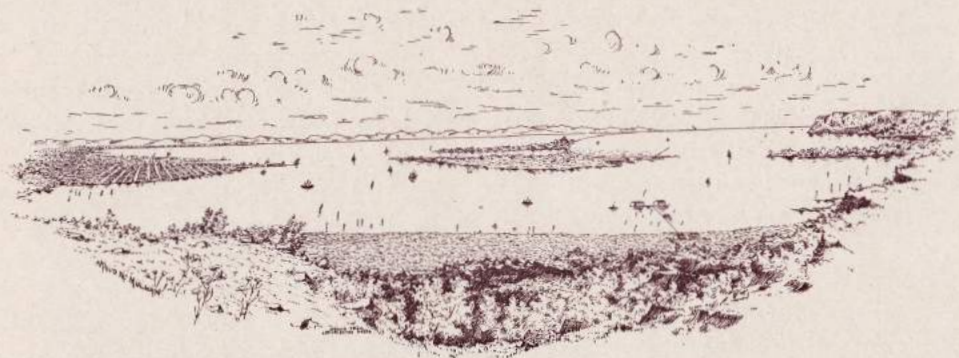


Marston's

Amatorem

Some pictures of the new Marston Store in the old town of San Diego,
California, southwest corner of the United States,
near the Mexican border



GEORGE WHITE MARSTON

JANUARY, 1897



THE building shown on the opposite page is situated on the south-west corner of Fifth and C Streets, San Diego, adjoining the U. S. Grant building on the south and the Brewster hotel on the west. It is the property of Stephen W. Marston of Boston, Mass., and was built specially for George W. Marston's business. Messrs. Reid Brothers, the well known builders of Hotel del Coronado, were the architects, and the following San Diego firms were the principal contractors: Sinclair & Beer, carpentry and sub-contracts; Simpson & Pirnie, masonry; Kneale & Howitson, brick work; Sterne Bros., iron, steel and elevators.

The land was bought in May, 1895, and in the following summer the general plan was formed for the house and its business. Architects were engaged in November and building plans were completed and contracts let in January, 1896. The first work upon the ground—excavation for basement—was begun February 6th, 1896. The stone and concrete foundations were laid in March, the roof was placed in July and the building completed in October, 1896. It is built in square form, having a front and depth of one hundred feet, and there are four stories and a basement. The architectural design is modern and composite, adapted to business use. The first story is light gray Nevada Tufa stone with a soft pinkish tint; the upper stories very light pressed brick, of harmonizing color, finished under the cornice with a wide terra-cotta frieze. The frieze, a rich, graceful design of California plant and foliage forms, is the chief decorative feature of the exterior, the beauty of which is enhanced by the breadth and plainness of the brick work.

The supporting structure of the building consists of iron columns and steel girders, laid upon concrete and granite foundations. From basement to roof the construction is thoroughly substantial and in modern style.



The interior is so well illustrated in the photographic reproductions in the following pages that a written description is unnecessary. Yet the pictures scarcely do justice to the beautiful light-well with its graceful outlines of columns, balustrades and balconies. This is a splendid feature of the store, and its size of twenty-four feet by forty-eight feet, and height of seventy feet from floor to skylight, not only affords abundant light but gives an effect of dignity and spaciousness to the whole interior.

For its business purposes the building is equipped with freight and passenger elevators, cable cash carriers and incandescent light service, all operated by electricity. The furnishings throughout are of a high-grade character, all designed with the building to give the city of San Diego one of the first-class stores of the country.



