

A Brief [but growing] Early History of the 420 Lincoln Road Building

- 420 Lincoln Road was built in 1941–42 in two phases on the site of Carl Fisher's 1920 Lincoln Hotel.
- The building was designed by architect, Albert Anis.
- The building was designed with 60,000 square feet of office space, a theater on the first floor (the Beach Theater) and road-front retail.
- The building was developed by Moses Ginsberg, a New York steamship operator, as the largest single construction project in Miami Beach since the crash of 1926.
- The original name was the Lincoln-Washington Building. This changed in 1940 with the announcement of the Mercantile Bank of Miami Beach as the first and largest tenant.
- In 1945, Russian-born artist Leo Birchansky (1887–1949) painted a series of murals in the 420 Lincoln Road lobby detailing the American experience. Birchansky worked as a political cartoonist in Russia before fleeing to New York City in 1922 where he worked with the *New York Daily News*. He moved with his wife (also Russian-born) to Miami in 1943. He lived at 6950 Byron Avenue on Miami Beach and had an important solo show of his work at the Miami Woman's Club in 1944.
- The building hosted numerous Jewish business and organizations, specializing in professional doctors, lawyers, dentists, real estate agents, and architects. In 1955, for example, the building hosted the offices of Seymour Gelber, The Greater Miami Jewish Federation, Kohen, Granat & Frank (Helen Kohen's father-in-law), and architect Norman M. Giller in the penthouse.
- In 1955 ground floor tenants included Woolworths, Beck's Shoes, Marsha Kay Gifts, Sandra Post's Women's Clothing, and Todd & Todd, Inc., Men's Clothing.

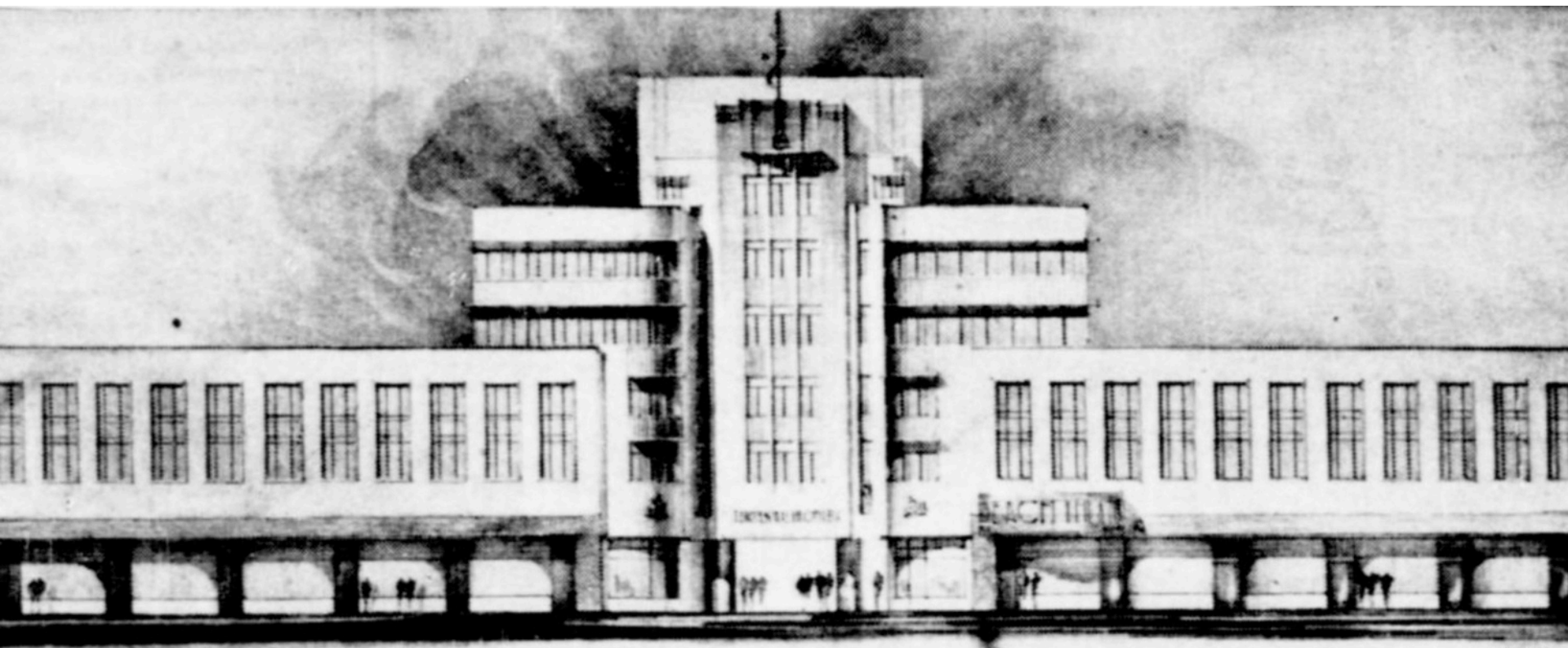
Carl Fisher's Lincoln Hotel on the
site of 420 Lincoln Road
Miami News
May 12, 1940



