

ON THE TOWN

A pair of stylish shoppers exit the Dallas flagship store in the early 1960s.



A Century of Neiman Marcus

One hundred years ago, Herbert Marcus Sr., his sister, Carrie Marcus Neiman, and her husband, A.L. Neiman, had \$25,000 in seed money and were ready to start a business. The trio, each one of them under thirty years of age, entertained two ideas: opening a store that would sell ready-to-wear clothing to the residents of Dallas—a groundbreaking concept in an era when personal dress-makers were still the norm—or purchasing the Kansas or Missouri franchise of Coca-Cola. In September 1907 they opted to

open the store, prompting Herbert's son, the legendary "Mr. Stanley" Marcus, to later claim: "Neiman Marcus was founded on bad business judgment."

But as the retailer celebrates its **100th anniversary** this fall, that \$25,000 investment appears to have been a good one indeed. "They were three entrepreneurs who knew that there would be a market for beautiful and luxurious merchandise—presented in an impeccable way and delivered with gracious >100

Edited by *Thomas P. Farley*