

BECK Alex S.

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+ Los Angeles
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A. S. Beck, 93, Store Founder 1952

NEW YORK, April 13 (AP).—Alexander Samuel Beck, 93, founder of the A. S. Beck shoe stores, died Monday at his Los Angeles home, it was learned here last night.

Mr. Beck was born in Eger, Hungary. He came to this country at the age of 26 and settled in Duquesne, Pa., where he ran a butcher shop and general store.

In 1909 he opened a shoe store in Brooklyn with his brother, Sam Beck. He left this partnership after five years and set up a shoe store in another part of Brooklyn.

By 1920 the chain had grown to 13 stores in New York City. He sold these to the Diamond Shoe Corp. at that time for \$1 million, but stipulated that the business continue to carry his name.

There are five A. S. Beck shoe stores in the Washington area.

Alexander S. Beck

HOLLYWOOD, April 13 (AP).—Alexander Simon Beck, immigrant cobbler who rose to become head of the A. S. Beck shoe store chain, died yesterday. He was 92.

Funeral services will be held here Thursday before the body is taken to the Hungarian Union Fields in Brooklyn, N. Y., for burial.

Mr. Beck immigrated to this country from Hungary in 1885. He started his career as a cobbler in Pennsylvania's mining towns.

He opened his first shoe store on Manhattan avenue in the Greenpoint area of Brooklyn in 1909. Shortly afterward he opened two other Brooklyn stores. By 1922 he owned 14 stores in metropolitan New York.

He revolutionized the American shoe industry by agreeing to put O'Sullivan rubber heels on shoes. Shoe manufacturers had feared rubber would slip on wet pavements and result in lawsuits from dissatisfied customers.