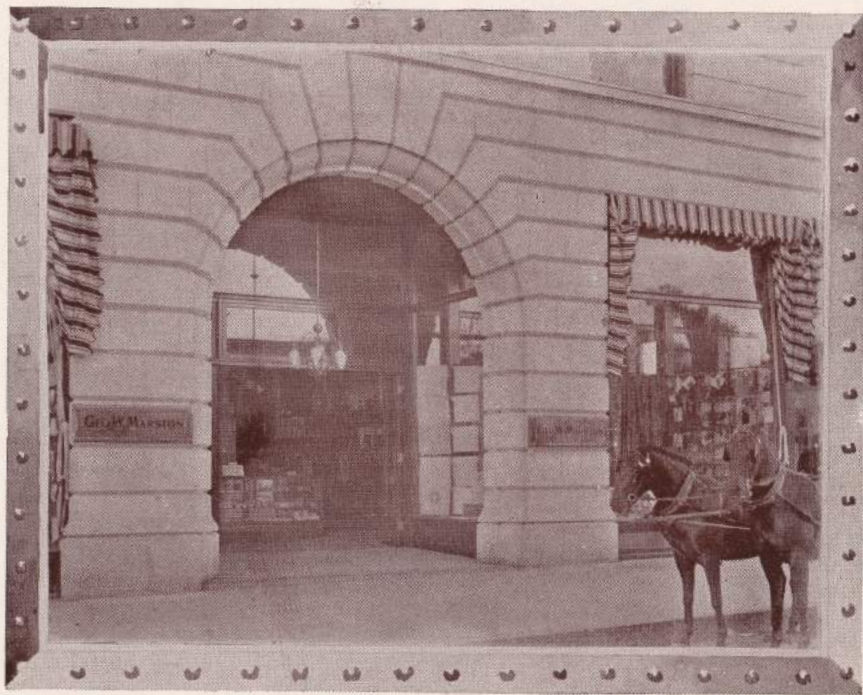
THE OLD "MARSTON CORNER"

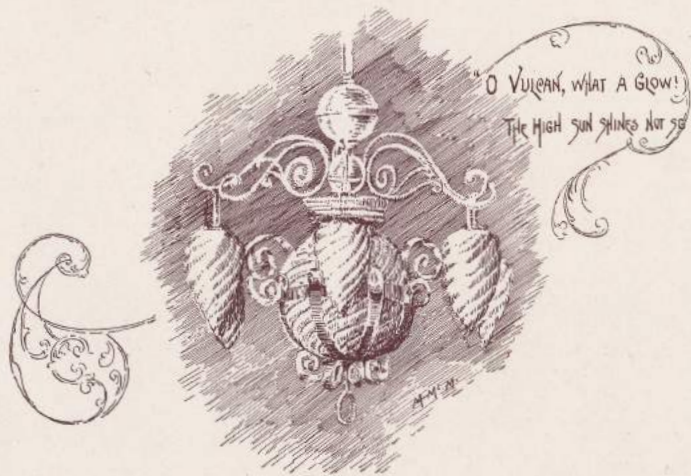
where the business was carried on for fifteen years. In 1881 only the corner room was occupied, but as the town grew the store grew with it, until it took in ten times its original space.

Mr. Marston commenced the clothing and dry-goods business in 1878, on the "Snyder Corner," a few steps south of the present site. Before the close of the year he moved down Fifth street to a room between G and H streets, and added a small stock of carpetings. The store was located there for three years, then fifteen years at Fifth and F streets.

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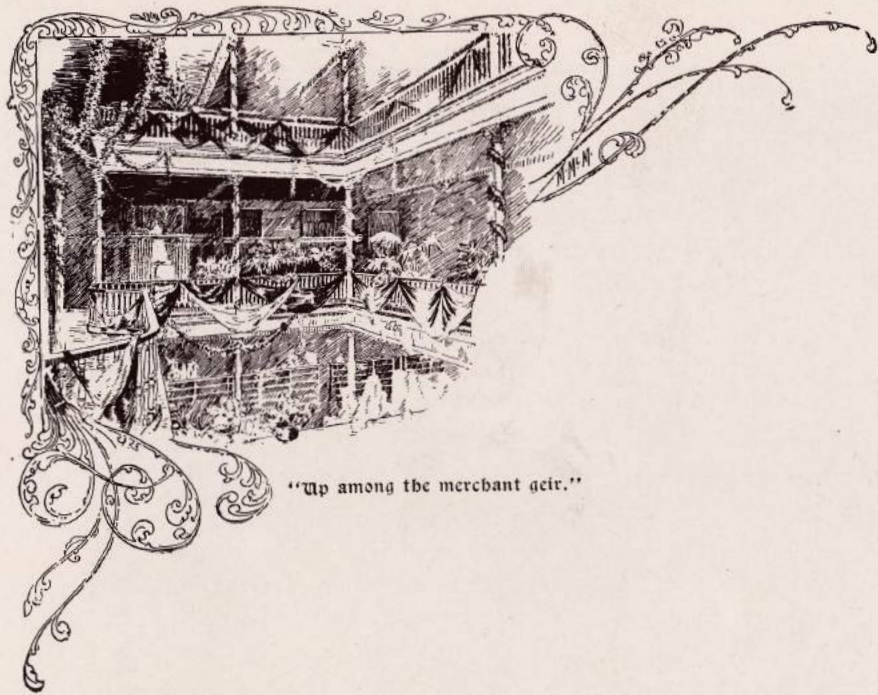
On October 17th, 1896, the new Marston store was opened with a public reception, which was attended by seven thousand persons, a third of the city's population. The photographic views in this little book were mostly taken at that time.







