

SEARS OPENS NEW STORE TODAY

Beauty, Modern Styling Combine in Salem's New Sears Store

Doors Swing Open to Public at 10a.m.; Store Offers New Services

Gala Opening Celebration to Last Through Saturday at New Capitol Street Trading Center

Sears, Roebuck & Co. today will open to the public its new department store on North Capitol street—one of the most modern retail establishments in the west.

The ultra-modern store building dominates the new Capitol Shopping center which has been under development for many months on North Capitol between Center and Union streets.

Cost of the Sears store as largest unit in the shopping center has been estimated at well over \$600,000. The building measures some 320 by 120 feet and has a full basement. The entire shopping center represents a \$2,000,000 investment of the Pacific Mutual Life Insurance Co.

James Mosolf, manager of the new Sears store, said late Wednesday that all is in readiness for the grand opening which is expected to attract a record crowd today.

For the grand opening festivities and shopping, special store hours of business will be 10 a. m. to 9 p. m. today, 9:30 a. m. to 9 p. m. on Friday and 9:30 a. m. to 9 p. m. on Saturday.

Among principal speakers of the Sears store, in addition to several brand new merchandising departments, are its enormous air-conditioning system and its extensive off-street parking area which permits parking of some 500 cars within the shopping center area.

The huge store is air-conditioned throughout, with special regulating features to account for varying needs in parts of the store, like ample ventilation-cooling for the lamp fixture department where the scores of lighted display lamps throw off considerable heat.

Space in the store adds up to some 80,000 square feet, distributed on three levels—the basement, the street level floor and the second floor.

Maximum Efficiency
One of the outstanding features of the store's interior is the ingenious manner in which the various departments have been planned and laid out so as to achieve efficiency without sacrificing eye appeal, Mosolf reported.

"This type of store layout represents a new and original approach to the art of displaying merchandise," the manager said.

"The cleverly planned display fixtures, the attractive decoration and the effective use of lighting in the modern structure provides a harmonious and highly pleasing effect. At the time the 'merchandise is king' theme is predominant, and the customer will find the new store not only attractive but a convenient place to shop."

Departments Added
Some of the departments which have been added to the Sears' Salem store as it opens in the new location include the complete service station, the camera shop and a candy department.

At the service station, located in the parking area near the store building proper, auto owners may drive up their cars for actual installation of seat covers, batteries, tires and other equipment handled by this Sears department. Although no gasoline is sold here, the service station has the equipment and personnel to install speedily items purchased by the customer.

The camera department on the street level floor, near the center, offers a wide variety of cameras and equipment, including movie cameras, projectors, film and other supplies.

Variety of Candies
The new candy department, also on the main floor, will feature a wide variety of chocolates, creams, hard candies, gum, nuts and popcorn.

All the familiar departments of a Sears store are there, too, all of them with substantial improvements in display facilities and customer convenience.

Displays of kitchen sink equipment, including garbage disposal units for example, are installed as actual working units with running water connected. Water pumps too are displayed in actual operation.

In Basement Store
The saddle shop and farm equipment departments are found in the basement store. The saddle shop is set aside against a handsome knotty pine paneling, with ample room for effective displays.

The farm section of the lower floor includes among its features an operating brooder house with hundreds of chicks.

Both the women's wear and men's wear departments on the main floor have been expanded, with new lines of merchandise added and more room available for display and dressing rooms.

A Store in Itself
The Sears furniture department has become virtually a store in itself, occupying the center section of the second floor where many of the most modern display techniques are employed.

For the opening of this new store, some specially new merchandise has been obtained. For example, the latest-styled kitchen cabinets, fully installed in one display nook of the furniture floor, are so new they will not appear in advertising until the fall Sears catalogue comes out.

Mosolf Heads New Store



James F. Mosolf (above), manager of the ultra-modern Sears, Roebuck & Co. store opening here today, was formerly a big league baseball player. Now a veteran Sears executive, Mosolf is an enthusiastic Willamette valley businessman.

Manager of New Sears Store Former Big League Ball Player

Friends of James F. Mosolf, coverings. From this position he was promoted to manager of the Aberdeen, Wash., store.

Mosolf has retained his keen interest in baseball and during his stay in Aberdeen conducted a baseball school, under the "Bench Warmers' Organization."

Speaking of his new business adventure, Mosolf stated, "I am very familiar with Salem and the Willamette Valley, and I know that it is a city with a great future promise. I am confident that our new investment here in Salem is more than justified."

Mosolf heartily invited his friends and the baseball bugs of this and the surrounding territories to be his guests at the new store opening today.

