



DO YOU HAVE...

- **Worsening leg stiffness?**
- **Foot or leg numbness?**
- **Urination problems?**
- **Are you searching for a diagnosis?**

SO WAS YOSHI.

Now he has the diagnosis and he is joining with others who are working to find a cure.



ADULT PB DISEASE (APBD)



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Memories of Rich's



BY *Marice Katz*

There were wonderful artifacts throughout the exhibition, including a fine portrait of Mr. Rich. There were dresses spanning the decades and a section on Sol Kent, who started Fashionata, in 1945.

There were many reasons that Rich's was so successful. It was the "store that married a city," according to the title of a 1949 article in *The Saturday Evening Post*. "They did not merely identify with the life of the city and the state, it was naturally and absolutely a true part of this life," said Dick Rich. Rich's "believed that their customers were first priority—that no transaction was complete until the customer was satisfied," writes exhibition curator Dr. Catherine Lewis. The return policy at Rich's was unique—you could bring back any item, no matter how long ago it was purchased, and it was replaced or your money was refunded.

When Mr. Rich died on May 1, 1975, an era in retail came to an end. The store merged with Federated the next year and, in 2005, became Macy's.

The Breman Museum and its entire staff hit a homerun with this exhibition.

On Monday morning, May 12, a friend and I headed to The Breman Museum to see the "Return to Rich's" exhibition. Rich's was truly a beloved Atlanta institution. You can certainly understand our excitement as we shared our own recollections.

It was only about 10:30 a.m. when we arrived, and we were alone at first. We looked at and read everything we could. It was all so interesting.

A special feature was that you could use your cell phone to access recordings by someone you might know (e.g., Former Atlanta Mayor Sam Massell) talking about how Dick Rich used to make trips around the store and talk to customers or employees. Or you could hear about dining at the Magnolia Room.



Return to Rich's exhibition (Photos courtesy of The Breman Museum, Ivani Photography)

Fashionata and Sol Kent (fashion photo courtesy of Helen Reiser)



The team that created the exhibition: Dr. Catherine Lewis (from left), Jeff Clemmons, Bill Selman, Aaron Berger, Timothy Frilingos, and Dale Brubaker



Portrait of Dick Rich