Rendering of 420 Lincoln Road by
architect Albert Anis.

Miami News

May 12, 1940



Razing Of Lincoln Hotel, Beach Landmark, Begun As Largest Single Development Since Boom Nears

* * *

With the wrecking of the old Lincoln hotel under way, a Miami Beach landmark is soon to disappear. However, in its place the largest single development in Miami Beach since the boom days of 1925-26 will soon be started.

Moses Ginsberg, New York steamship operator, is investing \$1,250,000 in a combination store and office building. The building will have a frontage of 323 feet on Lincoln road and a depth of 171 feet on Washington and Drexel aves. The structure, which will be called the Lincoln-Washington building, will be a community in itself.

Ginsberg has selected the firm of Oscar E. Dooly, jr., of Miami; S. J. Halperin, Inc., of Miami Beach, and A. O. Birn of New York city as exclusive agents for the property. Myron S. Greentree, associate of Oscar E. Dooly, jr., is actively in charge of leasing negotiations.

Announcement is to be made

within the next two weeks regarding the tenant for the Lincoln-Washington corner, and also for the 60 feet adjoining the corner.

At present there is a lack of one commercial block in which all types of better merchandise may be purchased, and with this in view the selection of the ground floor tenants has been carefully planned, agents say. All stores will remain open during the entire year, a feature being made a part of every lease. The stores will also conform with Lincoln Road association rules.

Albert Anis, architect, is in complete charge of plans. The architecture is a simple straightforward expression of its function. It purposely avoids the obvious cliches, but depends rather on form and material for a rich, dignified building. The shop fronts will be of extended aluminum with lustrous black granite facing above and below the plate glass. Above the shops, on the office floors, the facing will be natural quarry keystone. All windows and spandrels are of special design aluminum.

Announcement of 420 Lincoln. Requiring that stores stay open year-round.

Miami News

May 12, 1940

The entrance to the building will be on the symmetrical axis, leading to a spacious lobby, from which the escalator to the bank floor, and two high-speed elevators to six office floors, are situated. Sixty thousand square feet of office space, modernly equipped with air conditioning and fluorescent illumination, will be devoted to professional as well as commercial lessees.

A vast area of vacant space has been reserved for parking facilities in the rear, with direct access to the building.

The structure will be triple A fireproof construction throughout, embodying the finest and most modern materials.

The construction contract has been awarded to J. Y. Gooch Co., Inc. Richard A. Belsham will be structural engineer, and Maurice H. Connell mechanical engineer.