Front Section
Main Floor



"Up among the merchant getr."



Domestic Goods
Department.

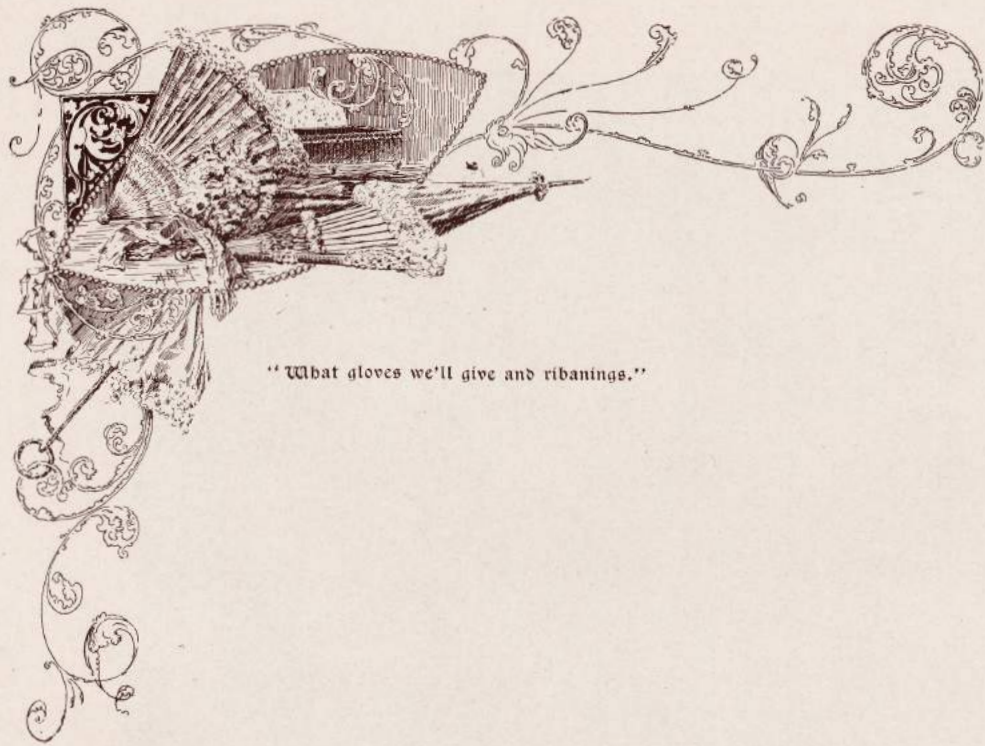


DARK ROOM

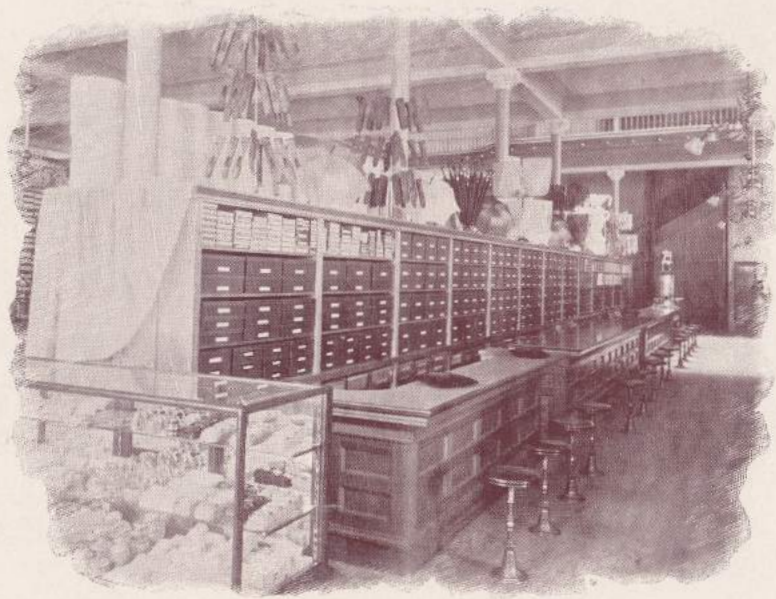
"Damask and sattins and velvets full fair."

