

BOSTON STORE MAKES FAST GROWTH AS RETAIL HOUSE



MAX NUSBAUM

With 24 years' experience in the mercantile business, which includes activities as a European buyer, Max Nusbaum is now manager of the Boston Store, 411 S. Salina st., a progressive concern which has been expanding steadily since it first opened its doors in 1919.

MAX NUSBAUM EXECUTIVE HEAD OF THRIVING ESTABLISHMENT

(This is the sixth 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.

What it lacks in age in the Syracuse merchandising field, the Boston Store, 411 S. Salina st., more than compensates with its progressiveness, service and willingness to meet the public demand in style, quality and price of its goods.

The Boston Store is a lusty youngster which has grown up so fast under popular patronage that it has earned a place for itself well up in the front rank of the mercantile houses of the city. Under capable management it has maintained a steady program of expansion and improvement to present its goods to Syracuse shoppers in a first-class department store.

A unit of the Interstate Department Stores, the Boston Store is operated strictly as a local institution, employing chiefly a staff of Syracuse clerks and department managers and, whenever possible, patronizing Syracuse industry in stocking its shelves.

The store first made its appearance in Salina st. in 1919 when it purchased the stock and took over the lease of the drygoods store then operated by Horace G. Stone and his son, Walter R. Stone.

Walter Stone was elected mayor of Syracuse in 1916 and in 1918 was re-elected as chief executive of the city. Mr. Stone had many other activities besides his public office and decided to retire from the merchandising business.

The Boston Store was opened in 1919 and soon expanded to include three selling floors, basement, main floor and second floor. The store was enjoying most encouraging sales when the lease terminated in 1924 and the management was unable to make suitable arrangements to continue the business at the original site.

Satisfied that Syracuse was a favorable city for such a store, the management closed reluctantly and immediately started looking for another location. In 1925, Brown, Curtis & Brown vacated the six-story building at 411 S. Salina st. to move to new quarters and the Boston Store management acted quickly to acquire the lease to the building.

The greater portion of the sales staff of the old store was reassembled and the Boston Store again appeared in Salina st. in quarters large enough to care for future expansion.

The store started modestly, but as sales mounted and patronage called for a larger variety of merchandise, departments were added and the store modernized to meet the trend.

The Boston Store today is the only exclusively popular priced cash department store in Syracuse and despite conditions, which seem to be against such cash operation, has been able to overcome this by offering a range of prices and selection which has drawn buyers in increasing number to the store.

The store now occupies five selling floors and two non-selling floors, with 42 departments offering nearly every product which can be grouped in the department store field.

The Boston Store, through its connection with the Interstate Department Stores, is able to offer its patrons the services of a staff of 250 experts in the New York City office. The staff includes 62 trained buyers who are widely known specialists and who are able to buy for the Syracuse store at the lowest possible prices. Others on the metropolitan staff include stylists who watch the trends in various lines and who lose no time in giving Syracuse patrons the benefit of their selections and analysis of the fashion trend.

Augmenting this is the staff of department heads and buyers on the store staff which feels the needs and desires of Syracuse shoppers and acts quickly to supply them.

Starting modestly the Boston Store has expanded since its founding until it now occupies this six-story building with five selling floors and 42 departments.



Heading the management of the Boston Store is Max Nusbaum, manager, who has had 24 years' experience in the department store business. He was born in Hungary and came to the United States at the age of 15 years. He was educated in the public schools of New York City, graduating from high school and later completing a course in business college.

Mr. Nusbaum's first experience in the retail trade was gained with the firm of S. & W. Bauman in New York City, and after some years there he entered business for himself. He later moved to Birmingham, Ala., where he was connected with Loveman, Joseph & Loeb, the leading store of the southern city.

Before coming to Syracuse Mr. Nusbaum was European buyer for the Crowley Millinery Store of Detroit, and in that capacity made a number of trips to France, Germany and other European centers of trade, securing experience which fitted him to become head of a thriving establishment. During the World War Mr. Nusbaum served in the United States Navy and was stationed at Hampton Roads, Va.

Under Mr. Nusbaum's direction many major changes have been made in the physical aspect of the Boston Store.

He has outlined a plan to make the establishment a complete, modern department store in every respect, capable of meeting the daily wants of the entire family for staple merchandise.

The main floor has been modernized to permit shoppers to walk through wide aisles with merchandise arrayed attractively on convenient counters and under well-lighted glass cases. The second floor has been rearranged to give patrons better service and the plan for the entire store will be pressed forward to completion without delay.

Mr. Nusbaum plans to improve the store front this fall to furnish more attractive display windows, and a new floor will be added to the shopping space to furnish room for toy, occasional furniture and lamp departments.

Mrs. Florence B. Lynch, a native of Skaneateles, has been with the Boston Store since it first opened in Syracuse. She was first employed as a stenographer, but after a short time in that capacity was advanced to the position of office manager, which she now holds.

The advertising manager of the store is Dan Seitner, and Garry Rettig is the display manager.



MRS. FLORENCE B. LYNCH

Max Nusbaum, manager of the Boston Store, plans to continue the expansion of the store and next fall plans to improve the store front and add another selling floor.

Management of the business office of the Boston comes under the capable direction of Mrs. Florence B. Lynch. Mrs. Lynch entered the employ of the store when it first opened in 1919 and quickly won promotion to the position which she now holds.

The 225 employees of the store work under capable, experienced department heads, who include:

Mrs. Marie Richter, manager of the beauty parlor; Miss Esther Yaffe, manager of the underwear department; Mrs. Lorna McAnaney, manager of the toilet goods department; Adolph E. Froese, manager of the watch and jewelry repair department; Miss Mildred Rosenbloom, manager of blouses, sweaters and skirts department; Ernest J. Fowler, floor-walker of the first floor; Albert W. Rapp, in charge of the shipping and receiving room; Joseph W. Jay, merchandising manager and buyer for the ready-to-wear department; Frederick W. Churchill, manager of the rugs and floor covering department; Mrs. Harriet Hogan, manager of the girls and infants' wear department; Mrs. Jewell Duger, manager of the curtains and drapery department; Samuel Benjamin, manager of the boys' department; Mrs. Ruth Bugbee, manager of the corset department; Mrs. Sally Smith Cohen, manager of the millinery department; Manuel Wolstein, manager of the men's furnishing and clothing department; Miss Helen Kennedy, manager of the glove department; Irving Seldin, manager of the shoe department; Joseph Spector, manager of the piece goods department, and Eddie Colabelli, manager of the shoe repair department.

Some idea of the volume of business conducted by the various departments of the Boston Store is gained by the report of Raymond Surowick, manager of the wall paper and paint department, who said that his department annually sells an average of 40,000 rolls of wall paper.

Mr. Nusbaum stressed the point that it is his intention to make an intensive study of the Syracuse merchandising field to adapt the store to meet the demands of trade.

It was at his insistence that the new beauty shop and the recently established corset department were added, and the business record made by these departments has amply justified the moves, he said. He also installed a restroom on the second floor of the store with telephone facilities for store patrons.

INTERIOR OF THE BOSTON STORE WHERE SYRACUSANS MAY SHOP AT EASE



Enjoying a most favorable share of the patronage of Syracuse shoppers, the Boston Store has undergone many improvements to meet the demands of trade. This picture, showing the interior of

the main floor, clearly shows how the establishment has been modernized to give patrons the maximum of comfort and convenience. Attractive shows cases and counters have been installed along wide

aisles and important improvements in lighting and ventilation have been made. All pictures by Journal staff photographer.