

# Restaurant Ware Collectors Network®

## Iconic Establishments

A series of articles about the china used by venues ranging from hotels and restaurants to burger joints and hospitals

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Goldblatt's, Chicago, IL  
8 April 2019

Brothers Nathan and Maurice Goldblatt opened their first store on Ashland Avenue in 1914. In 1928 they opened their new 5-story flagship store at 1613- 35 W. Chicago Ave. Goldblatt's featured quality merchandise at low prices, and they did well. Between 1914 and 1924, their annual sales went from \$15,000 to \$1.4 million. By 1933 their stores exceeded \$20 million in annual sales. In 1936 they purchased a 10-story store on State Street. This building was built in 1912 for Rothschilds Department Store. When Rothschild's floundered in 1923, Marshall Field bought the store and converted it to The Davis Company. Davis did not do well, so Field's sold the building to the Goldblatts. Davis had a restaurant which Goldblatt's used for their new store. (there is probably some china crested "Davis" floating around somewhere awaiting identification). By 1941 there was a soda fountain on the main floor of this store.

Goldblatt's china is a transfer design with a panel and flower basket border flanking "Goldblatt' Quality Foods." Sterling is the maker and the backstamp reads "The Aristocrat by Sterling China made for Goldblatt's." (is Aristocrat Sterling's pattern name?).

With the addition of the State Street store, Goldblatt's operated five stores in Chicago and stores in Joliet and Hammond, IN. By the end of WWII, there were 15 stores. Operations peaked in the 1970's with 47 stores and almost \$250 million in annual sales. Some of these stores may have had restaurants. Rival discount stores then began eating away at Goldblatt's customer base. The company had only six Chicago stores when it liquidated in 2003.

Information sources. The Department Store Museum, WorthPoint, eBay, Wikipedia, Pinterest, John Chuckman's website about Chicago. Chicago Historical Society, Electronic Encyclopedia of Chicago. AOL image search.



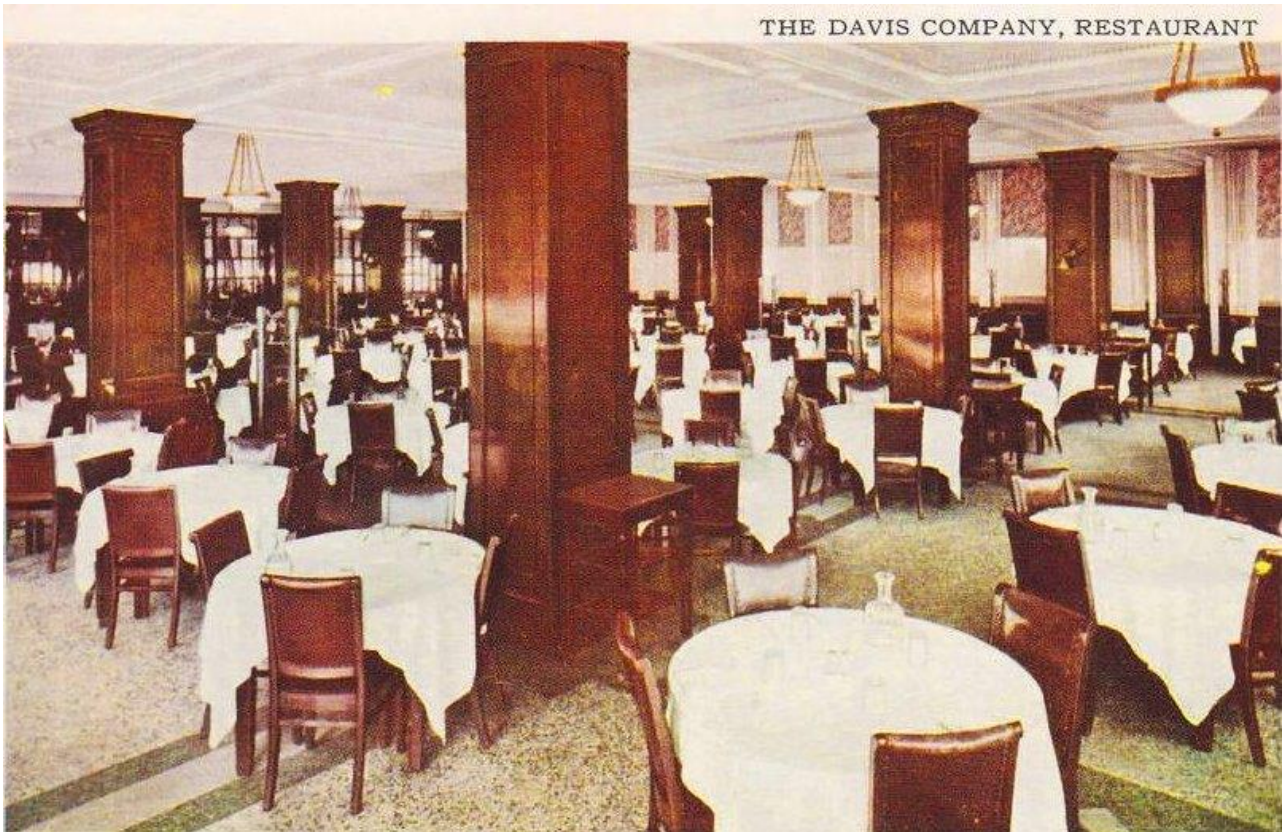
*612. Rothschild & Company's New Building,  
Chicago.*