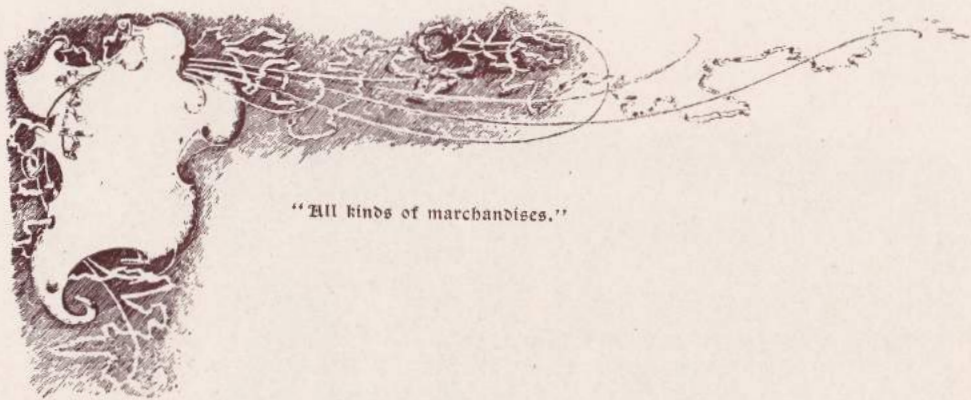


Dress Goods
Department.



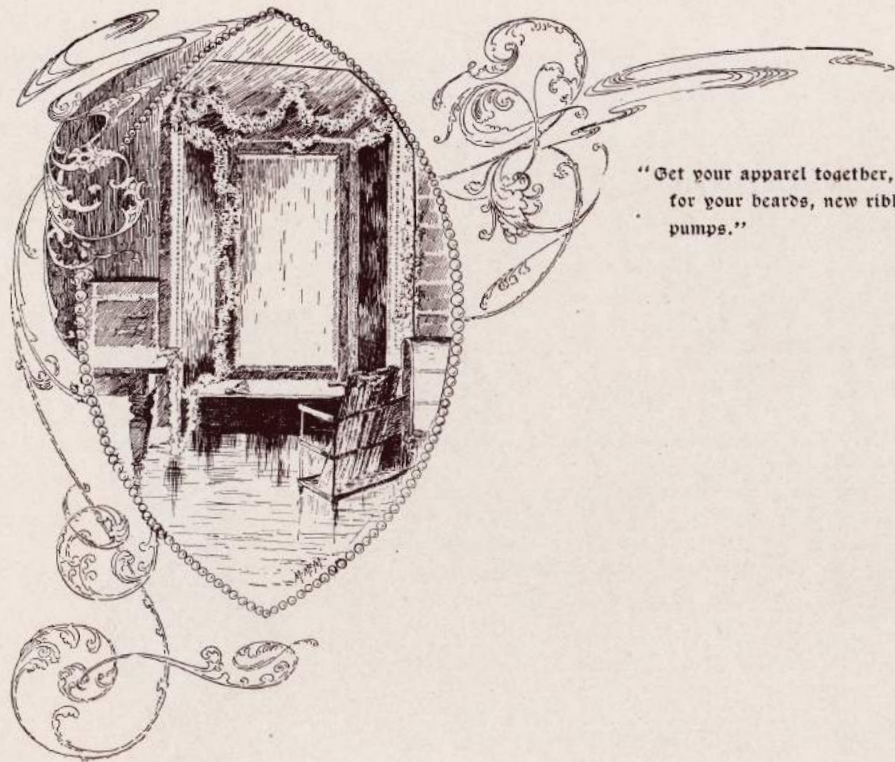
“What gloves we’ll give and ribanings.”





"All kinds of merchandises."





“Get your apparel together, good strings
for your beards, new ribbons for your
pumps.”



