

Yesterday in STAMPS: **The Gimbel's Stamp Department**

(From *STAMPS Magazine*, March 10, 1951)

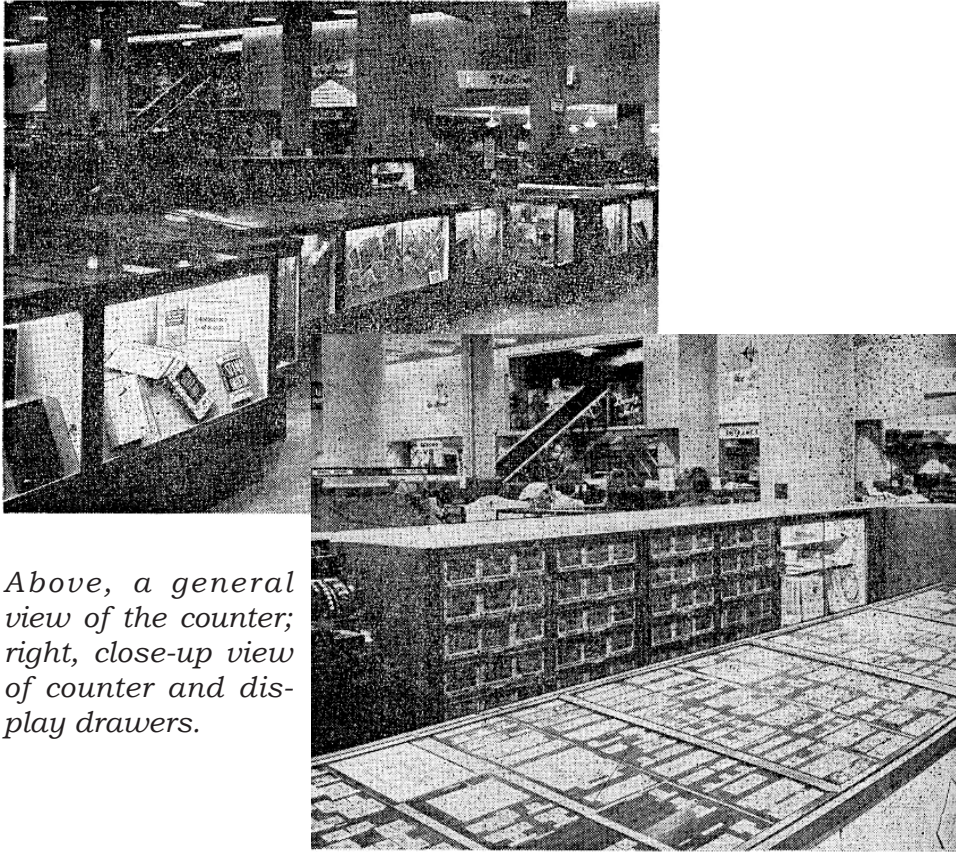
Those of us who had the pleasure of spending time in the Gimbel's stamp department will especially appreciate this look back. For those who did not, it is still a reminder of a time when stamp collecting was one of the world's most popular hobbies—and commanded prime ground floor space right at the entrance of a major department store, acting as a draw to the upscale market to which Gimbel's appealed.



Over-all view of Gimbel's stamp department, New York.

During this era the rich and the famous could be seen in Gimbel's Stamp Department, and Jacques Minkus made sure their appearances were prominently featured in the philatelic and general press.