Building Permit, 7/25/1940
 420 Lincoln Road
 Source: Ruskinarc.com

Woolworth's 30 BEACH THEATRE See below

Owner J. LINCOLN TOWER CORP. Mailing Address Permit No 14280 - all plans Cost \$ 400,000:
 Lot 4 Block 53 Subdivision PINE RIDGE Address 400 to 450 Lincoln Road
 General Contractor J. Y. Gooch Company Bond No. 2437
 Architect Albert Anis Engineer R.A. Belsham & M.H. Connell & Assoc.
 Zoning Regulations: Use B-AA Area 19 Lot Size
 Building Size: Front 323' Depth 171' Height 103' Stories 6 # 14368
 Certificate of Occupancy No. Use 10 STORES & OFFICE BUILDING Theatre-
 Type of Construction Fireproof } Foundation Spread Footing Roof Flat Date June 25, 1940
 CBS on Structural steel frame...)
 Plumbing Contractor # 13917 Alexander Orr, Jr. Sewer Connection 2, Date Aug. 14, 1940
 Temporary Closet
 Plumbing Contractor # 14075 Alexander Orr, Jr. Date Sept. 11, 1940
 Water Closets 55 Bath Tubs Floor Drains 35
 Lavatories 63 Showers 5 Grease Traps
 Urinals 12 Sinks 12, slop sinks 5, Drinking Fountains 10,
 Gas Stoves 17, Gas Heater 2, Rough Approved # 430 -- TJ Bell Date 12/2/1940
 Gas Radiators Gas Turn On Approved for Woolworth's TJ Bell 12/2/40
 Septic Tank Contractor Tank Size Date
 Oil Burner Contractor Tank Size Date
 Sprinkler System # 14528 Fixxit System: BEACH THEATRE 44 Sprinkler Heads, November 12, 1940
 Electrical Contractor # 15641 Geo. LaVigne Address Date Sept. 6, 1940
 Switch 272, Range Motors 9, 20, Fans Temporary Service # 15026 6/4/1940
 OUTLETS Light 1026, HEATERS Water 14, 1, Vagner
 Receptacles 629, Space Centers of Distribution 74
 Refrigerators
 Irons Sign Outlets
 Electrical Contractor Date
 No. FIXTURES 917
 FINAL APPROVED BY Date of Service

Moses Ginsberg To Be Honored

A testimonial breakfast honoring Moses Ginsberg, president of the Lincoln Tower corp., 420 Lincoln rd., will be sponsored Sunday by the Greater Miami Jewish federation.

The breakfast is to honor Ginsberg for making available offices of the federation in the Tower bldg. for 10 years.

* * *

Joseph Stein, chairman of the breakfast committee, in announcing the testimonial affair, said:

"The entire Jewish community of Greater Miami is privileged in having in its midst a man of the caliber of Ginsberg. Knowing the place which he occupies in the hearts of his fellow citizens, we know that a legion of his friends want to pay due honor to this warm-hearted and devoted worker for every good and worthy cause."

* * *

Ginsberg tore up a 10-year lease which would have cost the federation a total of \$75,000. He recently gave the federation a new 10-year lease for the mezzanine floor at \$1 a year.