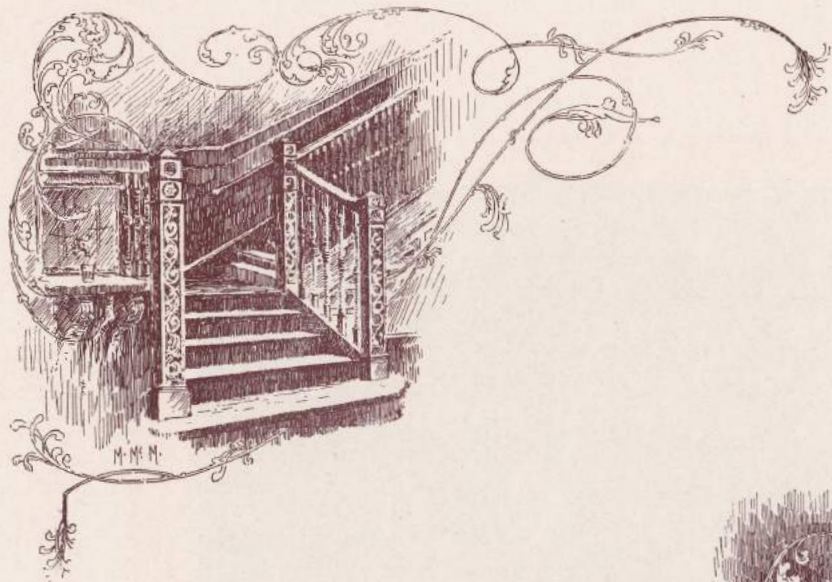
Men's Furnishing Dept.



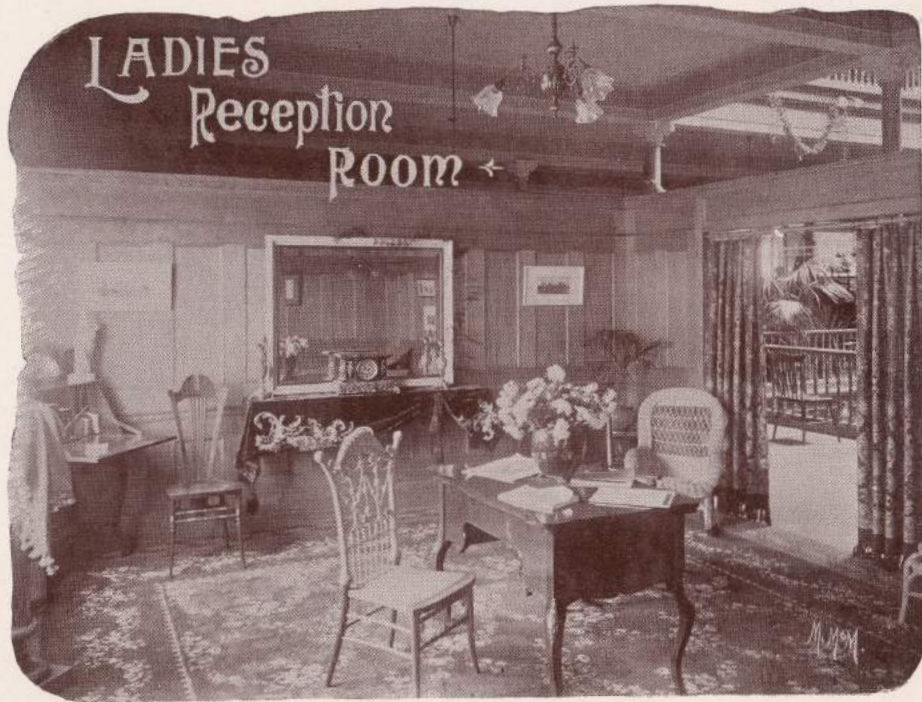
"In her smartly buckled shoe."



Shoe
Department.

