M. RICH BROTHERS AND COMPANY COMPLETE GREAT DEPARTMENT STORE

METROPOLITAN IN CHARACTER

Perfect in Design and Convenient in Every Detail.

ALL LATEST IMPROVEMENTS

A Real Department Store Built Especially for Handling Almost Everything—It Is a Credit to Atlanta and the South.

Just as the giant oak sprung, with its spreading branches, from the tiny acorn, so has the mammoth new department store of M. Rich & Bros. Co. sprung into existence on Whitehall street from the small store in which it made its beginning nearly half a century ago. Now under its great roof there is comfort, delight and happiness given to hundreds of employees and thousands of shoppers.

This department store, which is one of the largest and most complete in the south, is thoroughly metropolitan in its make-up and management. Located on the spot where the name of "Rich" has grown to be synonymous with that of "highest quality and closest price," it seems to be a transplanted bit of Broadway or fashionable Fifth avenue rather than the center of Atlanta's shopping district—Whitehall street.

With its towering front of white brick and its wide and sweeping windows of bevel plateglass set deep in handsome frames this building attracts universal attention from whatever vantage seen and it gives to this entire section a tone which nothing less could possibly add. To the ladies of Atlanta it has proved a godsend of convenience and attractiveness. The eternal feminine realizes that once past its spacious and inviting portals all thought of disappointment is past and if the article, be it a fancy creation or a substantial suit of furniture, it is sure to be found in one of the many departments and all under one roof. To enter this magnificent emporium is to enter a shopping mart where everything wanted is found. This handsome building is not only a credit to the firm of M. Rich & Bros. Co., but is a tribute to the faith in the future growth and greatness of this city. Builded on magnificent proportions, every convenience and detail of attractiveness was carefully observed. Even the former arrangement of counters and departments was adhered to as strictly as possible under the heroic alterations and improvement. This was done as a tribute to those constant shoppers who are so used to going to the same place to shop, "Rich's," and to the same place in "Rich's" to get it.

Just as the store stands imposing, alike from without as the same idea is carried out within. With a sweeping front of 85 feet on Whitehall street this emporium from the outside gives a clear impression of what may be expected within. Broad show windows between the handsomely vestibuled entrance, are always elegantly dressed and impart an air of refinement and culture that prepares the shopper for the convenience and neatness within.

Through wide swinging plate glass doors the customers enter the building, which has revolutionized shopping in Atlanta and made what was most demanded by women a thing now most to be desired.

Upon entering the store a customer is met with a grand vista of showcases set on green marble bases that extend between two rows of high white colonial columns which give an air of restful refinement, spaciousness and freedom which at once rids of all terror of crowds. There are no chairs or stools to be knocked over or passed between. An utter absence of blockade which precludes any remote possibility of a crush.

These handsome plateglass cases are filled with the daintiest and most fanciful creations which are most appealing in their roomy conipartments. Immediately in the rear of these handsome and spacious showcases are tiers of mahogany shelves which are panelled at intervals with bevel plate mirrors. This lends a tone to the establishment which is notable throughout all of its departments. Punctuating these aisles every little is a wrapping station fitted with telephones, cash registers and all the little appurtenances which go to make a department store a time saving institution just as it was intended. These little stations are boxed in by half-high mirrors swinging on doors which are almost identical with the little pew doors of the old English churches. These stations make it possible to shop quickly and not lose time waiting for bundles and change. As an impatience eradicator it cannot be improved upon for more shoppers lose their patience while waiting for change than at any other time on a shopping tour.

A whole wilderness of white goods and fancy French creations in cottons and linens is shown on the lefthand side of the store from the front entrance as far back as the left ell, except for those locations where the glove counters are set to lure women to their aisles and the umbrella stands located conveniently near the door.

The entire first floor with its multiplicity of departments, numerous but not irregular, is finished in handsome mahogany from the wide swinging storm-doors at the front to the giant and comfortable elevators in the rear. Its various sections are devoted to white goods, linens, silks, dress goods, embroideries, art goods, knit underwear, men's furnishings, notions, neckwear, parasols, etc.

