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Annette Kassis

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Annette Kassis : Weinstock's: Sacramento's Finest Department Store (Landmarks) before purchasing it in order to gage whether or not it would be worth my time, and all praised Weinstock's: Sacramento's Finest Department Store (Landmarks):

5 of 5 people found the following review helpful. Department Store CollectorBy AndrewAs a collector of books on Department Store history, I found this book very informative. The author traces the growth of Weinstocks with the evolution of the 20th century department store. The only drawback is that more archival photos or memorabilia could have been included.2 of 2 people found the following review helpful. Remembering Weinstock'sBy Jeffery S.

ChandlerI worked at the Sunrise Mall store from day one, and for the next seven years. I LOVED working for Weinstock's. We were indeed like a family. I learned so much from reading this book; it was a little walk down memory lane.3 of 6 people found the following review helpful. A big DisasterBy PENNYMy husband worked at Weinstocks for many years so I was very excited to give him this book for Christmas. Unfortunately, it did not measure up to my expectations. It not only lacked a lot of details and information, but some of the information was incorrect. The book was very disappointing.

In 1874, David Lubin hung a provocative sign over a ten by twelve-foot space on the corner of Fourth and K Streets in Sacramento, California: "D. Lubin: One Price." Thus began the dry goods store that would evolve into Weinstock, Lubin, and Co., one of Sacramento's landmark businesses and eventually a regional giant. While many Sacramentans will remember Weinstock's spectacular Christmas displays, the signature children's milk bar and the gala openings of suburban stores at Country Club Plaza and Sunrise Mall, historian Annette Kassis goes beyond the storefront to uncover the philosophy that placed Weinstock's at the forefront of business innovation. More than a retail establishment, Weinstock's one-hundred-year legacy brought high fashion, progressive politics and the leading edge of modernization to California's Capital City.