

Flag Day/June/14/2020

(To my brother, Bill):

## Burdines & Bambergers

For many decades Burdines, in the Miami area, was the predominant store like Bambergers was in the Newark, New Jersey area. The government used Burdines sales records to convict Al Capone of income tax evasion because — **as the government showed** — Al Capone bought more from Burdines than he claimed he made.

Grandpa Fitz made a lot of money selling Louis Bamberger land in Carteret, New Jersey for his radio station **WOR**. The antennas were two immense towers **more than half a mile apart**, *with the top of each* connected together, by a **long**, high cable — ***stretched between the tops of the two towers*** — from which dropped a third antenna (vertical wire cable), midway between the two high towers. This type system, *of 3 vertical, radiating antennas*, provided an elongated figure 8 signal pattern all up and down the east coast of America in 1922: this, of course, was where most of the population lived.

Even though the radiating antennas were in Carteret, New Jersey, all the radio programming emanated from Bambergers Department store — **WOR studio** — in Newark, N.J.: all this gives us *"a good picture of"* how far electronic knowledge had developed by February of 1922.

I first saw all that vast acreage, and understood exactly how this 3 antenna setup worked, [to concentrate the transmitters power up and down the East Coast](#), when I was a bit more than twelve years old, in 1945.

I'd heard Grandpa tell the story, many times, of how the Mayor of Carteret, and his cronies, wanted bribes before they would give permission for this, and how just before their re-election, Louis Bamburger brought, into Carteret, many radio sound trucks explaining to all the people in Carteret about these bribes. Needless to say the old bunch were soon gone and Carteret obtained a brand new state of the art — *for that era* — 50,000 watt radio transmitting station, transmitting at 710 Khz.

Mom loved shopping at Bamburgers in Newark and I enjoyed shopping at Burdines in Miami. I even bought a suit there in 1950.

More importantly, Burdines showed me how to sell binoculars: they let you look through both an American made \$300.00 model and a Japanese equivalent at one tenth the price, which you bought after you saw the images looked exactly the same.

I did the same thing in my store in Hialeah, Florida and then moved to a bigger and better store on the circle in Miami Springs, Florida selling both Japanese products and American made products that I bought direct from the manufacturer.

I always made money working in business for myself, Bill, but I was taking Maalox because of the constant worrying about besting the competition, whereas that was never a problem while working in the Radio Department of Pan American Airlines.

Besides, I loved science better than trying to out-guess my competition, which one has to be constantly doing when running a business like **Burdines or Bambergers**.

Take care,

Your 87 year old brother Dan.

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