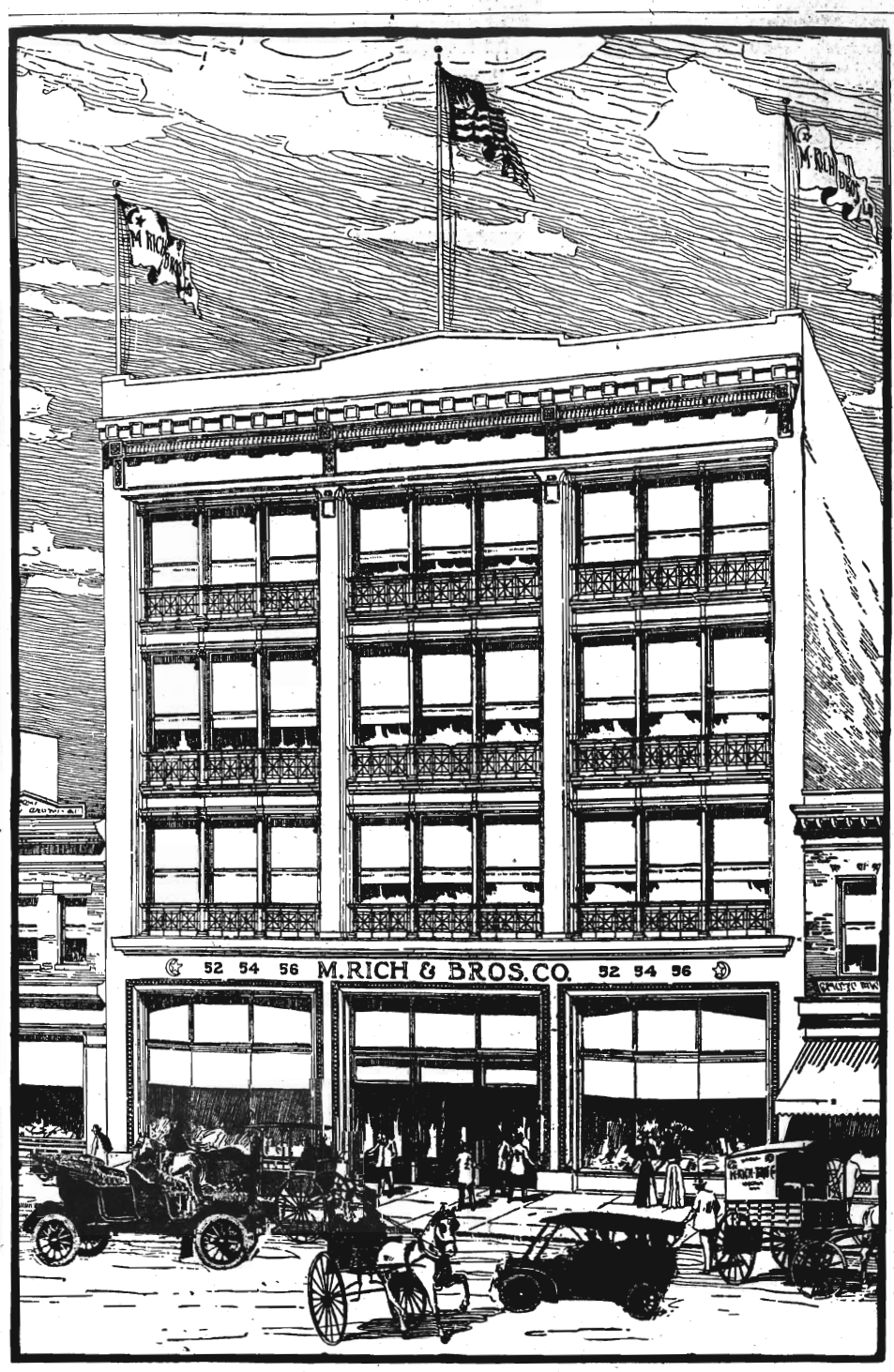
Realizing that light is the most essential detail in building a modern department store, the architects were given the task of lighting a store which was set in the middle of a block. How well they succeeded a visit only is needed to convince. In order to take advantage of every ray of light in the building, the walls and the ceiling were finished in white. In the center of the building, which sweeps back a distance of 231 feet, there has been constructed two giant skylights, through which there falls to the four floors beneath a flood of sunlight, and which fairly bathes the lower floors in its softening effects. These giant lights, sided by the almost solid glass window front on Whitehall street and at the rear of the building, lights up almost perfectly the large emporium even to its every crack and cranny. In addition to this, there is a great dome of white light, and throughout the entire building there is swung a stream of electric lights which makes the evening's twilight dazzle the midday sun for brilliancy. In this manner all textures and colors are examined under the two great lights—daylight and artificial light.