Moses Ginsberg gives 10-year lease to Greater Miami Jewish Federation for a \$1

Miami News

March 23, 1948

420 Mercantile National Bank
 Building ΔJE4-4739
 Cochran Saml D supt
 Gelber Seymour ΔJES-7423
 mezz Greater Miami Jewish Federation
 ΔJE8-4331
 Rooms:
 101-02 Bradford Robt R optometrist
 ΔJE4-2343
 2d fl Mercantile Natl Bank of Miami
 Beach ΔJES-7831
 201 Schiff Harry N real est
 Schneider Jos J real est
 ΔJES-0931
 202-03 Brenner Wm I lwyr ΔJE1-0026
 Golden Robt lwyr ΔJE1-0026
 Meyers Anna B Mrs lwyr
 ΔJE1-0025
 204 Lazarus Sylvan real est
 ΔJE4-4145
 Goodman Saml A real est
 ΔJES-9865
 Rubin Jack M real est ΔJE4-4145
 205 Levine Rhoda M Mrs real est
 ΔJE1-0308
 Sou Coml Ins Agcy ΔJES-9865
 206 Hyman Maxwell lwyr ΔJE1-7673
 Fisher Herbert J lwyr ΔJE1-7673
 Stein Stanley S lwyr ΔJE1-7673
 207 Schonfeld Abe lwyr ΔJE1-0878
 Berkley S Geo lwyr ΔJE1-7431
 208 Miami Beach Apt Assn Inc
 ΔJE1-0876
 209 Newman Godfrey K lwyr
 ΔJES-0338
 Lake Hymen lwyr ΔJES-0338
 210-11-12 Kohen Granat & Frank
 lwyrs ΔJES-6739
 Hartley & Firtel lwyrs ΔJES-6739
 Thomas Richd E lwyr ΔJES-5593
 214-16 Tobin & Rose Ins Agcy Inc
 ΔJE1-1256
 Tobin & Tobin Realtors ΔJE1-1256
 and ΔJE1-0858
 217 Fla Power & Light Co (ofc)
 ΔJES-0541
 220-21 Kane Benj N Foundation The
 inv ΔJE1-7438
 Kane Benj N Inv Co ΔJE1-7438
 230 Hollander Lawrence L lwyr
 ΔJES-0445
 Rivkind & Marger lwyrs
 ΔJES-0445
 231 Trau David M lwyr ΔJE4-2101
 232-33 Keats Mabel B real est ΔJE
 ΔJE1-7455
 234-35 Woolf Shirley lwyr ΔJE1-6417
 Salmon Michl H lwyr ΔJE1-6417
 Cypen Irving lwyr ΔJE1-6417
 Snyder Arth I lwyr ΔJE1-6417

236-37 Berick Shapiro & Fried lwyrs
 ΔJE1-6449
 238 Dunn Distrs elec appliances
 ΔJES-0821
 Kaye Leon real est ΔJE4-4969
 Kanter Irving J real est ΔJES-0821
 239 Mercantile Barber Shop ΔJE1-9413
 ΔJE1-9413
 240 Klein Gerald J lwyr ΔJES-6216
 241 Olshen Jack W acct ΔJES-4351
 Dairdson Bernard B acct
 ΔJES-4351
 Feldman Milton bookkeeping serv
 ΔJES-4351
 Forman Jos J bookkeeping serv
 ΔJES-4351
 242 Berk Herman M lwyr ΔJES-2583
 243 Ginsberg Moses inv ΔJE4-4120
 244 Mercantile Natl Bank Building (ofc)
 ΔJE4-4739
 245 Gimbel Herbert Co adv rep
 ΔJES-5252
 246-47 Miami Beach Bar Assn Law
 Library ΔJES-3336
 248-49 Wasserman Sidney & Co accts
 ΔJE1-0891
 Olin Bernard acct ΔJE1-0891
 250 Halperin Saml J real est
 ΔJE4-4771
 Gardner Jos H real est ΔJE4-4771
 Friedman Moses L real est
 ΔJE4-4771
 Siegel S Robt real est ΔJE4-4771
 251 Englander & Hoffman lwyrs
 ΔJE1-6331 and ΔJES-2287
 252 Gordon Alex S lwyr ΔJES-1401
 Silverstein Mark lwyr ΔJES-1401
 Sweet Nolan lwyr ΔJES-1401
 254-55 Singer Seymour D acct
 ΔJES-0481
 257 Rothenberg & Burris lwyrs
 ΔJES-8351
 Silverman Seymour lwyr ΔJE
 ΔJES-5370
 Salmon Philip V lwyr ΔJES-8351
 Leaf I Eric lwyr ΔJES-8351
 258-59 Lee & Williams Co real est
 ΔJES-6314
 260 Equitable Life Assurance Society
 of The US ins ΔJE1-0856
 261 Rubin Saml lwyr ΔJES-2209
 Stoller Leon L lwyr ΔJES-4452
 262 Genet & Genet lwyrs ΔJE1-6841
 Wilson Harold M lwyr ΔJE1-6841
 263-64 Furman Maurice G acct
 ΔJES-4713
 265 Vacant
 300 Lewis John K lwyr ΔJE1-5709
 Kelnor Milton lwyr ΔJE1-5709 and
 ΔJE1-5298
 301 Lincoln Dental Laby ΔJE1-6201
 302 Lytton Louis G phys ΔJE1-6923
 303-04 Kaplan Saul H phys ΔJE4-4484
 305 Bernstein Wm H phys ΔJE1-7505
 306 Merlin Morris H chiroprdist
 ΔJE4-4526
 307 Rosenthal Julius M phys ΔJES-2232
 ΔJE4-2232
 307a Sayet Maxwell M phys
 ΔJES-2286
 Atlantic Clinical Laby ΔJES-2266
 308 Edwards W Walter dentist
 ΔJE1-0300
 309 Jacobson Leonard H phys
 ΔJE1-1122
 Leon Andrew J phys ΔJE1-1122
 310 Ruskin Oscar S dentist ΔJE1-3177
 311-12 Gato Froilan H dentist
 ΔJE1-3153
 314-16 Hondsberg Leo phys ΔJE1-780
 ΔJE1-7804