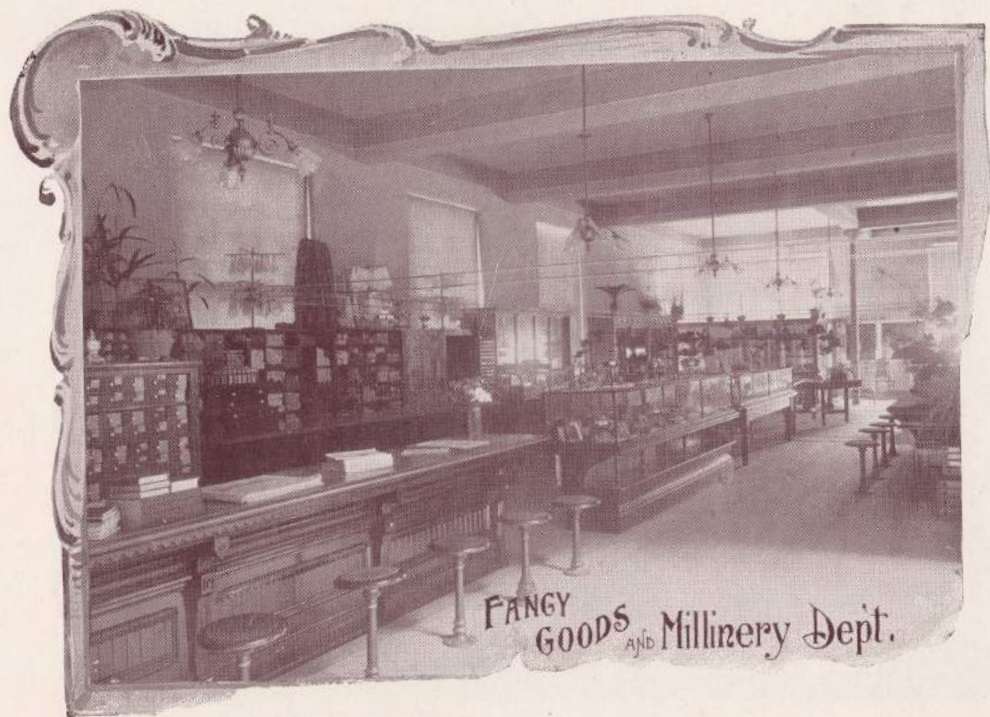


LADIES
Reception
Room ←

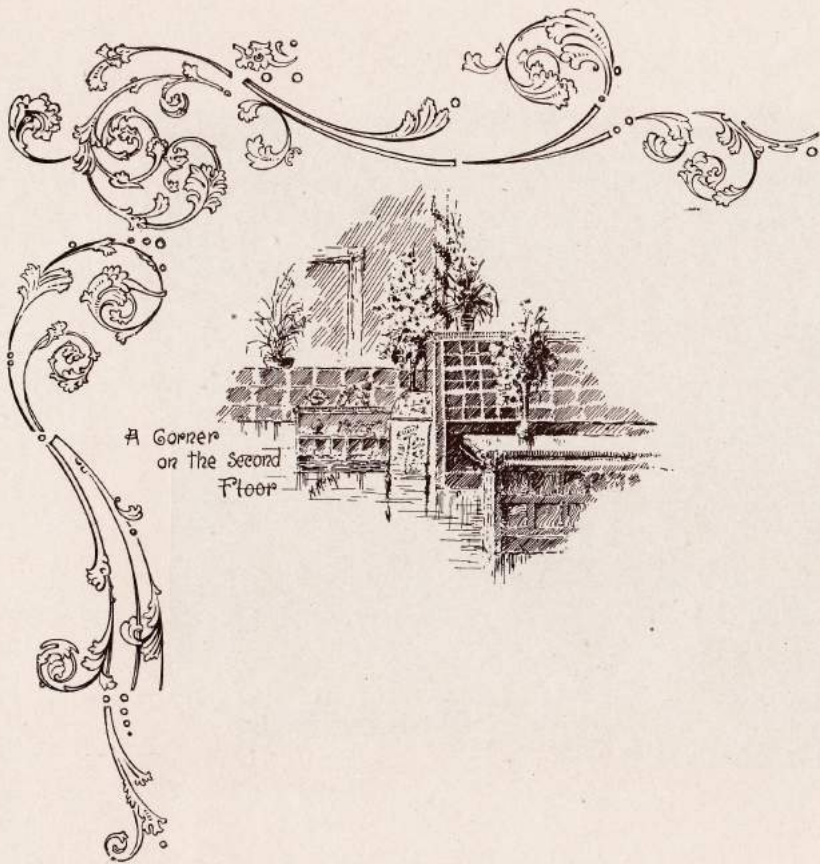




"That jewelled mass of millinery."



