

## Sears Store's First Birthday Features Storewide Bargains

The first anniversary of the \$600,000 Sears, Roebuck & Co. store in Salem's new Capitol Shopping center will be observed today, Friday and Saturday with special sales in all departments of the store.

The three-day celebration actually began last night when an estimated 500 employees and their families attended a picnic sponsored by Sears at Paradise islands.

James Heldman, assistant store manager, commented on the first year's progress yesterday by saying, "Not only has business increased steadily but we

### J. F. Mosolf Manages Sears



James F. Mosolf has served as manager of the Sears, Roebuck & Co. store since its grand opening Aug. 11, 1949, in the new \$2,000,000 Capitol Shopping center. Mosolf retired from a successful major league baseball career in 1938 to begin service with Sears in Tacoma, Wash. He also served in Seattle and in Aberdeen, Wash., stores.

also are making progress toward our main goal . . . bringing more business from the Willamette valley to the entire city of Salem." "By checking our credit department figures and by personal observation we have noted that people from valley towns who once did much of their trading in Portland now have switched to Salem," he said.

"This new trade has not been confined to Sears. We believe the entire city has benefited and will benefit by attempts to create a larger trade zone for Salem."

It was on Aug. 11, 1949, that thousands of Willamette valley residents crowded into the aisles at Sears to catch their first glimpse of the modern building. The parking lot, which provides facilities for 500 cars, was filled by 11 a.m. and hardly a space was vacant until closing time that night.

Although Salem residents had shopped in a Sears store since July 26, 1934, when the first branch opened here, they saw something different in the new store. Each department from the saddle shop to the furniture floor had specialties to offer.

The building itself, housing a basement, main floor and second floor, was cooled by the latest in air conditioning and protected by the finest fire sprinkler system available. Music was piped over the store's public address system which also is used to call store personnel and even to locate lost children.

Special features of the building, besides the spacious parking lot, include a new candy department, a photo shop and a service station where tires and other accessories could be installed immediately after purchase.

Today the Sears store is still the newest in the northwest. Other branches in Oregon are located in Portland, Klamath Falls, Eugene and Albany but the Salem store is rated the most modern.

Sears officials have watched the entire Capitol shopping center, a \$2,000,000 investment of the Pacific Mutual Life Insurance company, grow steadily during the past year, adding new shops and bringing in more customers from the valley points.

There have been no major changes in personnel since the opening. James F. Mosolf, former major league baseball player, is still manager with Heldman as assistant. Loyal E. Hawke as merchandise manager and Pat Ryan as advertising manager and sales promotion chief.

The store employs a regular staff of 150, most of them Salem residents, but the staff swells past the 300 mark during special sales. Highlights of the year — which have necessitated extra help — have included the original opening, fall opening, the Christmas season, spring opening and the recent "Circus Days."

Other memories of the past year at Sears are visits from nearly every top executive of the Sears & Roebuck company.

"Each has expressed pride in our store and great satisfaction with our progress," Assistant Manager Heldman said.

The first visit was on Aug. 30, 1949, shortly after the opening, when the store was inspected by F. B. McConnell, president of Sears & Roebuck, from Chicago; A. T. Cushman, west coast vice president from Los Angeles; and R. M. LaFollette of Washington, D.C., former U.S. senator and now a Sears consultant.

Several weeks ago Cushman and other top executives again inspected the store on a flying tour of the northwest.

"This week, as the store observes its anniversary sale, the emphasis will be on "Back to School" wearing apparel, and outstanding lines for the fall season will be shown in clothing departments.

The kick-off picnic last night at Paradise islands was the first held for store employees. Baseball games, dancing, entertainment and mountains of food featured the outing.

McCHORD NEEDS LABOR  
TACOMA — Approximately 1,000 civilian employees are being sought to fill existing vacancies at McChord Air Force Base, including 600 aircraft specialists and 400 auto mechanics.

## Modern Sears Building at Hub of Shopping Center Notes First Anniversary



The first anniversary of this \$600,000 Sears, Roebuck & Co. store in the new Capitol Shopping center is being observed this week with a special three-day sale. Thousands of Willamette valley residents attended the grand opening Aug. 11, 1949, and

saw such new features as the latest in air conditioning, an efficient fire protection system, a brand new candy department, a photo shop and an auto service shop surrounded by parking space for 500 cars.

### Sears Catalogue Publishing Major Business Effort

The big general catalogue of Sears, Roebuck & Co. is an American institution.

Each issue requires nearly 16,000 tons of paper and enough printer's ink to fill two 60-foot swimming pools.

More than 3,000 people have a part in the planning, production and distribution of this catalogue.

All items listed in the catalogue and not regularly carried in the stock of the Salem Sears store may be ordered through the store's catalogue department. This catalogue shopping department is in the basement of the local store.

### Salem Officer In Philippines

CLARK AFB, Aug. 16 — Lt. Col. Ira F. Wintermute, husband of Mrs. Betty H. Wintermute, formerly of 360 W. Lefelle st., Salem, Ore., has been assigned from Clark air force base in the Philippines to one of the Far East air force's bases, to aid in Korean action.

Wintermute formerly was stationed here with the 13th air force as commanding officer of a fighter-bomber group. Holder of the distinguished flying cross, he has been with the air force since 1937, following graduation from Oregon State college. Prior to assignment to the Philippines in October, 1949, he was senior air instructor for Nevada.

### Funeral Friday For Ex-Resident

Funeral services will be Friday at 2 p. m. in Corvallis for Mrs. Lorena Robertson - Barzee, 82, former Salem area resident who died Monday at her Corvallis home.

She was a pioneer of the Sun-

ny-side community south of Salem. Survivors are three daughters, Mrs. Hallie Ingie, Mrs. Faye Fegley and Mrs. Wilma Appelman, all of Corvallis; nieces, Mrs. Claude Morse and Wilda Siegmund of Salem.

### Ryan Handles Advertising



Advertising manager and sales promotion chief of the new Sears, Roebuck & Co. store in Salem since its opening last year, Pat Ryan is a veteran of 16 years service with the Sears organization. He managed the farm store in both Salem and Albany previously.

### Aide Reviews Sears Progress



James Heldman, assistant manager of the Sears, Roebuck & Co. store in the Capitol Shopping center, yesterday reviewed the first year's progress by saying, "Not only has business increased steadily but we are also making progress toward our main goal . . . bringing more valley business that formerly went to Portland to the entire city of Salem. Heldman has 18 years of merchandising and operating experience."

### Sears Predicts Trade Growth

More retail business for the entire city of Salem is forecast by officials of Sears, Roebuck & Co. in their first-year review of operations in the new Sears store on North Capitol street.

"When our new store opened, we didn't know exactly what volume of sales to expect," said one Sears leader. "But now we are better prepared to predict a continued business growth and better prepared to equip ourselves to supply these needs."

warm and cheery as an open fire

## Kerrybrooke wool sweaters

long sleeved  
boxy cardigan

**5<sup>49</sup>**

short sleeved  
fitted pullover

**3<sup>49</sup>**

Career gals, school gals—young and old alike make sweaters an important part of crisp weather wardrobes. Those with an eye to budget-thrifty prices . . . who want value combined with fine quality . . . insist on fine Kerrybrooke virgin wool sweaters like these. They're so precisely styled and the colors are so rich and flattering they look far more expensive. Come in and select your favorites today from Sears large assortment. Sizes 34 to 40.

SHOP MONDAYS and FRIDAYS 12.30 to 9 P.M.

Plenty Free Parking

Pay Checks Gladly Cashed

*Satisfaction guaranteed or your money back*

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