiday she had stood in her workshop from early morning to closing time, fitting heavily draped suits until her work table was piled with as many as 75 suits.

She recalled that those were the days when yards and yards of material were put into women's suits and her arms often ached just from the exertion of lifting the heavy garments. Now, she said, women seek more for comfort than style and summer costumes are chiefly of linen or sheer fabrics.

Miss Patterson saw the bustle disappear to be replaced in turn by the hobble skirt, the slit skirt, the military fashions which were the war's influence, the short, knee length dresses which followed and now the dresses are long again and many styles hark back to grandma's day.

Through all the years, Miss Patterson says she has been most happy in her association with the store management and has found the company ideal in every way.

Another veteran of the Witherill Company is Henry Thompson, now in charge of delivery. Horse-drawn vehicles and often bicycles were the principal means of delivery and transportation around the city when Mr. Thompson went to work in the delivery department of Witherill's 32 years ago.

He has seen modern methods come into his department, as they have into every other department of the store, and now has a fleet of sleek, fast delivery trucks to whisk the purchases of the store's patrons to their homes.

New York Connections Adds to Service Store Can Offer.

The cool interior of a modern store such as Witherill's is a haven for busy shoppers after the heat of the downtown



LAWRENCE L. WITHERILL
 When his father died in 1923, Lawrence L. Witherill was prepared to assume his duties as head of one of the leading department stores in Syracuse. After his college education, L. L. Witherill received his business training under his father, serving first as secretary and then vice president of the corporation. He is now president of L. A. Witherill, Inc.

streets. The departments are arranged to be most convenient, the floors have wide aisles and are lighted and ventilated to give the maximum of comfort to the shoppers.

With a buying agent constantly on the scene of the wholesale trade, the Witherill store has been able to follow closely the fashion trend as it is created in the metropolitan area and offer new styles and modes to its patrons almost as fast as they become popular. The connection also permits a wider selection and securing of better values, which in turn are passed on to the purchaser.

As the store has expanded new departments and new features to attract customers have been added. The first floor of the store now has two attractive displays, one a "cotton shop" and another a "beach shop".

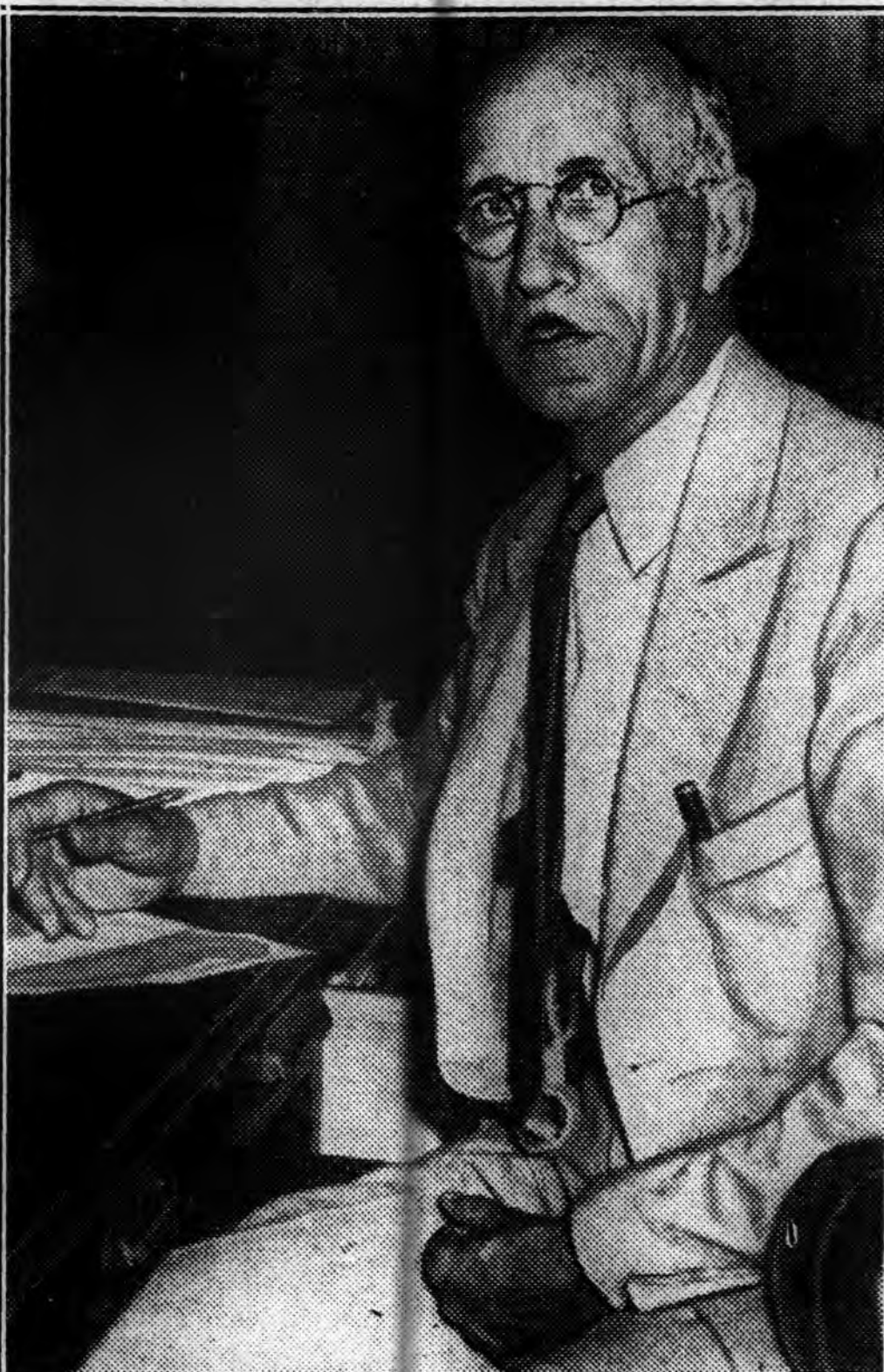
The store has a large staff of experienced department managers and buyers, which include: W. Lewis, in charge of linens, domestics, dry goods and general home furnishings; Miss E. Cady, in charge of sportswear and accessories; Frank Tynan, in charge of men's furnishings, hosiery, bags, jewelry and notions; Miss M. H. Leonard, in charge of underwear and corsets; Mrs. G. Davey, in charge of children's and infants' wear; E. Crozat, in charge of ready to wear; Mrs. L. Decker, in charge of millinery; J. H. Dwyer, in charge of shoes; A. E. Brennan, in charge of display, and J. Beim, in charge of advertising.

