

Guide to

MS 165

**Dolphin Book and Stationary Store Collection, Scrapbook
1955-1957**

1 Box

1990.61

Prepared by Jerry Veatch
April, 2009

Donated by Mrs. Herman D. Multer to the Arizona Historical Society, June 20, 1990

Library and Archives
Arizona Historical Society Museum@Papago Park

HISTORICAL NOTE

The Uptown Plaza, located at Central and Camelback in Phoenix, was constructed in 1955 by the Del Webb Construction Co. and was the largest and most innovative shopping center in Phoenix during that era. Dolphin Book and Stationary Store, owned and operated by Mrs. Herman Multer and Mrs. Burton Lewkowitz, was one of the Plaza's early tenants, opening in August, 1955 and operating until 1957.

CONTAINER LIST

Folder 1. Contains two photos, showing the interior of the Store, and Mrs. Multer posing in front.

Contains one copy of "The Retail Bookseller" and three newspaper articles announcing opening of the Uptown Plaza and the Dolphin Bookstore, August, 1955.

The Scrapbook:

Page	1.	"Portrait of Success" (opening page)
	2.	Business card
	3.	Three pasted photos of store and owners
	4.	Notices, Grand Opening of Uptown Plaza
	5.	Congratulatory cards
	6.	" "
	7.	" "
	8.	A letter of donation
	9.	Telegram from Mrs. Multer's parents
	10.	Congratulatory telegrams
	11.	" "
	12.	" "
	13.	" "
	14.	" "
	15.	" "
	16.	List of flower donations
	17.	List of miscellaneous well-wishers
	18.	Souvenir items offered by the store
	19.	Store shopping bag
	20.	Postal rate booklet and order blanks
	21.	Newspaper articles regarding building of Uptown Plaza
	22.	" "
	23.	" "
	24.	Newspaper aerial photo of Uptown Plaza

25. Newspaper article regarding opening of Plaza and Dolphin Bookstore
26. Newspaper articles regarding Plaza opening
27. Newspaper Plaza advertisements
28. “ “
29. “ “
30. “ “
31. “ “
32. “ “
33. “ “