FANCY
GOODS AND Millinery Dept.



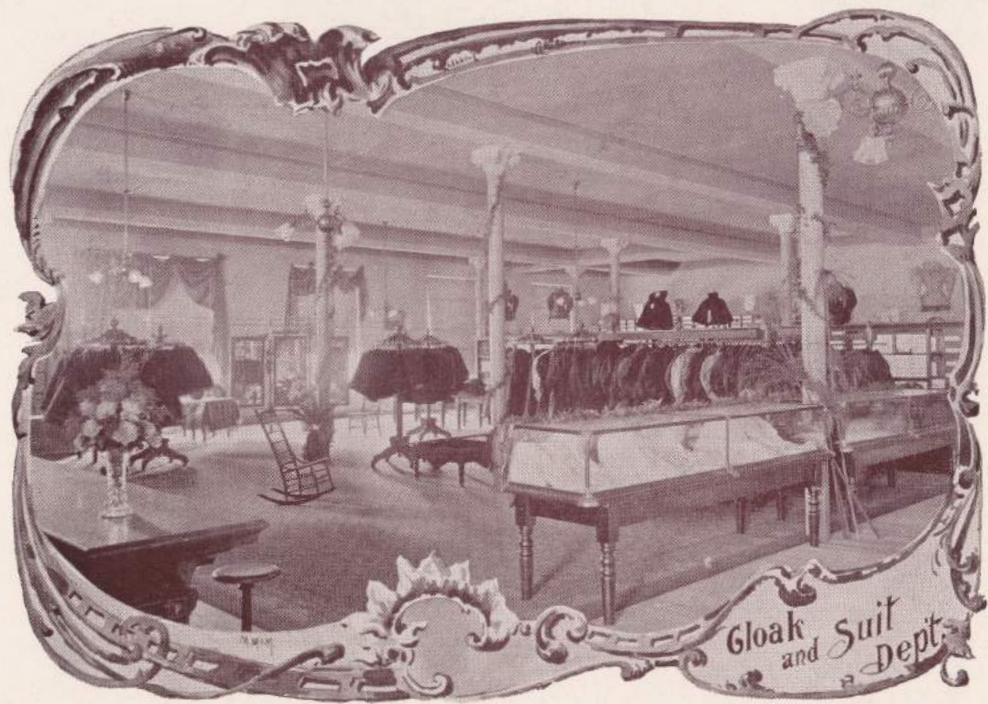
A Corner
on the Second
Floor





A Pleasant Corner
in the
Cloak Room

FROM PENCIL SKETCH
BY M. A. MURRAY

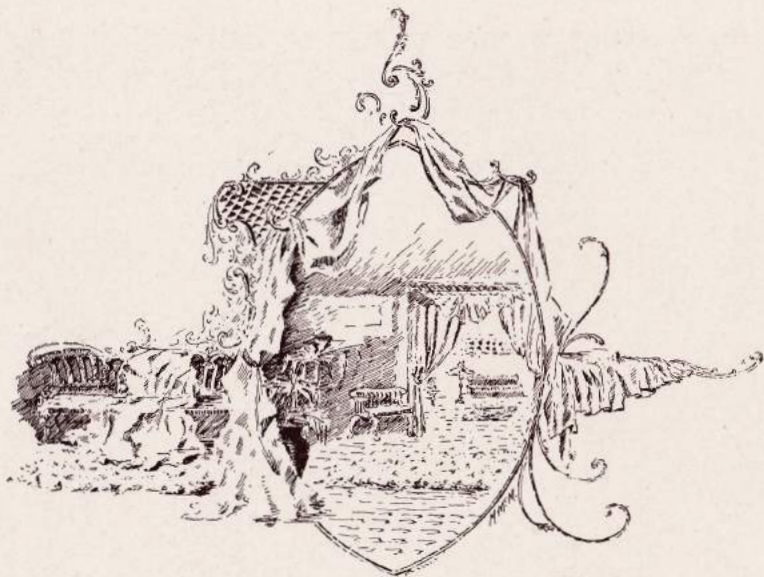




"The apparel oft proclaims the
man."



Clothing Dep't.



"And hangings wrought in Flemish looms."





PRESS OF GARRETT & SMITH