While building, the great growth of the business made it imperative that the accommodations should be made sufficient for all of the twenty-five departments which go to make up this enormous emporium. To this end two ells were built. From the rear of the store one extends to the right to Hunter street, a distance of 75 feet, with a continued depth toward South Pryor street of 68 feet. This annex has been divided into departments for a complete line of shoes; a comprehensive stock of china and fine crockery, and a department for the finest grade of pianos and musical instruments. The second ell extends to the left, and is four stories in height. This annex has been filled with one of the most complete lines of furniture ever brought south, and is roomy enough to show it off in all of its beauty and attractiveness.

On the second floor, the front end which overlooks Whitehall street has been fitted up for the suit department. Here the trying-on rooms are located, and are furnished with all of the conveniences of a ladies' boudoir, where suits and skirts may be tried on with all of the conveniences and comforts of a home bed room. This department is fitted out handsomely in heavy leather seats, sofas and window boxes. The walls are lined with electric lights, and their brightness shows every line in the handsome creations, which are tried on before the high-broad mirrors of this department. The eight fitting rooms are fitted up with special care as to the detail and comfort of the suit customers.

What is a detail in most department stores has become a specialty here, and Lingerie is the magic name which covers this department. A space of 100 or more feet has been set aside for this department, and here the daintiest and flimsiest creations are to be found, from the hand-made underwaists direct from the Boulevards of Paris to that daintiest and flimsiest of creations which are best made by the nuns of Normandy. This department also includes corsets and infants' furnishings, and is one of the largest and most complete of its kind to be found south of New York city. In addition to the fancy articles are to be found those of stronger and more stable material. The list includes every known description, and in this department the shopper is sure to be suited, whether she be princess or commoner.

The sewing rooms, the real work rooms, where the fittings and alterations from the dress and suit departments are to be made, are also located on this floor, and are models of ventilation, light and spaciousness. There is no fear of the sweat shop in connection with this store or this department. The rooms have been fitted out with the latest and most improved models of sewing machines, and expert cutters and repairers are in charge of this highly important branch of the suit department. These rooms are in the Hunter street ell, and are furnished with a strong southern and eastern light. Here also are located the offices of the store telephone exchange, whereby an outside customer cannot only get connection with the store and a certain department therein, but even the clerk who last waited on her. This is an invaluable assistance in shopping over the phone. The advertising office is located in this wing, and is a model of neatness and dispatch. Into it flows all of the latest models and designs, and in this way, through the daily papers, Atlantans and Georgians are kept advised of the latest modes and creations.



The Magnificent New Department Store of M. Rich & Bros. Company, on Whitehall Street

ARRANGEMENTS OF DEPARTMENTS

Freight and Passenger Elevators to All Floors.

EVERY ACCOMMODATION FOR CLERKS

A Store Whose Past Record Has Been Crowned With Success, and Whose Future Is Most Inviting.

In order to handle a monster emporium like this it is necessary to have a perfectly systematized office force with ample quarters. This has been provided at the rear of this building, on the second floor. Here the detail work that keeps the giant machinery of the store in operation is done. It is through this channel that thousands of dollars monthly pass from the mail-order business alone. This store has long been noted for the promptness with which mail orders have been filled, and the satisfaction such acting gives. High above it, and running around these offices, is an 8-foot gallery.