OFFICER AND TWO HEADS OF DEPARTMENT HAVE RECORD OF MORE THAN 30 YEARS



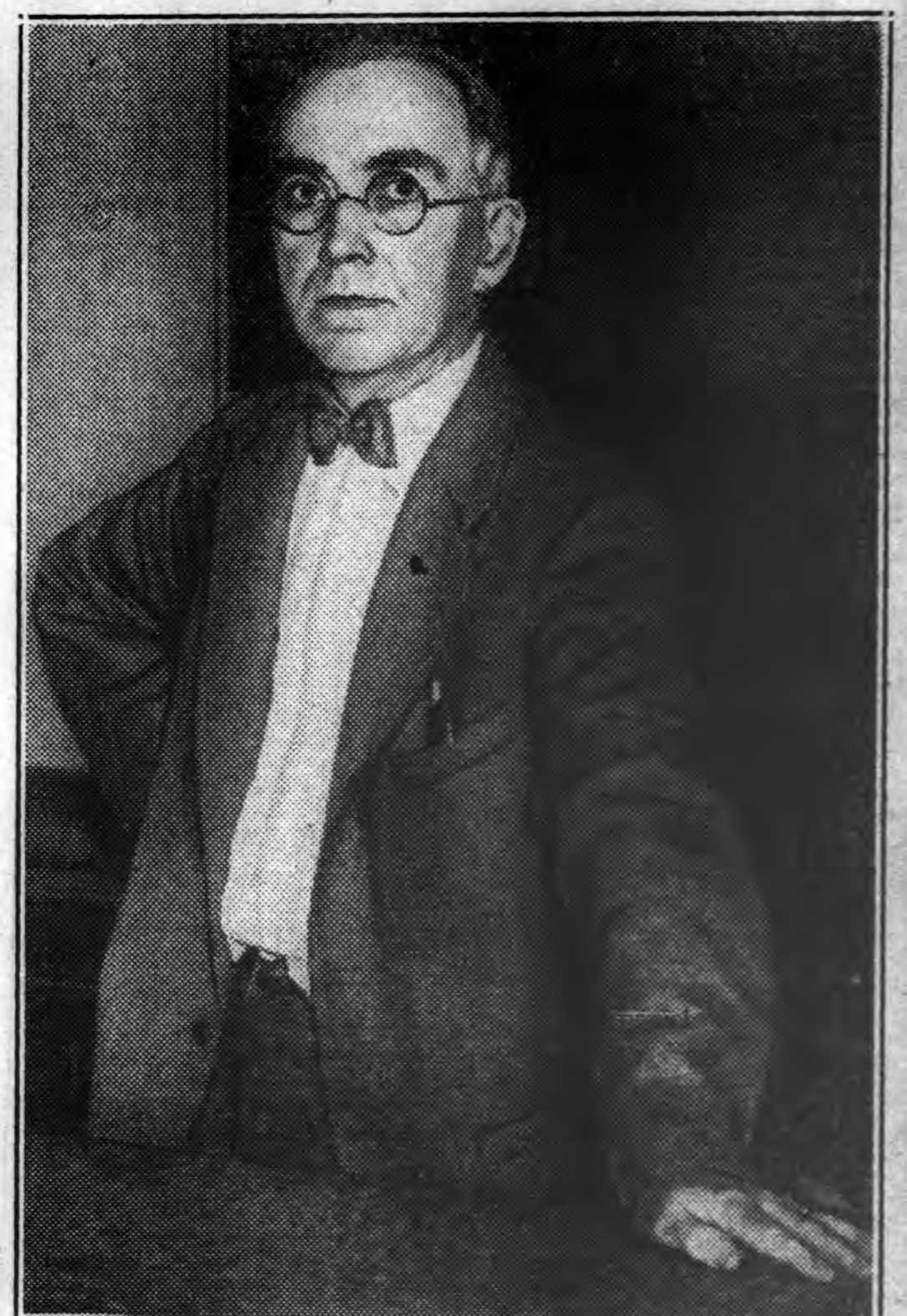
MISS EVA PATTERSON

It was just after the turn of the century that Miss Eva Patterson of 133 S. Midler av. went to work in the fitting room of L. A. Witherill, Inc. Miss Patterson is now in charge of the fitting department in the store and is proud of her 32 years of service.



JAMES Y. BURCH

Another veteran of Witherill's store is James Y. Burch, now vice president and treasurer. Mr. Burch became affiliated with the store in 1903 when he assumed charge of the credit department, and was soon advanced to office manager. He has been vice president since 1914.



HENRY THOMPSON

Presiding over the delivery department of Witherill's store is another man who has seen the concern prosper and expand since he first went on the payroll. This man is Henry Thompson, who has been with the store for 32 years. Pictures by Journal staff photographer.