










The New Marston Store

GEORGE W. KELHAM, ARCHITECT




FORMAL OPENING
OF THE

MARSTON
STORE


IN ITS NEW BUILDING

SPRING - 1912

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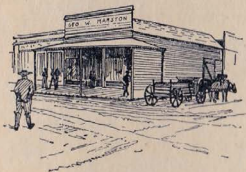


THE PRINCIPLE that the most practical, useful things, can be made beautiful as well, is one of the principles back of the new Marston Building. While representing the latest and most approved type of commercial structure for retail trade, its simple lines, pleasing proportions and soft colors commend themselves to good taste and reflect the feeling of the sunny southland. In its size and modern equipment, the building is representative of Greater San Diego, and expresses the desire of its owner and founder to provide for the people of this city and strangers within her gates, a store unsurpassed in beauty, appointments and service, by any in the West.



THE MARSTON STORE is the oldest dry goods house in Southern California. It was established thirty-four years ago, a few miles from the historic spot, in Old San Diego, where civilization on the Pacific Coast of the United States began in 1769. On August 8th, 1878, George W. Marston opened a dry goods and clothing store at the northwest corner of Fifth and D streets in the "New Town" of San Diego. The entire force consisted of the proprietor and one clerk. The whole stock was about as large as the amount of a single day's sales in 1912, and the business of a month then did not equal one day's selling at the present time.

FIRST



THIRD




SECOND

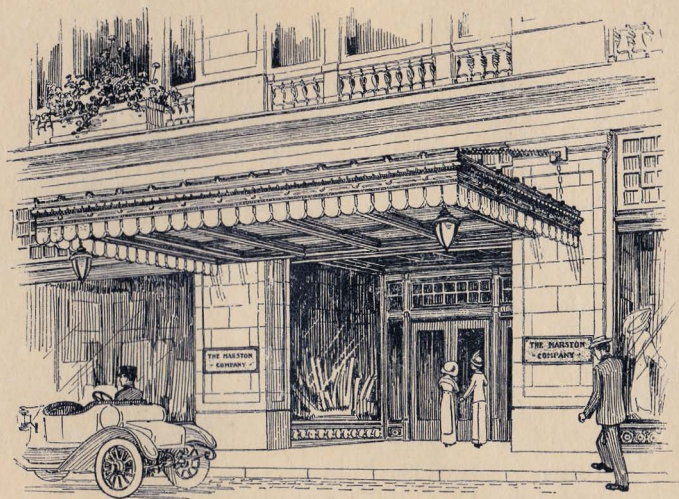


FOURTH

The Four Old Stores, 1878—1912




IN OCTOBER, 1878, a more central location was secured on Fifth street between G and H, where the business was carried on for three years. During the next fifteen years the store was located at the northeast corner of Fifth and F streets. Outgrowing its quarters there, the store was again removed, in October, 1896, to the four-story building at Fifth and C, which had been constructed especially for the Marston business. The population of San Diego at that time was 20,000. Continued growth made necessary a still larger building, and early in 1911 ground was broken for the structure now occupied, which is held under the same ownership as the business.