Polk's Miami Beach City Director
 420 Lincoln Road Tenants
 1955

LINCOLN RD—Contd
 420—Contd
 314-16—Contd
 Honigsberg Alvin phys ΔJE1-7804
 317-18 Vacant
 320-22 Blumin Harry & Co acct
 ΔJE8-7352
 323 Vacant
 329 Roth Burnett lwyr ΔJE8-7423
 Roth Alan real est
 330-31 Weinkle Milton L dentist
 ΔJE1-3148
 331 Unger Paul N phys ΔJE8-8741
 332-33 Jacobson Milton B phys
 ΔJE1-1332
 Goldman Sol B phys ΔJE1-1332
 334-35 Schwartz Stanley E phys
 ΔJE8-4193
 Brezin David phys ΔJE8-4193
 Rickles Julian A phys ΔJE8-4193
 336-37 Reed Francis A phys
 ΔJE1-7830
 338-39 Mirchnoff Donald M dentist
 ΔJE8-1807
 340 Greene Ben N dental laby
 ΔJE1-0660
 Precision Dental Laboratories
 ΔJE1-0660
 341-42 Burns S Jos phys ΔJE1-0117
 343-44 Eggatz Meyer dentist
 ΔJE8-3111
 345-46 Reckson Murray M phys
 ΔJE1-0600
 347-48 Fishbein I Leo phys ΔJE8-6132
 349-50 Goodman Bernard phys
 ΔJE8-2515
 352 Alterman Seymour L phys
 ΔJE4-2192
 Packer Marvin S phys ΔJE4-2192
 353-54 Glueckauf Lewis G phys
 ΔJE1-0159
 Augustine Alf dentist ΔJE8-3869
 355-74 Pearson Julius R phys
 ΔJE8-1205
 356 Schwartz Richd L dentist
 ΔJE1-9825
 357-58 Gilbert N Stuart phys
 ΔJE8-1180
 360 Rose Maurice J phys ΔJE1-0676
 Auslander H P phys ΔJE1-0676
 361 Wien Leonard A inv ΔJE1-3349
 362 Fischer Michl M dentist ΔJE1-6581
 363-65 Puffer John W dentist
 ΔJE1-9835
 Fox Harold H jr dentist ΔJE1-9835
 366-67 Berke Jerome dentist
 ΔJE1-5903
 Ehrlich Leo chiropodist ΔJE1-5903
 369 Kaplan Robt L dentist ΔJE1-9907
 370 Saperstein Albert H lwyr
 ΔJE1-0878
 Greenberg Harry A Hon lwyr
 ΔJE1-0878
 372-73 Kay Sam inv ΔJE1-0408
 400 Weinstein Weinstein & Weinstein
 lwyr ΔJE1-1101
 401 Markow Herbert L lwyr ΔJE1-1101
 402 Weiss Eug chiropodist ΔJE4-4377
 403 Gordon Harry lwyr ΔJE1-7649
 404-05 McDavid Richmond C jr dentist
 ΔJE1-0663
 406-07 Ginsburg Ben Z real est
 ΔJE8-8600
 408 Warner Morris G lwyr ΔJE1-7431
 409 Dooly Oscar E real est ΔJE1-0863
 410-11 Gordon Irving dentist
 ΔJE1-6797
 Sweet Harold S dentist ΔJE1-0025
 414 Eisenstein Leo real est ΔJE8-8665
 430-31 Vacant
 432-35 Broad & Cassel lwyr
 ΔJE1-1109

