

Wednesday, July 1, 2020

## MOMENTS IN HISTORY



1907

Neiman Marcus opens September 10 at the corner of Elm and Murphy in Dallas by Herbert Marcus, Sr., his sister Carrie Marcus Neiman, and her husband A.L. Neiman.

The intention was simple but ambitious for the time—to fashionably clothe the community. From the start, Neiman Marcus promised style, quality, superior values, and unparalleled service.

A Marcus family joke originates from the other investment the founders considered, but ultimately rejected—a then unknown bottled drink called Coca-Cola. As Herbert's son Stanley Marcus later said, "They were apparently too smart to be taken in by this unknown soft drink."

The year was 1907. The first automobile license is issued in Dallas to Mr. J.M. Oram. The 14-story Praetorian Building, the first real skyscraper, is built in Dallas just in time for the appearance of the Aerial Queen, which is the first airship seen in Dallas. The airship was brought to Dallas by a carnival company. A washing machine operated by an electric motor has been marketed by the Hurley Machine Company to compete with the Maytag Pastime, which is turned by hand. A major new department store, the Neiman Marcus Company, opens in Dallas. Those visiting the store report that prices are somewhat high but there are bargains to be found. The Indian Territory and Oklahoma Territory are formally merged and admitted to the union as Oklahoma, the 46th state. The San Francisco Chronicle begins a comic strip about the misadventures of A. Mutt and his sidekick Jeff. A light bulb with a Tungsten filament instead of carbon is introduced by General Electric. The Hoover Suction-Sweeper Company introduces a light portable vacuum cleaner. More next week...