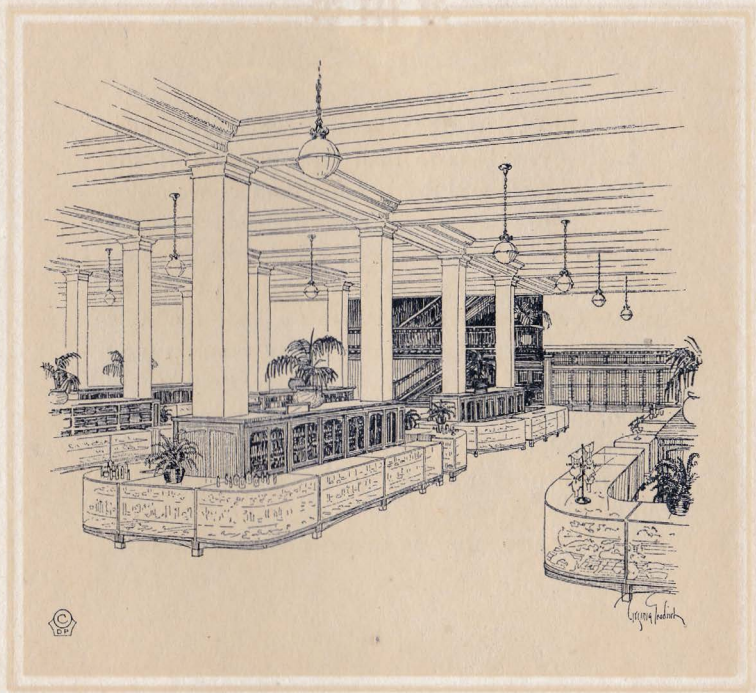
Vogelbach '12




The Main Entrance



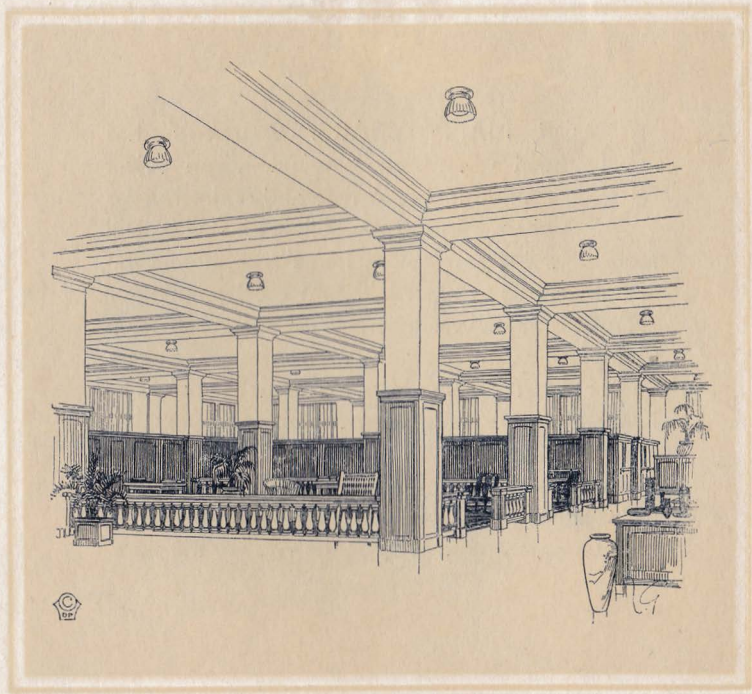
EXTENDING from Fifth to Sixth street on the north side of C, the new store measures 100 by 200 feet, with five stories and basement. The style of architecture is Italian Renaissance; the construction, reinforced concrete—thoroughly fireproof. The building has two-and-half times the floor space of the old store and is occupied entirely by the Marston business. The lines carried are as before—Dry Goods, Millinery, Women's and Children's Wear, Shoes, Men's and Boys' Wear, Carpets and Draperies; with the addition of fine Furniture, China, Glassware, Housewares, and Toys. At present, about 250 employees are required.



A Section on the First Floor

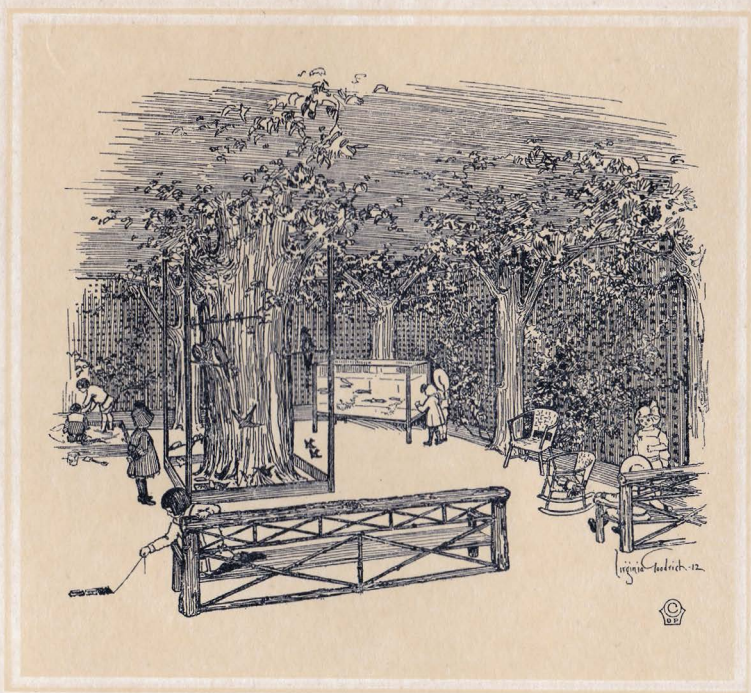


ESPECIALLY favorable results are anticipated, as to both the operation of the store and the comfort and convenience of customers, from the fact that the building was built to suit precisely the business which occupies it. The aim has been to incorporate every modern device to facilitate the store work and contribute to the safety, comfort and satisfaction of shoppers. Exhaustive study has been given all details of ventilation, light, heating and elevator service, as well as the grouping and arrangement of the various lines of merchandise and the quick handling of goods. For the store workers, also, the arrangements are excellent.



Rest Room and Offices, Second Floor

FOR MANY YEARS, "Marston's" has been a San Diego "institution," an object of pride to home folk and of interest to visitors. In its new building it will be still more satisfying as a "store home" for those who are pleased so to regard it. At the beginning of 1912 the business was incorporated as The Marston Company, with George W. Marston, President; Arthur H. Marston, Vice-President; Louise E. Krause, Secy. & Treas., permanent employees being encouraged to own stock. It is Mr. Marston's desire to establish an enduring business by forming a "Company" whose owners and profit-sharers shall be largely those who do the work of the store.



Children's Corner, Toy Department



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EXECUTED BY
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