420—Contd
 432-33—Contd
 Cushman Lucius J ΔJE1-1109
 436-37 Korner & Mannheim lwyr
 ΔJE1-0811
 Alenick Michl G lwyr ΔJE1-0811
 Nemser Arth M lwyr ΔJE1-0811
 438 Kay Sanford Constn Co ΔJE1-0839
 439 Norton Jas H Gent Ins Agcy Inc
 ΔJE1-7851
 440 Wolfe A Ernest real est
 ΔJE1-7848
 441 Abbott Jack A lwyr ΔJE8-0494
 Shear Murray D lwyr ΔJE8-0494
 442 Lesser Alf A & Sons Inc ins adj
 ΔJE1-7913
 Associated Sls Inc mfrs rep
 ΔJE1-7913
 Lesser Distr Co Inc bldg sups
 ΔJE1-5203
 Factory Shoe Rebuilders Inc reprs
 ΔJE1-7913
 443-44 Turk & Newman lwyr
 ΔJE4-4656
 Berman Sully I lwyr ΔJE4-4656
 Schaeffer Vivian L lwyr
 ΔJE4-4656
 Koche Victor R lwyr ΔJE4-4656
 450 Meyer Weiss & Rosen lwyr
 ΔJE8-2531
 Eanett Donald J lwyr ΔJE8-2531
 Stallman Louis H lwyr ΔJE8-2531
 Shedroff David I lwyr ΔJE8-2531
 Arkin L Jules lwyr ΔJE8-2531
 501 Dooley Denis J real est ΔJE1-5801
 502 Dobrin Max phys ΔJE4-2436
 503-04 Hawley Hugh H phys ΔJE8-4262
 505 B'Nai Brith Miami Beach Lodge
 1591 ΔJE4-2435
 Muchnick Sanford L lwyr
 ΔJE8-5901
 Miller Gershon S lwyr ΔJE8-5901
 506 Schwartz Nathan real est
 ΔJE8-7612
 507 Kantzler Morris H acct ΔJE8-2162
 508 Shevach Randolph phys ΔJE1-1204
 510-11 Magid Harry I real est
 ΔJE1-0346
 Jonas Royal F lwyr ΔJE1-0346
 Vernell Louis lwyr ΔJE8-3757
 Jonas Fred real est ΔJE1-0346
 Rubin G Milton lwyr ΔJE8-8361
 512 Futch Mooney D real est ΔJE
 ΔJE8-1843
 514 Zukernick Harry lwyr ΔJE1-1206
 Zukernick Michl lwyr ΔJE1-1206
 515 Selligman Marie M Mrs ΔJE1-7168
 Sater B L real est ΔJE1-7168
 601 Talianoff Geo J lwyr ΔJE8-1688
 Waller Bertram C lwyr ΔJE8-1688
 Greenberg Chas H lwyr ΔJE8-1688
 602 Frishman Arth D lwyr ΔJE8-0831
 Meyers Howard A lwyr ΔJE8-0831
 Bertman Geo J real est ΔJE1-7455
 603 Reder Aaron M lwyr ΔJE1-0886
 Gentler Chas Hon lwyr ΔJE1-0896
 Mayerson Don A lwyr ΔJE1-0896
 Steinhart Irving lwyr ΔJE1-0896
 604 Cohen Ben lwyr ΔJE1-3403
 Schwartz Geo lwyr ΔJE1-3403
 Goodman Murray lwyr ΔJE1-3403
 penthouse Gittler Norman M assoc archts
 ΔJE8-0331