GOLDBLATT BROS., Inc.  
State — Jackson — Van Buren



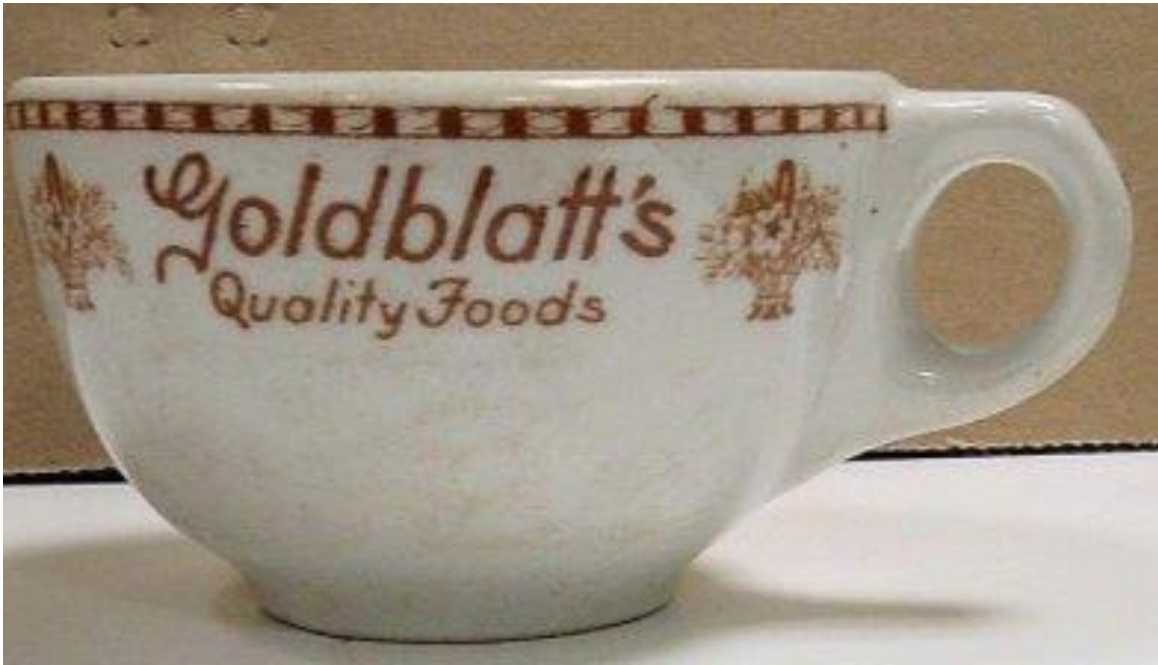
THE DAVIS COMPANY, RESTAURANT





Goldblatt Bros. luncheon menu





Backstamp: The Aristocrat by Sterling China made for Goldblatt's