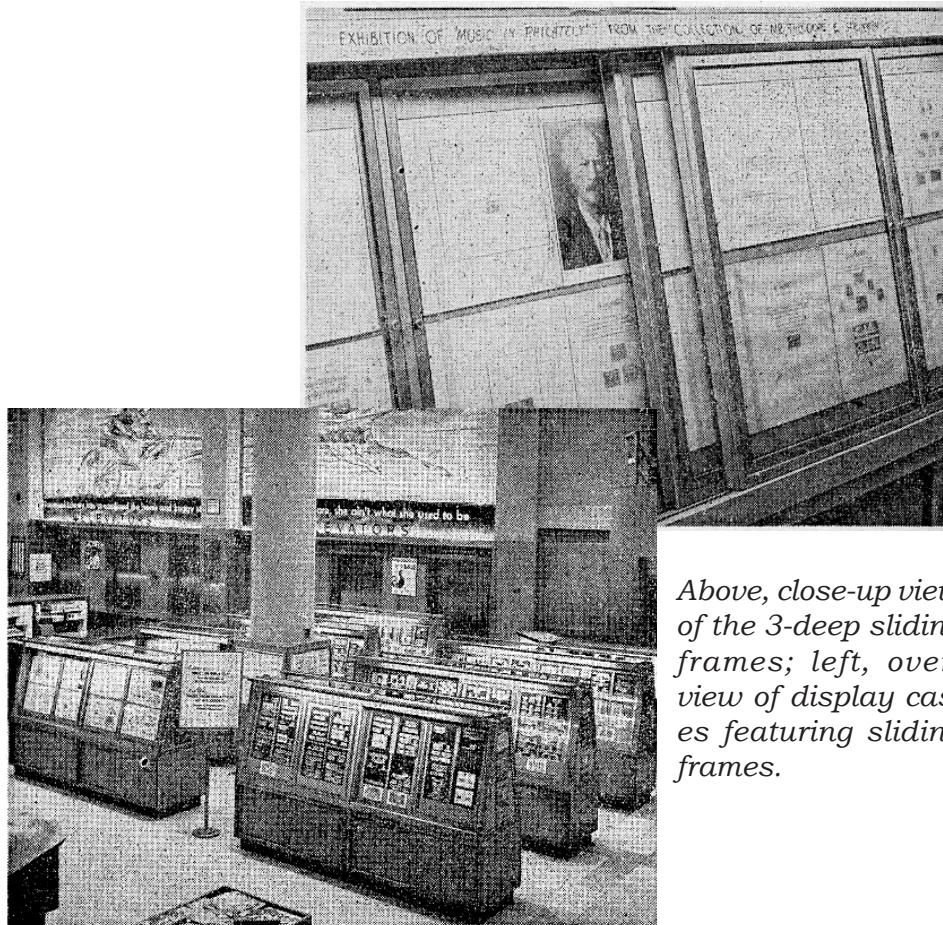
We were unable to find more recent images, so reproduce here the same photos that appeared in this STAMPS Magazine article. JFD.)



Above, a general view of the counter; right, close-up view of counter and display drawers.

Recently Gimbel Brothers in New York had their entire Stamp Department re-designed by the Raymond Lowey Associates, a project which took over two years of planning to accomplish, and at a cost of over a million dollars. New ideas in fixtures and displays have made the department outstanding in attractiveness, and at the same time have made every inch of space useful.

There are 2,300 square feet of space devoted to this department, which is located on two main aisles on the main floor, facing a bank of elevators. Collectors from out



Above, close-up view of the 3-deep sliding frames; left, over-view of display cases featuring sliding frames.

of town, as well as New Yorkers, stop in regularly, and hundreds of people daily stop to admire the special exhibitions of stamps and coins.

The department employs twenty-four experienced sales people, and has caused considerable interest among other leading department stores, whose managements have been going to Jacques Minkus—who started the Gimbel Stamp Department twenty years ago and is still its manager—for advice and guidance in establishing departments in their stores. One of the big handicaps has been lack of personnel trained both in salesmanship and philately, such as the Gimbel department has succeeded in gathering.

Through modern and progressive advertising in the philatelic and general consumer press, the Gimbel's Stamp Department has attained wide fame. Special exhibits, such as Mrs. Ethel B. McCoy's Columbian Issue, Theo-

dore Steinway's Music Collection, and A. S. Arnold's Early United States are regular features in the display cases, and these have created widespread interest and attention.

In addition to these activities, Mr. Minkus publishes books and albums, which give an opportunity for extra promotion work.

Mr. Minkus deserves considerable applause for the fine manner in which he has built up this department. With its modern appeal it cannot help but bring progressiveness to the entire field, and is bound to bring immeasurable results in the matter of new adherents to the hobby. New life is always important to any project.

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Do you have any personal remembrances of Gimbel's New York Stamp Department?

How about one of the other Minkus or other stamp departments at other department stores?

Or a local stamp shop?

Please share those remembrances and experiences with us—in this month's Opinions section:

<http://www.stampnewsonline.net/StampNewsOnline-PW/YourOpinion-PW.htm>