Polk's Miami Beach City Director
 420 Lincoln Road Tenants
 1955 (continued)

Polk's Miami Beach City Director
421-450 Lincoln Road Tenants
1955 (continued)

Street continued

- 421 Lee's luggage ΔJE8-3857
- 423 Carousel Children's Shop clo
ΔJE8-4574
- 424 Creagh W M Ltd jwlrs ΔJE1-0996
- 425 Todd & Todd Inc men's furngs
ΔJE1-1425
- 427 Schoen Jules Inc shoes ΔJE1-5974
- 429 Marsha Kay Co gifts ΔJE8-4684

LINCOLN RD—Contd

- 430 Beach Theatre ΔJE1-0996
- 431 Post Sandra women's clo
ΔJE1-3064
- 433 Fairfield's Inc women's clo
ΔJE4-2339
- 434 Patsy Shop women's clo ΔJE1-0871
- 437 Bo-Peep Shoppe Inc children's
clo ΔJE8-3777
- 438 Stephens Inc men's furngs
ΔJE1-5624
- 441 Slater's Boat Shop Inc ΔJE1-0522
- 445-49 Gillette Jules Inc men's clo
ΔJE4-2244
- 440-50 Beck A S Shoe Corp ΔJE1-0688
- 451 Effie Louise Dress Shop women's
clo ΔJE1-5685
- 455 Lunines Inc men's clo ΔJE8-5408

Leo Birchansky Exhibition
"Ally Exhibit," 1944
Miami News
January 16, 1944

Exhibit Extended

The current exhibition of the 30 oil paintings and seven water colors of Leo Birchansky, 6950 Byron ave., Miami Beach, which is being held at the Miami Woman's club building, has been extended to Wednesday, Jan. 26. Presented by Mrs. Myrtle Taylor Bradford, state art director, the one-man show is called the "Ally Exhibit" and is the first of the 1944 exhibits to be held at the club building. Mr. Birchansky is noted for his murals of the Russian revolution.

Leo Birchansky
Obituary
New York Times
March 10, 1949

LEO BIRCHANSKY

New York Times (1923-Current file); Mar 10, 1949;
ProQuest Historical Newspapers: The New York Times (1851-2009)
pg. 27

LEO BIRCHANSKY

MIAMI, Fla., March 9 (AP)—Leo Birchansky, 62-year-old Russian-born artist, died today of a heart attack at his home. For ten years he was political cartoonist and art director for Odesskia Novosti, a South Russian newspaper. He fled to the United States in 1922, worked in the art department of The New York Daily News for twelve years and came to Miami six years ago. Best known of his works was a series of canvases of the Russian revolution.

Leo Birchansky Biography in:
Maurice Horn (editor), *The World
Encyclopedia of Cartoons*, Chelsea House
Publishers, 1980.

BIRCHANSKY, LEO (1887-1949) Russian-American cartoonist born in Odessa, Russia, in 1887. Lev (Leo) Birchansky studied art at a private school in his native Odessa. In 1907 he became the editorial cartoonist and later the art director of *Odesskaia Novosti*, one of the city's leading newspapers, and he continued in these positions until 1917. He then took part in the Russian Revolution and published sketches depicting scenes of the revolution. In 1922 Birchansky left the Soviet Union for western Europe and later came to the United States, finally settling in New York. There he freelanced cartoons and illustrations, also illustrating books in Russian by his fellow émigrés. He worked for 12 years (1931–43) in the art department of the *New York News*. In 1943 he moved to Miami, where he worked for various local publications as a cartoonist and illustrator. He died in Miami on March 8, 1949. Leo Birchansky was a noted political cartoonist in his native Russia, but his style of cartooning never found favor in the United States. His career spanned two continents and two vastly different political systems, and this fact makes his contribution worthy of acknowledgment.
M.H.