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Titcher's to Open Large Gift Shop

An attractive international gift shop, encompassing collections of rare and unusual gift things from all parts of the world, will be one of the attractions of the new Titcher-Goettinger Co. store, President Horace H. Landauer said Saturday.

The greater part of the sixth floor of the new Titcher-Goettinger building will be required to house the collections of gift wares, objects of art and interesting treasures of the Old World and the Orient. Collections of imported and domestic chinaware, glassware and kindred lines will be featured.

Titcher-Goettinger Company's own staff of foreign buyers recently returned from abroad in connection with the merchandise requirements of the new gift shop, effecting extensive economies in direct foreign buying. The new gift shop is designed to take rank with the establishments on Fifth avenue in New York. It is the ambition of the management to have the sixth floor setting for this shop so developed that it will be one of the attractions of Dallas.

Construction work is being pushed according to schedule on the new building. Within ten days the exterior of white native stone should be completed. Plastering

should be completed. Fastening has been completed on two floors below ground, and is proceeding rapidly on the first, second and third floors. The huge refrigerating plant in the sub-basement for cooling the building is being installed, together with scores of other mechanical appliances that will insure to patrons of Titcher-Goettinger Company pleasant and convenient shopping conditions imaginable. Six manufacturers of store fixtures are engaged in providing the interior equipment. According to Watson Company, contractors, excellent progress has been made on the construction of this building, considering the fact that it is to be the finest store of its kind in the entire South, and will be unsurpassed in the elegance and beauty of its appointments by any other stores in America. Titcher-Goettinger Company will occupy the entire building consisting of nine floors. The architects are Herbert H. **Greene** **LaRoche** & **Dahl**.

Nation-wide recognition of the Titcher-Goettinger building has been given the last few weeks in a number of national trade papers, including two-page advertisements by the National Cash Register Company and the Lamson Tube System, showing sketches of the building.

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