To the left of these offices, and located in the annex, there has recently been opened up a departure which is a special delight to the host of Atlanta shoppers and the army of those who make this store headquarters while in the city from near-by towns.

This is the ladies' resting room. Here are found soft lights, easy chairs, lounging seats and sofas, upon which those who are weary of the day's shopping can come off rest and comfort. An attendant, always present, ministers to those who come here in search of temporary rest, ice water, lavatories, toilet rooms and the like are arranged in it for the convenience of all customers. It is proving a boon to those who are tired and far from home or hotel.

The third floor of this monster emporium is given up to carpets, rugs, mattings, draperies and upholsteries. The enormous space which this store commands on each floor makes it possible for an entire room to be fitted up almost anywhere on this floor for the demonstration of color schemes with carpets, curtains, rugs and draperies. One does not have to depend on a single strip of carpet or matting to be thrown on the floor to see the effect, but here it is possible to unfold an entire carpet and arrange furniture about on it to show in detail how a room will look if the furnishings are bought from "Rich's." There is also a teakwood section, a department devoted to brass goods and brass furniture; several sections devoted exclusively to bric-a-brac of all fashions and fancies from every country in the world. These departments, so full in every detail, strongly resemble the corners of a handsome museum with its wealth of treasures and those little details which go to make a home "a thing of beauty and a joy forever."

The fourth floor is devoted to furniture. Within this space there is located furniture for every class and condition. It is possible to furnish the most sumptuous palace from the most gorgeous divan in the salon to the smallest chair in the servant's quarters. Here, too, it is possible for the struggling laborer to invest his hard-earned savings in good value furniture that will be a credit to his flat and a saving to himself. This department is one of the largest and most complete south of the Mason and Dixon line.

In the rear of this building are located two giant archways forming the entrance and exit for the monster wagons needed to haul the freight from the terminals to this emporium and from this store to the thousand thousands of homes in Atlanta that buy from this emporium. The receiving and shipping is all done from this point and there is no congestion in front of the building or hauling off half-opened boxes and crates through the store. In this space a half-dozen giant trucks and as many delivery wagons can load and unload at the same time, insuring a most prompt and efficient delivery service. Opening into this area is a large cemented space, where all goods are taken from their cases and packings and where those which need rubbing and retouching, owing to hard treating, are placed in readiness to grace the dainty floors on the stories above.

Another novel feature of this modern emporium is the location of a soda water fount on the first floor. This place has proved a mecca for thousands of thirsty and tired shoppers who, perhaps, if they left the store in search of a cooling or refreshing drink would go in some place else to finish their shopping, or if they remained in the store, anyhow, when feeling in need of an ice a headache would probably result. Here can be found only the purest sirups and richest creams are served and it is adding fame and popularity to the store and the management which conceived the idea of its installation.

In addition to this satisfying feature there has been added that of a restaurant for the benefit of the employees. It has been found to work a hardship both on the employees and the shoppers to have them rush out for lunch, become nervous and irritable while waiting to be served in any of the nearby cafes and come back into the store still hungry and uncomfortable. To modify this evil this has done away with; a modern and model restaurant where hot and cold drinks, substantial food and desserts are served quickly, cleanly and moderately is provided.

There are any number of mutually beneficial helps added by this store for the comfort and care of its employees. There is the employment of a trained nurse, who looks after the care and health of the host of young lady employees in the store; a medical secretary, who reports on the good work and carefulness to detail of others and recommends them for change, promotion and advancement. This company believes in cooperation and employs experts to carry out these ideas.

M. Rich & Bros. Co. have taken a great step forward in the advancement of conditions not only for the customer, but the clerk, and they are receiving the generous thanks of Atlanta through the patronage of thousands who attest their appreciation by constant calling upon the emporium. The store with its management is a credit to Atlanta and one to which Atlanta will point with pride.