

# Where the deals were

BY JENNIFER GOLDBERG

**T**he Valley department-store landscape of today is dotted with names that are familiar around the world: Macy's, Nordstrom, Saks Fifth Avenue.


But in decades past, Phoenix shoppers patronized businesses that bore the names of local merchants, many of whom were Jewish immigrants who came to the Southwest seeking a bright future.

In the mid-20th century, three of the Valley's prime shopping destinations were Diamond's, Goldwaters and Korrick's. These full-service department stores played a key role in Valley commerce for decades.

Your  
**Graduation  
Dress**  
from Diamonds  
will take honors

**8.95**  
to  
**22.95**

SECOND  
FLOOR



**Diamond's**  
PHOENIX  
WASHINGTON AT SECOND STREET



add an extra special touch  
of elegance to the gifts you purchase  
at Goldwaters . . . ask for our  
custom-wrap . . . there's an  
individual wrapping for every  
special occasion . . . 35c

**Goldwaters**

**Korrick's**

**For your Passover . . . imported  
Linen and Cotton Table Cloths**

To add new, distinctive charm and festive gaiety during your holiday entertainings . . . jacquard-woven plaid cloths imported from Sweden. In a brilliant array of colors. Fringed . . . fast-color. 45% linen, 55% cotton.

Matching Napkins, 14 x 14", 29c

53 x 53", 3.49  
51 x 71", 4.49

Korrick's Linens — Third Floor

# Diamond's

Brothers Nathan and Isaac Diamond's New York Store was a success in El Paso, Texas, so when the merchants arrived in Phoenix in 1897 they planned to open another one, but there was one problem: There was already a New York Store here, opened by Sam Korrick, a former El Paso employee.

Looking for a similarly cosmopolitan name, Nathan named his new Phoenix business The Boston Store. Located at Second and Washington streets, the store was racking up about \$1 million a year in sales in the 1920s, according to a 2006 Jewish News Time Capsule column by Ira Morton. The downtown location was the first of the major department stores to get air conditioning, in 1934.

A mid-century store directory lists departments such as a blouse bar, bakery, pharmacy, stationery, needlecraft, bridal salon, toys and men's hats.

Nathan's sons Harold and Bert, and Isaac's sons Herbert and Ralph eventually joined the business, which was renamed Diamond's in 1947 for its 50th anniversary.

The business was sold twice in the 1950s and 1960s, although the name was retained; eventually, Diamond's had locations at Park Central Mall, Thomas Mall and Metrocenter in Phoenix, Tri-City Mall in Mesa and Scottsdale Fashion Square. In the 1980s, the company was sold again and Diamond's stores became Dillard's.

The Diamond family was heavily involved in the Jewish community, and Harold, who died in 1973, in particular was a community leader for many years: "Harold was also president of the Herman Lewkowitz B'nai B'rith Lodge and chairman of the Jewish Welfare Fund. Of all the organizations he was involved with, Temple Beth Israel was closest to his heart. He was one of its founders, instrumental in moving the temple from its Culver Street location to Flower Street and in the hiring of Albert Plotkin as rabbi; he was also longtime chairman of the cemetery committee and served two terms as president," Morton wrote in his 2006 column.

**Clockwise from top:** Diamond's Tri-City Mall location, courtesy of [thedeartmentstoremuseum.blogspot.com](http://thedeartmentstoremuseum.blogspot.com); Jewish News ad; Diamond's Park Central location, courtesy of [Creative Commons/patricksmarcy](http://Creative Commons/patricksmarcy); Jewish News ad; Harold Diamond, courtesy of [AZJHS](http://AZJHS)