500-Car Parking Space Available at Sears

Sears Service Station within Parking Zone

Convenient automobile parking is a byword with Sears, Roebuck and Co. officials who today are opening the big new Salem store on North Capitol street in the Capitol Shopping center.

From the first, plans for the development included facilities to park shoppers' cars by the hundreds. In all, the area has a capacity of 500 cars, including the largest off-street parking area in the city of Salem.

The parking lot is located behind and alongside the Sears building, with entrance from Marion street. Angle parking spaces are marked off.

On the parking area side of the Sears building is a large entrance way, as well as a special loading platform for customers who wish to drive up their cars to take on larger items they have purchased.

Separate from the store building and located conveniently within the parking area is the new-type Sears service station where automobile accessories can be installed while you wait.

Manager James Mosolf of the Sears store has announced that the policy will be to exclude employees' cars from the parking lot, so that the maximum number of spaces will be available to shoppers.

Sears Ready For Television

One feature of the new Sears, Roebuck & Co. store which opens today is so new, it's way ahead of time.

It's a sound-proofed room in the radio department, especially built for demonstration of television sets.

Only catch is that not within the regular range of telecasting—yet.

Hundreds of Chicks to Add Peeps to Opening

Chicks by the hundred will be adding their "peeps" to the grand opening festivities at the new Sears, Roebuck & Co. store at 550 N. Capitol st. today.

The chicks will be comfortably and correctly—installed in an elaborate brooder house display unit in the store.

Parking Area Directly Adjacent to Sears Store



Biggest concentration of automobile parking area for some 500 cars in the new Capitol Shopping center is the 500-car parking lot partially pictured above. Located in the rear of the new Sears store which opens today, the lot is approached from Marion street, has easy-angle parking and convenient access routes.

Store Music System at Sears' Also Helps Find Lost Children

An advanced type of indoor musical broadcasting will soon be in operation, it was announced by James Mosolf, manager of the new Sears store opening today on North Capitol street.

Constituting a radical departure from all previous types of public address systems and "piped" music, the Sears sound system was designed by company engineers to provide soothing and pleasant music at a low volume level.

Most unusual feature of the system is the use of multiple speakers evenly spaced throughout the store. Each one with a newly designed dispersion baffle which sends the music out evenly in all directions. Visitors will be able to see the music is at such low volume and so evenly dispersed that it is difficult to tell where it is coming from.

Unusual fidelity and tonal qualities are obtained from a library of 1,200 transcriptions. A scientific

The system may also be used for making announcements of interest to shoppers in the store as there are microphones in the manager's office and elsewhere. The moment that anyone begins to speak over one of the microphones, automatic relays take over and the music fades to the background.

Lost children are no longer a problem, as Johnny and Mary are as close to Mother as the sound system.

Sprinklers to Protect Store Against Fire

Sears new store in the Capitol Shopping Center will be well protected against fire, according to the Grinnell company of the Pacific, manufacturers of automatic fire protection systems.

A network of sprinkler heads has been installed in the new building. These sprinkler heads are designed to automatically turn on anytime a pre-determined temperature is reached, quickly extinguishing any fire.

Grinnell company reports installations of the same design have been installed in the Fairview home as well as the Marion and Senator hotels.

Employees of Sears Stores Share Profits

Sears, Roebuck and Co. employees have a special interest in the business prosperity of Salem, according to James F. Mosolf, manager of the new Sears store which opens here Thursday.

Mosolf explained that most of the employees are actually shareholders in the company through the Sears profit sharing and pension plan. This plan which was initiated in 1916 enables employees to invest a part of their salary each week in the company. This is more than matched by the company and it has now developed to where Sears employees in their profit sharing and pension fund own the largest single block of shares in the company.

At the present time they own approximately 19 per cent of all outstanding stock.

"Our people," said Mosolf are all independent business men and women. They want to see Salem grow and prosper and they can be depended on to do their utmost in that regard. They will translate that into topflight service for their customers and our store. Most of the Salem employees are home owners in the Salem area."

Sears Catalogues Serve Historian

It is a story of historical import that when Mark Sullivan, for his "Turn of the Century," sought some manner of reenactment of the habits and customs of the people of the United States over a 25-year period he turned to Sears' catalog files.

Later he wrote a lengthy letter to the company in which he stated, "Nothing I have received from any other source gave me more valuable information for my book than the Sears catalog."

Tempting Sweets On Sale at Sears

Tempting candies of all descriptions will be sold in a new department of the Sears, Roebuck & Co. Salem store which has a grand opening today in its completely new building in the Capitol Shopping center.

The candy counter is located on the street level floor near the entrance from the parking lot.